

# TRANSCRIPT

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## Twitter Marketing Video Tutorial

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# Transcript

Hi there! Michael A. Stelzner coming at you today to talk about Twitter.

Yes, you've been hearing about Twitter. You're probably even on Twitter.

Today I'm going to talk about a lot of things: tips, tactics and strategies that I used to build many thousands of followers on Twitter. I'm going to get into some of the not so obvious things about how to tweak your profile, use custom backdrops, and some of the more basic things like retweeting.

Then I'm going to get into some of the strategy that I used to build up my many thousands of followers using Twitter.

I'm also going to talk about some tools that will help you boost your productivity and your management of your entire Twitter experience.

## *Getting Started*

So let's get started. Here I am on the Twitter home page. If you do not have an account, it's just a matter of going to [www.Twitter.com](http://www.Twitter.com) and then clicking the 'Get Started-join!' button. When you click on that, it's going to ask you for some very basic information.

Here we are on the Twitter sign-up page. They're asking you for your full name, your username and your password.

Your full name is going to end up showing next to your profile. Your username can be either you or your company. If you have a very common name like 'Jim Smith' or something, you're going to have to figure out some creative use of your name.

One thing you want to keep in mind is that it is totally okay to have a Twitter identity for a business or for an individual. But just keep in mind that people in social media interact with people, not businesses, so it might be wise for you to brand your individual name on Twitter if you are a sole proprietor or a small company. But if you're working for a larger organization, it might make sense for you to have a Twitter ID for your company.

Your username is going to be literally `twitter.com/USERNAME`

From a search engine optimization perspective, it might make sense for you to use some sort of underscore inside your name. I use `Mike_Stelzner`.

Then create your password and user email address and hit '*Create my account*'.

I'm going to go ahead and log in to my account so you can actually see what it looks like. Let me go ahead and type in my information here and hit the '*Sign in*' button.

### ***Twitter Pages***

One thing you want to keep in mind is that when somebody comes to your Twitter page, they're going to see the look and feel and identity that you have set in place for them to see. You can create a unique look for your Twitter page that's totally different from other people's Twitter page.

Let me give you an example. I'm going to click on this name here that says 'ki2mylife'. We can see that this guy's identity looks totally different. It's just a simple green background.

Let me click on this one that says 'TamarahLand'. We can see that this person's identity looks totally different. As you click on different people, you can see that different people use different images to convey whatever it is that they're about. Here's one that says 'CareerGuide101'.

Some of the more attractive looking ones are going to get more followers. For example, let's see what 'guykawasaki' looks like. If you don't know who Guy Kawasaki is, he has this website called Alltop.com. It's all about aggregating content. He has a pretty cool looking one.

Next we go to 'prologger' which is Darren Rowse's. By the way, here's an example of a guy who uses his identity not as his name, but as his website. You can see we have his mug shot here.

Going back to my home page, this is Twitter. Simply said, Twitter is just an ongoing stream of information, kind of like a chat session. You'll see all of these different people here. If I hit the refresh button, you'll see that

I'm going to have even more different things coming up on the screen. All of the people's names have changed.

### ***Following People on Twitter***

I'm only seeing the tweets of people that I'm following. 'Tweets' is another word for the status updates that people are putting in. When you see a status update, it tells you when that status update happened.

If I want to, I can click on someone like David here and can actually look at his feed and see all the things that he tweeted about over the last hours or days.

If you just want to follow certain people and you think that those people are providing really valuable information, you can just keep an eye on them.

Once you've signed up for Twitter, and you find someone that's interesting, you'll notice that right underneath their picture is this little button that says *'Follow'* or *'Following'*.

If I can find someone that I'm not following—let's try DavidRosenberg. I'm not following him. Do you see how it says *'Follow'*? You put your mouse over it, you click on it and bada-boom, all of a sudden you're following this new guy, DavidRosenberg. You'll see it says that I'm now following DavidRosenberg. I'm going to un-follow him just because I really don't know who this person is.

### ***140 Characters or Less***

Twitter is made up of literally millions of different people that are talking or chatting in 140 characters or less. When I type something like "I am working on a Twitter tutorial", as I'm typing, the number of characters is reducing because I only have 140 characters to work with.

### ***Your Twitter Profile***

Let's talk about your profile. When you click on *'Profile'* once you're logged into Twitter, it's going to come up with some information like your name, your location, your website address and your biography.

