



By John “Ritz” Ritskowitz

<http://JohnRitz.com>

<http://TwitterTrafficSwarm.com>

**© 2009 Street Muse Publishing
All Rights Reserved**

COPYRIGHT NOTICE:

Copyright © 2009 John D. Ritskowitz. All Rights Reserved.

No part of this publication may be reproduced in whole or in part, or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the publisher.

Published by:

John D. Ritskowitz
Street Muse Publishing
1077 Silas Deane Hwy, Suite 191
Wethersfield, CT 06109

Printed in the United States of America.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state.

LICENSE CERTIFICATE

With the purchase of this marketing system, you are granted a license to use all of the included advertising and marketing materials. **YOU DO NOT OWN THIS MATERIAL.**

This License Certificate authorizes (only) the purchaser/owner of this marketing system to use, for the purposes of advertising and marketing your own products, services and business, any or all of the marketing documents or ideas, themes and actual copy contained within the marketing documents included.

This License is non-transferable. This License does NOT convey the right to use or reproduce any of the included materials for re-sale or re-publication or distribution. The license is voided if this system is returned for refund, and any individual returning system for refund is then precluded from subsequently using, in part or whole, any of the materials included herein.

It is our policy to enforce our copyrights and protect our intellectual property.

A License Agreement of this type frequently and typically involves the payment of royalties or annual renewal fees by the licensee to the licensor. However in this case, all such fees are waived. This is a lifetime license. Questions should be directed to: John Ritskowitz, 1077 Silas Deane Hwy, Suite 191, Wethersfield, CT 06109.

Note: No warranties have been made as to the results any individual may expect to obtain from use of any or all of the materials and instructions in the System. Licensee is also fully responsible for determining the legality of use in his particular geographic area and/or industry and specific application. Neither the author, publisher nor licensor accepts any liability for same.



Brevity. It's what's hot on the web right now. You have a split second to grab your target audience by the eyeballs and pull them into your lair – and if you can't manage to do it, you'll be back flipping burgers or cutting through cubicle mazes in no time.

How often do you get frustrated with Google AdWords because you have to sit and brainstorm a clever way to use 25 characters to capture your audience? And you're *paying* for that, too!

For those of you wanting to get your feet wet with web 2.0, but who don't have the time it takes to set up lenses on Squidoo, profiles and bulletins on MySpace, or other extensive content on social networks, Twitter may be just what you're looking for.

I have a blog.

Now ask me how often I post on it. Not nearly as much as I should. You see, it's hard as hell to muster up the content and find time to post valuable information for these blogs on a regular basis – *and I'm a writer!*

I can't imagine how difficult it is for those of you who have to struggle through the writing process, too. With [Twitter](#), you're going to love the couch potato environment it offers because you can be lazy and still cater to your niche – as often or infrequent as you want to!

Social networks like Wikis are great places to find information. That's one reason so many of us marketers are working our butts off to position ourselves as experts in our niche. Consumers are holding peer-to-peer socialization in high regard and relying less on seller to buyer websites with hard-hitting copy mucking them up.

But a lot of socialization isn't about information. It's about connecting. About seeing and being seen while you're stuck at work, home alone at 4 o'clock in the morning, or while you're multi-tasking with 100 other things throughout your day.

You may not care about being "known" in social circles – but your customers do. The ones who line your pockets with purchases of how to cure acne in 3 days or how to start an at-home business so they can tell "the Man" where to stick it!

Many of us are voyeurs.

No, I'm not talking about peeping Toms or Tiffanys.

We can sit for hours and watch shows that follow some unknown person around – no matter how boring it is – because many of us just love to people-watch. That’s what gets a lot of folks interested in Twitter in the first place.

I don’t know why, and it doesn’t really matter, but human nature for many of us is to be consumed by the doldrums of another person’s life. Twitter is offering a peephole into the world of other online entities, and if you use the site right, you might be able to take your customers by the virtual hand and lead them onto your *own* domain.

What Is Twitter?

It's a strange cross between an instant message and a blog. People are short and to the point. Some get creative and post haiku-like messages. Have you ever emailed someone and instantly received an email back saying, "I'm away from the office right now, but...?"

It's kind of like that – only this time, everyone sees what you're doing right now and you develop followers similar to the friends on MySpace or Fanpop sites. You and your friends can turn Twitter on and off so that you're not notified of every move your friends make.

Note: Twitter found there was confusion about having both "friends" and "followers" on the site, so they got rid of the friends and left followers intact. I use the term interchangeably here because people are so used to friends lists – just know that it means the same.

Think of it as active Post-It™ notes from one friend or business associate to another online. If you don't have time to crank out paragraph after paragraph of witty writing on a full blog, you can dash off notes to all of your friends, business partners, and customers on Twitter.

Connection is only a click away.

The thing that makes Twitter so appealing is how easy it is. You can write your Twitter notes from your computer using their online form, your mobile phone or an instant message program.

By making it easy, Twitter is making it fun.

Even better, Twitter offers a personal profile page for each user that's like an online collage of your Twitter activity. It creates this collage out of your Twitter friends and contacts, messages you've sent and received, links, a photo of you, a brief bio and favorites.

Then people viewing your profile can see this collage of your activity on Twitter and decide if they want to be your friend. Twitter has turned into more than just a tool for sending your quick thoughts to people you know online.

Because it allows links and can be integrated into your other blogs and websites, it can work as a great socialization marketing tool as well. Like other tools for marketing similar to MySpace, it's easy to be considered spam, so the key to being *Twitteriffic* is to be friendly and unobtrusive.

Getting a Twitter Account

Go to www.Twitter.com and click on the button where it says, “Get Started—Join!” You’ll be taken to the sign-up page, where you just enter the following information:

- Name
- Username
- Password
- Email Address
- The Security Code

Once you join, there are two things you want to do here. First – upload a picture, even if it’s not your best at this point. You can always change it later. If you’re looking to project a business or corporate image, you can also have a logo created at a site like LogoDesignPros.com

Social sites are personable, people – I can’t say it enough! Here’s my picture, nothing fancy, as you’ll see:



Also, if you DO upload a picture, it’ll appear in the public timeline. If not, you’re limiting your coverage. The public timeline is a constantly updated section of Twitter where people can sit and watch new entries on a rolling basis every four minutes.

Second tip – do NOT check the box that says “Protect My Updates” in your preferences. It defeats the whole purpose – which is to reveal your profile and links to as many people as possible.

Next you’ll be asked to invite your friends or skip this step. Never hurts to invite people who can add you as friends on the site. If you’re on www.LiveJournal.com, then it’ll automatically add those friends to your invite list *if you want it to*.

After the invites, you’ll have your first shot at Twittering. You only get 140 characters to Twitter – but it’s better than 25 on AdWords, right

Tip: Be sure to watch video #2 BEFORE you “tweet” or start following anyone. If you’re already following folks or already tweeted, watch the video before you do it again. Trust me. You’ll thank me later!

As you can see on the screen below, you get to enter what you’re doing, but if you have a followers list, then it will show you what they’re doing, too.

After you enter your text, you click “Update.”

What are you doing? 140

Latest: David Carradine, 72-year-old star of "Kill Bill" and the TV series "Kung Fu," dies in Bangkok - <http://is.gd/OjZr> less than 20 seconds ago

update

You’re then entered into the public timeline where everyone can read your tweets.

Normally you don’t want to link directly to your sales site. Well, you *can*, but blogging is much more welcomed by fellow Twitterers than spamming it up with 25-page sales letters.

