

# Twixplode

**EXPLODE YOUR TWITTER FOLLOWING!**



**by Sean Malarkey**

# **Twixplode – Explode Your Twitter Following!**

**HOW TO GROW A HUGE TARGETED FOLLOWING  
THAT IS LOYAL AND RESPONSIVE TO WHATEVER  
MESSAGE YOU PUT IN FRONT OF THEM**

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Praise for

**Twixplode – Build a massive Following that responds to you!**

Finally, the bible on how to use Twitter to monetize whatever it is you're selling. I wish I had read this book three years ago, when I first stumbled into Twitter. If you want to use Twitter as a tool to build your business, then this book is the blueprint! – **Darren Dicke** CEO of 3D Property Solutions – Nationally recognized Real Estate Expert

Sean,

Thanks for the awesome info. I was having a hard time finishing this course, as I kept putting it down to go to Twitter to implement the things you were saying. You knocked it out of the park with this one. Keep up the good work.  
-Ryan Dehler

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## FAQ - Read this first

Is Twitter right for you? Do you have a Product, Service, Business, Charity, Brand to build? Will a large targeted audience benefit whatever mission you may be on? Then chances are Twitter is going to be an amazing source of traffic and business. Never before has there been a concept that will allow you to build a massive targeted audience of willing and able followers who are *genuinely interested* in exactly what you're offering.

**I don't get Twitter. Isn't it just a bunch of people telling each other what they're doing?** Don't worry; we were all there at some point or other. For some people it's exactly that – a tool to tell others exactly what they are doing at any moment of the day. I'm guessing you're not here to tell others what you're having for lunch, although there can be some value to this. You're here to learn how Twitter can make you money.

**Do I have to tweet all the time to make people like me, or listen to me?** Plain and simple – NO, you could spend as little as 15 minutes a day and still build a massive list of devoted followers. Because the Twitter API is an open

API, there have been some incredible tools built including tools to automate your Twitter experience.

**Is it possible to duplicate your results?** Yes, it's very possible; in fact many have had better results. If you have some sort of following or celebrity status prior to joining Twitter, you have it made. But don't worry, I was relatively unknown to the Twitter universe and found it very easy to build a large following.

## **Congratulations and Thank you!**

Congratulations on taking action! You want a bigger following, and you've come to right place. My mission with this guide is to provide some key insights on how you can grow the perfect Twitter following.

Thank you for following me and purchasing this course. My initial mission with Twitter was to see how fast and big I could grow my followers. As you'll see, it evolved into something a whole lot bigger. Without you following me, this course would not have been possible. So I really appreciate your follow, and hope you find value and enjoy what I tweet. If you don't – go ahead and un-follow me and then go outside and play in the street.

## **My Goals with this book**

My goals in the creation of this book are simple. I wanted to create the most comprehensive guide showing you step-by-step with simple, easy-to-follow instructions, how anyone can explode their following and monetize a large list.

I want to preface this entire book with one thing: Twitter is a TOOL. If you use it wisely, it will be one of the best tools for building a valuable, loyal following of clients to buy or consume whatever it is you have to offer.

The goal for me with Twitter, and you as well, should be plain and simple – make money.

How do you do that? I've designed several chapters on this topic, but to tease you a little, I'll drop some hints.

1. You can post links, that when people click and consume, you get paid.
2. You can drive traffic to your website and capture names and emails to sell something at a later date.
3. You can create an army of Local Tweepers who frequent your establishment and use Twitter as a massive blasting service for specials and offers.

4. You can build your brand online to help promote offline purchases.
5. You can build profiles that become traffic machines and require zero work after the initial set up. ←You're going to love this one!

If you're not familiar with how to do any of the above, don't worry. I'll hold your hand and walk you through a step-by-step guide on the entire process.

Now sit back, get a pen and paper ready to take some notes, and let's do this!

# Chapter 1

## Discovering Twitter

*“All truths are easy to understand once they are discovered; the point is to discover them.”*

– Galileo

### Discovering Twitter

Twitter started in March 2006, and was originally designed for a group of friends to communicate via text messaging. [Click here](#) to watch Twitter co-founder Evan Williams talking about how and why Twitter was created.

I personally discovered Twitter in March 2007. At that time, I was watching a guy named Justin broadcasting his life 24 hours a day via Justin.tv. There was a member in the chat area of Justin.tv named Justine, whose handle was “**Ijustine.**” She kept asking all the people in the chat room to join Twitter and follow her so she could be the number one Twitter-er. I checked out Twitter and had the classic reaction – *I don’t get it. Why would I want to tweet what I’m doing for everyone to see?*

Man was I dumb.

One thing I do remember from that first visit was that “**Ijustine**” needed a few more followers to be number one in Twitter rank. If she had eight more followers, she would take first place with just over 400 followers. As I write this today, Ashton Kutcher just crossed the two million follower mark.

I can only imagine where I might be today had I jumped on that bandwagon. Twitter then, and still today, has some of the brightest minds from all walks of life using it on a daily basis. Most Tweepers are willing to share just about anything you ask of them. It is one of the nicest social groups of people you will ever encounter.

Which brings me to my next point – your intentions should not just be to abuse Twitter for your own benefit. Don’t get me wrong, I want you to use Twitter for everything it’s worth, but one of the reasons Twitter has been such a success is the general mantra of the users. Most give a whole lot more than they take. In fact, if you read Twitter’s terms of service they basically state...if you abuse Twitter, you’ll be banned.

This means you must give more than you take in order for Twitter to work for you. There is an important chapter in this book regarding the 80/20 principle and why you should use it when you tweet. I offer some great suggestions on how to do just that.

If you already use Twitter, prepare for an eye-opening approach on how to maximize your time on Twitter, and how you might be able to grow to the point that you can profit well from it.

If you’re brand new to Twitter – congratulations on taking action and purchasing a fabulous resource on “how to use

and not use” Twitter. This book and its contents have taken many hours to put together, and you’ll save yourself many valuable hours of headaches and frustration by learning from my mistakes and all of my studying about this thing called Twitter.

You’ll also learn tactics and techniques that can drive hordes of traffic wherever you want.

I have practically lived on Twitter for a while now, and become a study of anything and everything that has to do with it. From this, I have stumbled, created and perfected some incredible methods to drive traffic and build a huge following on Twitter—on autopilot!

I’ve also gotten my hands on every single one of my competitor’s courses or eBooks and I can proudly say this course CRUSHES them. I was shocked when I reviewed a couple of them and realized how bad they actually were. In fact, most of them were promoting techniques that I can assure you will get you banned.

Yes, there are some good ones out there. In fact, I learned a lot from them. Actually that’s a lie; I didn’t learn all that much from my competitors. A couple of them had some good ideas that I tweaked and added my own twist to, but honestly, I have yet to see a product or course as extensive as this one.

I truly hope you enjoy this book and take action and implement some of the tips and techniques you are about to learn. If you do, you will have success.

## Chapter 2

### How to set up your account properly

*“It takes less time to do things right than to explain why you did it wrong.”*

*– Henry Wadsworth Longfellow*

#### **Proper account set up**

##### **Setting up or fixing your account.**

So many things are about to change for you. If you haven't been growing by the hundreds or thousands on a daily basis, DO NOT skip this part. It is crucial, and you'll thank me later.

I assume you have an account already; this is a good time to make sure things are set up correctly. You've never experienced growth like this, and there are some vital steps that will help you grow while saving you from some headaches. If you don't have an account, follow this guide and you'll have done things correctly the first time.

I see many “professionals,” “experts” and “gurus” making some very basic and critical mistakes. Don't skip over this part. Take five minutes to make sure you've done things

correctly. Proper setup is crucial to growing and driving traffic.

## **When setting up your profile make sure your first and last names are separated.**

This still baffles me when I see it; there are even some internet “gurus” who’ve made this mistake. Go search for them, you will see them. Why is this so important? Because people can’t find you via a search! When you want to build a list, it’s crucial people can find you. If you have entered your name as “joeblow” and someone searches “joe blow,” there is a 90 percent chance they won’t find you. For whatever reason, 90 percent of the time Twitter will not offer another suggested spelling of your name. Go search for a few people; you’ll see what I mean.

### **First & last name *NOT* separated**



The screenshot shows a Twitter profile setup form for a user named "sean malarkey". The form has several tabs: Account, Password, Devices, Notices, Picture, Design, and Connection. The "Name" field contains "seanmalarkey", which is circled in red and labeled "Bad!". Below the name field is the instruction "Enter your real name, so people you know can recognize you.". The "Username" field contains "SeanMalarkey" and is followed by "Your URL: http://twitter.com". Below the username field is the instruction "No spaces, please:".

## First & last name separated



The screenshot shows a Twitter profile page for 'sean malarkey'. The profile picture is a small image of a person. Below the name, there are several tabs: Account, Password, Devices, Notices, Picture, Design, and Connection. The 'Name' field is highlighted with a green border and contains the text 'sean malarkey'. To the right of this field is a green 'Good!' message. Below the name field is a text box with the instruction 'Enter your real name, so people you know can recognize you.' The 'Username' field contains 'SeanMalarkey' and is also highlighted with a green border. To the right of this field is the text 'Your URL: http://twitter.com'. Below the username field is a green message that says '/SeanMalarkey' and the instruction 'No spaces, please.'

**Your BIO is everything. It's your only chance to make a great first impression, so make sure you have a strong bio that's relative to what you do or who you are.**

If you are selling real estate, make sure you mention you're a Realtor and use the next few sentences to sell yourself. If you're an internet marketer, list your area of expertise and accolades you have been given. Mention anything you think will help people know you better. If you're good at something call yourself an expert – everyone loves an expert.

However, I've noticed several experts lately have been moving to humorous bios like @perrybelcher writes he's a "hot dog vendor" or Frank Kern @masscontrolkern mentions in his bio that he's the "9<sup>th</sup> worst surfer in California".

I'm not suggesting you do this, although you could try it to see if it will work for you. And, if you have a large following

before coming to Twitter, it will give you a chance to express your human or comical side.

Or, you could compromise using maybe one or two sentences of humor mixed in with a professional bio. This could be a good route to take.

### **Your Website - link your website**

You should add your site. I'm averaging over 500 unique visits a day with minimal tweets about my site – if you don't have one, link Facebook or another social networking site you use, or link mine: <http://MyTwitterExperiment.com>.

Make sure to leave out or get rid of the **"www."** (Check the link prior to inserting to make sure it works.) Your Twitter bio is valuable real estate and the "www" eats up some of it.

### **Leave the "www." at home**



*Note – the shorter the domain name, the better.*

Also, don't use a shortening service like bit.ly or tinyurl as this is a popular tactic with spammers. In addition, these services can be unreliable at times.

## Chapter 3

### Dodging a few bullets

*“Success always comes when preparation meets opportunity”*

*– Henry Hartman*

#### **Notices – If I were you, I’d turn them off**

Notices are great, but when you’re gaining a ton of followers they’ll drive you crazy. Turn them off; you’ll be checking your Twitter account often and won’t need them.