In order to fill out your profile, what you want to do is go under '*Settings*' and identify some attributes. My one-line bio is "Author of book, 'Writing White Papers', organizer of large summits and a dad."

Let me give you some marketing tips. Because you are a person communicating with other people on Twitter, you should add something personal in there like "a mom" or "a dad" or "father of three". Those kinds of things actually add a little more personableness to your biography.

The other thing you want to keep in mind is that you only have one website address that you can link to in Twitter. I've got four or five or six different websites. I choose to have my blog be the destination that everybody goes to if they want to learn more about me.

Here I am on my profile page. Here are all the tweets that I've been twittering about today. Over here (on the right) is a link to my blog. Here (on the left) in this graphical background, I've also included WhitePaperSource.com, my YouTube channel and a link to my book. But these are not clickable links. Instead, these are just part of a big graphic that I've created to throw into the background.

Realize that when somebody comes to your page, you want to have an attractive looking photograph of you. You'll notice that I use a bigger version of the graphic here and a little one here. It's really easy to set up your picture. Just click on '*Settings*' and then click on '*Picture*'.

Currently it says, "Twitter is over capacity." By the way, this is known as the 'fail whale'. Every once in a while, you're going see that Twitter, because it's so darn popular, runs into problems. Usually, all you need to do is refresh and it comes back up.

So it's just a matter of hitting the '*Browse*' button and selecting a picture and popping it in there. That's it. The picture can actually be relatively high-res.

Anyway, I put that little thumbnail picture in there and that picture is consistent with the picture that I have here. Whenever anybody sees a tweet from me, they see my picture just like I see theirs. That mug shot hopefully will become something that they'll remember.

### ***Retweets***

You'll see over here it says '@Mike\_Stelzner'. When I click on this, this is going to show me all the people who are conversing with me. This particular person is retweeting, which means that this person has literally just hit a button that says "retweet" within an application or they've literally just copied and pasted something that I wrote and they're letting their followers know about it.

Some other people are just responding to things that I've said. But you'll notice that a huge amount of people here are actually retweeting.

When you click underneath the 'Home' button where it says '@' and then your name, all the communications that are going on in the Twittersphere that have your name or Twitter identity in it are going to come up. This is a very useful way for you to interact with people.

You can reply back to them just by putting your mouse over their post and hitting the 'Reply' button. You'll notice that up at the top it says "Reply to vivekc". In the box it says '@vivekc'. I can say, "Hey, thanks for that retweet!" or whatever I want to say.

Retweets are very important. Let me tell you how to do a retweet.

I'm going to go back to my Twitter home page and look through here. Let's say I find something really interesting like "Cablevision speeding up Net access." If I just hit the 'Reply' button, all it's going to do is reply to this 'fratel' dude with whatever I type in. But if I actually copy this information, and paste it up into here (the box at the top) and then I type RT:[space]@fratel, that means that I'm retweeting what this guy 'fratel' did.

There are some problems here from a marketing perspective with putting RT: and then a username in front of whatever you're retweeting. I would much rather you do it this way:

"Cablevision speeding up Net access" and then the URL. Then say, "via @fratel."

What I like to do is move the username that I'm going to give credit to for this quote to the end. Then I hit the 'update' button and that's going to show in my Twitter feed. By doing that, I get people to focus on the front end of my headline and then click on the URL. If they want to learn who I learned this from, I've moved it to the back end.

This is something that I strongly recommend you do. It will dramatically increase the likelihood that someone is going to retweet whatever it is that you're talking about.

One of the things that is really cool is that when somebody retweets what you've written, essentially what they're doing is broadcasting to their entire audience whatever you just said. For example, let's pick this guy right here: 'JavaSTL'. He retweeted something that I wrote that said, "Social Media will be a \$3.1 billion industry by 2014 (Forrester)" and then the URL. Then he threw a couple of hashtags on at the end. (I'll explain hashtags in a minute.)

If I click on this guy's identity, let's just see how many people are following him. He has 956 people that are following him. What does that mean? Whenever he retweets something that I've got to say, all of his followers that happen to be within Twitter are also going to learn about it. And if one of his followers chooses to retweet it, you can see how this is a massively quick way for you to spread an enormous amount of information.

The retweet is actually one of the more powerful ways for you to get the word out about what you're doing.