Here’s what one of my Twitter entries looks like:



John_Ritz

Today's Yogi Berra'ism: "In theory there is no difference between theory and practice. In practice there is."

about 5 hours ago from tuhirl

When you post messages, people have the opportunity to mark you as a favorite and add themselves as followers to your profile. To mark a favorite, you just click on the star that appears on right side of the “tweet” when you hover your mouse pointer over it.

In this entry below, I'm linking to an article on my blog, and I'm also tracking the number of click-throughs on that link (very important, as you'll soon see). As you gain more *targeted* followers, you'll gain more clicks. You can see my entry on the public timeline as everyone else sees it.



dltabor RT @KrisColvin: rt @ericpratum Wow. Um... wow. Literal "Total Eclipse of the Heart" is 'good' <http://ow.ly/aWfS> (shared by @tonyhawk)

less than 5 seconds ago from TweetDeck



TerryWygai @StephanieFrank Would love to talk to you about The BP3 you can see what Rock Stars I had at #2 <http://TheBluePrint2.com>

less than 5 seconds ago from TweetDeck in reply to StephanieFrank



c21sftu Is it sunny where you are?

less than 5 seconds ago from web



John_Ritz Revising 3+ hours of video, audio, and more I'm giving away on my blog about creating a killer product in record time: <http://is.gd/OdoN>

less than 5 seconds ago from twihrl



SiteSays gonzalo3walton says: For most generally healthy adults, phentermine has minimal toxicities. However, the medic... <http://i.sitesays.com/2c7y>

less than 10 seconds ago from web

People can follow your tweets by getting notification via web, phone, or instant message. It's a bit like stalking online, isn't it? Only in this instance, you're **hoping** your consumers stalk you!

You want to bulk up your targeted followers—those people most interested in your content and tweets—and then you'll begin to get pre-qualified traffic to your websites when you occasionally post a link to your site like I did above. The key word there is *occasionally*. You don't want to spam. A good rule of thumb is between a 4:1 and 10:1 ratio, with the optimum being around a 7:1 ratio. **That is, for every 7 links you send to other people's blogs and websites (that you have no vested interest in other than providing value to your followers), you send one link to your own.**

Anytime you want to follow somebody else, simply click on their profile name, and you'll be taken to their profile page. From there you can click on the "Follow" button to follow them.

Using Your Twitter Account

Most of the time, Twitter messages are general updates to an entire group. You can also target a specific Twitter user on your list by using the @ symbol followed by their username, like @John_Ritz.

This is a great way to make your Twitter experience more personal.

By occasionally targeting specific users with the @ symbol, you're displaying to the other Twitter users that follow you that you are a real person having a conversation with a real friend.

This lets them know you're not a bot, and they'll more accepting of links in your Twitter messages. Another handy feature for connecting with your Twitter friend list is the Direct Message.

This allows you to send a longer message to a specific user for their eyes only. This is key – it helps you develop a more personal relationship with people you may not know outside of Twitter.

I can't stress often enough that this is a social tool that only benefits from personal contact! The catch with the Direct Message feature is the aspect of friendship. You can't send a Direct Message to someone until they add you as a friend.

Basically, you both have to be on each other's friend list to Direct Message a person. All Direct Messages are delivered to the friend's email account, which is kept hidden from view.

Posting regular Twitter updates is essential. You don't have to spend every waking minute at your keyboard or phone texting Twitter.

But you ***do*** need to post an update or two a day at least – if you really want to work it to its full advantage. In order to be picked up by the public timeline view, you need to post and let the community get to know you.

The public timeline view gives you exposure. Exposure draws people to the links you post. Posting a Twitter update gets you onto the public timeline. Being interesting and personable gets you noticed while you're there. Getting noticed gets people to click your links and add you as a friend.

See how it all ties in together?

Putting Twitter Bots to Work For You

Because Twitter is still in “Wild West” mode, it’s changing regularly. As the Twitter “powers that be” discover how users are using (or in some cases abusing) their system, they’re choosing when to close loopholes and when to embrace them as features.

One loophole they discovered early on is one that allows bots to add friends by sweeping the public timeline. If you’ve used a bot or program to automatically add friends on MySpace, you know the kind of bot I mean.

Needless to say, Twitter users were not happy about this bot.

Twitter has closed this loophole. It’s better to manually add friends and do your socialization the right way anyway. Everyone’s sick of people who run amok in web 2.0 sites just to make a quick buck.

Make a buck – but prove your worth first.

Just because the Twitter loophole of using a bot to add friends automatically is frowned upon doesn’t mean you can’t use any bots at all. You can! Many Twitter users use bots to enhance their experience.

So how do you create a Twitter bot? First, you need to decide what you’d like your ‘net bot to do for you. Some bots send out sports scores to subscribers. Some bots send weather reports, link lists, web feeds, stock information, or news to your Twitter friends.

You’ll need to host the bot on your own web server to get it to work. Twitter is designed to be a portable application, so there’s no way to host the bot you create on your Twitter account directly.

Once you have your web server ready, it’s time to get started creating your bot. Once you’ve registered a Twitter account for your bot to reference and set up your web server, it’s time to program your bot.

You’ll need to decide if you want your bot to be a Push bot or a Pull bot. Push bots send information **to** the people on the bot’s friend list. Pull bots send answers to commands or queries Twitter users send it.

If you’re a little confused, don’t worry. You can hire a programmer to help you with this project if you don’t want to do it yourself. If you **do** want to do it yourself, you can go to [Twitter’s API](#) to find out how their program works for sending queries and answers.

Your bot will be sending Direct Messages, so it will need to get accepted as a friend by the users that want to use your service.

Once your bot is created and in action, monitor it carefully. Pay attention to how people are using it. Make sure it isn't intrusive, and that it doesn't invade Twitter users' privacy.

If your bot is useful, you'll start to see your Twitter friends growing by leaps and bounds. You can see Twitter bots in action giving weather forecasts, sports scores and stock reports.

All you have to do is add [Forecast](#), [Stock](#) or [Sports](#) to your followers list and you'll get their updates. You can use these examples for ideas on how to make bots for your company, service or product.

If you want your bot to be a success, you need to set up a website that tells people how to use it. Make the site simple, and make it look similar in appearance to Twitter itself.

You want people to know they're in the right place right away. You can even make separate Twitter user accounts for each bot, and use the website link on the profile page to link to your bot's website.

Can You Monetize A Twitter Username?

The short answer to this question is yes. Just like domain names in the early 90s, Twitter usernames are unique. Because of Twitter's fast rise in popularity, it may be possible to "name squat" on a Twitter username like people squatted on URLs way back when.

What this would do for you is provide you with a way to make some fast cash once the big corporations start catching on to the Twitter craze and its potential for advertising their product.

Because of the delay between when a fad like MySpace or Twitter becomes popular to the masses and when mainstream corporate America picks it up, you have a small window of advantage here.

Your advantage is increased by the fact that registering on Twitter is free. You can snap up as many usernames based on existing trademarks, brands, and niches as you can think of, and all you're spending is time.

Then you just add a link to a website on the username profile. That website should have the purchase details of the Twitter username.

However, there are two issues with this approach:

1. Twitter user names are filling up fast, just like domain names did. Often you'll have to settle for variations on the name you really want, unless you're willing to spend some coin.
2. Only you can decide if what you're doing is ethical. Personally, I wouldn't "cyber squat" a Twitter username, but I might consider purchasing a name from someone if it really fit a product, service, or company I was launching. So perhaps I'm a bit hypocritical on the subject. But I'm not here to judge, only to tell you about the options and tools available to you. You can use them for good or evil. **I'm hoping you'll choose to use them for good.**

Creating Backend Twitter Applications

The people who made Twitter want us to create backend user applications for their product. Having people like us create applications that require Twitter makes Twitter more useful to everyone.