Trust me, you really don’t want your email blowing up with the amount of emails that will come from having the notices turned on.

It takes two seconds to go into your settings and turn them off.

#### **Notices – Make sure to turn them off.**

Account Password Devices Notices Picture Design Connection

**no**  Nudge me if I haven't updated in 24 hours  
Auto Nudge: This will send a txt to your phone.

@ Replies: Show me @ replies to the people I'm following [What is th](#)

New Follower **no**  Email when someone starts following me

Direct Text **no**  Email when I receive a new direct message

Email Newsletter:  I want the inside scoop—please send me email updates!

Save

Trust me, you'll thank me later for this. Read this email from one of my first students.

Sean,

*Everything is going great – I have added over 1000 followers in the last 13 hours. Well not everything is great, I opened my email to over 1800 new emails in my inbox today – not cool – took almost an hour to delete them all.*

*Lol, thanks again im loving your help!*

Carl

## **Devices – Be sure to turn updates off.**

When I first started testing my theories on how to grow it was around midnight – I began the testing, and laid down in bed only to hear my phone alerting me to text messages one after another – they were coming in by the minute. My

wife said to me, “Who the hell is texting you this late?” I said, “Who cares?” Then five minutes later and 11 text messages later, I got out of bed, went to the kitchen and discovered Twitter was blowing me up.

It was sending me notifications of new followers. I turned my phone off and in the morning when I turned it on, my inbox was full. I didn’t know it had a text message limit prior to Twitter. Hundreds of text messages from Twitter in a matter of hours are not cool.

### **Turn mobile device updates off**



\*Side note – Did you know that Twitter was originally created for text messaging, to update your circle of friends of your whereabouts and what you were doing? Hence, the 140 character limit, similar to SMS. \*Double side note – SMS will handle 160 characters – but leaving an extra 20 allows room for your username.

# Chapter 4

## Setting up your picture and background

*“For me, design is like choosing what I’m going to wear for the day - only much more complicated and not really the same at all.”*

– Robynne Ray

### Picture & Design

#### Picture

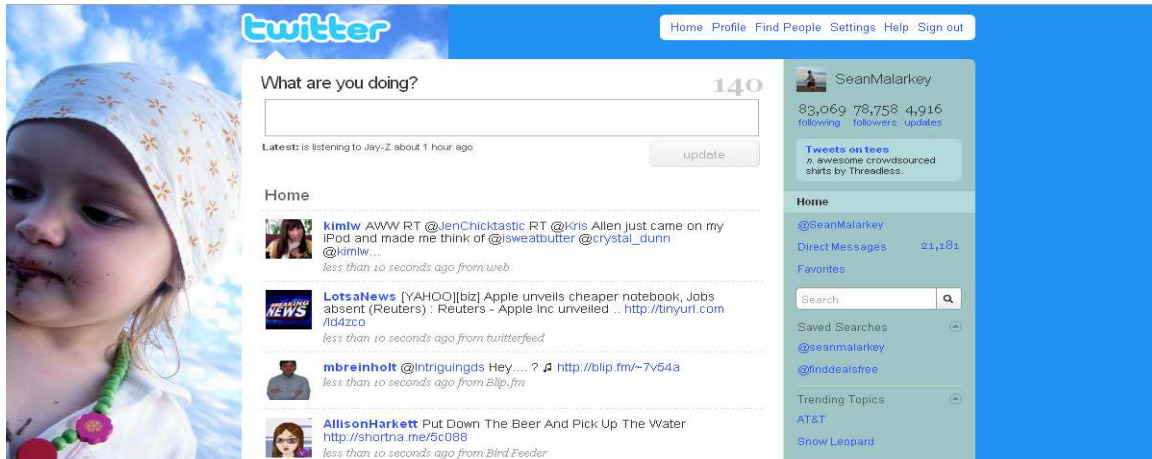
This is a very personal aspect of Twitter. Upload whatever picture you feel appropriate for your profile. If you want to be a celebrity, use your mug shot. If you’re a realtor or someone who will be meeting clients from Twitter, using your mug shot is a good touch. It will add an extra level of trust before you meet. If you’re ugly like me, use your daughter’s picture. It adds an even greater level of trust! 😊

#### Design

There are so many cool options for design. I personally like mine with my smiling daughter’s face. It’s a kick ass photo and the colors work well with Twitter.

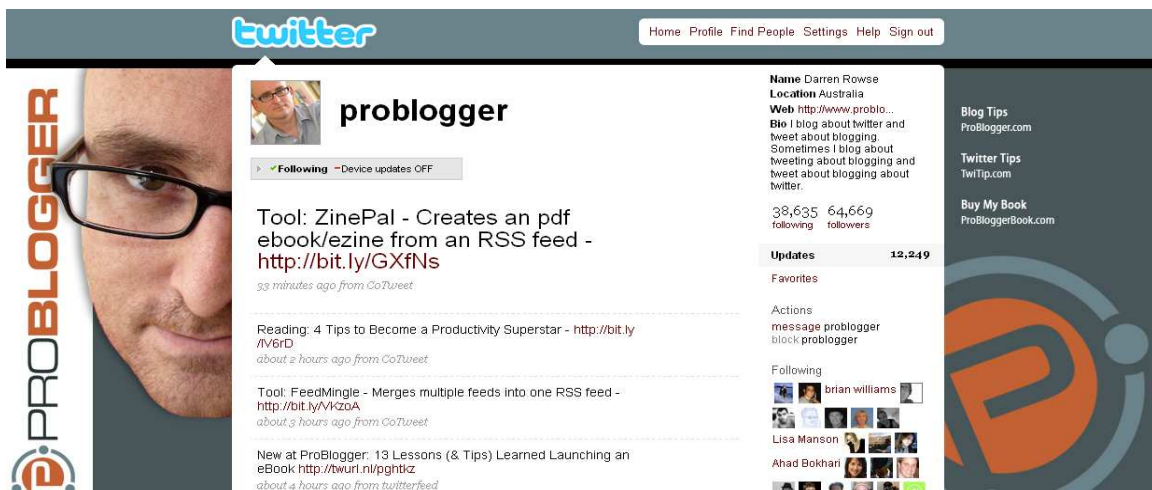
For my background, I picked a cool photo of my daughter. Using Paint, I cropped the image to the left side of the page so she would show in my background.

## My Background



If you want to customize your background, check out <http://www.twitip.com/custom-Twitter-backgrounds/>. Darren Rowse took some time putting this background guide together, and I'd be doing you an injustice by not sharing it with you.

## Example of a Custom Background



Tip – Here's a simple way to display your logo prominently: Under the design tab, click on "change background picture" and upload a picture. Before clicking save, choose "Tile background." This will create multiple images of your logo in

the background. If you use a small enough picture, it looks really cool.

## **Example of tiled background**



# Chapter 5

## Understanding the Basics

*“If you can't explain it simply, you don't understand it well enough.”*

*~Albert Einstein~*

Twitter is actually pretty simple, but you must understand some basic concepts on how the site works.

**Direct messages (DM)** – This is a way to send someone a message that no one other than the recipient can see. You can only send Direct Messages to people who are following you.

Many people use auto response direct messages to promote their site or product. You can do this as well, but don't say *“hey thanks for the follow – check out my blog <http://www.EveryoneSaysThisinTheirDm.com>.”* Try to be different; use your brain and come up with something creative that will stand out in a sea of similar DM's.

Tip – Remove the '@' sign and replace it with a "d" and a space, and type the message.

**Re-Tweet (RT)** – A re-tweet is someone's way of sharing whatever you tweeted. This puts you in front of their entire

list as well. It also gives you instant credibility. To do this, simply cut and paste the message you want to re-tweet and place “RT” in front of the message. Be sure to include the person’s username with the “@” symbol in front of it.

### **Example of a RT**

RT @PRNewswire Twitter's  
Business Uses & Challenges - plus 5  
#Twitter Tips from #TWTRCON  
<http://budurl.com/dtst> .. <http://bit.ly/KMpSz>

*about 2 hours ago from twitterfeed*

---

There are now whole websites dedicated to re-tweeting. Below are some of my favorites.

- [www.retweetradar.com](http://www.retweetradar.com) shows the most popular items being RT’d
- [www.retweetrank.com](http://www.retweetrank.com) shows how people rank for RT’s
- [www.retweeist.com](http://www.retweeist.com) shows the most popular links being RT’d

See Chapter 16 for more info on Re-Tweeting.

Tip – People love to re-tweet quotes!

**@Replies** – You can send a message to anyone by adding the “@” symbol in front of their username on Twitter. This is the preferred method of communication on Twitter.

Tip – Send an @reply message to the Tweeps with huge lists. If they respond to you their entire list will see your name. You can add many followers by engaging top dogs in conversation. If you can figure out something provocative or funny to get them to respond to, this will drastically increase your odds of gaining more followers.

### **Example of @reply**

@PRNewswire Twitter's  
Business Uses & Challenges - plus 5  
#Twitter Tips from #TWTRCON  
<http://budurl.com/dtst> .. <http://bit.ly/KMpSz>

*about 2 hours ago from twitterfeed*

---

**Hash tags (#)** – Many people use hash tags to make searching or indexing of a particular topic easier.

**Follow Friday** – When someone sends a message with a username and the “#followfriday” hash tag, that means they are telling their list to follow this person. This can be valuable for building a list. Obviously, this takes place every Friday, and I encourage you to participate.

Tip – If you do Follow Fridays for all huge Twitter-ers, there is a good chance they will return the favor.

Another Tip – Show FollowFriday love by recommending those who recommend you and others you like. The more people that see you participating in #followfriday, the more likely they are to recommend you.

## Chapter 6

### Discovering Twitter's Potential

*“Focus on your **potential** instead of your limitations”*

– Alan Loy McGinnis

Twitter has an unlimited potential. You can make money, make friends, find employees, or help (especially anything web-based). It can aid in personal or brand building, and can be an incredible promotional tool. It can be used in a million ways. It truly is only limited by your imagination.

The great thing about Twitter's potential is, the larger you get, the easier it becomes to tap into that potential.

#### **How do I unlock Twitter's potential?**

It's pretty simple: make a plan. Imagine you were going to be flooded with traffic or interested followers. What would you do with the traffic? What would you offer them? Do you have a website to drive traffic to? Do you have a product to sell? If you answered “no” to any of the questions above, you'll find some awesome resources in Chapter 19.

Imagine this: in less than 45 days, my blog has had over 8,000 unique visits. It currently receives almost 90 percent

of those visits from Twitter. Could you use an extra 8,000 visits to your blog? Here's the best part...as my list grows, so do the numbers. It's safe to say that within 60 days I'll be getting 1,000 hits a day...as long as I'm doing the appropriate things to maintain the traffic. In Chapter 19, I will reveal some tactics that can get you 1,000 hits a day in a short period of time.