### ***Hashtags***

Not only did that individual put a retweet for me, he also tagged it with the hashtag: #socialmedia.

A hashtag is simply a pound sign (#) and then a keyword. What happens is that a lot of people follow what's going on with hashtags.

If I go to [www.search.twitter.com](http://www.search.twitter.com), which is the search engine for Twitter, and I go back and copy this hashtag (#socialmedia) and type it in here, watch what it's going to do. All sorts of people that are twittering with the hashtag #socialmedia — all of their content comes up. For example, "6 Must Do's To Excel Your Twitter Brand." I really like this one and I actually could see myself retweeting this one.

This is a great way for you to look at what people are talking about and what they've actually intentionally tagged with a hashtag. It's a really great way to find stuff rather quickly.

### ***Searching on Twitter***

While we're in search.twitter.com, you don't just have to search for things with hashtags. You can search for just about anything.

Let me search on social media. You'll notice that here is a whole bunch of stuff coming up on social media. "7 Ways to Use Social Media to Build Stunning Brands." Well, that's kind of interesting. There is just a ton of stuff.

If you think about certain keywords that you're interested in or that your followers are interested in, you could do a keyword search on Twitter every once in a while and find some great content that you'll want to tweet.

Notice while I was talking that up popped *'5 more results since you started searching'*. What's cool about Twitter is that you can actually click a button and up pops more stuff dynamically on the fly. You can even add this feed to your RSS reader if you want to, which is a great way to keep up with what's going on with Twitter.

### ***Direct Messages***

We've talked about replies and retweets. Let's talk about direct messages.

What's cool about Twitter is that you can send anybody who's following you a direct message. Click on *'Direct Messages'* on the right. You can only send direct messages to them if they're following you. Up will come a dropdown list of all the people that you're following. Just find the name that you want to send a direct message to and then start typing.

There's another way to do this. While you're on your home page, if you're twittering something, you can type in 'd' (in the box above) [space] denisewakeman. You'll notice that it now says *'Direct message'*. It just knew that I was doing a direct message. "Hi, how are you?" I clicked *'send'*. That direct message went only to Denise Wakeman. It did not get sent into my profile. It was a private thing and I don't have to worry about the world seeing it. You'll notice that it's not there in my profile at all.

The moral of the story is that direct messages are a really great way to communicate with people. But remember that you're limited to only 140 characters in direct messages.

What's really cool is that I have found that a lot of people are very responsive with direct messages whereas they are not responsive at all with regular email.

One thing you want to keep in mind is that when people have a lot of followers like I do, they get tons of direct messages. So don't be surprised if you do not get a response from somebody over direct message if they have literally thousands, tens of thousands or hundreds of thousands of followers. They're getting so many direct messages that it's probably overwhelming them.

### ***Quick Review***

Just to review, we've talked about setting up your profile. You want to pick a website address that is going to be something that makes sense for Twitter followers. I recommend that if you have a blog and you have a corporate website, to make your blog the place that people click on. The reason is because when people are using Twitter, they don't want to buy products. They want to discover things.

They might find you because someone retweeted something that you said on Twitter. They might click on your name and come to your profile page, just like we see right here, and then they might want to learn more information. That's when sending them to your blog might make a lot of sense. This is where they can discover a lot more information about you in a very non-obtrusive manner. At the end of the day, you could collect leads and all that kind of fun stuff.

The moral of the story is to be strategic about how you pick that particular Twitter page that you're doing. Once again, use a description that's going to be compelling.

### ***Graphics***

You could, if you go under '*Settings*', just use some of the default graphical banners that Twitter has offered to you. All you have to do is click on '*Settings*' and click on '*Design*'. When you do that, you will see all of these little themes that already exist and which are kind of plain themes.

I would suggest if you can to get a little creative and create something in Photoshop. I'm going to show you exactly how I did that.

This is actually my Photoshop file. What I did was take a look at what the parameters were. First of all, I noticed that on Twitter, the first 82 vertical lines are essentially utilized by Twitter. The first 82 or so characters are where the Twitter icon is and some of the navigational elements. So you want to create a cool little something that floats up in that first 82-character space.

The other thing you want to keep in mind is that there is a space that's about 300 pixels wide at the most where you can go ahead and include some information about you. What I did in Photoshop is I literally just have a picture and some text that I've created and an email address that people can contact me on because you cannot put an email address inside of Twitter.