The more useful Twitter is, the more people depend on it, and the longer it will stick around. There's a ton of potential out there for making Twitter work to your advantage.

Think of what you'd like Twitter to do. Think of the websites and web service you use right now. Wouldn't making them work with Twitter bring attention to your product, service or company? Definitely.

Some ideas for backend Twitter applications you can create to bring Twitter users flocking to your door include:

- An interface with social bookmarking sites like Digg or Fark that brings a Twitter user updates in real time for new articles that match keywords they enter.
- An application that tracks eBay sales for each user in real time, or that tracks items the user is watching to bid on.
- An application that tracks the URLs people post in their Twitter messages and posts the stats on a website. This could be marketable data for the Internet marketer looking to find out what would sell well to Twitter users, or what would be the next great Internet-based product.
- An application that integrates MySpace and Twitter.
- An application that mashes Google Maps and Twitter users to help you track where your followers are located.
- A melding of iTunes, Last.FM, Mog.com or other e-music services and Twitter, similar to NowPlaying.
- An application that meshes Twitter and sites like del.icio.us or mag.nol.ia.
- A MyBlogLog and Twitter mashup application.
- A Twitter-based dating service.
- A Twitter voting service, where you can rank your favorite Twitter messages and favorite Twitter users.

- A Twitter-based event notification and planning service.
- Twitter categories.
- Twitter tags and tag clouds.
- Twitter RSS blog feeds.

There's no end to the possibilities. Many of these now exist in some form or another. With the right tools and knowledge, you're really only limited by your imagination.

Tracking Twitter

There are several ways to track Twitter. Why would you want to do this? I do this so I can see what's popular, what people are Twittering about – because I may be able to create a product for them in the future.

The most popular way to track Twitter is to install a widget on your blog. Twitter provides the code to do this. Once it's installed, you can track Twitter users on your followers list right on your web page or on your blog sidebar.

The widget has a nice, streamlined, semi-transparent look and feel to it that you can customize to your blog colors. If you don't want to look at Twitter on your blog, you can get it on your phone.

By signing up for the Mobile Twitter service, user updates will go directly to your mobile phone. All you have to do is enter your mobile number on your Twitter account home page and say "OK" to the phone option.

If that still doesn't work for you, you can use the Twitter instant message option. This puts Twitter on your instant message program as a friend, and lets you send updates to everyone on your Twitter followers list through your instant message program.

It also delivers updates from people on your Twitter followers list right to your instant message window. Are you a Firefox user? If you are, you can use [TwitBin](#), a Firefox plug in.

TwitBin puts your Twitter updates right in your sidebar while you browse. You don't even have to switch windows to see what's going on with your Twitter contacts.

Using Twitter on Your Website or Blog

You can now integrate Twitter right into your website or blog, just like Digg, reddit, Furl and other social web services. Just go to [TwitThis](#) and get the code to place a link to Twitter at the end of every post or in the sidebar or links on your page.

A small graphic will appear. This graphic will allow your readers to click it and create an instant Twitter message with your website URL, or the URL of the blog entry they're reading.

This will get the word out about your site to everyone on their followers list instantly. TwitThis even has a tool you can put on your browser toolbar so that you can instantly notify your Twitter friends of websites that you're reading.

With the toolbar button, sharing your interests is as easy as a click. You don't even have to open your Twitter message window – just one click submits your URL.

Real Examples of Twitter's Marketing Power

If you still aren't convinced that Twitter can be a marketing tool, let me show you some real examples of Twitter in action. People everywhere are already using Twitter as a tech-savvy marketing tool.

The first big example of Twitter in action as a marketing tool is in politics. Two technologically-aware candidates (one is now president of the US) already established a presence on Twitter (and on Second Life and MySpace as well).

These candidates were John Edwards and Barack Obama. In fact, members of Congress have also gotten on board with Twitter.

But during the presidential campaign, both Edwards and Obama established Twitter user accounts early on in the Twitter madness, and both updated them daily. They used Twitter to send campaign schedule changes, event notifications and press notes.

They tweeted about food on the campaign trail and their immediate reactions to breaking news. Both candidates used Twitter's URL feature to broadcast URLs supporting their ideas and giving information about their events.

Both used bots to accept friends and add users that add them to their followers list, so that they can send Direct Messages. Both used a personal user picture to enhance their Twitter profile and make it personal. They even held live Twitter discussions to reach the masses.

Gamers are plugging their xBox 360s into Twitter and updating other avid fans with every win, loss, and cheat they experience.

If politicians can use Twitter, then you can, too. Imagine the uses Twitter has for promoting new blog entries. Do you write eBooks or PLR articles? Send a Twitter message about working on the next installment in a series.

Are you offering a webinar or online class? Twitter it. Even better, think of a way to offer the class through Twitter alone! Use the message and URL feature in tandem with your website to make it happen.

Imagine getting that kind of instant response to your product or service! Twitter lets you grab instant reactions to your event. Just look at what it did for the SxSW tech conference this year in Texas – Twitter was the main instrument for uniting people for meetings, after hours gatherings and instant critique of the speeches and presentations.

Extra Cool Twitter Stuff

Okay, sometimes there's stuff that's just cool to use, and with Twitter – there's a lot of it. I haven't even had time to touch the surface of all the cool stuff and how it can impact a marketer's life, but you can believe I'm going to go through each one and put it to the test to see what marketers can do with it.

[MoniTwitter](#)

Want to know when your site has errors or goes down? If you've set your Twitter notifications for phone or text, this site will alert you via Twitter when it happens.

[Twitterific](#)

An application that lets you read and publish posts or "tweets" to the Twitter community.

[Twitteroo](#)

- Update your Twitter status from your Desktop
- URL shortening via [rurl.org](#)
- Double-click a status to message that user directly
- Twitter notifications
- View your Friends timeline or the Public timeline
- Clickable links from status messages
- Refreshes automatically or manually
- Set refresh time and notification transparency
- Support for international characters in status messages
- Browse to Twitter user page or personal websites
- Customize Twitteroo font size
- Set transparency for main Twitteroo window and notifications
- Optional sound notification when new tweets arrive
- Profile icon caching for faster Tweeting

- Bite-sized cookies made from real Twitter

[Tweetbar](#)

