



A comprehensive, step-by-step guide that
ANYONE can use to become a Twitter
Marketing Machine!

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Introduction

Over the course of the next 5 days, you are going to learn how to tap into one of the largest sources of traffic online today, Twitter. Twitter is among the fastest growing social networks and is also one of the most widely used websites on the entire Internet.

The potential for marketers to find hot prospects for ANY market has never been so readily available! With Twitter, any person can tap into a global conversation, in real time and directly engage with any person who is talking about a topic that they are interested in.

Let's dive right into what you will be learning. The following graphic is a summary of your next 5 days of education:

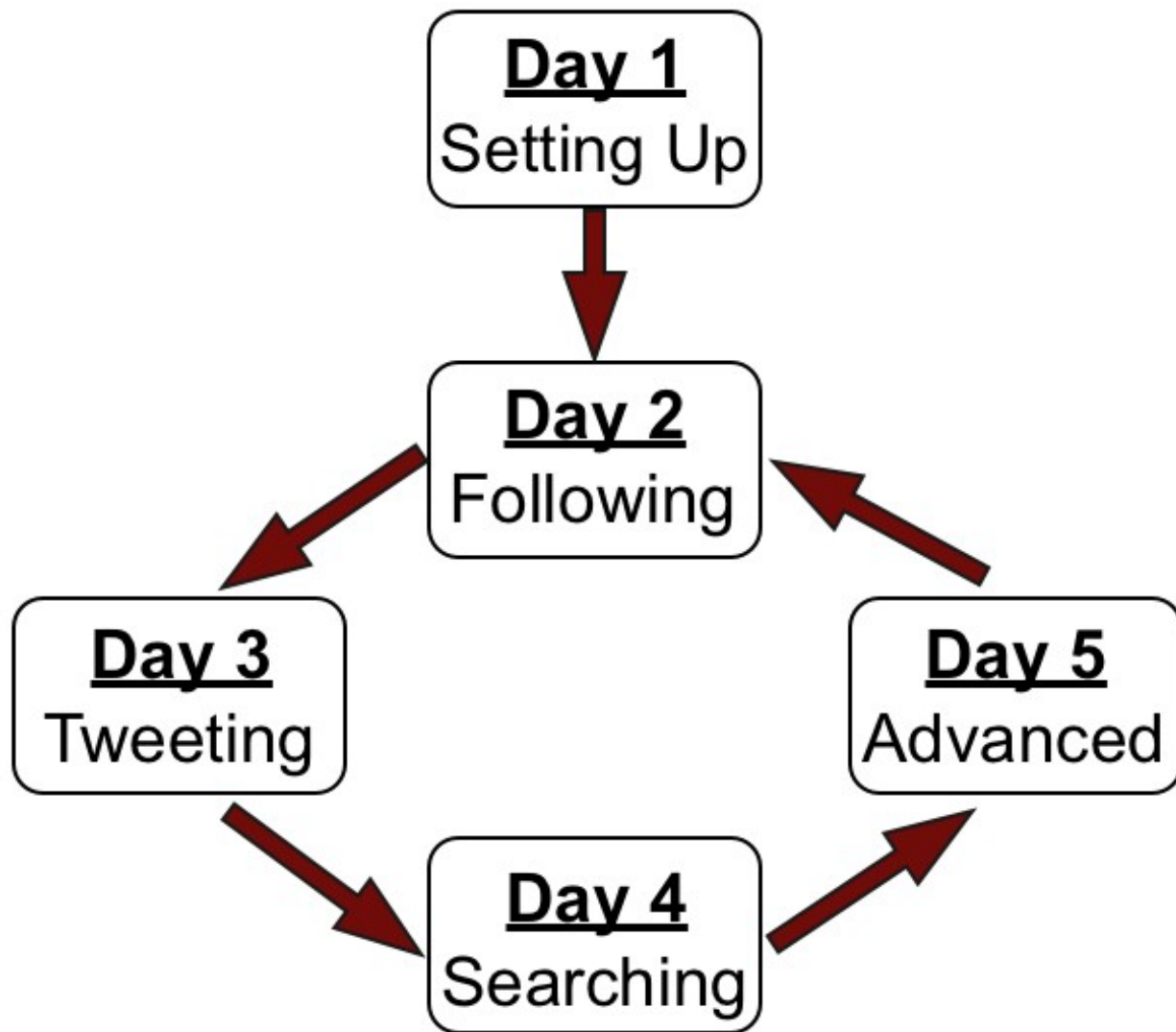


Figure 1.0

Figure 1.0 has been laid out in a specific structure. It illustrates the cyclical nature of using and learning Twitter.