The other thing that I did, you'll notice, is that I put some information over here which is just part of a graphic. Here's my blog, here's my company and so on and so forth, and here's a little snapshot of my book.

Creating those kinds of cool images makes you look really professional. When someone comes to your Twitter page, they might say, "Wow, this is someone who seems interesting and I want to follow them."

When I went ahead and updated my profile graphically, my followers went through the roof. Before, I had a very basic plain-Jane colored profile in the background and it didn't do squat.

One thing I want you to keep in mind is to notice how this looks. When you scroll down the page, the background stays exactly where it is. This is important. If you have a lot of people who might be on a laptop, their screen might not go down very far. What you don't want to do is have information scrolling all the way down the screen because some people will never see it. There's no way to scroll a background inside of Twitter. It stays in a static position and when you scroll, you only see what's in the center of the screen that moves along.

You'll also notice here that Twitter has their basic stuff like *'Profile'*, *'Find People'* and all of these buttons hidden behind a white backdrop. So when you do create your graphic, you want to make sure that there's nothing behind it that's going to be obscured by that. Then, of course, there's the Twitter logo itself. You also want to make sure that does not fall over the top of your name or something like that.

### ***Tools and Strategies***

Now I would like to talk to you about some tools that you can use and some strategies that you can use to get more followers on Twitter.

What makes Twitter so darn powerful and so exciting is the fact that it has opened up its API which means it has an interface that allows programmers and developers to design third-party applications that make it super, super powerful.

One of the more powerful applications that I want to talk to you about is one called TweetDeck. You can get to the TweetDeck web page by going to [www.TweetDeck.com](http://www.TweetDeck.com). This is an application that works on the Macintosh and on Windows. I think even on Linux. So you don't really have to worry about what operating system you're on in order to use TweetDeck.

Here's what's kind of cool about TweetDeck. TweetDeck is an application that allows you to create different columns for different kinds of things going on in Twitter. For example, I've got this one column here that has all the tweets that are going on with my friends. If you're following thousands of people like I am, it can get kind of overwhelming following everybody because literally every couple of seconds there's something new that's going on in Twitter. It can overwhelm you and take up a lot of your time.

What's really cool about TweetDeck is that it has this little 'x' here. You can actually shut this off. I'm going to go ahead and delete my 'friends' column. What that means is that I'm not going to see any tweets now that come from my friends unless, for example, I want to see them. This makes it really, really powerful.

First of all, I've set up a column for replies which is actually standard inside of TweetDeck. These are all the people that have included my name somehow in their thing. Here's something that says I'm a social media guru, which is kind of cool. And here are all the people that are retweeting and mentioning my name.

The way that TweetDeck works is that it looks at what replies have happened since the last time you've opened TweetDeck.

I think the coolest thing about TweetDeck is the fact that you can set up groups. You can set up groups of experts. For example, David Sarno is a journalist for the *Los Angeles Times*. I've got him in a group called

'experts' along with Guy Kawasaki and a number of other people. This allows you to filter out certain people into certain groups. You would easily miss what they had to say if you were just looking at them amongst all the other tweets that are going on in any given day. A really powerful feature of TweetDeck is the ability to set up different groups for different purposes.

Another cool thing that you can do is search on keywords. For example, I'm searching on the hashtag *smss09* which stands for Social Media Success Summit 2009. These are all the people that have tweeted on anything related to the Social Media Success Summit 2009. It allows me to monitor it.

You can also set up searches for keywords. Here's a search on social media. Inside here is all the latest, up-to-date information about what everybody is saying about social media. What's kind of cool is that you can also do filters. There are tons of people talking about this keyword. Let's say I want to filter what's in this column to include perhaps just marketing. You'll notice as I'm typing in 'marketing', a bunch of things have disappeared. Now it's only looking at social media and marketing in this particular instance.

What are really cool are these filters you can set up to include or exclude certain names or certain timeframes. It's very, very powerful stuff.

Direct messages are another thing. You can look at and send direct messages directly within TweetDeck. These are all sorts of direct messages. What TweetDeck does is include all the messages that you've sent and all the messages that you've received. Of course, you can use a filter here and filter out your own name if you only want to see messages that people have sent to you, but not messages that you have sent to others. You have to choose a name and then the minus sign and then Mike\_Stelzner. Now all of a sudden all my direct messages that I've sent other people are missing. Instead what are in here are the messages that they have sent me. It's very, very powerful stuff.