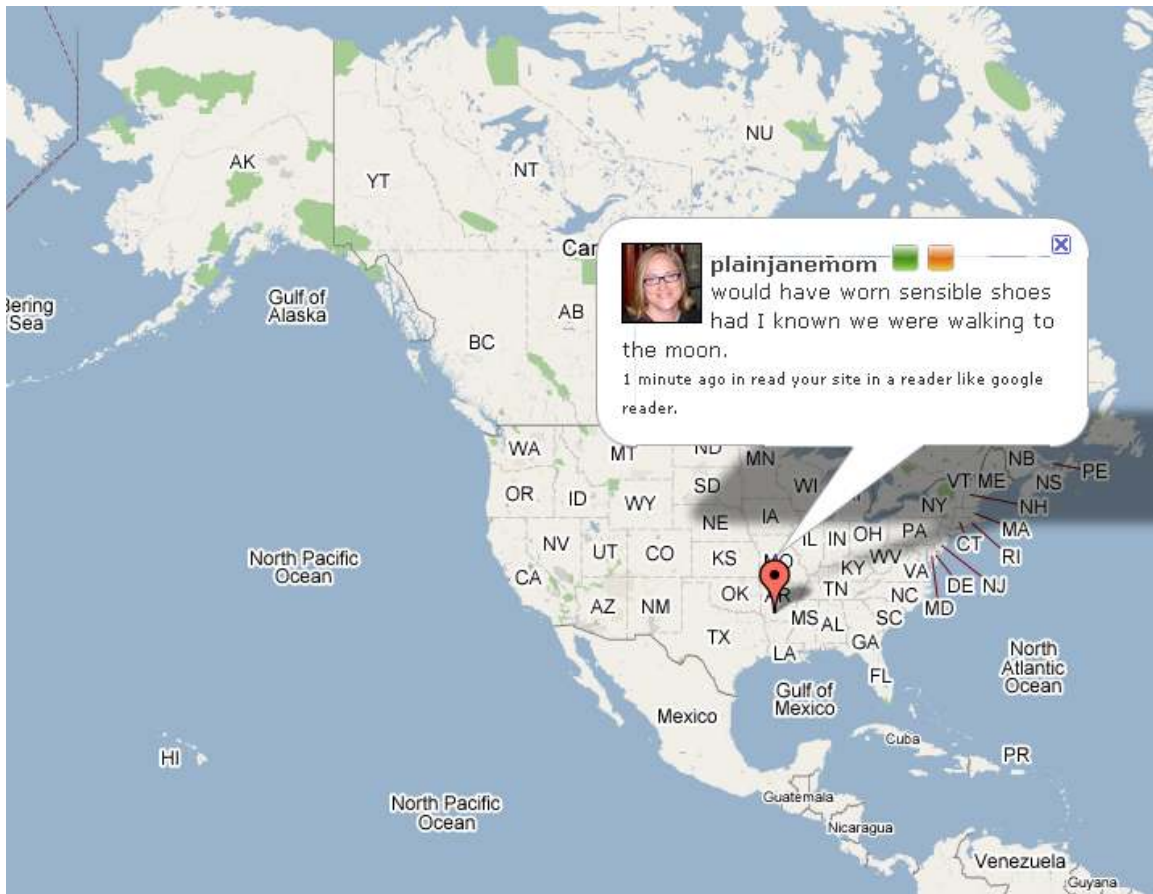
A Twitter sidebar for Firefox and Flock.

[Twitterholic](#)

Bots that scan the public timelines on Twitter for new users to watch. They calculate the stats for each user in their database. Then they put you on the list of Twitterholics, a true honor in the web 2.0 community.

[Twitvision](#)

This is THE most addictive tool for me. Bubbles pop up every few seconds to show you another Twitter, pinpointing the person's location on a global map. It's like a worldwide chat – you see their picture, envision where they're at, and read the scoop.



Or even better, look at the 3D version, where the globe spins around and you hear from other people on the planet (in this example, a gamer Twitters – but you could have included your URL if you were in that niche):



Twitterment

A Twitter search engine – enter your keyword or phrase and get results of past Twitters. This could enable you to target your audience for an add to your followers list.

Twitter is a real-time tool to help you tap into the thoughts of the masses sharing an experience. What Internet marketer wouldn't want to ride this wave?

Beginning Twitter - What Do I Tweet About?

At first, you feel a little weird tweeting. You think everyone is going to read it... until you realize no one is going to read it because you don't have any followers yet. The biggest question you have, and rightly so is, what do I tweet about?

Rest assured everyone feels that way when they start out on Twitter. In fact, without looking at the number of updates a person has, you can usually tell if someone is new to Twitter. Their tweets sound tentative and directed at no one in particular.

Instead, form a bold plan and hop right on the Twitter train. Here are some beginner examples to get you started:

Tweet #1:

"Yes, I'm new to Twitter. Get over it... I have. :-) "

(Option B is to not mention being new at all - start with #2)

#2:

(Tell what you're doing) "Right now I'm setting up another WP blog about _____."

#3:

(Again tell what you're doing) "I just finished writing the outline & intro to my newest ebook. I can't wait to get it out there; I think it will answer a lot of questions." (No links in post)

#4:

(Ask a question) "I'm not liking my WP theme. Anyone care to share links to their favorite free WP themes?"

#5:

Retweet someone else's tweet, being sure to put the @ in front of their name. "RT @TerryBrother Quote Tip: Want your #quote to be easily RT'd? Make it ~120 characters leaving room 4 others 2 add RT & your @name"

#6:

@Reply to a tweet.

If you can give help to someone, all the better. The sooner you start showing your expertise in your niche, the better.

Now start following people you respect in your niche(s).

#7:

@Reply to another tweet.

This is a good time to respond to tweets by the big names in your field. You are not only establishing a relationship with these people, it looks good to have their @name in your Twitter stream.

#8:

Tweet a favorite quote. "You succeed only if you aren't afraid to fail."~Anonymous Be sure to then thank @whoever's name when they RT your quote.

#9:

Throw in a random tweet. "Good grief, I just realized I've been wearing my shirt inside out all day." (This kind of tweet gets people talking to you as they have similar stories.)

#10

Offer up a freebie tweet "Do you want to write an ebook? Here are the 10 steps [put link to article here]."

Now you can start following lots of people and most of them will follow you back. You've established yourself as a real person who takes action, needs occasional help, likes to help others, likes good quotes, can laugh at himself, and is interested in building relationships with people. It's all there for them to see in your timeline.

Notice you don't jump right in promoting a product and try to follow 2000 people? That's because you're a human, not a bot or a spammer.

Tip - You can retweet (RT) someone's tweet or reply to a person's tweet even if they don't yet follow you. You do have to be following them or you won't see their tweet in the first place, unless you are directly on their Twitter page viewing what they've posted.

When people decide whether to follow you, they will jump onto your Twitter page and see what you're about. If they see you exchanging tweets with people they are following, they feel good about following you too. You have some friends in common.

Hopefully this will help you get past your initial fears regarding Twitter and not knowing what to tweet about. Once you get rolling, your problem will more likely be, how can I stop tweeting and get some work done?

How Can I Increase My Number of Twitter Followers?

Many people, in fact millions of people, are now using Twitter. That's a whole lot of people! If you could gain even a very small percentage of these people as your targeted followers, you could market yourself and your products to them quite successfully. But there are a few things that are important to cover before you can start amassing your targeted followers. If you miss these steps, you're not maximizing your efforts to get followers and if you can't get followers, how can you brand yourself, let alone sell anything?

I'd like to first ask you to turn the tables... what makes you want to follow someone on Twitter?

A Bio:

Having a bio on your Twitter page is very important. Don't skip this step. If you don't know how to craft one, take a look at the bios of Twitterers that you admire or are in your same field. Bios are a very individual thing, but you can get a feel by looking at what others have done.

People like to tell with a quick glance what you're about. If you don't have any bio, you're shooting yourself in the foot because they won't be back. So get one up as soon as possible. What you put is important as well. If it's just a pitch fest for your products, it's guaranteed to scare people off. Your bio should show what your business interests are first, then some of your personal interests and possibly some humor.

The business interests will get you targeted followers as people will do searches for these interests. Personal information in your bio helps people decide if they might like you and have something in common with you. Humor is because people like to laugh.

An Avatar:

Yes, Twitter has a default avatar - a brown square with o_0 in it, but that's certainly not you. This is the spot where you show your real face to the world, so to speak. If people get to associate your face with good tweets, they're more likely to click on your links. Not having a picture does not endear you to people and many won't follow you solely based on the no picture thing.

