

Don't Be A Twitter Twit



By

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What Is A Twit?

A “twit” is a foolishly annoying person. We all know people who are twits and at least one point in our lives we have probably acted like a twit. There is an urban legend that says a pregnant goldfish is also called a twit, but since there is no such thing as a pregnant goldfish (goldfish lay eggs) we can pretty much put that legend to rest.

Before the birth of social networking, an annoying person was pretty much limited to annoying one person at a time. On some occasions, like family reunions or parties, a twit could annoy a small group of people at the same time. This problem was usually solved by not inviting the offending party to future events.

But now that social networking has arrived, there exists the potential to annoy thousands of people at the same time. One simply needs to do a Facebook update or send out simple tweets about the minutiae of everyday life. Pretty soon these updates will become very, very annoying. I really don't care that my cousin has just return from buying a dozen eggs at the corner market or that her cat likes the new brand of cat food.

Then there is the marketing twit who thinks that he or she can make a fortune by tweeting affiliate links to their followers. Get 10,000 PLR e-books for a 1.99 at www.yourannoyinglinkhere.com (I just checked. That URL is available to anyone who wishes to order it.) If not technically spamming, this type of tweeting is pretty close.

Too be honest, it is possible to send out these types of tweets without being annoying. It is conceivable that there exist family members and friends who may be this interested in what you are doing. It is also possible that fellow marketers might be interested in an occasional tweet about a unique product. The main thing is that you know the limit and don't go from being that informative person to that annoying twit.

The Problem Lies In The Word Social

The word social never went hand in hand with the concept of earning money. Capitalist associated the term with hippies while the hippies resented the capitalist who tried to earn money from something that shouldn't be sullied with the bottom line. And while hippies aren't exactly a dime a dozen anymore, there are still many people who believe that social networking should not be used for business purposes.

There are hundreds of millions of people on Facebook and there are people who say that it will soon replace Google as the number one source for finding information online. Despite having so many users, Facebook has found it difficult to monetize its site. The users of Facebook are looking to keep in touch with friends and share their experiences and therefore they are not a highly targeted audience. The same holds true for Twitter. There is not a high conversion rate for sales for affiliate tweets.

In a recent forum posting a person stated that he had made his first sale by sending out an affiliate link to his followers. He made one sale and he had 10,000 followers. That is an abysmal conversion rate. If my math is correct that is a conversion rate of only one hundredth of one per cent. Of course there other factors at play such as what he was selling and how much it cost. But despite these unknowns, $1/100^{\text{th}}$ of one per cent is nothing to be pleased with. He did not mention how many followers actually stopped following him after he made his tweet but if this tweet was like the other tweets he sent out then I would be willing to guess that it was quite a few.

Followers Needed

Okay here is the bad news. Just like every other aspect of the internet you are dead in the water if you don't have traffic. You can have the best tweets in the world and if nobody is reading them you may as well write them in the sand below the high tide line. Just as there is no one magic bullet to get traffic to your site, there is no one magic way to get followers. You will have to rely on some of the old methods of generating traffic.

Post a link to your new Twitter account on your blog, Facebook or Myspace pages.

Place your Twitter link in your signature, in forum postings and in your e-mails.

If you already have an email list, send out a blast talking about your new Twitter account and encouraging them to follow you.

I know. These are the same old tips you have been told time and time again. But hold on. Twitter has one more method of attracting followers. If you sign up to follow someone they in turn will sometimes follow you. This is not always the case and it depends on who you sign up to follow. For example, Ashton Kutcher has over 5 million followers. Odds are that he is not going to notice that you have signed up let alone follow you back. If you sign up with someone who has no more than several thousand followers and you share the same niche, they will probably check out your profile and follow you back. One useful function of Twitter is the ability to search what people are talking about. If you have a blog about classic cars, you can search the keyword "classic cars" and it will pull up everyone Tweeting about classic cars. T

Twitter Uses?

There are many reports that will go into detail on how you can use twitter to improve your business. Here is a brief list of a few ways.

Establish A Relationship With Customers

Sending out regular tweets can help to build a relationship with customers and potential customers. Even if the tweets are the recommended professional type, they help establish your "voice" and will allow you to stand out from the crowd while at the same time help to build trust and establish you as an expert.