# Chapter 7

## How to find and identify your target audience!

*“Their marketing strategy had to be changed to the young people. That’s who buys the beer.”*

*– Felix Sabates*

### How to find your target audience

There are many ways to do this. For simplicity, let’s say we have two types of traffic. There are more than these two types, but this should give you a good enough idea on how to target whatever audience you’re after.

**Niche** – You have a niche product and your audience is easy to target. For example, you want your list to consist of individuals who might need web hosting or design help. Or maybe you’re after realtors or real estate investors.

**Local** – Your customer for your business or service will come from a particular local market. For example, you own a local restaurant and want to build a list of individuals who will be glad to receive your tweets (and eat your food!).

You may also want to pay attention to different demographic variables such as age, race, etc. And, look for profiles that might attract your target.

Your competition may be the best well for you. Definitely go after your competition's followers. I really don't have to go into much detail on this one.

## Chapter 8

### Niche audience

*“Their marketing strategy had to be changed to the young people. That's who buys the beer.”*

*– Felix Sabates*

Let's address **Niche Audiences**. This one is my favorite, and is also the easiest to do. We will exercise the T.I.S.S. principle here (Tweep It Simple Stupid).

Let's say you're a budding real estate educator and want to start to build your brand. The beauty of Twitter is that all of your competition has a list of followers that is wide open for the picking. Search for your favorite real estate educators and click on their followers.

Now what? I hope you're not asking that question, but if you are – start following their followers. You're staring at gold. If you're smart, you'll be able to drive the majority of them to your website (and capture their information, if not immediately, in the future by providing valuable content and links through tweeting).

You can also check out [www.Twellow.com](http://www.Twellow.com). Think of it as a public directory of professionals on Twitter.

## Chapter 9

### Local audience

*“Their marketing strategy had to be changed to the young people. That’s who buys the beer.”*

*– Felix Sabates*

Now let’s look at **Local Audiences**. – There are several ways to approach this audience. First you can use a service like [www.nearbytweets.com](http://www.nearbytweets.com) and add local individuals one-by-one.

Another great resource is [www.twellowhood.com](http://www.twellowhood.com) or Twitterholic – although it can be complicated to figure out how to search location on Twitterholic.

Twitter just added an advanced search function for location searches, [www.search.Twitter.com/advanced](http://www.search.Twitter.com/advanced) to find local individuals this way.

It wasn’t available at press time, but Hummingbird ([www.Twitterfriendfinder.com](http://www.Twitterfriendfinder.com)) was going to add a search by location function. Hummingbird totally automates the following of folks so, if this feature is added, this will definitely be the easiest way to find and add local tweeps.

Another way to attack a local market is to seek out local celebrities such as newscasters, news stations, musicians or politicians. Local restaurants and realtors are also good sources of followers.

Another way to find locals is to search for the names of sporting groups. This is generally less reliable but definitely should not be ignored.

Whenever you find a local profile, pay close attention to their followers. You'll discover all kinds of great profiles to pluck followers from. For example, today I was looking at the followers of a news person's profile and discovered two local newspapers, several local chambers of commerce, a few rotary clubs and a local AM radio station. There were thousands of new potential followers in those accounts.

# Chapter 10

## How to add thousands of followers weekly

*“Life is change. Growth is optional. Choose wisely.”*

There are many ways to grow a following. If you're not a celebrity, you can't expect to join Twitter and see your following grow by any measurable number unless you employ some tactics.

My number one most recommended way to grow is to follow others. Some folks call this mass-following; I like to refer to it as mass-introducing.

Yes, you will be following massive numbers of people, but really what you're doing is introducing yourself to others. After all, if you're not a celebrity, most of these folks will have never heard of you. The majority will take a glance at your profile and make a quick decision as to whether or not to follow you back.

Before you do this, make sure you do three things:

- 1.** Set your profile up correctly
- 2.** Tweet some interesting things

### 3. Select targeted folks to follow

It really is that simple. You could ignore those three things and have okay results, but if you're going to follow massive numbers of people, you might as well maximize your efforts. Typically, of the people I follow, about 55 percent them follow me back. There's more involved in getting a high percentage to follow you back. See Chapter 19 for more details.

Some of you will have better results; some of you will have worse. If you have less than a 35 percent response rate, take a close look at your bio, what you're tweeting about and who you're going after. You should be getting no less than a 50 percent response rate if you've set this up correctly.

Earlier, I shared with you who you should follow and how, but I'll give you a quick recap. Find folks who are in your niche or your target market. Go to their profiles and click on their followers link. This will pull up their list of followers. Then, go to town. Click like crazy.

Twitter does have some limits you need to be aware of. Originally you can follow up to 2,000 people without limitation. I take that back, I have seen Twitter place limitations on some accounts in the early stages. I've seen Twitter put the brakes on following people as low as 900. Usually these were brand new accounts that had very minimal tweeting going on.

Ideally, you want to have at least 15 or more tweets before you start mass introducing yourself to others. Also, it helps to fill out your bio and add a background and profile picture.

If you met those requirements, follow as many as you can...click away! If you hate doing this, look into

Hummingbird via [www.TwitterFriendFinder.com](http://www.TwitterFriendFinder.com). It completely automates this process and reduces it to a few minutes per day.

Tip – If you're selling something or driving people to a website, be sure to tweet this link as your last tweet prior to following others. When you do so, stop posting to your account and let your new potential followers see this link when they come to your profile to check you out.

**Leave your link prior to mass introducing yourself to others.**



The image shows a screenshot of a Twitter profile for Sean Malarkey. The profile header includes a profile picture of a man and a child, the name "SeanMalarkey", and a bio: "Expert List Builder - Blogger - Internet Junkie - Full time Real Estate Investor. Husband, Dad, Good friend to many...". It also shows 79,766 following and 76,813 followers, and 4,798 updates. A tweet from 2 minutes ago is visible, containing a link to a show and a red text overlay that says "Link to my site". Below that, a tweet from about 7 hours ago says "Thanks again, I blew right through that episode of writers block and knocked out 2 chapters. Time to play now!". At the bottom, a reply from @lrreverentCoach is visible, saying "Awesome article - do you have a link to the call replay? Thanks for that - much appreciated".

Be sure to read some of the techniques in Chapter 19 prior to following others. There are some great tips that will maximize your efforts!

# Chapter 11

## I've followed...now what?

*“Life is really **simple**, but we insist on making it complicated.”*

*– Confucius*

Okay, this is the really easy part. If you have already followed a lot of people, you should see a large influx of new followers.

What you want to do is wait **at least** 24 hours and then remove all of those who are not following you back.

### **Why Should I un-follow someone?**

The concept is simple. Think of it as “dumping dead weight.” By un-following others, you’re paving the way and making room for new folks who might be interested in following you.

If 24 hours have passed and they haven’t followed you back, chances are they’re not interested in you. Don’t be sad, it’s not personal. Instead get excited for all of those who elected to follow you back. Remember – like attracts like.

I can't stress enough how important it is to wait at least 24 hours to un-follow people. This is the unwritten rule that you need to follow. If you un-follow more than a handful of people in a period of less than 24 hours, Twitter will SHUT YOU DOWN. You'll go to open your account and see the "mosey along now" image.

**You never want to see this image when logging into your account!**



I have seen some other gurus promoting the following and un-following of celebrities in a short period of time. In theory, they have a good idea. Their reasoning is based on the amount of activity these profiles can generate, and being

toward the front of their following list will get you more followers. But it lacks good judgment for two reasons: quality and ethics. I'll dive into those when I talk about things that will definitely get you banned later on.

## Chapter 12

### How & why you should “Dump the dead weight”

*Some think it's holding on that makes one strong; sometimes it's letting go.*

– Sylvia Robinson

After you hit the 2,000 follower mark, Twitter will only allow you to follow 10 percent more people than the number that are following you. For example, let's say you have 2,000 followers. You can only follow up to 2,200. So if 50 percent of the folks followed back in a 24-hour period, you would want to go back to your following list and remove the approximately 100 who have not followed back.

Now you have the room to introduce yourself to 100 more new folks.

#### **How do I tell if someone is following me back?**

The answer is surprisingly simple. Go to your following page <http://Twitter.com/yourname/following> and take a look at your followers. You'll have the option to send a Direct Message if they're following you back. **If you can see the direct message link, then they are following you back.**

## How to tell if someone is following you or not following you

### Following you



### NOT following you



I crack up thinking about entire websites that have been devoted to this "who's following me" question. I wonder if the owners of these sites know how easy it is to figure out if someone is following you back: <http://www.doesfollow.com/> and <http://www.lsFollow.com>.

If you're concerned whether a particular individual is following you, go to their profile page. If you have the option to message them, they're following you.

## Chapter 13

### **What *are* you doing?**

*“Whatever you say – say it with conviction”*

– Mark Twain

This is one of the most important aspects of building a responsive list of followers. It’s important you follow some basic principles so that you’re well received by your audience. Also, the time of day you tweet particular things will have an impact on its effectiveness.

If you’re first getting started you’re going to find this chapter very beneficial. Even if you’ve been tweeting for a while, you’re going to learn some great things.

Let’s address a few basic principles. The number one most important thing is to follow the 80/20 rule. If you’re here to pitch people or sell them something (which is totally fine, just ask Dell and all of its followers), it’s crucial you give back 80 percent of the time and take (or offer things up) 20 percent of the time.

Dell has an unfair advantage because they already have a loyal following and some of their deals are so good, they’re basically giving back by selling them so low! If you’re a popular business or have a loyal following already, you can get away with a little more.

But surprisingly, Dell actually gets Twitter.

<http://www.dell.com/Twitter>

Take a look at all of the profiles they've created for different niches. Then look at the profiles. They do a great job of interacting and giving back 80 percent of the time and selling 20 percent of the time.

If you're not a business and are more interested in building your personal brand, follow the 80/20 rule as well. And, most importantly, be yourself. I can't stress this enough. Tweet with some respect for your followers, but at the same time, let your personality shine through.

The more you are the way you are, the more connected your audience will feel to you. This makes them more likely to trust you, buy from you, take your advice, etc.

If you're at a loss for things to tweet, go to profiles in the niche of people you admire and look at what they're tweeting. Also Check [Digg.com](http://Digg.com)'s "top in 24 hr" for great stories that will interest your followers.

Other great sources include:

[www.stufftotweet.com](http://www.stufftotweet.com) - Aggregates the top content from a bunch of sites

<http://dailymashup.com/> - One of my favorites

[www.topsy.com](http://www.topsy.com) - Search Twitter usernames and click on the box in the upper right corner to go to a user's "Links tweeted" profile.

Quotes are always great to tweet. People love seeing a good quote and these are the most RT'd things I post. Often, I get a much better response with quotes posted in the morning through mid-day.