Here is a more detailed breakdown of your next 5 days:

Day 1 - Account Setup

Learning how to create a Twitter account with a proper profile
Creating a customized Twitter background for a more personal touch
Sending your first set of introductory Tweets
Evaluating and choosing Twitter clients that meet your needs

* Day 1 is a one time set of exercises. Once you have completed Day 1, you will not have to repeat any of these steps in order to use Twitter effectively. You will, however,

want to revisit Day 1 every once in a while to make sure your profile remains up to date.

Note About The Next 4 Days

While Day 1 was a stand alone lesson, Days 2 through 5 can be seen more as an accumulation of knowledge and expertise. Each day will build on the previous day and these 4 lessons should be repeated over and over again as you develop your Twitter skill set.

Day 2 - Following

This lesson will cover the basics of following people and getting followers

- Following people you already know
- Finding new people to follow
- Friend or Follow utility
- When to unfollow someone
- Unfollowing people who are not following you

Day 3 - Tweeting

This lesson will cover all the various styles and scenarios for sending Tweets

- Making statements as Tweets
- @ Replies and Re-Tweeting
- Tweets with promotional links to your stuff
- Tweets with links promoting others in your network
- Tweets with cool/interesting stuff
- How to write Tweets that get noticed

Day 4 - Searching

This lesson will cover both basic and advanced search features in Twitter

- Using search.twitter.com
- Using search results as feeds for alerts and lead generation
- How to use Twitter to do market research
- How to leverage trending topics
- Search tips - how to know which keywords to search for

Day 5 - Advanced

This lesson will cover a number of advanced tools you can use to enhance your Twitter experience

- Power Twitter demo
- Scheduling Tweets for later dates/times
- Twitter Grader demo
- Using RSS Feeds to automate relevant Tweets

Day 1

Setting up with Twitter

Step 1: Account Setup

- ☐ Go to [Twitter.com](https://twitter.com)
- ☐ Click Sign-up
- ☐ Fill in personal details (name, password, etc...)
 - Full Name is your actual name (or pen name)
 - Username is your Twitter name (ie. Twitter.com/username)
- ☐ Uncheck “I want the inside scoop....” if you don’t want to get Twitter email updates
- ☐ Step 1 - Interests (optional)
 - Here you can tell Twitter what kind of topics you are interested in
 - You may also skip this step as it is optional
- ☐ Step 2 - Friends (optional)
 - Here you can have Twitter search your mail client and search for existing contacts who use Twitter
 - This step is safe and your password is never exposed to Twitter
 - This is also optional so you can skip if you choose
- ☐ Opening page is then launched
- ☐ Look at the top of your window, you will see Twitter is asking you to confirm your email address
- ☐ Go to your inbox and click the confirmation link. This opens all Twitter features up to you
- ☐ Enter your first Tweet in the “What’s Happening” box. Enter something like “Brand new to Twitter. Looking forward to meeting some cool people.”

* **Note** - You will notice that you do not have an avatar. Twitter assigns a basic image for your profile. In the next step, you will be filling up your profile to include a profile image

Step 2: Profile Setup

- ☐ Go to your home page of Twitter (go to [Twitter.com](https://twitter.com) and login)
- ☐ Click the Profile link at the top of the page
- ☐ Click Edit your profile -->
- ☐ This brings you to the “Settings” window for your account
- ☐ Your “Settings” are broken into the following sections
 - Account
 - Password
 - Mobile
 - Notices
 - Profile
 - Design
 - Connections
- ☐ Take a few minutes right now to familiarize yourself with each one of these options
- ☐ Click the “Profile” tab
- ☐ Select a picture of you or an avatar image that represents your pen name
- ☐ Fill in the name you would like displayed
- ☐ Your location can be anything (your actual town, your country or anything really)
- ☐ Enter your mail website that you would like to promote

- ☐ Fill in your bio using the following tips
 - Use keywords that describe you
 - Focus on attracting people you want to hang around with
 - Remember you have 160 characters to work with. If you go over, it will get cut off
- ☐ Click Save

Step 3: Creating a Custom Background

Now that you have seen how easy it would be to use this guide and follow the 21 videos, what are you waiting on?

You can become a “Twitter Marketing Specialist” in a very short time.

This information can be used over and over, allowing you to use it for your business or even to start your “own” Twitter marketing services.