What's in your Twitter Stream:

Do you send out promotion after promotion, or always send out random tweets to no one in particular? Potential followers don't want to see that, they want to be able to interact and have conversations. They want to follow people who can help them with their problems or answer questions. If your Twitter stream shows you haven't "talked" to people with @replies then you are seen as only caring about you.

Conversely, if your Twitter stream shows you're interacting and building relationships, you become more interesting to them. Once they get to know you, they're more likely to follow your links.

Your Profile Background Image:

I go into great lengths about this in video #2, and it's very important, so be sure to watch that video, see what I'm doing with my background, why I do it (to get targeted followers to go viral), and more! And when you register for the free upgrade video (see the introduction video or the end of this book), you'll get some additional tools to help you create your own background image, including the one I used as a template.

So there you have it, some Twitter tips to start you off in the right direction of getting more Twitter followers. The bottom line is you need followers, especially targeted followers before you can use Twitter to help your business bottom line.

Is Twitter a Waste of Time?

Twitter is a social media platform that is here to stay. Many people poo-poo Twitter claiming it's a colossal waste of precious time and no one wants to hear what other people had for dinner. Others claim Twitter has helped them land jobs. Still others say that because of their Twitter use they've seen a surge in income. Which is true?

All three.

Yes, Twitter is a social tool. It's a way to talk to your friends as well as make new friends and talk to them too. People do tweet about what they had for dinner. Twitter has also helped people find 9 to 5 jobs and given some contract workers more than enough work to do. Marketers have made money with Twitter by tweeting about their blog posts and selling their products to those in need.

But.... Twitter can eat away at your time. You can blow hours just b.s.ing with your new friends - cracking jokes and retweeting some excellent one-liners. In order for Twitter to work for you while you still get the important things done during your day, you have to go about it smart-like.

Have a purpose before you log into Twitter. Obviously you can't just tweet your promos and leave, or when people look at your Twitter stream they'll going to consider you an almost-spammer. No, you need to have a plan.

Let's say you want to promote your ebook about xyz. Start off in the morning by saying hi to your friends, some individually, the rest in mass, and answer some of the tweets you see.

You don't want to read every single tweet - that could take hours and hours and hours if you have a lot of followers. Look at maybe the first two pages.

Next do a search using Twitter's search function to look for any comments or questions regarding xyz or similar. Answer any of those tweets that you can. Now you have several tweets under your belt for the day and you can go ahead and tweet your xyz promo. Then leave!

Come back midday and again read the first one or two Twitter pages and shoot off a few answering tweets. Retweet any great quotes or other tweets you find informative. Don't forget to check the @yourname mentioned function to see who's talking to you so you can answer them. Send off a few tips about xyz that are useful information to others, including a link to your new blog post. Then leave!

In the evening, repeat the process of answering tweets, sending out a few more xyz tips, and retweeting. Send yet another xyz promo. Then leave for the night. Your promo tweet will stay for the night.

It's worth mentioning that any promos you send should not look like one. It should add valuable content and oh, by the way, if you want to learn more, you can go [here](#)...

The best promos are tweets that lead to content, and that content invites them to check out your website for more info. Don't do your selling directly in your tweets.

That's why article marketing and Twitter are a match made in heaven. See my bonus video for more information on how you can use that to your advantage (including another unannounced bonus podcast with a premier expert on article marketing). **See the introduction video or the end of this book for more details on getting the free bonus video.**

You are not being a pushy salesman by tweeting about your product promo a couple times in one day because you've got lots of other tweets going out between each one. Plus, people are not on Twitter all the time. Some people are only in the morning or evening, plus you need to remember there can be quite a time difference between where you are in the US and where your next customer is in Australia.

To sum it up, plan your time with Twitter and use it as a business tool. It's a great way to market your products and build your list if you do it right and don't spend all your time there. Go on with a purpose and set a timer to limit your tweeting if you have to.

Random Twitter Tips

Here are some random, but no less important, Twitter tips for you:

1. Watch what you tweet, it is readily available to the public. You might think that stupid or lewd comment you made will get buried, but believe me, it can be easily found by anyone searching the Internet.

2. If you plan to be off Twitter for a period of time, make sure your last tweet was a good one. That tweet is what people will see when they check you out to see if you're worthy of following. What you had for lunch is not going to cut it.

3. Don't rush right in and follow 2000 people. When people go to check you out and see you are following a lot of people and hardly anyone is following you, they'll be suspicious you're a bot. Take your time building up a following and give your potential followers a chance to follow you back and even up your numbers a bit.

4. For that matter, have more than 1 or 2 tweets under your belt before you start running after followers. If you don't know what to say, retweet (RT) someone else's excellent tweet, and/or @reply to others' tweets. *Even more important is to watch video #2 before you start following anyone!*

5. If you suspect you're not seeing all your replies (like maybe someone forgot to put the @ in front of your Twitter name), use the search function to locate these lost tweets. Simply click on the search function and put your Twitter name in.

6. Use hashtags in your tweets so others with an interest in that same thing will find you. For example, using #bowling in your tweet will ensure your tweet will be found by those interested in and searching for bowling. The more eyes that see your tweet, the better, right?

7. Don't send blanket promotional DMs unless you want people to un-follow you and consider you a spammer. That is not what the DM function is for. DMs are reserved for talking personally, yet privately with someone. There are times when you should the conversation off the main Twitter stream and that's when you would DM.

8. You may have a reason for locking your Twitter stream, but if you're using Twitter for business exposure, don't do it. It's much harder to get followers and let's face it, you want followers.

9. Don't forget to promote your Twitter usage on your blog(s). Cross promotion is a good thing. You let your blog readers know you're on Twitter, and you let your Twitter followers know your blog address.

10. Stay active on Twitter. If potential followers or current followers visit your Twitter page, they're going to form some negative opinions as to why you haven't tweeted

in three weeks. Maybe you're just messing around, maybe you're not real serious about your so-called business, maybe you have a hard time sticking with something, maybe your business has gone belly up? Get on there several times every day during the work week.

Twitter Etiquette and Beyond

Twitter may be the latest, hottest thing in social marketing right now and it's still evolving. But even though it's fairly new there are unspoken Twitter Etiquette rules that you should consider following. Twitter does have some concrete rules like Ye Shall Not Spam others, you can't use someone else's name, and you can't follow too many new people in one day, among others. However, there aren't written rules regarding polite Twitter usage and if you're somewhat new to Twitter they may be a little fuzzy for you.

Let's explore some areas regarding Twitter etiquette now. The reason is because you want to not only have followers, but you want to build relationships with these followers so they will appreciate you, offer you lucrative deals and/or buy from you.

1. The Golden Rule. Do unto others as you would have them do unto you. This does apply to Twitter. If someone takes the time to respond to your tweet, thank them or agree with them or something. Be courteous and reply.

2. Retweet what other Twitterers are saying. Retweet the great quotes or profound thoughts that resonate with you. Retweet some of the funny stuff. Retweet other people's questions so they reach a wider audience. Retweet the good promotions or blog posts.

3. Tweet about the excellent blog post or article you just read and include the link, whether you know if they're on Twitter or not. These type of tweets are helpful to others and it's also good karma. :)

4. Thank someone when they've retweeted (RT) your tweet. If several people have retweeted something you posted, you can thank them in one post (remember always put the @ before their Twitter name) or single them out with one person thanked per posting.

5. Don't tweet the same message over and over again. Similarly, don't tweet 20 times in a 3 minute period. It clogs up people's Twitter streams and they won't appreciate it. In fact, they'll probably un-follow you.