Also, I've noticed people are more willing to click entertaining links in the evening. YouTube videos are good.

Anything related to your niche is going to be the best thing you can tweet. Find content that they will appreciate and focus on that. Recently, I was consulting a social media manager (someone who tweets for others for a living) and she really liked the idea of the quotes, but was afraid the audience for one of her clients wouldn't appreciate it.

She was managing an account for a ticket broker – a business that sells tickets to sporting events and concerts. I recommended she tweet quotes from musicians and athletes and sports clips from famous moments in sports history.

Her audience loved it, and really began to RT her tweets. Instantly her following and clicks started organically growing.

Be creative. Use your head and, most importantly, don't be a spammer. If you don't have much time for Twitter, but still want to add a personal touch and tweet daily, be sure to check out what I have to say about [SocialOomph](#) in Chapter 17. Also be sure to check out some of the advanced techniques in Chapter 19.

## Chapter 14

### How to build trust and rapport with your audience

*“It's not what I do, but the way I do it. It's not what I say, but the way I say it.”*

– Mae West

This is an important chapter that shouldn't be ignored. When you grow a large list of followers, or even a small list of targeted followers, you definitely want to have their trust. This is the most important factor to converting followers into loyal consumers or buyers.

#### **How do I build trust?**

1. **Tweet relevant material** - Don't send them offers for selling things they're not interested in. For example, if you're in Internet Marketing, don't offer your followers vacation packages that pay a commission. Send them great articles related to Internet Marketing and tips on how they can improve. By doing so, you'll build trust so that when you do offer something, they'll think of you as an authority and be more willing to entertain your offers.

Let's say you're a blogger or a have a blog to use as a platform and want to sell things like themes or something related to websites or hosting, etc. Your best bet when selling these items is to blog about them as a mention or review. Then, in your tweet include a link, which provides your opinion on the product. Instead of seeming like a sales pitch, your tweet would be looked at as a useful resource when making a buying decision.

2. **Interaction** – If you have the time, make an effort to interact with your audience. If someone asks you a question, respond. Also reciprocate; RT relevant things that your audience would appreciate when you see them come across your tweet stream.

If you don't have time, when you see your following growing and the traffic coming to your site, make time. It will make a difference in your follower retention.

People feel good when you take the time to be personal and respond to questions they have or comment on things they have tweeted. Even RTing someone can be seen as a big honor when you have a large following.

3. **Don't spam** – This seems so obvious, but don't litter your followers' tweet streams with a bunch of junk offers. If you do, Twitter will lay the smack down on you and close your account.

4. **Quotes** – I can't say this enough. If you tweet quotes that represent qualities of thought or inspire others, your following will assume this is the type of person you are and trust you for this reason.

If you need help finding good quotes, use Google and search things such as “inspiring quotes” or “awesome quotes,” etc. You can really put just about any word in front of “quotes” in Google and find quotes related to that word or topic.

I know I mention quotes a lot, but I personally have found that these are the easiest things for anyone to tweet and get RT’d. I’m consistently in the top 200 for RT’s out of 30 million accounts on Twitter for a reason. People love quotes!

And last but most importantly, be honest. Be someone people can trust. If you build business or personal relationships from Twitter, act appropriately. Do things you say you are going to do and the rest will fall into place.

## Chapter 15

### How to get RT'd (Re-Tweeted) and why it's so important

*“Nearly everything you do is of no **importance**, but it is important that you do it” –*

*– Mahatma Gandhi*

Being Re-Tweeted is one of the best ways to grow your list. Every time someone re-tweets something I have to say, I can almost bet I will get a follower out of it.

#### How does it work?

To RT someone, you place their username and message with a “RT” in front of it. See example below

Example:

#### Original message

@username For a great resource on Twitter – check out Twixplode.com

#### Re-tweet version

RT @username For a great resource on Twitter – check out Twixplode.com

Twitter is all about sharing; someone sees what you have to say and if they like it, they'll share it with their list of followers. I repeat: every time someone Re-Tweets you, their entire list of followers will see the message.

If you get five Re-Tweets from five of your followers, who have an average list of 1,000 followers each, you're instantly exposed to 5,000 new people. I realize there may be some duplication between lists, but if so, it becomes even more powerful.

If someone notices multiple people Re-Tweeting you, chances are they'll take a glance at your profile and check you out. When doing this, there's a good chance they'll follow you.

Re-Tweets add social proof for you and the person Re-Tweeting you. They'll seem smart for sharing something, and you're instantly edified with the act of the Re-Tweet.

Plain and simple, being RT'd is one of the easiest ways to build your list. If you don't want to Tweet very often, –it's possible to somewhat automate the process of getting Re-tweeted by scheduling your tweets in advance. See Chapter 19 for more details.

# Chapter 16

## Selling to your followers

*“Sales are contingent upon the attitude of the salesman - not the attitude of the prospect.”*

– Clement Stone

### How do you sell to your followers?

The first thing you need to consider is what you're going to sell. Are you here to promote your services? Do you want to sell them affiliate products? Do you have a website you want to drive them to in order to sell products or generate revenue from advertising? Perhaps you just want a large following to build brand awareness. Regardless of what you're promoting, it's all selling and should be approached the same way.

With each tweet where you're driving them somewhere, consider this: it's all about the subject line. If you have ever done any email marketing, you know how important the subject line is. On Twitter, this is the most important thing you can focus on. Your tweet will need to stand out amongst others and be enticing.

A good subject line should be straightforward. Don't try and make it "salesy" or "pushy." Some of my best response rates have been from subject lines that many would say are boring.

A bad subject line will look like a headline from an advertisement. It may appear more creative or enticing, but the click-through rates are typically horrible.

People on Twitter are seeing so many advertisements that anything that hints of spam gets overlooked and will probably get you blocked if you do it too much.

With that said, I have come to the conclusion that a good subject line does one thing—it describes exactly what the user can expect by clicking on the link. That's it, plain and simple.

Unfortunately, most people get so much junk mail in their inbox that anything with even a *hint* of spam gets thrown away immediately.

Let's take a look at the different ways to sell on Twitter.

### **Selling or promoting services.**

There are a lot of people exploding their businesses or services through Twitter right now. It all starts with building a targeted following and solid relationships within this following. Make sure your bio spells out clearly what it is you or your company does.

Take the time to respond to every tweet directed at you. Even though I have a ton of followers, I still take five to 10 minutes a day to respond. Be positive. Be approachable. Be helpful. Be the kind of person your follower can expect when buying into your service.

## **Selling Affiliate products.**

If you have products or programs to sell your following already, you're halfway there. If you don't, [Clickbank.com](http://Clickbank.com) is a wonderful resource to find things to sell. I have found the highest conversions are products that have anything to do with the internet.

Once you have your products, head to Twitter. Make sure you use a URL shortener like [tiny.cc](http://tiny.cc) or [bit.ly](http://bit.ly) (see chapter 19 to learn why I use bit.ly). With [tiny.url](http://tiny.url) you can add a custom ending to the link.

Example of a custom link - [tiny.cc/gobuymystuff](http://tiny.cc/gobuymystuff)

If you use a custom link, be careful. This can make or break how well the tweet will do. If your audience thinks you're selling them something, they won't click. I have quit using custom links. Not to say that you shouldn't use them, but just be careful if you do. And be sure to analyze your results.

There are hundreds, if not thousands, of tiny URL shorteners out there, but from what I've seen Bit.ly is the best URL shortener I've found. It provides real-time tracking and the trend I've noticed is that 90 percent of the traffic will come in the first five to 10 minutes of posting the link.

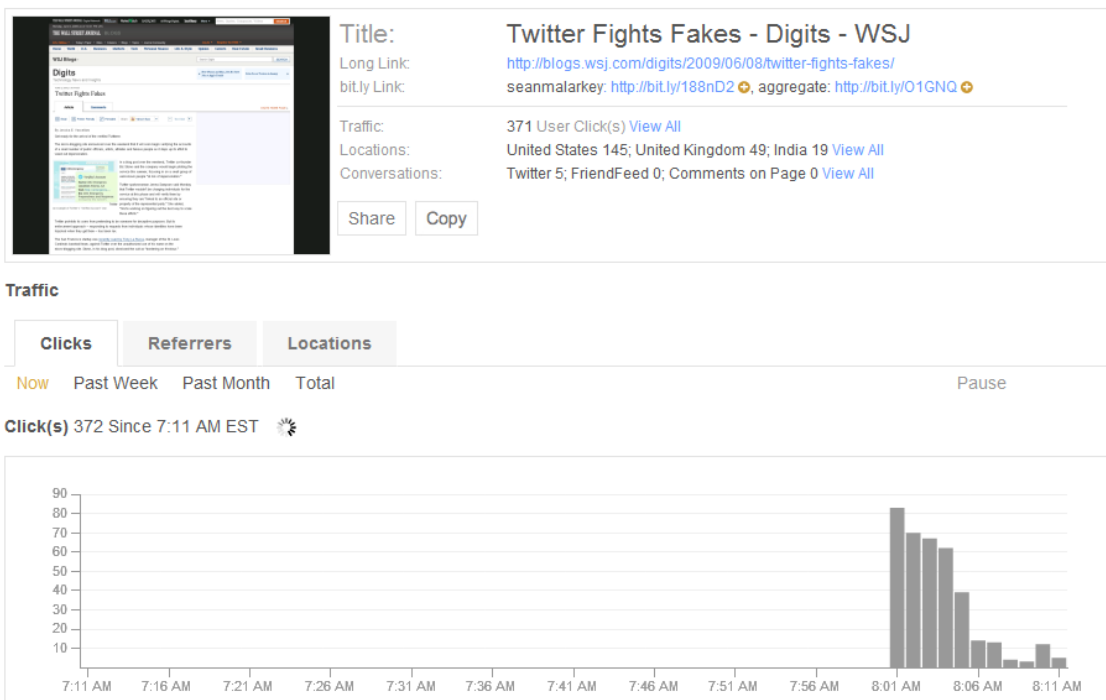
Therefore, if you want to Re-Tweet it later, you can delete it on your profile page by clicking the trash can icon to the right of your tweet.

Check out the traffic waterfall. Most of your clicks will come in the first 10 minutes. Occasionally, it will get picked up and RT'd. When this happens it looks like a mountain range.

Below is a graph showing how your traffic waterfall will look with Bit.ly.

Obviously, the larger your audience, the better your results. But you can do very well if you have a responsive list.

## **Bit.ly graph showing traffic by the minute**



## **“I want to drive traffic to sell products or generate revenue from advertising”.**

If you are here for this purpose, I have great news for you: Twitter is an incredible tool. Below is an excerpt from a post I did on my website [www.MyTwitterExperiment.com](http://www.MyTwitterExperiment.com).

***What can Twitter do for your website traffic?***

I get this question all the time -

**“Will Twitter drive a lot of traffic to my website?”**

That is a great question and the answer is **YES**.