What's also cool about TweetDeck is that you can literally tweet directly within TweetDeck.

But one of the coolest things that I really like about TweetDeck is that it has a built-in URL shortener. You'll notice that as I'm typing, my counter over here has gone down and it has turned red because I've run out of space. This is the URL that I want to paste in here. Let's say it's

TweetDeck.com/beta. There's no room for it. So what can I do? Well, it has a shortener service built in to it. What you can do is just paste your URL in right here, select your favorite URL shortener—I happen to like is.gd—and hit the 'shorten' button. Boom! It has all of a sudden created a shortened version of the same URL instead of this long one. That frees me up with some more space.

What's also cool about TweetDeck is that not only can you tweet inside of Twitter, you can also update your Facebook identity. So you can have your Twitter stuff within TweetDeck go to Twitter and Facebook. It's just a matter of setting up some things.

There's lots of other cool stuff that TweetDeck has in here. One of them is Twitscoop. When you click on Twitscoop, it's going to show you a new column of all the trendy things that are going inside the Twittersphere. The bigger they are, the bigger the trend. Oprah, for example, is hot right now. Here are some other trends: Specter and earthquake. It looks like there was an earthquake somewhere in Lancaster. So this is kind of a neat way for you to figure out what's going on. When you don't want to see that anymore, you just go ahead and close that down.

TweetDeck is really an awesome program. You can also program it to check only so frequently. For example, I have it set up to only give me updates every 30 minutes and it runs in the background. Instead of getting real time updates, I don't want it to fully disturb my workflow, so I just minimize this and whenever there's an update going on, a little beep will happen and up will pop this little message that says there has been an update. For example, "You have two new replies and one direct message." I can choose to ignore it or I can choose to go right back into TweetDeck.

So TweetDeck is something really powerful and there's a lot more to it, but I would strongly suggest you download it. It will allow you to dramatically simplify the management of your Twitter experience.

Now what I'd like to talk about is some strategy around how and what you should be tweeting about. What I want to share with you is that this strategy is just one of many different strategies, but it has worked enormously effectively for me. I think you'll find great value in it because it's a very low maintenance type of strategy.

Simply said, the strategy is this. When you're in Twitter, I believe that what you should do is provide content that is of great value to your

followers. Let's take a look at some of the things that I've been tweeting about:

- "How Twitter Helped Me Land Anthony Robbins as a Client" and a link.
- "The Five Future Eras of Social Media (according to Forrester)"
- "Star Trek here we come! Invisibility cloaks under development at two universities (interesting)"
- "Why you need to use Twitter to grow your business (RainToday)"
- "Study: Bad news for email marketers, spam reaches 19-month high!"
- "Warning: Facebook scam that steals your password"
- "What's it take to be a social media expert? Not much, apparently"
- "Proof that Nielsen is Wrong: Twitter's Retention Rate is Not 40%"
- "Study: Worldwide consumption of television media on the rise (Accenture)"

Here's the deal. These were all things that I tweeted about today. They all kind of have a common theme. What's really cool about this is that I actually did all of the work for this yesterday and I did it all in about 20 minutes. I just scheduled it all to happen.

What I'm going to talk to you about today is how to accomplish that. How can you maximize the time that you need to commit to Twitter while also talking about things that are of great interest to your audience?

Step number one for you is really to identify some keywords, some subjects or some topics that you think your followers are interested in.

In my particular case, I am a writer. I write about white papers. My followers are writers and my followers are marketers.

In particular, with Twitter, I am trying to grow a big following of marketers. The reason I'm trying to do that is because I'm working on a new book that's going to be specifically of great interest to marketers. What I do with my Twitter account is I tend to talk about predominantly stuff that's going on in the world of social media marketing. I'm very selective about what I choose to talk about, and very intentional. By doing that, what I end up accomplishing is that people every day want to see what I'm tweeting about and to learn.

I've almost become a CNN, if you will, of news related to the social media marketing frontier. It has really helped me to grow a lot of followers in a

very short period of time. Currently, you can see that I'm up to about 7,500. In January, I think I was at 500 or 1,000 people, so you can see how I have been able, in a very, very short period of time, to increase my followers by doing this.