6. Unless politics is your business, it's a good idea to leave politics out of your tweets. Politics, no matter which side of the coin you're on, make too many people angry. Another don't is don't tweet while under the influence. Enough said on that one.

This next one falls in the "beyond" Twitter etiquette:

7. When you see a tweet about a blog post that sounds interesting, go to the blog, read it, and leave a comment. I'm not talking about the gurus' blogs but the blogs of the new marketers or little known marketers. You'll have found out something interesting and they'll have gained a much desired blog comment. The funny thing is, even though you did this because you wanted to help out someone who is new, you end up benefiting too because they usually run over to your blog and leave you a comment.

So there you have it, some unofficial Twitter polite usage tips. Most of all, keep in mind the golden rule and watch what you tweet as you don't want your 140 character to be misinterpreted.

What the Heck is Twellow and TwitterFriends?

Two websites I talk about in the videos are worth mentioning here as well. They'll help you to get more out of your Twitter experience. One is Twellow and the other is TwitterFriends.

Twellow: Twellow.com

Twellow is a fellowship of Twitterers, put into categories, so you can find people with common interests and they can find you. It's supposed to help you cut through the clutter; all the noise in your Twitter stream (especially if you are following a lot of people.)

You can put yourself into 20 categories at the most, so explore the categories and pick the ones that you have business interests in. They have hundreds of categories, not to mention subcategories, and they're willing to add more categories if you have suggestions.

You can get the pulse of what's going on in a category by clicking on Pulse and then any of the categories you've selected. Perhaps the current trend of Twitter conversation will give you ideas for a blog post to write or a product to create.

Maybe you want to see what's up with the people you follow who are your favorites. Simply hit the Friends tab and you'll see their last tweets. They are in order of Tweepers with the most followers on down to the least followers.

The same can be done when you want to check on what your followers are doing. Click on the Followers tab and bingo, you have a wealth of information at your fingertips. Not only can you respond to something they've recently tweeted and build your relationship with them, but if you think creatively you'll come up with ways to use the information or questions in the tweets to build a product. You can find the needs and help people.

Now here's a really cool feature - TwellowHood. This is where you can find peeps to follow in your home town, or any town in the US or Canada for that matter. It's a quick way to decide who you want to follow as their pics and bios are right on the page. People registered on Twellow can also do an extended bio, which is a nice feature if you want to check someone out a little further.

Twitter Friends: Twitter-Friends.com

If you're into statistics, this is a great tool with very comprehensive Twitter statistics.

See who you've replied to the most as well as who's replied to you in bar graph form. Check out your stats with categories like replies sent per day, conversational rank, fans, loyalty, link quotient, and more. You can even compare yourself to someone else. And there's also a TwitGraph that sums up how you're doing on Twitter with a quick glance. This is so interesting you have to be careful you don't spend all day here.

There is a neat visualization chart with conversation bubbles. But of course it's up to you to interpret the information and decide what you want to do with it.

You can check out your conversations with another Tweeter. You can also view the conversations of any two people, but that feels kind of creepy.

Twitter is all about building relationships, and TwitterFriends helps you get a clearer picture of your network of relationships on Twitter. You can also find out who tweets the most and which Tweepers post the most links.

I recommend both of these Twitter applications in your quest to narrow down (or merely find!) your areas of interest so you can use the information to take your business to the next level. They are also great for getting overall pictures of how you tweet and will give you some ideas on what you can make better. Lastly, they are great tools for helping you establish new relationships as well as further ongoing ones.

Why Have More Than One Twitter Account?

Many people wonder if it is okay to have more than one Twitter account. Yes you can, as of this writing anyway. But why would you want more than one Twitter account? Does it mean you really like to hear yourself tweet, or are there practical reasons? Having talked to a few people who have more than one account, here are the reasons I've established:

Different businesses

Jen has several business interests that don't have anything to do with each other. She is an internet marketer with a wedding niche website, and she is also a ghostwriter. She finds, and rightly so, that people interested in wedding news are not interested in hiring her to write internet marketing ebooks. And people who want to see what she knows about writing good conclusions, could care less about weddings. So she has 2 different Twitter accounts that allow her to brand herself in 2 different ways.

Business tweets vs. personal tweets

Craig is one of the official tweeters for his company. It is part of his job to monitor his company Twitter account for questions about his company's products and to help people. You can bet his company doesn't want to see tweets about what he did Friday night (although customers might find it amusing.) Therefore, Craig has separate Twitter profiles so he can be totally personal if he wants in one account, and keep a professional company image in the other.

Intimate group of friends

Another reason to have more than one Twitter account is to use it only for your intimate group of friends and/or family. Amanda found that the more followers who followed her, the more she was losing the tweets from her personal friends. These are important to her as she's now pregnant and wants to use Twitter to update friends, ask questions, and share stories.

Coaching class

Perhaps you're teaching a coaching class and you want to be able to feed additional info to your class and give them a chance to talk to and follow each other without all the other Twitter "noise". That's what Alex did.

An account for the news

Jody likes to be in the know quickly and has an account just for news. He only follows Twitter news channels that interest him and when he goes to that Twitter account several times a day, he can tell at quick glance which news stories he would like to read.

Different language

Some Twitterers, like Sophia, didn't like tweeting each message twice, once in English and once in their native tongue, on the same account. Not everyone liked seeing the foreign language taking up real estate on their Twitter timeline, so Sophie now has 2 accounts, one in each language.

As you can see, there are different reasons why people have more than one Twitter account. If you think this is a good idea for you, remember that it takes more time to tweet for two (or more) each day. You need to decide if it's worth it.

The Marketing Funnel Explained

I once worked in the marketing department at a large company, Emhart Corporation, and learned about brand building and marketing to the masses. These large corporations like Emhart often use what's called the "open house," or brand-building, model of advertising, which is expensive, time-consuming, and requires a lot of brand equity and trust over time before people make decisions to buy from them.

With the "marketing funnel" model, a person makes a small purchase (yes, supplying an email or physical mailing address is considered a payment of sorts), and over time you "funnel" your customers towards more and more high-end products and services, step by step, by selling them to the next level.

The two are entirely different business models, and they both work in their own ways. For most entrepreneurs, however, the brand-building model is too cost-prohibitive and time-consuming to use by itself, involving many resources that simply aren't practical. That doesn't mean you shouldn't use it within your means. In fact, you'll soon see how to incorporate both the open house and marketing funnel models in your system (for starters...we're just getting warmed up!).

So by "funneling" (others call it "backending" or "up-selling"—Dan Kennedy calls it "gathering the herd") your prospects into paying customers, you're setting the stage to provide tremendous value to them. So much value, in fact, that your customers begin to look forward to receiving content from you. And with that value comes the opportunity to take your customer to the next level, where you can sell higher-end goods to them.

And this isn't a one-sided benefit. Both you and your customer benefit by this relationship. Your customer benefits when he gets even more value...something he really wants. You're helping him in that regard. And of course you benefit as well by slowly graduating your customer to your "A" list, where you can provide even more value.

I once knew a salesman from a large workforce management company. This company sold expensive computer systems that helped call centers forecast their incoming call volume, determine how many customer service people they needed to handle those calls, and even generate the most efficient schedules for those reps in order to maintain a desired level of service.

This guy was an old pro when it came to managing his leads. When a potential client company would issue a request for proposal to him (basically an opportunity for his company to provide a quote based on the issuing company's needs), he would keep track of all the people involved in the decision-making process, plus any supporting personnel. Basically anyone's info he could get his hands on.