It seems like every week, I am breaking a record for number of uniques and visitors.

Take a peek at my stats. It's hard to argue the facts.

Day	Number of visits	Pages	Hits	Bandwidth
01 Mar 2009	169	495	1799	20.19 MB
02 Mar 2009	173	439	2221	22.45 MB
03 Mar 2009	211	571	2577	29.11 MB
04 Mar 2009	139	641	1947	17.25 MB
05 Mar 2009	221	1409	3406	28.04 MB
06 Mar 2009	295	946	3987	46.04 MB
07 Mar 2009	163	790	2301	57.04 MB
08 Mar 2009	136	444	1502	45.89 MB
09 Mar 2009	446	1468	4142	119.98 MB
10 Mar 2009	398	912	2096	57.60 MB
11 Mar 2009	409	991	3991	123.41 MB
12 Mar 2009	181	622	2354	68.05 MB
13 Mar 2009	95	306	944	25.73 MB
14 Mar 2009	63	264	595	14.58 MB
15 Mar 2009	216	694	3159	105.74 MB
16 Mar 2009	234	820	3186	88.69 MB
17 Mar 2009	417	1143	4912	152.45 MB
18 Mar 2009	528	966	1822	41.60 MB
19 Mar 2009	578	895	2047	54.29 MB
20 Mar 2009	663	1130	3429	109.87 MB
21 Mar 2009	516	1056	2870	83.75 MB
22 Mar 2009	571	1142	5729	228.05 MB
23 Mar 2009	238	665	2571	95.13 MB
24 Mar 2009	249	876	3750	102.06 MB
25 Mar 2009	422	1492	7336	194.85 MB
26 Mar 2009	165	696	2550	71.61 MB
27 Mar 2009	97	559	1387	33.33 MB
28 Mar 2009	388	1070	7171	232.40 MB
29 Mar 2009	428	1680	8324	255.52 MB
30 Mar 2009	217	1125	3199	88.81 MB
31 Mar 2009	321	1195	3911	110.42 MB
01 Apr 2009	300	923	4490	126.16 MB
02 Apr 2009	400	959	3838	99.73 MB
03 Apr 2009	413	959	2863	85.72 MB
04 Apr 2009	456	1427	4608	246.94 MB
05 Apr 2009	339	992	2899	122.97 MB
06 Apr 2009	446	1148	4182	202.19 MB
07 Apr 2009	471	1239	4332	196.14 MB
08 Apr 2009	877	2342	12084	529.50 MB
09 Apr 2009	652	1602	6326	264.73 MB
10 Apr 2009	615	1321	4559	177.25 MB
11 Apr 2009	610	1710	7775	356.99 MB
12 Apr 2009	708	1691	6328	254.16 MB
13 Apr 2009	819	1727	7936	247.23 MB
14 Apr 2009	974	2462	13434	664.45 MB

You'll notice it's increasing! Keep in my mind this blog is only 60 days old. Also, I suck at SEO (SEO experts: Your help is welcome) - I'm not getting that much traffic from Google or other search engines. For the most part, 95 percent of the traffic comes directly from Twitter.

Also, I haven't updated it as much as I should - I know the numbers would be greater if I updated it more frequently. (Interested in Guest posting - leave me a comment and let me know your want to write for this blog)

The most exciting thing about all of this is the traffic seems to be gaining momentum. In the past, with other websites I've built and managed, I have relied heavily on advertising. With those sites, as soon as the ads quit running the traffic came to a screeching halt.

With Twitter, all I have to do is gain new followers and be active with my audience. Due to the nature of Twitter, people instinctively want to click on my site to learn more about me before following me or after seeing me Re-tweeted. It really is that simple.

I tweet about my site once or twice a day. I could do it more, but shameless self promotion doesn't seem to go over very well with Twitter followers. So I only tweet about my site when I create a new post or someone references it in a reply.

Take a look at my [Alexa](#) rank.



Is that Impressive? I'm not sure, but I am rising every time I check it. Look at the figures for **Yesterday**, **7 day average** and **1 month average**. You'll notice it's going up all the time.

Another thing I'm excited about is the traffic is coming from all over the world. In the past, I have created and worked on sites that were local. It was rare for me to see traffic from outside the US. Now I see traffic coming from all over the world. For some reason, it's exciting to see people from India, Canada, Brazil, New Zealand, Australia, England, Poland, Iran and USA on my site at the same time. I use [Woopra](#) to view my traffic in real time, and it's wild to see this traffic live.

Take a look at this screen shot from a recent Woopra analytic’s “countries” query.



1		UNITED STATES	2120	▼
2		UNITED KINGDOM	256	▼
3		CANADA	200	▼
4		AUSTRALIA	91	▼
5		UNKNOWN	82	▼
6		GERMANY	45	▼
7		INDIA	28	▼
8		FRANCE	21	▼
9		NETHERLANDS	20	▼
10		IRELAND	18	▼
11		MALAYSIA	17	▼
12		NEW ZEALAND	14	▼
13		ITALY	14	▼
14		SOUTH AFRICA	14	▼
15		SPAIN	14	▼
16		DENMARK	11	▼
17		SINGAPORE	11	▼

Interesting isn't it?

What would this kind of traffic do want for your site?

If I have done this in 60 days, can you imagine what it might look like at the six month mark? I can.

I'm excited to watch this grow and even more excited about the possibilities of Twitter.

**“I want a large following to build brand awareness.”**

Maybe you’re not trying to sell anything directly but looking to build an audience that, at a later date, you’re going to market a product or a service to.

Twitter can be a gold mine for doing this. Make sure you have a targeted audience that will be into your brand. If you go after followers, I would recommend going after your competition’s followers because these same folks should be into your product.

One of the great things about Twitter is the instant feedback you can get from your following. Be sure to ask them for any and all help with building your brand. This will make them feel more connected to you, and also a part of your success.

Speaking of success, be sure to share any all successes with your following. If you can’t do this in 140 characters or less, write a blog post about it and tweet it.

The same is true for hardships or setbacks. You can share this as well, and it will help create empathy for you or your product. It makes your followers feel a lot more connected to you.

Be careful not to share anything that could be damaging. That’s the last the thing you want to do.

Remember that when selling to your followers, it’s crucial that you pay attention to your results. If something doesn’t work, change it. Don’t be a spammer! And remember to give back. Contests are a great way to give back and can also serve as huge traffic generators to your site or product. Especially if you can give away iPhones – these are the hottest contest products on Twitter – period!

## Chapter 17 –

### Tools for automating Twitter

*“We live in a time when **automation** is ushering in a second industrial revolution”*

*– Marshall McLuhan*

If you’ve spent any time on Twitter, you know it can be a big time waster. Your time needs to be focused and some of the tools in this chapter can really help automate the process and give you more time to spend doing whatever it is you do!

#### **Tool #1: HUMMINGBIRD**

This is hands down my favorite tool. In fact, it’s one of the main reasons you’re reading this course. Hummingbird has given me the ability to automate the process of following and un-following folks. Honestly, I don’t have the patience to click on 1,000 new people a day. On the flip side, I don’t have the patience to un-follow 400-500 a day.

With Hummingbird, you can literally reduce this process to a few minutes a day. I posted a review of it on my site <http://www.MyTwitterExperiment.com>. You can go there to learn more.

You can build an incredibly targeted list and build it fast!

It is expensive at \$197, but if you're serious about building your list and want to use this technique to do so, stop what you're doing and go get it. I have referred this product to a dozen or more friends who all purchased it, and they all call me and rave about how awesome it is.

There are some free alternatives that are not software and are web-based, but my experience is that they totally suck. They either don't work, or they're confusing and don't work.

I've also seen some software-based applications that are similar for cheaper, but the two that I bought and tried were horrible. My gut told me "*you get what you pay for*," but I felt I had to try them out in case they were as good or better. I should have listened to my gut.

The guys that create the software are top notch, are always providing updates to make the process better and, more importantly, work with any changes Twitter makes.

At press time, Hummingbird is being re-built and the new release is going to be insane! It's going to have more automated capabilities that will literally allow it to run on autopilot. You tell it when and who to follow, and when to un-follow and it runs on its own. I can't really say more about this new release but trust me, it's going to be awesome.

And yes, Hummingbird is okay to use per Twitter's terms of service. In fact, the creators have recently signed an operating agreement with Twitter. Twitter is fully aware of Hummingbird, and actually likes it as it helps to develop a more targeted following for their users.

To buy Hummingbird, go to [www.TwitterFriendFinder.com](http://www.TwitterFriendFinder.com).

## **Tool #2: SocialOomph (formerly Tweetlater)**

With SocialOomph, you can set tweets to go out at a later time. You can set these same tweets to repeat at a later designated time. You can upload bulk tweets and schedule when they go out.

Think about that, if you want to set your account to tweet 10 quotes a day, you can program this function in a matter of minutes, and it will tweet for you. I set this up for a friend and he literally had someone call him up and say how a quote he tweeted was a source of inspiration. How funny is that?

Another great function is the auto follow and un-follow of folks who follow and unfollow you. I use this so I don't have to go in and follow hundreds of people daily who follow me. Also it's a great supplement to Hummingbird for the un-follow.

Another great and often overlooked feature is the Auto DM. This will give you the ability to write a Direct Message one time, and it will automatically send all your new followers a direct message.

This is a great tool to drive traffic, but be careful with what you say. Don't be spammy. Try to be creative and intrigue the person rather than instructing them to "check out your site." If you do a poor job with this and come across spammy, oftentimes folks will unfollow you just for this. In fact, many people really hate Auto DM's so be careful.

I helped a good friend who has a virtual assistant business create a killer DM that gets him tons of business. We created

profiles for the different virtual assistants and set up the following message:

***Hello, my thanks for following me. Im a V.A. and let me know if I can help you in any way.***

Another one I helped a web design friend with.

***Hey - thx 4 the follow. I checked out your site and it's great. If you need help with web design let me know.***

Use your brain here and this one tip will pay huge dividends. Think of something creative.

This next tip will pay even more dividends. With SocialOomph, you can rotate messages. If you use a bit.ly link this will tell you which message is working better and then switch to this one full time. I'll go into this further in Chapter 19.

### **Tool #3: Nearbytweets.com**

This is a great web-based site which allows you to see folks who are tweeting nearby your location. This is a little more cumbersome task but if you want to build a local following it is an incredible resource.

