



By Dave And Aaron

[www.MyMarketingGoldmine.com](http://www.MyMarketingGoldmine.com)

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## Table of Contents

Introduction.....	6
Secret #1 – Twitter Destruction! .....	7
Secret #2 – A Killer Profile! .....	8
Secret #3 – Get Your Tweets Noticed!.....	9
Secret #4 – Grab Attention... And Keep It!.....	10
Secret #5 – Get More Sales with Freebies! .....	10
Secret #6 – Use Twitter Directories! .....	11
Secret #7 – Building a List with Twitter!.....	13
Appendix - Recommended Twitter Resources .....	16
Appendix ii – Other Recommended Resources .....	17



## Introduction

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Twitter is one of the best ways to reach out and connect with potential customers and clients, as well as current ones, because it is the perfect platform for building authority through socialization and interaction.

Millions of people around the world use Twitter every day to connect with their friends and family, spread the word about stuff they care about, and to keep up with news and information they're truly interested in.

Marketers have been trying for a long time to harness the power of Twitter's millions of active and passionate users, but most of them just aren't going about it the right way.

In this report, you're going to learn some tips for using Twitter effectively. You'll learn how to build a large following, make sure they trust you and actually READ your tweets, and how to use your followers effectively without upsetting them.

So let's get started!

## Secret #1 – Twitter Destruction!

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One of the most important things you must keep in mind with regards to Twitter is the fact that it is first and foremost a social platform. If you don't keep this very important factor in mind, it will lead to the ultimate destruction of all of your Twitter efforts!



What we mean is that you can't just jump in, add everyone you can find, and spam them all to heck and back. You must be social. You need to get your followers to like you, and to trust you. They aren't going to pay any attention to what you have to say unless you give them a reason to!

Most marketers simply build a large list of followers and then continually send them link after link without providing any real value or networking with them at all. This is not only highly ineffective, but it's also a good way to make sure all of your followers stop following you and potentially even lose your Twitter account!

Always remember to use Twitter for what it really is. It's a social platform. It's a news platform. It's a contact platform. It's even a soapbox platform. But it's not a spam platform.

## Secret #2 – A Killer Profile!

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A lot of people don't bother to put much effort into their Twitter profile, but that's a big mistake. Your profile is a very important part of developing your Twitter account and making your campaign effective.

Whenever someone comes across your profile, they're going to instantly need to know WHY they should follow you. They aren't likely to follow you just because you follow them, although a few will. Most people will only follow you if they really think they have a reason to.



So how can you give them a reason to? Remember, you have to grab their attention in just SECONDS. Once they leave your profile, your chance to get them as a follower is gone.

One major way to grab them quickly is to use a really great custom Twitter background that relates to your niche. You might even want to put an interesting message on your background to grab attention.

Don't forget to add a photo! Even if you don't want to use your own photo, you could add some kind of interesting photo

that relates to your niche. For example, if you're in the golf niche, a photo of a golf ball might work.

### **Secret #3 – Get Your Tweets Noticed!**

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Most people barely pay attention to the tweets they get each day. The average person might get dozens, hundreds, sometimes even thousands of tweets every day depending on how many people they're following. They can't possibly keep up with that many tweets.



If you want people to actually pay attention to your tweets, to read them, to respond to them, to re-tweet them, and (most importantly) to take action on them, then you've got to make sure you give them a reason to pay attention.

You can do this by making sure you don't send only ads. Make sure to respond to their tweets. Re-tweet things for people. Send personal messages now and then. Give them gifts. This will help ensure they pay attention to you every time.

## **Secret #4 – Grab Attention... And Keep It!**

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If you want to get plenty of attention, it's very important that you interact with your followers. Don't just tweet. You should also read other people's tweets, respond, and re-tweet.

This helps to establish one very critical thing – trust. If people feel they know you personally, they will be much more likely to pay attention to what you have to say.

By interacting with your followers on a personal level, you'll allow them to build some faith and trust in you, and they will not only pay attention, they'll also buy the things you recommend!

## **Secret #5 – Get More Sales with Freebies!**

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Freebies are a great way to get attention and make people like you. Who doesn't like getting free stuff? Even wealthy people love to get stuff for free. (In fact, that's how some of them got wealthy in the first place!)

Freebies like educational videos and free reports are a fantastic way to get sales, because people don't expect them to be promotional. Because they are actually educational and valuable, they don't seem to be purely promotional, and people are more interested in them.

Not only that, but people will be more likely to actually pass the material onto their friends. Viral marketing is incredibly powerful, and lets you multiply your efforts many, many times over. If you can get your followers to re-tweet your freebies, you'll not only reach your own followers, but all of THEIR followers, too!

## **Secret #6 – Use Twitter Directories!**

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There are two major ways to use Twitter directories to get more traffic. You can find people in your niche to follow, and you can add yourself to the directories to get more people to follow you.