Now when he learned that a key person moved from one company to another (which was fairly common), and that new company was in the market for his product, he would personally contact his "lead" from the old company (now working for the new

one) and continue his funneling efforts there, while still maintaining the funnel at the old company.

Now imagine he was doing this for all of his leads, wherever they ended up. He had funnels in place everywhere. World-renowned salesman Zig Ziglar once said, “*Timid salespeople have skinny kids.*” Do you think this guy had skinny kids? I doubt it.

Personally I think every sale he made was well earned. Anyone who can keep track of all those funnels and people hopping companies deserves to earn a profit.

Figures 1 and 2 show the typical marketing funnel. Figure 1 shows an offline version of the funnel model, and figure 2 shows the online equivalent. Note that the only differences are at the top of the funnel, signifying the manner in which you obtain your leads. Online they visit your website before they supply their information and become a lead. In the offline world, they would receive your offer in some other manner.

A truer representation might represent your target market as suspects, who become prospects only after raising their hands (i.e. they become your prospects when they become your leads), but however you view them, the goal is to obtain leads, where you will then attempt to convert them into paying customers.

Notice how the width of the funnel gets smaller towards the bottom? The width represents the number of customers at that height, or stage, of the funnel. However, the smaller the width, the more money they are spending with you. In fact, the amount of money they spend with you can be thought of as being inversely proportionate to the width of the funnel (more or less). So the 20 percent responsible for 80 percent of your profits are at the bottom of the funnel. The other 80 percent that give you 20 percent of your profits are towards the top. This distribution is a general observation and not a mathematical absolute. It might be 70/30 or 90/10 or somewhere in between.

This is no accident. Your “A” customers, your biggest advocates, are in the smallest segment of your customer base...the bottom of the funnel (but the top in terms of the value you deliver to them).

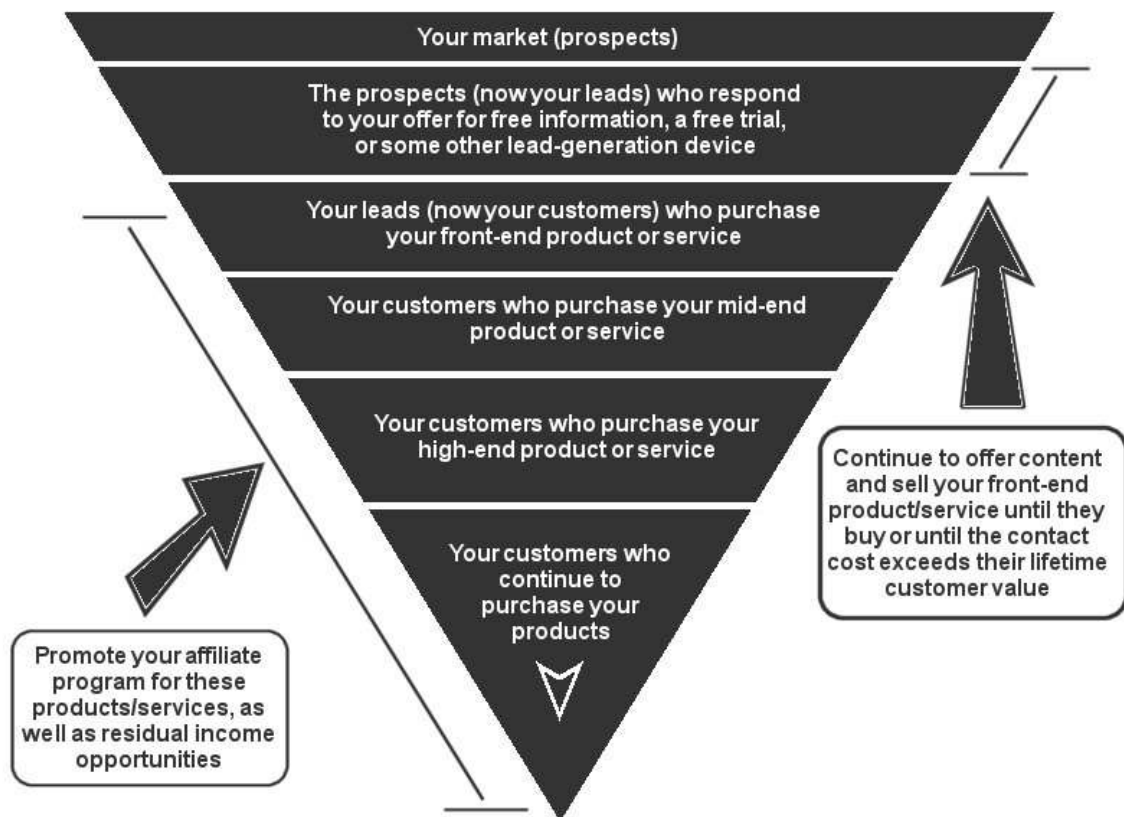


Figure 1
The Marketing Funnel (Offline)

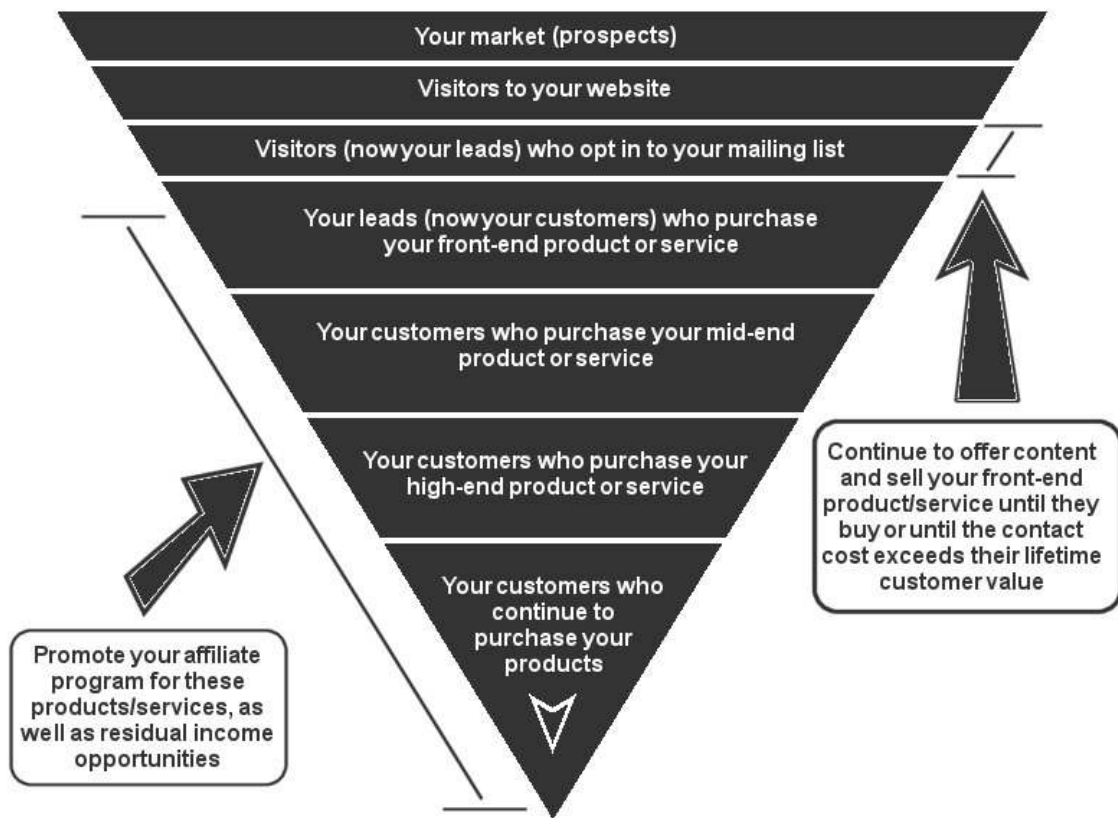


Figure 2
The Marketing Funnel (Online)

Let's walk through each step of the funnel to gain a clearer understanding of how the funnel works.