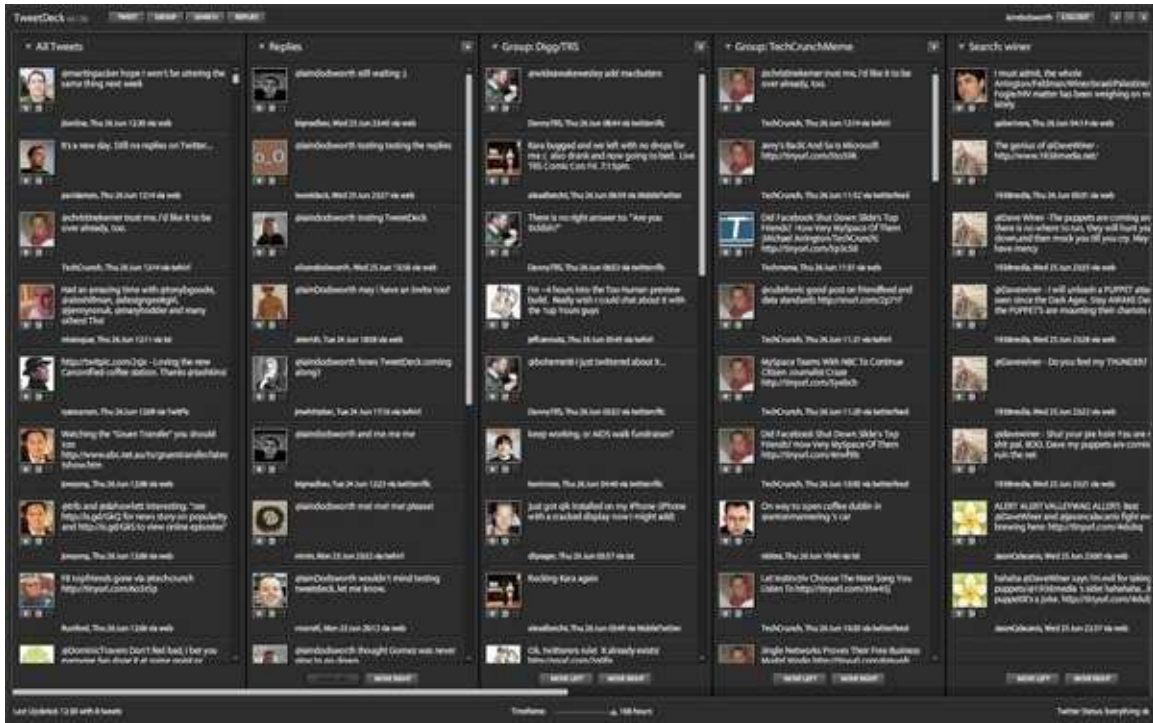
The beauty of nearbytweets is that it displays tweets in real time from folks who are close to you. The power of this is simple: When you see someone tweeting nearby, click on their profile and add them. You'll see huge follow back percentages because you're catching them in real time while they're online. This is half the battle with following folks and getting them to follow you back.

You can also change locations, if you're looking to build a list in a different locale.

## Tool #4: Tweetdeck

Tweetdeck is a desktop app that is available for both Windows and Mac. It's made of panes that allow you to easily organize the data from Twitter.

### Tweetdeck



It comes loaded with 3 panes –

- All Tweets
- Your @replies
- Direct Messages

This tool makes Re-Tweeting very easy, and replying to tweets is a breeze. My favorite feature is the groups section. This allows you to create groups that you can use to organize people for business, friendship, etc.

I keep all my friends in a group so I can easily see their tweets! I also have one for the gurus I follow, so I can keep up with what they're tweeting.

You can also create a group for keywords (hint hint).

The bottom line when it comes to tools is that there are hundreds of great tools for Twitter. These are some of my favorite tools that I use every day. If you want a more comprehensive list, just Google it. There are some great resources on the web.

Or

Check this site out <http://flipmytext.com/Twittertools/>

Just remember to keep it simple. Focus on what helps you reach your desired goal.

Also if you signed up for the coaching, we'll make this a big part of it. Everyday new apps are developed that will make things better, faster, easier.

Also, we'll have a membership site up that will include a forum where we can all share whatever tools we're using at the moment. I'm really excited about this site. I'll email and tweet you when it's live.

# Chapter 18

## Tools for tracking clicks on Twitter

*The results you achieve will be in direct proportion to the effort you apply.*

*– Denis Waitley*

I can't say enough about bit.ly as a shortening service. This is an awesome resource for seeing how many folks click on your links and understanding the behavior of your followers. I can't stress enough how important it is to understand the behavior of your users.

The best thing about bit.ly is the real time tracking it provides. You'll notice the waterfall effect. This is because of the way Twitter displays most recent tweets, and your link will only be on most of your followers' screens for a few minutes.

Another great thing about bit.ly is it keeps a history of all your links. This will be a great source months down the road when you are at a loss for what to tweet. Also, your followers will check out your profile on bit.ly and click other links while browsing your profile.

A new feature they have is the side bar. It's awesome, because if you're on a webpage and you want to share, you just click the side bar button on your favorites tab of your browser, and it pulls out a sidebar with the title of the article you're reading and the shortened version of the link already populated. Glance at it, and as long as it looks good, just hit the post button and you're done.

I've just recently started using Topsy.com to find old links to tweet. I go back and look for interesting things and then search the bit.ly link using bit.ly's search function to make sure the link was well received. I like using Topsy because it shows me the original tweet and I can cut and paste it.

Check it out <http://www.topsy.com>

# Chapter 19

## Twitter Ninja tactics

*“Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.”*

– Sun Tzu

This is the part I’m most excited to share with you. The content of this chapter is what separates this course from my competitors. I’ve have figured out some incredible tactics for growing your list as quickly as humanly possible.

Without further ado, let’s get to it.

### **Tactic #1: Follow wide, not deep.** (Part 1)

The reason this tactic works so well is you’re maximizing your ability to catch those who are active or online. When you do your following (which I recommend to do daily). instead of going to one person’s followers and following till you hit the limit, go to as many as you can and follow a few of their most recent followers.

So you understand, Twitter displays followers by the order they follow you. So if you click the follower’s link in your

profile it will display your followers starting with the most recent.

## **Tactic #2: Follow wide, not deep.** (Part 2)

Download [Flock](#). It's a nice little web browser that makes saving tabs a breeze. Trust me on this one and download it. Now open it and go to Twitter. Open up Twitter in 10 tabs and with each tab, go to a different guru (or Twitter page you're targeting) and click on their followers. Then go outside and play. It's best to do this one to two hours prior to doing your daily following of others.

After a few hours have passed, you're ready to begin the following of others. Look at the tabs you set up earlier. Now hit refresh on each of the 10 tabs and look for big jumps in the follower counts.

When you identify three to five accounts that have big jumps, go wide on each one of those accounts.

The purpose again for doing this is to help you grow as big as possible as fast as you can. By using this technique, you'll identify people who are active and most likely online at that moment.

Now that you're done, click the close button. Flock will ask you if you want to save these tabs; click "yes" and tomorrow rinse and repeat!

The reason I had you download Flock is that every time you open your browser for the Internet, you most likely don't want 10 Twitter profiles on display. By using Flock you use it only for that purpose. If you have another browser that supports tabs and saving tabs, then just use that.

### Tactic #3: Leave your homepage or affiliate link up when following.

This one is simple, but I've noticed it can drive in an extra 50 to 100 clicks to my blog each day. When I do my following of others, I leave a link to my website up and let others see it prominently displayed when they come to my page to check me out.

**Sean Malarkey**

Watching the Twitter @show  
<http://bit.ly/DTR8Y> ←--- **Link to my site**

2 minutes ago from web

Thanks again, I blew right through that episode of writers block and knocked out 2 chapters. Time to play now!  
about 7 hours ago from web

@IrreverentCoach Awesome article - do you have a link to the call replay? Thanks for that - much appreciated

Name Sean Malarkey  
Location Columbus OH  
Web <http://MyTwitterE...>  
Bio Expert List Builder - Blogger - Internet Junkie - Full time Real Estate Investor. Husband, Dad, Good friend to many...

79,766 following 76,813 followers

Updates 4,798

Favorites

Following

Jim Williams  
Alexandr Hramov

### Tactic #4: Multiple profiles

Twitter allows you to have as many profiles as you want, so take advantage of it. Create as many as you can manage and have the desire to. Later on, I go over how to create profiles and completely automate them, so this tip will be more relevant once you read that.

I'm not suggesting you create fake people as profiles, although you can do that if you want. You could purchase an image of a person from istock.com and name the profile

“HighAchiever” and that would be fine. Just don’t pretend to be someone you’re not.

If you’re a business that has different locations, create one for each city or location. If you’re a band, create one for each band member, the band, maybe one for live show updates, etc.

If you have a blog, create one for your blog and go download the plug in “Twitter updater” from wordpress.org. You can Google it and click on the wordpress result to find it easily. This will update your Twitter feed every time you update or publish a post.

Another idea is to create profiles for niches you’re interested in. For example if you’re in the fitness niche, you could create multiple profiles that are fitness related.

The true power of multiple profiles comes into play when you consider the reach they’ll have. If you’re smart and you use different wells of followers, your growth is potentially unlimited. Instead of being limited by only being able to follow 1,000 people per day, the limit is based on how many profiles you create.

I highly recommend using Hummingbird if you go this route. It will save you a ton of time, and time is money.

### **Tactic #5: Auto DMs**

Use SocialOomph to send Auto DMs. This is basic and I’ve covered it already in this course, but its power can’t be ignored. Go to SocialOomph, create an account, add your Twitter profile and create an auto DM.

Here is an excerpt from a previous chapter where I broke it down:

Another great and often overlooked feature is the Auto DM. This will give you the ability to write a Direct Message one time, and it will automatically send all your new followers a direct message.

This is a great tool to drive traffic, but be careful with what you say. Don't be spammy. Try to be creative and intrigue the person rather than instructing them to "check out your site." If you do a poor job with this and come across spammy, oftentimes folks will unfollow you just for this. In fact, many people really hate Auto DM's so be careful.

I helped a good friend who has a virtual assistant business create a killer DM that gets him tons of business. We created profiles for the different virtual assistants and set up the following message:

***Hello, my thanks for following me. Im a V.A. and let me know if I can help you in any way.***

Another one I helped a web design friend with.

***Hey - thx 4 the follow. I checked out your site and it's great. If you need help with web design let me know.***

Use your brain here and this one tip will pay huge dividends. Think of something creative.

## Tactic #6: Use Gmail

Use Gmail for profile set up. If you're not using Gmail already, you're missing out. One of my favorite features that makes signing up multiple profiles a breeze is the ability to customize your email address using the "+" or "." feature.

How does it work and why is it beneficial when opening Twitter accounts?

Simple. Try to open a second account using your email address again. It won't let you. Twitter will tell you there's already a profile associated with this email address. Enter the super awesomeness known as Gmail.

Instead of trying to use [johndoe@gmail.com](mailto:johndoe@gmail.com) twice you can insert a period (.) anywhere into your email address. This will look like a different address to Twitter, but still come to your regular email address.

