

**Twitter
Tips
&
Tricks**

Twitter Marketing Cheat Sheet



What You Need To Know & Do
To Succeed On Twitter

bubbiegunter.com

Congratulations on getting the Twitter Cheat Sheet. In it you will discover how to find key influencers in your niche, how to set up Direct Messages and Automated Tweets to new followers and the recommend resources to help you gain unlimited leads and help you increase sign ups in your current business.

Print the worksheet out then you can write your answers on it and make notes.

Twitter Cheat Sheet

Initial Setup - Starting Your Twitter Business Account

Your first step will be to set up your Twitter account for business. You may already have a personal account. But, you will want to keep the two separate. To begin, simply go to twitter.com and sign up.

Join Twitter today.

Full name

bubbiegunter.twitter@ezvib.com Did you mean *bu*

..... ✓

Tailor Twitter based on my recent website visits. [Learn more.](#)

Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#).

The next step will be to enter your phone number and verify it. Or, you may skip this step for now.

Choosing a User Name

Choose a username.

Don't worry, you can always change it later.

Username

Suggestions: A5z9J2qzH9ySqxw | rAWV7leTfouLs2c | ZcJlwfA9WHXJ5ws | jBSJ9dlhnwffXWh | zhFBLybaDDz5XrT

Next

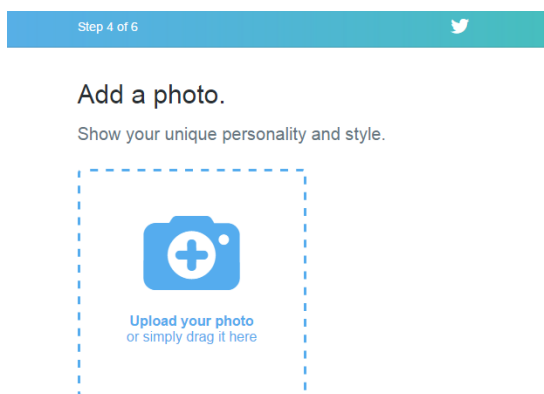
Skip

Your username is very important. Stay away from business names. I really can't stress this enough. Everyone will know you by your username. It is a chance to get your name out there and "Brand" yourself. You will be promoting your blog and affiliate products. And, you

are trying to establish your reputation online.

Next, run through the short list of interest and check the ones you like.

Following this step, you will be given a list of possible people to follow. You should click the "Select All" box and turn them all off. You are skipping this step because you are setting up your account **first** not getting followers. Remain invisible at the moment till you are ready to present yourself to the Twitter world.



Now it is time to add your photo. You have several choices here. You can add a single picture of just you. Or, you can add a picture of you and your spouse. Or, one of you with your family. Any of these are acceptable. And, all of them have certain strengths.

What you DON'T want to do is leave it blank or use "cartoon" pictures. Generic pictures will not do either. Again, remember you are branding YOURSELF. Your picture should express to the Social Media world who you wish to be recognized as.



Like the step earlier, you will skip this part. You DO NOT want followers yet. Soon you will have more followers than you can imagine. Focus right now on setting up your account for business purposes.

Lastly, confirm your email address. And, we are ready to begin.



If you click your User Name, you will be taken to your profile page. Once on your profile page, you will notice your "Header" image is blank. For creating your Header image, I suggest [Canva](https://www.canva.com). Once you are on Cava, if you click the "More" box you will be given a choice of templates to choose from. Scroll down to the "Social Media & Email Headers" section and you will see the Twitter Header Template.

Canva is a wonderful platform. Besides being able to create images, they have a training section that will teach you everything you will need to know. They have a free and a paid version. And, although I have bought pictures in the past, I primarily upload my own photos now.

I would suggest you find a couple of other marketers in your niche and look at their header images to develop ideas. One important fact to remember though is be sure you add your "tag line" or mission statement. This tag line describes who you are and what you do. For example, my tag line is: "Helping Network Marketer Build Their Business with Integrity, Honesty and Passion."

Step 2 - Your Twitter Bio

From your Twitter Profile page you will see the button "Edit Profile." From here you can change your User Name, insert a short Bio about yourself, add your website, your location, change your theme color and add in personal information about yourself.