To start, you should search the major Twitter directories for keywords in your niche. Then start adding people who seem to fit the profile of your demographic.

Don't just add everyone you see! You could lose your Twitter account if you follow too many people too quickly, so only follow those you believe are a great match. Hopefully they will follow you in return, and some of their followers might find you and add you, too.

Make sure to add yourself to the directories while you're there. You may get many followers through these directories, and

most of them will be interested in your niche, too, because they'll find you by searching the same way you found them.

Some Twitter directories to try include:

<http://www.wefollow.com>

<http://www.twellow.com>

<http://www.justtweetit.com>

<http://www.tweetfind.com>

<http://www.twitdir.com>

<http://www.twitr.org>

<http://www.mytwitterdirectory.com>

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## Secret #7 – Building a List with Twitter!

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Perhaps the most critical thing you should do to really explode your efforts from Twitter is to use it to build a list. You never know when things might change at Twitter, and you could be left without that source of traffic.

Think about some of the things that might happen:

- You could lose your Twitter account. Remember, they can delete your account and ban you for any reason, even if you've 'technically' done nothing wrong.
- Twitter could switch to a paid model and a lot of your followers could leave.
- Twitter could be sold or shut down entirely.
- Twitter could change their rules, and they could stop allowing marketing on the site.

These are just a few examples of things that could change and take away your traffic source, so it's very important to use Twitter to build your own resource outside the site.

You can do this by building an email list. You've probably heard it before, right? "The money is in the list" and more recently variations like, "The money is in *the relationship with the list*" and the likes... And that's very, very true.

Think about it. You COULD send your followers straight to an affiliate link. But you'd miss a very valuable opportunity to get them onto an email list where you could market to them again and again.

Not only that, but you don't have to comply with Twitter's rules when you market to your own list. You can market to them any way you want!

And of course, this means you won't be bound to Twitter in the event that something changes. You won't be keeping all of your eggs in one basket, so you'll be much safer. Then if you lose that traffic source (Twitter), you will still have your own to fall back on.

To build a list with Twitter, you'll probably want to give away freebies as an incentive for people to join your list. This could be reports, courses, videos, coupons and discounts, etc.

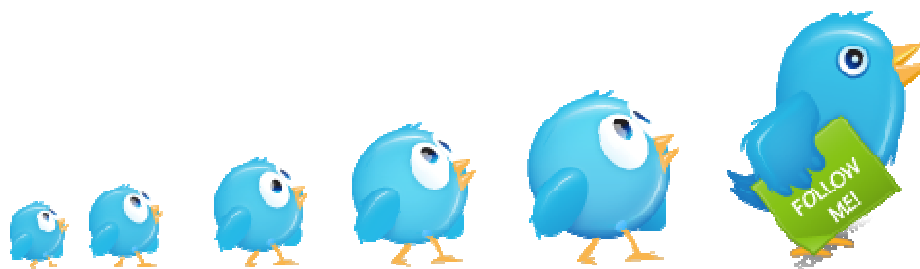
To get your freebies, your followers will have to join your email list. After they've joined your list and confirmed their email address, you can have the autoresponder automatically send them the gift they opted in to receive.

**[HOT TIP]** *This VERY report comes with free distribution rights so you can even use THIS to give away to your Twitter followers. Because the report is on the subject of Twitter itself you should be able to pull in a ton of new subscribers.*

Once you have them on your list, it's important to nurture them well. They will be an extremely valuable resource, so you should treat them well. Give them additional gifts, and send them messages that don't contain advertising now and then.

You want to train them to open and read every message you send out. If you only send advertising, they'll have no reason to read your messages.

But if you nurture them well and treat them like gold, they will be a source of income on a continuous basis for many years to come, and you won't have to rely solely on Twitter for your traffic!



## Appendix - Recommended Twitter Resources

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[Twittollower](#) – Automatically hunts out THOUSANDS of targeted followers on complete autopilot.

[Auto Tweet Generator](#) – It's like having your very own autoresponder software for Twitter. Tweets your messages for you on complete autopilot.

[Social Oomph](#) – provides a whole range of features that will help improve your productivity and automate your Twitter account.

## Appendix ii – Other Recommended Resources

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**[MyMarketingGoldmine](#)** – The only membership site you'll ever need to get your own profitable online business up and running. Tons of services that you're probably already paying for!

**[MyMarketingBasics](#)** – Struggling to get to grips with the basics? Don't let that hold you back from being a success online. These step-by-step videos will teach you the basics.

**[MyMarketingListBuilder](#)** – AWESOME free Wordpress List Building Plugin. You'll build your list at a phenomenal rate with this revolutionary new plugin for your Wordpress blog.

**[No Cash Required!](#)** – Step-by-step video blueprint showing you EXACTLY how to generate an income online using only FREE methods.

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