Let me share with you what I do. I have the fortune of using the Mac. There are certain things available on the Mac that aren't necessarily available on other platforms. I'm using Safari right now. Safari has this killer ability to have a bunch of bookmarks bundled together with one single click of a button. Watch as I do that. It's going to load up all of the major websites where I go to find the news.

While it's loading up all these different websites, I'm going to go ahead and pull up another website. This website is something that you're going to be very interested in. It's a free service called [www.TweetLater.com](http://www.TweetLater.com) that allows you to do a whole bunch of things. For example, you can monitor keywords and get daily email digests, kind of like you might already get with Google News. But this is strictly stuff that's related to what's going on in the Twittersphere.

The other thing that you can do with TweetLater is set up automated replies. When you get new followers, you can automatically follow them back, so you don't have to worry about managing that at all. You can also send them an automated direct message. What I do is send people a message that says, "If you're interested in learning how to get more followers, check out this great article by Guy Kawasaki." That is really an excellent resource and a lot of people say, "Wow, that's really awesome! Good job. Thanks for sending me that lead." I know that a lot of people who follow me are new to Twitter, so that's why I send that to them.

This is TweetLater.com's home page. It can do tons of cool stuff, but the main reason I use TweetLater is to schedule my tweets for the next day or for later in the day.

There has been a lot of research done and it turns out that the vast majority of business folks are tweeting or reading online between the hours of 6:00 am and 1:00 pm Pacific time. What I like to do is schedule all of my tweets. For example, here are today's tweets. All these tweets were scheduled yesterday afternoon.

What I do is pick times of the day that I know people are most likely to be doing something. For example, I know that, for me, it's near the top of the hour that I tend to take mental breaks and go into Twitter. So I try to

do my tweets right around the top of the hour, either just before the top of the hour, like 5:58 am, or 7:01 am or 7:04 am. By scheduling them near the top of the hour, what I end up doing is capturing the most possible people. At least that's my opinion.

I've experimented with this dramatically and found that tweeting later in the afternoon or even in the evenings or on weekends just does not have the same kind of retweet response as when I tweet during the hours that I'm talking about right here.

What's really cool about TweetLater is that you can literally go in here and click 'New Tweet' and then click on their little calendar. I'm going to go ahead and schedule some stuff to go off tomorrow. Then you just say what time you want it to happen. Let's say it's 6:41 am that I want it to happen. If I scroll down a little bit, I see that I already have a couple of tweets scheduled for tomorrow like "How to Sharpen Your Twitter Following (good read)".

Another tip is that I put stuff in parentheses to indicate my personal opinion on it. What that ends up doing is it encourages people to check it out. For example, I say here "(check it out)". You may want to consider including things in parentheses.

Remember I clicked on that button a while ago and I got all of these cool websites to come up. So let's go ahead and query through there. What I'm looking for are articles that are directly of interest to my audience.

Here's an interesting one: *Marketers Moving to Digital Media*. I'm going to click on that. This looks like a new study. I like this, so what I'm going to do is copy the headline and go back to TweetLater. I'm going to say "Study" in front of it which indicates what it is. Then I'm going to copy the URL from the website. What's cool about TweetLater is that you can just paste in the URL. Notice it tells you how many characters you've entered. What you want to do is leave enough room for people to be able to retweet this. The trick is to try not to ever go beyond 120 characters. That leaves about 20 more characters for people to put comments in or to retweet.

Once you've pasted in your URL, just hit this button that says '*shorten URLs*' and it comes up with a shortened URL.

I've already decided that I want to publish this tomorrow and I've already picked 6:41 am.

You can select multiple accounts, so if I had more than one account, I could select that.

PingFM is a special site that I have set up that goes to LinkedIn, Facebook and Twitter. So I'm going to go ahead and have this go to PingFM and have it go to my Twitter account. Then I hit the 'save' button. It's that simple. I have literally just scheduled a tweet to go out tomorrow morning at 6:41 am. Down here, here it is. "*Study: Marketers Moving to Digital Media*".

Now I'm going to go to this next website. Here's *Men Want it Fast, Women Want it All*. I'm quickly scanning here and I don't really see anything of interest, so I'm going to move to the next website.