Examples

- [J.ohndoe@gmail.com](mailto:J.ohndoe@gmail.com)
- [jo.hndoe@gmail.com](mailto:jo.hndoe@gmail.com)
- [joh.ndoe@gmail.com](mailto:joh.ndoe@gmail.com)
- [john.doe@gmail.com](mailto:john.doe@gmail.com)
- [johnd.oe@gmail.com](mailto:johnd.oe@gmail.com)

These will all end up in [johndoe@gmail.com](mailto:johndoe@gmail.com).

Another tactic that works is to use the "+" symbol. With Gmail you can add the "+" symbol to the end of your email and add a word or numbers or both and it will still come to your email.

Examples

- [Johndoe+Twitter1@gmail.com](mailto:Johndoe+Twitter1@gmail.com)

- [johndoe+Twitter2@gmail.com](mailto:johndoe+Twitter2@gmail.com)
- [johndoe+Twitter3@gmail.com](mailto:johndoe+Twitter3@gmail.com)
- [johndoe+Twitter4@gmail.com](mailto:johndoe+Twitter4@gmail.com)
- [johndoe+Twitter5@gmail.com](mailto:johndoe+Twitter5@gmail.com)

Again, these will all end up at [johndoe@gmail.com](mailto:johndoe@gmail.com)

Side note – I recommend taking some extra measures if you are going to set up more than 10 accounts. For whatever reason, Twitter seems to get upset if you do this. You can still do it and fly under the radar, and here's how. Open the accounts from different IP addresses. You can accomplish this by un-plugging your router (if you have DSL, does not work for cable) or use a proxy IP address. Google "proxy ip" for more information on proxy addresses.

Also use different email accounts – maybe use yahoo for some or different Gmail accounts. You really don't need these accounts for any other purpose than setting up the account, but be sure to keep a spreadsheet with account names | email | password.

I'm not saying you are going to get in trouble setting up multiple accounts, I just highly recommend doing the above if you plan on monetizing the accounts, as it would suck to have them shut down.

### **Tactic #7: Misspelled name profiles**

People often misspell my name. So I took the opportunity to capture those folks. I registered the name @seanmalarky and put up the following message.



## Tactic #8: “Twitter Traffic Avalanche”

I saved the best for last, well, second to last only because you wouldn't understand the last one without prior knowledge of this one.

This is what I will call the “Twitter Traffic Avalanche.” This is the 30-minute task I talked about to completely automate Twitter.

I can't believe I'm actually getting to share this with you. Understand this is the one I'm most excited about; I've been able to drive traffic numbers that are truly unbelievable.

So unbelievable that I'm not even going to tell you, because you wouldn't believe me and I have so many plans and ways to implement this tactic, that I've been putting it off in order to get this course done.

Okay, here it is. Waitttttt I can't stress this enough: DO NOT ABUSE this, and try it on an account other than your own prior to implementing it into your own profile.

Ok here it really is.

Open three windows on your computer:

#1 Search.Twitter.com

#2 Twitterfeed.com

#3 Twitter (Logged into whatever account you will be using this technique for.)

Start with Search.Twitter.com. For this example I'm going to use the fitness niche and search the terms "RT Workout". There is a very important reason I included the "RT" I'll share that with you in a minute.

Here are the results:

The screenshot shows the Twitter search interface for the query "rt workout". At the top, the Twitter logo is on the left, and a search box contains "rt workout" with a "Search" button and a link to "Advanced Search". Below the search bar, the results are titled "Realtime results for rt workout" with a timer showing "0.06 seconds".

The main results area lists five tweets:

- daavidgilray**: RT @foxyscot28: AFTERNOON ALL - IM OFF FOR A SWIM AND A **WORKOUT** \*No need to shout it from the rooftop!  
5 minutes ago from TweetDeck · Reply · View Tweet
- gcolepatrick**: RT @imogenheap Ooh! I getting ready to go **workout**  
6 minutes ago from web · Reply · View Tweet
- Ashinertia**: Same here RT @hiyer "I wanted to exercise, but it just didn't **WorkOUT**" - @viveksingh @iKedar @nadhiyamali @thenewbnb @prateekgupta #PunFun  
8 minutes ago from web · Reply · View Tweet
- nadhiyamali**: wonder how such things occur to u :) RT@hiyer "I wanted to exercise, but it just didn't **WorkOUT**" - @viveksingh @thenewbnb @prateekgupta  
9 minutes ago from web · Reply · View Tweet
- dudemman718**: RT Move around, take a walk, **workout** you will have more energy, feel good & have a better attitude. (via @Amy\_LaRee)  
13 minutes ago from Tweetie · Reply · View Tweet

On the right side, there are three utility boxes:

- Feed for this query**: Includes a link to "Twitter these results".
- Show tweets written in:**: A dropdown menu currently set to "Any Language".
- Trending topics**: A list of trending hashtags and terms including #crapsuperpowers, #squarespace, AT&T, Twitter's Phenomenal, Apple, Safari 4, H1N1, #iphone, BNP, and WWDC.
- Nifty queries**: A list of related search terms including "cool filter:links" and "is down".

Now I'm going to get the feed for this. Bear with me – I promise it will make sense.

Now get the RSS feed – see instructions for IE & FF browsers below

This screenshot shows a vertical feed of tweets related to "workout". Each tweet includes a profile picture, the user's name, the text of the tweet, and the time it was posted.

- alexialei**: Glistening skin & booty shake on the treadmill included! Lol RT @Miss\_AValentin: @alexialei Kanye **Workout** Plan. Loves it.  
35 minutes ago from UberTwitter
- DamonD\_VIP**: Cosign--> RT @followpeterpan: Good **workout**  
about 1 hour ago from UberTwitter
- urbansmiler**: RT @MrSquid Just got hammered but w a smile, great total **workout** @urbansmiler > thx Antonio! Nothing like a good hammering at our studio  
about 1 hour ago from web
- joseffight**: RT @tweetmeme Open **Workout** with BJ Penn and Kenny Florian Video - UFC 101 | MMA Videos <http://tinyurl.com/mqk8gh>  
about 1 hour ago from web
- foulpapers**: LMAO. Muscles by osmosis. RT @lwhodareswins: Cool Gus asleep on the push up bar after hard **workout**.  
<http://twitpic.com/exlrv>

On the right side, there is a sidebar with trending topics and a link to an RSS feed:

- Trending topics**: #uknowusprung, #iwillneverforget, #adamisback, Jeanine, Joey, Evan, Vanessa Hudgens, Real World, Brandon.
- Following**: A scrollable list of users.
- RSS feed for this query**: A link to the RSS feed for the search query.

Internet Explorer users: To get the feed URL, click on “feed for this query.” it will open a new page, and the url in the address bar is what you need. Copy it.

Firefox users: To get the feed for this URL, right click, choose “copy this link location.”

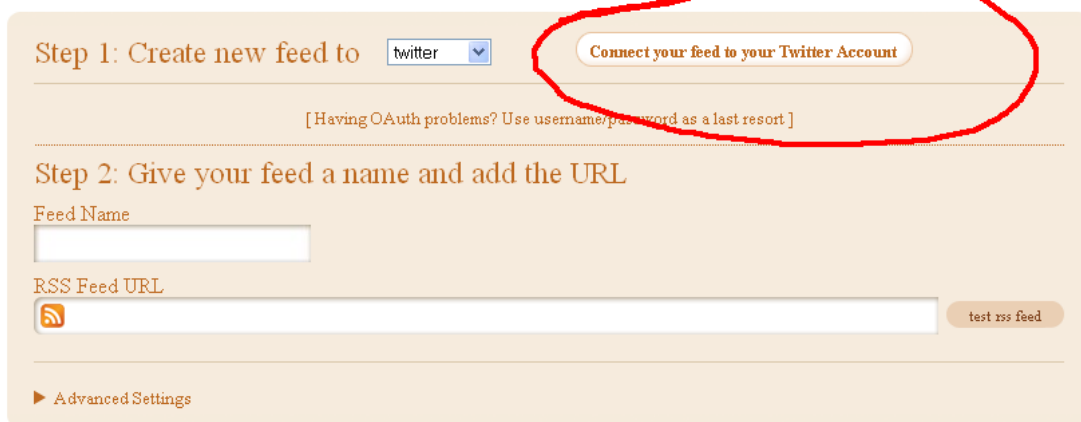
Now head on over to Twitterfeed.com.

Log in. Once inside, you’ll see the screen as shown in the picture below.

Step 1: Click “Connect your feed to your Twitter account”

## New Feed

Thanks for signing up!



Step 1: Create new feed to

[ Having OAuth problems? Use username/password as a last resort ]

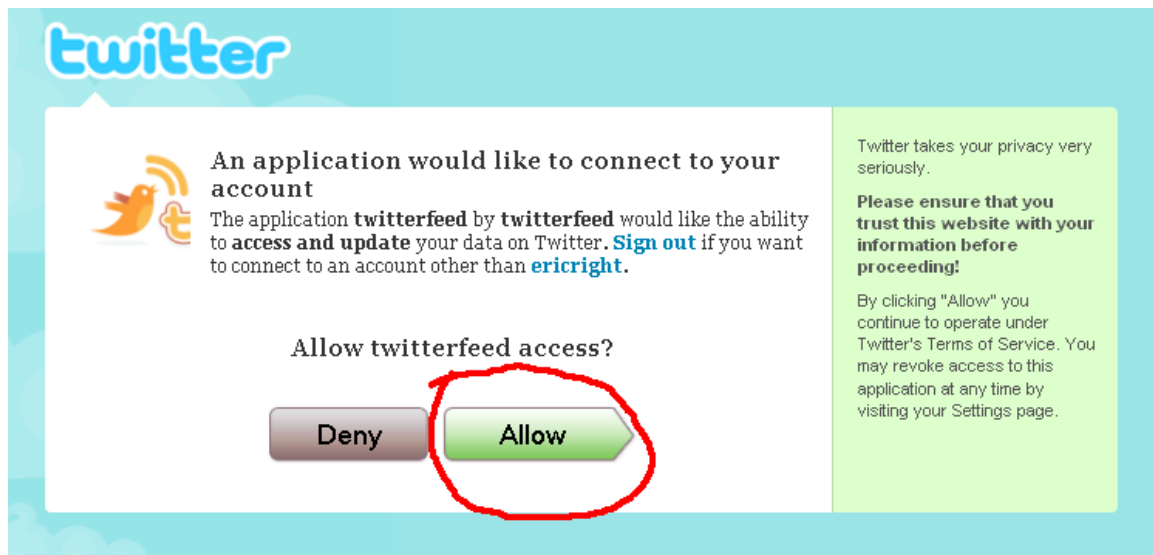
Step 2: Give your feed a name and add the URL

Feed Name

RSS Feed URL

▶ Advanced Settings

Once you click this it will go to Twitter and ask you for your permission to allow Twitterfeed to access your account.



When you click allow it will redirect you back to Twitter feed and now it will say ***“You have successfully linked the Twitter account.”***

Now you should still have the feed saved from when you copied it from the search page. If not, go back and get it, I’ll wait for ya’.

Give the feed a name (in the “feed name” box).