- 1) Your prospect enters the funnel by responding to your incentive or "ethical bribe" to raise their hand and give you their contact information. He is now a lead on your mailing list.
- 2) You continue to provide value to him, but you want him to make the transition from a non-paying lead to a paying customer. As a result, you give him a front-end, or entry-level, offer on a product or service directly related to the value he received when opting to join your list. You may make the offer at a breakeven or even an initial loss, because you know you will more than make up for it on back-end sales.
- 3) If he doesn't purchase your front-end product, you continue to sell him on the same offer or different front-end offers—ideally both, because he just may not be in the market for your initial offer at this time, but may be later.

- 4) When he purchases your front-end product, he is now a customer. You are now “warming him up” to doing further business with your company. Once he sees that you over deliver on your promise of value, he’ll feel more comfortable buying from you again.
- 5) You want to graduate him to the next price level, so you make him an offer on a higher-end product or service related to the entry-level one he already bought. If he doesn’t buy, you follow a similar approach as step 3 above. That is, you continue to make him offers, but this time on the mid-level product.
- 6) Once he purchases your mid-level product, you move onto the high-end product. He is now conditioned to buy from you with confidence and without worry, because he knows what an outstanding value you’ve been giving him. He’s seen the results of your products first hand, so his buyer’s resistance is reduced. He is now on his way to becoming one of your “A” clients, the 20 percent responsible for 80 percent of your profits.
- 7) You continue to sell him higher ticket items and provide even greater value to him.

The steps I have listed are a very simplified approach. You’ll soon see that there is much more to it if you truly want to be successful in the long run, but it’s not rocket science by a long shot.

For instance, each time he purchases from you, you’ll want to do up-sells and cross-sells. Up-sells are more expensive finishes, grades, styles, or a bigger version of the product (“Do you want to super-size that?”). Cross-sells are other items that go along with the product. Something complementary. A carrying case, extra paper, ink, blank media, whatever (“Do you want fries with that?”)

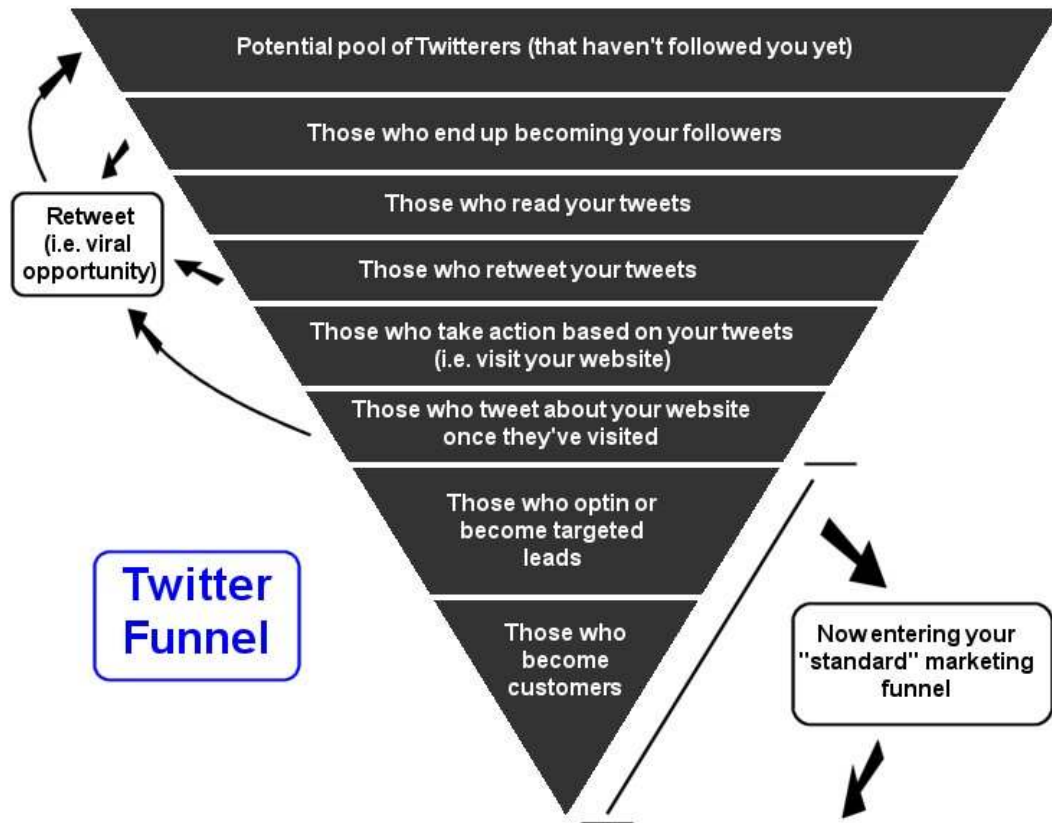
After he buys, you’ll want to ask him for referrals, a testimonial, and do everything in your power to make sure he is satisfied. You want him to be satisfied so he’ll buy again of course, but you want also want to reduce your refund rate and gain his endorsement. You want him to tell all of his friends and colleagues about his positive experience with your company.

You probably know when someone has a bad experience with a company they’re more likely to tell others about it than when they have a pleasant experience. You want to encourage them to tell all about their pleasant experience.

And then you’ll want to develop some kind of residual income, where they pay you so much a month or year forever until they cancel. Not everyone will do that, of course, but your “A” customers probably will. And you can create different residual levels, just like you have different product levels, all at different price points.

The “Twitter Funnel”

Using the marketing funnel as a model, I created what I call the *Twitter Funnel*. It’s not that different in execution and purpose as the original model, but there are a few key differences. Figure 3 shows my simplified version of this *Twitter Funnel*.



As you watch the videos in *Twitter Traffic Swarm*, the relevancy of this version of the funnel begins to become apparent, as it’s the viral nature of your strategies that determine how your own funnel will look.

After all, this is one simple representation—mine—of what’s possible with Twitter.

Viral and Advanced Twitter Topics

For viral strategies, tactics to get your tweets to get noticed and acted upon, and to really maximize the ability to generate targeted traffic and sales on demand, please start watching the videos if you haven't yet done so.

Begin with the introduction video then continue from there.

To get a bonus video that contains tools and resources to assist in profile background image creation, as well as some devious methods to ethically “hijack” the followers of anyone you desire, you can upgrade for free by registering here:

<http://TwitterTrafficSwarm.com/upgrade>

In addition, you'll also get free updates for life, plus any new news, tools, software, and techniques I discover along the way as the Twitter platform matures.

About The Author



John “Ritz” Ritskowitz is a direct response copywriter and consultant who has brought in millions of dollars in sales for his clients and in the process helped them to boost their response and ROI.

Internationally recognized as a leading authority on copywriting and direct response marketing, John is a veteran business builder and entrepreneur who’s founded several successful companies, operating both offline and online.

With over twenty years of “in the trenches” business experience, John has proven that the “small fry” can compete with big corporations and win.

You can contact John on his blog at <http://JohnRitz.com>