*5 Ways to Take Control of Your Personal Brand Today*. Okay, that's pretty interesting. I think this is very good, so I'm going to tweet on this too. But what I'm going to do this time is change the subject. Instead of saying *5 Ways to Take Control of Your Personal Brand Today*, I'm going to say *How to Use Social Media to Promote Your Brand*. Then I'm going to include (*Mashable*) because that's the source. Sometimes adding the source if it's recognizable to your audience won't be a bad thing to do. Then I'm going to hit the 'shorten URL' button and I'm going to look at my schedule down here. I've got one at 5:17 am and one at 6:41 am, so I'm going to do this one at 7:02 am.

What's cool about TweetLater is it remembers that your last Tweet was scheduled for May 1, so I'm going to go ahead and hit that and hit the 'save' button. Boom! I've got my second tweet scheduled for the morning. You'll see it down here in my timeline. So do you see how easy this is? It's darn powerful to just go through and set up a series of websites like I've got and find all sorts of interesting things that you think your audience would be interested in.

Here's another one of my secrets. This website is called [www.Retweetist.com](http://www.Retweetist.com). What's really cool about this is that it's an aggregator. It allows you to see the number one thing in the last 24 hours that people are tweeting about. You can go through here and quickly see what's hot and decide to tweet about that. There's a high likelihood that this is the number one thing that people are tweeting about or the number one link that people are pointing to on Twitter. If you can find something in here that your audience is interested in, you know it's going to be an immediate hit.

I also set up bookmarks for Google News searches. I have one for Twitter, one for Facebook and one for LinkedIn. I just go here and can literally see in the last hour or so what everybody is talking about like *Sarah Palin begins to Twitter*. That might be something that's rather interesting to my audience.

Then I go through this Facebook one because I know some people are interested in Facebook. Then I take a look at LinkedIn.

You can quickly identify some websites and also identify some keywords and use something like <http://news.Google.com> to find the latest and greatest stuff. You can see how in 20 or 30 minutes, you could schedule your entire next day's Twitter feed. By following this simple strategy, you're going to find an enormous amount of people that are very interested in what it is that you have to say.

In my particular case, I'm getting between 50 to 100 people every day that are re-tweeting what it is that I'm talking about. That is just leading to tons more people who are following me. It's gotten to the point where 500 to 1,000 new people per week are following me. I've noticed this aggressive upward curve. What's great about this is that it's like social proof. The more people that follow you on Twitter, the more people want to follow you because they assume you have something good to say.

The other thing to keep in mind is don't ever underestimate the importance of the first impression that people get when they go to your Twitter home page. When people start retweeting your name, a lot of times what ends up happening is people say, "Who is this guy? Obviously, this retweet was something of interest. I want to see who this person is."

What they look at is what you've been tweeting about for the last day or perhaps the last 10 or 12 tweets. If they scan through here and they quickly see a lot of stuff that they find interesting, they're going to hit the *'Follow'* button that's going to be right underneath your name.

You might be asking yourself, "How do I actually sell anything?" Here's what I do. This is an ad for the Social Media Success Summit. I ended up putting up maybe eight or nine links. I have one thing in there that's self-promotional, so maybe less than 10% of the time. What I do is keep recrafting it so that it never looks the same. Basically, I might say, "*Are you going to Social Media Success Summit 2009?*" in a separate tweet or I might say, "*Learn How to Use Twitter and Facebook to Grow Your*

*Business*". Just taking different approaches and unique creative copywriting approaches will allow you to say something different.

Realize that with people that are on Twitter, it's not like email. Unless people are actively on Twitter at the moment that you tweet or they intentionally decide to click on your name, they're not going to see what it is that you had to say. So there's absolutely nothing wrong with being repetitive.

That's my strategy for growing lots of followers.

There's one last thing that I want to show you. I want to go back to TweetLater for a second because there are some really killer capabilities in here that deserve a little bit more attention.

When you first set up your account with TweetLater, there's a lot of free stuff that you can set up. Remember I spoke to you about sending an automatic welcome message? Well, when you click on *'Accounts'*, underneath your account information, you can edit your account. You'll come up with this particular page right here. There's an option that says *'Auto Welcome - Automatically send a welcome message to new followers'*. This is where you can type in something that's interesting to people.

As I stated earlier, this should not be a promotional message about you or your product. It should not point to you or any of your websites because if it does, a lot of people will end up un-following you because it's just going to come off as too promotional.