Keep Customers Update

If you run a membership site or have a list of returning customers, sending tweets about new products or updates may be a viable option to using a mailing list.

Promote product launch

While this runs the risk of becoming annoying, if done correctly one could build an interest in the launch of a new product. Your tweets would have to be unique and carry information how the product launch would benefit the follower.

Drive Traffic To Your Website

Let's face it, this is the main idea of marketing with Twitter. Just like there are plenty of different websites, there are just as many different ways of directing traffic to your site.

Twit-proofing Your Account

If you want to set up a Twitter account for personal use then obviously different rules will apply than if you set up a professional account. However, having said that, the following suggestions are good rules of thumb.

Tweet No More Than Twice A Day

One tweet a day would be preferable but sometimes two tweets may seem necessary. It is advisable not to tweet more than two times in any 24 our period as you might start to outstay your welcome.

Maintain A Regular Tweeting Schedule

People will want to see what you are tweeting about and if they know when your tweets are scheduled they will know when to look for your comments. Tweeting at random times will not only keep you from building a loyal following, it will also cost you followers.

Only Offer Useful Tweets

Posting a message about the great party you attended is not likely to help your professional image. Offer useful information or tips and even the odd inspirational quote. Which is the more useful tweet?

Example Of A Non-twit Tweet

When your prospect reads your ad, you want to make sure he or she believes any claims you make about the value you're providing.

Example Of A Twit Tweet

Get 1 million visits to your site www.yourannoyinglinkhere.com

Don't Use Twitter As An Instant Message Tool

If you wish to communicate with a single person then use the Direct Message feature of Twitter rather than clogging up people's feeds with a personal conversation. This will quickly tick off many of your followers.

No Hard Selling

You must first build a relationship with your followers before you start trying to sell. This is done by creating a series of helpful and informative tweets.

Once you have their trust you can start to mention the occasional product of interest. It is better to give them a gentle nudge than a flying tackle.

This is not to say that Twitter should not be used as a marketing tool. It can be very useful if it has been adapted correctly. The hard sell just does not work with Twitter and so you need to soft sell to your followers and mix your sales tweets with a variety of informative or entertaining tweets. So what is a hard sell? It is a tweet that directly tries to convince a follower to something that you want them to do. This can be anything from buying a product to signing up for a mailing list. It is a tweet that rewards you and offers no value to a follower who does click on your link.

The soft sell will merely suggest a course of action while still providing some value. This is not always easy when you are limited to 140 characters. It is not like you can say. "You can build a sense of trust with your customers by sending them a well crafted thank you e-mail. Get plenty of more of these tips by following my blog at www.myannoyinglinkhere.com." However you could say "Build trust with your customers by sending them a thank you e-mail. 10 more tips are available at my blog www.myannoyinglinkhere.com."

Shorten Your Links

A disguised link may look less like an affiliate link but people in the know will recognize it for what it is. Still, it does free up characters and it is not so commercial looking. You can use the free service at <http://bit.ly/> to shorten your links. The demonstration link www.yourannoyinglinkhere.com is shortened to <http://bit.ly/b0C8rQ> .

An added benefit of using bit.ly is that you can track how many times your link has been visited.

What To Tweet About

So now that I've told you how NOT to be a twit, you might be wondering what you should tweet about. Remember the golden rule here is to send tweets that have a value. Here are some easy methods.

- Offer links to free and interesting stuff, like articles, pictures, and videos (not all your own stuff and make sure it is not junk).
- Comment on current events / news.
- Post funny/profound/inspiring quotes.
- Find something on Digg, Stumbleupon, etc. that really catches your attention.

Twit-Free Tweets

Twitter won't do you much good if no one bothers to click your links. Writing eye-catching, interesting tweets involves the same general concept as writing strong e-mail headlines. Of course, as I mentioned before, these "eye-

catching” headline tweets should only be tossed in here and there. Keep the majority of your tweets free of advertising altogether.

This report would not be of much use if it did not include some tweet-free tweets. Here are a few that I put together for this report.

A targeted sales letter is more likely to be read and acted upon than a blanketed generic one.