Now paste the feed into the field on Twitterfeed that says “RSS Feed URL.”

Be sure to test your feed, click “test RSS feed” to do this.

Then click on advanced settings (hint – its right below the “RSS feed URL area).

Set your update frequency. This is totally up to you. If you want to build a following, don’t update more than 10 times a day. If you want to get a message out (DON’T USE THIS FOR SPAM), select every 30 minutes. (Warning – be careful how many times you post in a day. More at the end of this chapter.)

To the right of that drop down you will see a dropdown that reads “And post up to ‘X’ new updates each time.” You can choose up to five per half hour. Depending on your search result, you may not even have that many.

You’re almost done. You should see “preface each tweet with.” You could put a tiny URL in there if you want to drive traffic somewhere. In this example, I’m going to put one that points toward a fitness website.

Click the create button and you’re done! This profile will automatically update from now on. The reason I told you to include “RT” into the search is simple – Exposure. By including “RT,” you’re automatically picking up things that were Re-Tweeted, which means someone (whoever was RT’d) will get an @reply with your link. This means traffic!

Now you could repeat this task over and over and over again. The possibilities are limitless.

Take it one step further. Be sure to set up a SocialOomph account for any and all profiles you do this for and set it to follow others and send an Auto DM with a link!

Some words of caution when using this technique. If you set this up to spam, you’ll be be shut down. My recommendation would be to set up multiple profiles with each profile having no more than two updates per hour.

You want to have followers exposed to your message, and you don’t want to be shut down.

In one test, we set up 10 profiles with each having one feed for a certain keyword. All were prefaced with the same bit.ly link that pointed to a page we wanted traffic to go to. In the first 24 hours, we had over 1,000 clicks. I’m not going to tell

you the actual amount because you wouldn't believe me, but seriously, this will create an avalanche of traffic.

Be wise with what you do with this knowledge, and take your time. Set up one feed, monitor the results, and then do a little more.

Warning! Be careful when setting this up not to send too many tweets from one account. Spread this across as many accounts as possible. I have had accounts that were updating seven searches 10 times an hour get suspended after about a week.

What did we learn from that? To create seven accounts that updates one an hour each. That's for mass exposure.

If you want the account to grow and build a list, your best bet is to tweet no more than 10 times per day. While your exposure will be lower, you can still expect this list to grow quickly.

I highly recommend focusing on adding value by setting up feeds for quotes, blogs or websites that have RSS feeds relative to your niche.

You can also exclude keywords by using the minus symbol. For example if you set up a feed for "short sale" you might consider using the "-garage." That's a bad example, but it actually was relevant when someone posted a tweet about a "garage sale in the short north" (a local neighborhood).

Use the minus symbol to fine tune the feeds. Go to the account, look at the tweets and you'll see common words that aren't relevant that are still getting picked up.

### **Tactic #9: Twitter Traffic Avalanche** (Continued)

This one is pretty cool, and you can use it any way you'd like. Again, I recommend not abusing it.

Set up an account with a feed using popular Hashtags and again be sure to use RT in the search when obtaining the feed. Actually, the possibilities are endless, and I'm going to leave it at that.

### **Tactic #10: [Tweepsearch.com](http://Tweepsearch.com)**

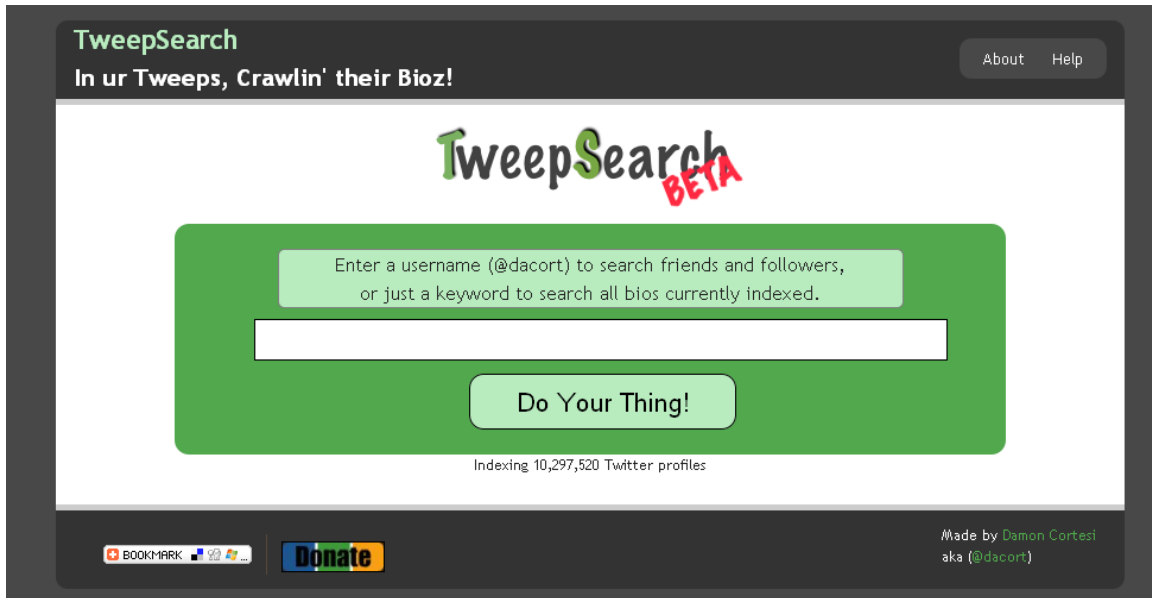
This is an awesome tool to fine tune your niche targeted lists. This tool gives you the ability to search people's bios on Twitter for content and location.

For example, if you're looking for "dads" you might search "dad" or "father." Or bloggers, internet marketers, moms, athletes, fitness buffs, dog lovers, real estate investors, you get the idea. The list goes on and on.

Basically, you should have a target audience and think of the keywords they would use to define themselves. Then go find them.

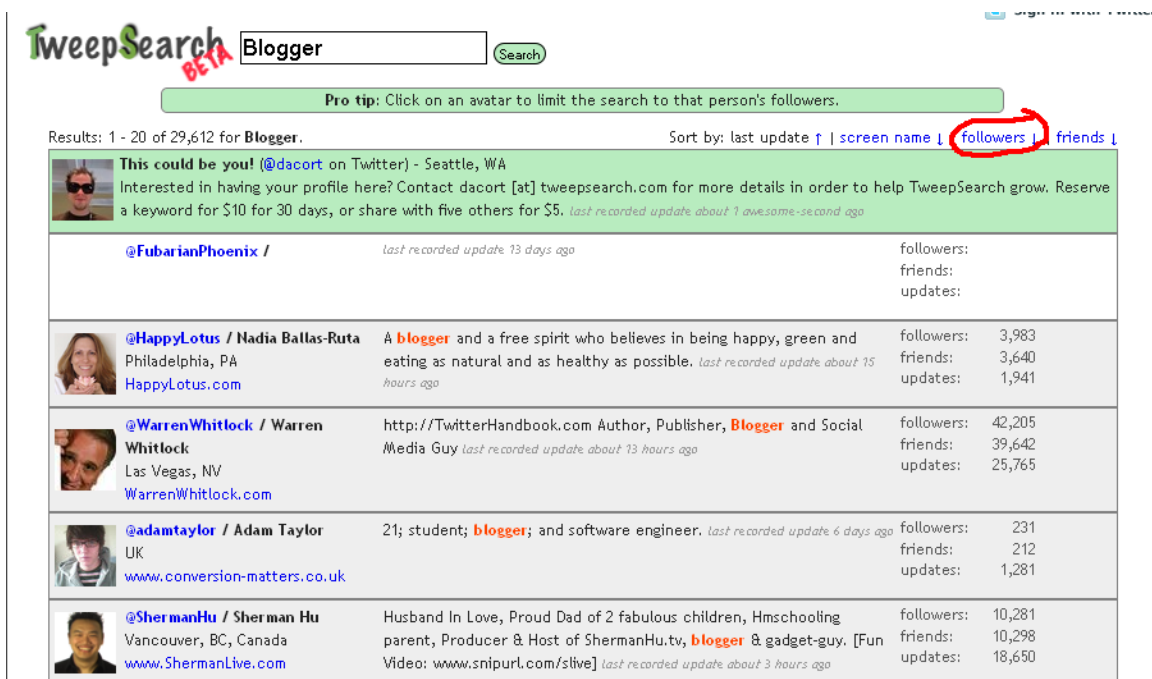
*How does it work?* Good question.

**Step 1** – Go to [Tweepsearch.com](http://Tweepsearch.com)



**Step 2** – Search the keyword that defines your audience. Example – mom, dad, father, blogger, internet marketer.

**Step 3** – look at the results. You may want to sort it by “followers” and examine follower size. Depending on what you’re after you could pick a large following or a small organic following.



**Step 4** – Go to the person's Twitter page, click on their followers and go to town.

Now you have a great weapon that allows you to really define a niche audience.

Also consider adding location to your search. Remember when you search by location to use all variables. Example "Ohio" is often labeled "Oh" on Twitter Bios. Texas may be listed as "TX". San Diego may be "SD" or "S.D." or "Southern California". Hopefully you get the idea.

### **Tactic # 11 Small organic followings**

This is a new one I've been using for awhile and it really helps combat spam and garbage accounts. The premise is this. Find small organic accounts in a niche where the person being followed has built his following organically. Which means he or she did not appear to use mass follow techniques. His following came to him.

The most valuable of these accounts tend to be under the 5,000 mark. It appears when they get larger spam profiles begin to follow them in hopes of getting followed.

That's not to say someone with a large organic following isn't a valuable place to find followers. It just may have a few more spam accounts.

What's an easy way to tell if the following is organic? The follower vs following ratio. If someone is followed by 3,000 people and they are following 3,300, then they're probably mass following. Not necessarily, but most likely. You can still look at their following, but they would have to be a ninja like

me ;) to have those numbers and still have a quality following.

On the other hand, if they have 3,000 followers and are only following 563, that's a good indication that people find them of value and are seeking them out. These are what I refer to as "Money Follower Wells." These are 99 percent real people who have followed someone because they value their expertise.

Use your creative brain and apply some of these techniques and you're bound to succeed using Twitter.

That's all folks,

Sean Malarkey

(@seanmalarkey)

## **FINAL WORDS**

My closing words or advice are these. Please use your Twitter fame for good. When you build a large audience, use this power for great purposes.

Of course, use it to make some money and reach your goals. But also use it for the good of others.

You will have a lot of potential to do good, and the ability to help others. For example, this summer I am going to do a fundraiser where I plan on using Twitter to help raise some funds for a good cause.

Please don't abuse this power. Use it for good and give back. In the end, you're helping build your brand and will only benefit from doing good.

Thanks again for reading this course! Now get out there and apply some of the new things you've learned and make it happen.

You have the power!

Sean Malarkey