When it comes to your Twitter Bio, the point is to be CLEAR not clever. You only have 160 characters to inform potential clients and followers who you are. Follow these tips when designing your Twitter Bio:

1. Use Keywords – Twitter tweets and Profiles can rank in Search Engines. So you will want to consider your target customers and what they would be searching for to find you on Twitter and Google.
2. Use Your Company Name - If you are an independent distributor for a company be sure to add the Company Name in your Bio. This way, if someone searches for the company you are with your profile will show up in the results as well.
3. List Your Accomplishment - Here is a chance to showcase what you have accomplished. Have you written an eBook? Are you moving up in the ranks of your company? Let potential clients and customers have a REASON for wanting to follow you.

You cannot be on Twitter ALL THE TIME. When you are away and someone finds your Twitter profile. It will be your Bio that will play a major factor rather they follow you or not. Make it count!

Step 3 – Your Website Address

You have several choices here as well. First, you may add the link to your blog or website. Or, you could link to a free offer or report which would require the viewers email address. And, finally you could decide to send potential clients or followers to a company presentation here.

All three of these serve a different idea.

The first, linking to your blog or website, is potentially the most effective. It lets viewers discover your content. Once there, they will decide if your content is something they wish read more of. And, they will follow you.

The third, and another good choice is to send your potential clients and followers to a free report or eBook they would find valuable and helpful. Of course, they would have to provide their email address to receive the free offer. And, this method helps to build your list.

The purpose of linking to a company presentation page is to present your viewer more information about the company you represent. You would do this with the intention of hoping to get more sign ups. I really like to discourage people from this type of promotion. It has been said, "People join people not companies." And sending followers directly to a presentation page is really ineffective.

Step 4 - Setup Automatic Message for Your New Followers

Direct messages have proven to be a highly effective form of communication for lead generation. In my case, I average about 5-8 fresh new leads a day using direct messages. They are highly targeted because the individuals who click on the link and go to my free offer know EXACTLY what they will be getting. If you structure your direct message in the right way, you can have upwards of 30-50% response rate. Do it wrong, and you will have NONE.

Direct Messages work like normal messaging on Facebook with one exception. You can automate them. They will become such a major part of your marketing success and building your list, you **do not** want to skip this part.

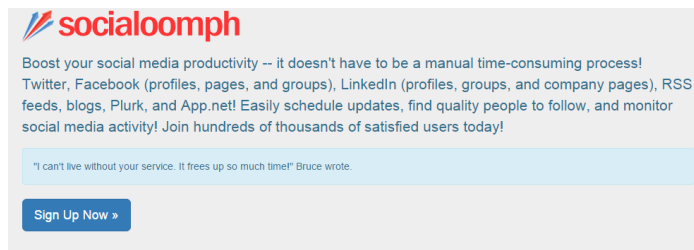
With your account set up, you are now ready to start getting followers to your new Twitter account. Remember, new followers are potential customers if you use steps 1 and 3 correctly. We are going to set up your account so that when someone follows you, they have an option to become a lead OR equally important go to your blog.

I use a platform called [Socialoomph](#). It has a seven day Free Trial. This has been my most valuable marketing tool yet for building my list. Sign up for the Free Seven Day Trial [HERE](#). You will not need all of the "Professional" features. Only the ability to use the Twitter Direct Messaging and Followers features.

For a few pennies per day, you will enable the above automation on all your Twitter accounts. Your total cost is a low \$2.97 once every two weeks to unlock the Follow-Back & Auto-DM features of your SocialOomph.com account.

Once registered you will be allowed to:

Schedule Tweets – I love the time freedom this gives me. I can preplan and schedule tweets to my blog. Once you take about an hour to schedule your tweets, it is basically a set it and forget it strategy. An hour’s work here would make it where you don’t have to worry about tweeting for 90 days!



Follow-Back & Auto-DM Features – *This is where the money is made and your list grows.*

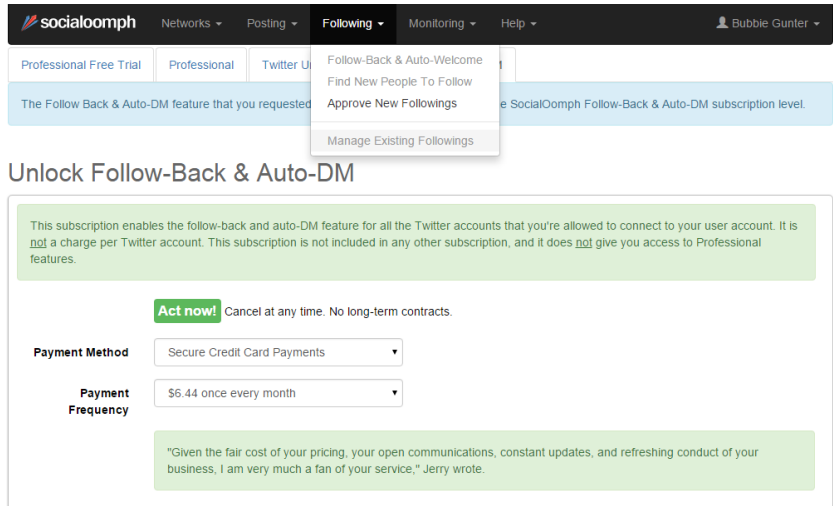
In a moment, you are going to learn how to grow your twitter followers. Those that follow you back will be sent a “Direct Message” promoting your