89% of all businesses believe advertising is important. Yet 75% of them also admit they are unsure how to raise their response rates.

You want people to buy now. If people put aside your ad for later, the chances are much smaller that they’ll come back later and buy.

The 3 things, in order of importance, that contribute toward your response rate are: 1) your market, 2) your offer and 3) your copy

If you let people know right after they sign up for your list that they have to confirm, the number of subscribers will rise significantly.

Many people don’t know anything about double opt-in confirmation, so you need to fully explain the process to them

When your prospect reads your ad, you want to make sure he or she believes any claims you make about the value you’re providing.

Remember that the "too good to be true" mentality will virtually guarantee a lost sale...even if every thing you offer is true.

Copy with ample white space, generous margins, short sentences and paragraphs, subheads and underlined words, looks more inviting to read.

Formula for success: rise early, work hard, strike oil.

J. Paul Getty

I don't know the key to success, but the key to failure is trying to please everybody. - Bill Cosby

In order to succeed you must fail, so that you know what not to do the next time. - Anthony J. D'Angelo

One secret of success in life is for a man to be ready for his opportunity when it comes. - Benjamin Disraeli

Success consists of going from failure to failure without loss of enthusiasm. - Winston Churchill

Success is blocked by concentrating on it and planning for it... Success is shy - it won't come out while you're watching. - Tennessee Williams

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Success is that old ABC - ability, breaks, and courage. - Charles Luckman

Success seems to be largely a matter of hanging on after others have let go. -
William Feather

The man who has done his level best... is a success, even though the world
may write him down a failure. - B. C. Forbes

The most important single ingredient in the formula of success is knowing how
to get along with people. - Theodore Roosevelt

A computer once beat me at chess, but it was no match for me at kick boxing.
- Emo Philips

Data is not information, information is not knowledge, knowledge is not
understanding, understanding is not wisdom. - Clifford Stoll

All things are difficult before they are easy.- Thomas Fuller

Everything comes to him who hustles while he waits. - Thomas A. Edison

Find a job you like and you add five days to every week. - H. Jackson Brown,
Jr.

I have not failed. I've just found 10,000 ways that won't work.- Thomas A.
Edison

Opportunities are usually disguised as hard work, so most people don't recognize them. - Ann Landers

Plans are only good intentions unless they immediately degenerate into hard work. - Peter Drucker

The only place success comes before work is in the dictionary.- Vince Lombardi

Getting information off the Internet is like taking a drink from a fire hydrant. - Mitchell Kapor

Your list should be earning you more money than your autoresponder costs. If it hasn't after 2 months it may be time to re-examine your list.

The sign up form on your squeeze page should always appear above the fold, this means on the top half of the page.

Why do people spend so much money on a squeeze page and yet fail to proofread the copy. Spell check is free. Those errors hurt sales.

When a prospect reads your squeeze page he or she is thinking "what's in it for me?" To be successful, your copy must answer that question.

A headline is an ad for your ad, so it had better do its job, or your message won't be read. And if they don't read it, they won't buy it.

Make sure your free gift to sign ups is high quality. If your gift is not, your subscribers will suspect that your emails will also be poor.

The better written your articles are, the better the odds of them being re published in newsletters, posted on blogs and websites.

The most important part of your article is the title. It is the teaser which grabs the reader's attention and says "You have to read this."

Use your keyword phrase in your article title to search engine optimized your article. This will get you organic traffic.

Give a person a reason to read your article. To be useful, an article should help to solve a particular problem and offer useful advice.

Your article must live up to the title. If you promise 5 ways to earn money in the title, the article had better have 5 ways to earn money.

Steps to successful affiliate marketing. Write a relevant title. Describe the problem. Offer a solutions. Have an effective resources box.

A resources box is not a place to tell about yourself. It should tell the reader why they should click on your link and visit your site.

Why are there no romantic restaurants on the moon? There is no atmosphere.

Which monster is the best dancer? The boogiemer.

A St. Patrick's Day Trivia Bit. Murphy is the most common surname in Ireland?

I just found free lighthouse wallpaper for your desktop. They have plenty of nature scenes too. <http://bit.ly/b2qLK3>

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