But if you do craft it like I did, "Hi! Thanks a bunch for the follow. Seen this on how to get more followers from Guy Kawasaki?" and then the URL, it's actually a very personable thing. I've gotten so many messages from people saying, "Was that an automatic welcome? If it was, it was a darn good one." Or some people will say, "I haven't read that article in a long time and I'm glad you reminded me of it."

Look here. It even says *'Best Practice: The message should not be about you.'*

The next thing underneath this option is *'Automatic Follow'*. This is where you can decide to automatically follow anyone who is following you. When you do that and you combine it with this welcome message, I think it bundles them four times a day or something like that. Anyone who has

newly followed you, TweetLater will start following them and then go ahead and send them this welcome message if you choose to do that.

There's another cool feature here called '*Vet Followers*'. It allows you to look over your followers before you decide to send them an automatic welcome message and before you decide to follow them. The '*Vet Follower*' feature brings in all those new followers and allows you to go through them one at a time and decide whether you want them to be a follower.

Another thing that I like to use is called the '*Auto Unfollow*'. Somebody may decide to follow you just to get followed—there are a lot of people that do that; they know that a lot of people have '*Auto Follow*' turned on, so they'll just start following people and then they'll unfollow them. They'll use it as a spamming kind of thing.

I love the fact that '*Auto Unfollow*' allows me to stop following people who stop following me. It only works once you've set this up. If you already have a Twitter account, it's not going to go through your old account to see who you're following that's not following you anymore. But it will for all the new people.

This is another option that I love which is getting this '*Optional Replies Digest Email*'. You can get a daily email digest of all the people that have replied to you via Twitter. That will allow you to keep track of that on a daily basis.

There is a lot of really cool stuff built into the automatic TweetLater account.

I also want to show you some cool stuff that is part of only the professional account, which I think is \$20 a month. I'm a professional user.

With professional, you can also send automated direct messages. Let's say that you have a blog post that's scheduled to go out tomorrow. You don't want to have to go back into Twitter later and let everybody know about your new blog post, so obviously, the first thing you can do is set up an automatic tweet.

But let's say you want to take it one step further and actually let some important people know about this blog post. You can just literally type in here their Twitter account. In this case, it's going to be MariSmith. Then

I'm going to decide to send her a message at any point in the future. Let's say it's tomorrow at 5:57 am. I'm going to say something like, "Hey Mari, don't forget to send that message" or "Hey, check out this new blog post that I just posted on here." I've scheduled it to go out later and I've selected my account and I just hit the 'save' button.

What's cool is that this is just going to go to a single individual. You can set this up if, like I said, you're tweeting about something that involves certain individuals and you want to be able to show it to them after the blog post has gone live or if you're just about to announce a product and you have a bunch of press that you want to notify about it. You can go in here and send them direct messages on a delayed schedule.

Another thing you can do with TweetLater is actually schedule your replies to people. One of the strategies I've been speaking about all along is not a very interactive strategy. It's more like me broadcasting stuff to the world.

If you decide that you want to interact with people, but you've got scheduled broadcasts going out and you don't want your interactions with people to interfere with the scheduled broadcasts, what you can do is go here under '*Other Tools*' and '*Bird's Eye View*' which is this page I've got up right here. Up on the page will come all of the people that have replied or retweeted anything that you've been speaking about.

This gal right here, I want to reply to her. What's really cool is that I can schedule when my replies go out. Notice that it has defaulted to '*publish right now*'. If I unclick that, I can schedule my reply to go out during off hours like in the evening, for example. I can choose to schedule this for 7:02 pm and I can say, "Hey, thanks for the recommendation." This allows you to actually manage all of your replies in one fell swoop in a batch operation, which I think is super powerful.

### ***Summary***

This concludes my introduction to Twitter:

- How to set up your profiles
- How to use creative backdrops
- How to use retweeting
- My strategy for collecting more followers by looking up keywords on hot topics and then scheduling them using TweetLater
- My overview of TweetDeck

- Some of the other strategies that I use

My hope is that you found this of great value and that it's going to really help you simplify the amount of time that you invest in Twitter, yet get a great response out of it.

Thank you again. If you're not following me on Twitter, please remember that my Twitter account is [www.Twitter.com/Mike Stelzner](http://www.Twitter.com/Mike_Stelzner).

That concludes what I have to say today. Thanks a lot for listening! Be sure to send me direct messages or replies telling me if you really appreciated this. Have a wonderful day. Bye-bye.