blog or free offer. As your new followers....ummmm...follow you, they will get a customized and personal message from you sent directly to them.

Facebook Features – With this feature, you can schedule status updates to be posted to the wall of any Facebook Page of which you are an administrator. THIS is another powerful feature of [Socialloomph](#). You have the ability to schedule post to your Facebook group. If you have not set one up yet. I highly encourage you to do so. It is an amazing way to meet new people and establish authority. (A link will be provided at the end with lessons how to create your own group)

The most powerful feature here is the ability to [send direct messages on autopilot](#) to your new potential customers.

It should be noted, this is NOT the time to pitch your new followers your business opportunity. Your automated direct message should introduce such things as your best blog post, an invite to join you on Facebook, or offering them a free gift. The steps to complete this process is:



After setting up your free account with [Socialoomph](https://socialoomph.com), you will need to click the “Following” tab at the top and choose “Follow Back and Auto Message”
The 140 character rule does not apply here.

Once you see and understand the power of these Automated Tweets, you will want to upgrade to send out multiple messages to all new followers

Step 5 - Setup Automatic Tweets for Your New Followers

[Socialoomph](https://socialoomph.com) also allows you to send AUTOMATED TWEETS to these new potential customers.

Again, this isn't a time to pitch them your offer. Your automated tweet will be sent to their newsfeed and should introduce such things as your best blog post, an invite to join you on Facebook, or offering them a free gift.

The steps to complete this process is similar to setting up a Direct Message

Create an Automatic Tweet that you would like sent to new followers.

Remember ***the 140 character rule applies here.***

Step 6 - Find Key Influencers in Your Markets Niche

Once your automated direct message and tweet is set up, it is time to determine who in your niche key influencers are.

Go to Twitter

In the Twitter Search Bar type in a keyword people in your target audience may be searching for such as #mlmleads #younique #itworks (etc.)

Under the keyword is a menu bar – choose “Accounts”

The profile of individuals who use the keyword you choose either in tweets or in their bio will pop up.

Write down the Twitter user names of the top 5 Industry Leaders here:

1. Name _____ username @ _____

2. Name _____ username @ _____

3. Name _____ username @ _____

4. Name _____ username @ _____

5. Name _____ username @ _____

Notes: [CLICK HERE for a copy of this sheet](#)

Step 7 - Find Your Competitors on Twitter

You already know who your competitors are (hopefully!). Search their websites and Twitter to find their Twitter user names and write them down here:

1. Name _____ username @ _____

2. Name _____ username @ _____

3. Name _____ username @ _____

4. Name _____ username @ _____

5. Name _____ username @ _____

Notes:

[CLICK HERE for a copy of this sheet](#)

Step 8 - Follow people who follow your influencers and competitors

Enter the username of the first person whose followers you want to find.

Follow up to 100 of the people who are following your influencer. (Do not follow more or you might get your Twitter account shut down).

Move on to the next influencer on your list once you have followed one hundred people.

Repeat this process everyday!

After 5 days, start using the [Crowdfire App](#) tool to remove people who haven't followed you back.

You should set a scheduled of the week for unfollows. I personally follow all week and reserve Thursdays as my unfollow day. But, any day of the week will work.

It should not take you more than 15 minutes per day. And, you are well on your way to a mega mailing list and targeted followers who will be interested in you content and offers

Recommended Resources

[Socialoomph](#)

[Facebook Group Training](#)

[How to Use Twitter for Business Marketing](#) [Blog Post]

To further guarantee your success, be sure to read the free report:

[Six Reasons Your Home Business Will Fail!](#)

About the Author

Bubbie Gunter is the acclaimed author of The Foundation for Facebook Marketing Success. He is also the creator of “The Five Minute Marketing Tip of the Day” YouTube Series that received over 1,000 views in two months. His other accomplishments are: Certified Toastmaster; winner of an International Top Ten writing award; loving husband and father of four.

