

Twitter Traffic Frenzy

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The Ultimate Guide To  
Setting Up - Automating and  
Generating Traffic With Twitter!

by Richard Petrillo

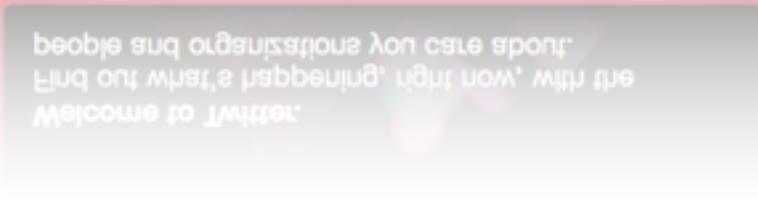
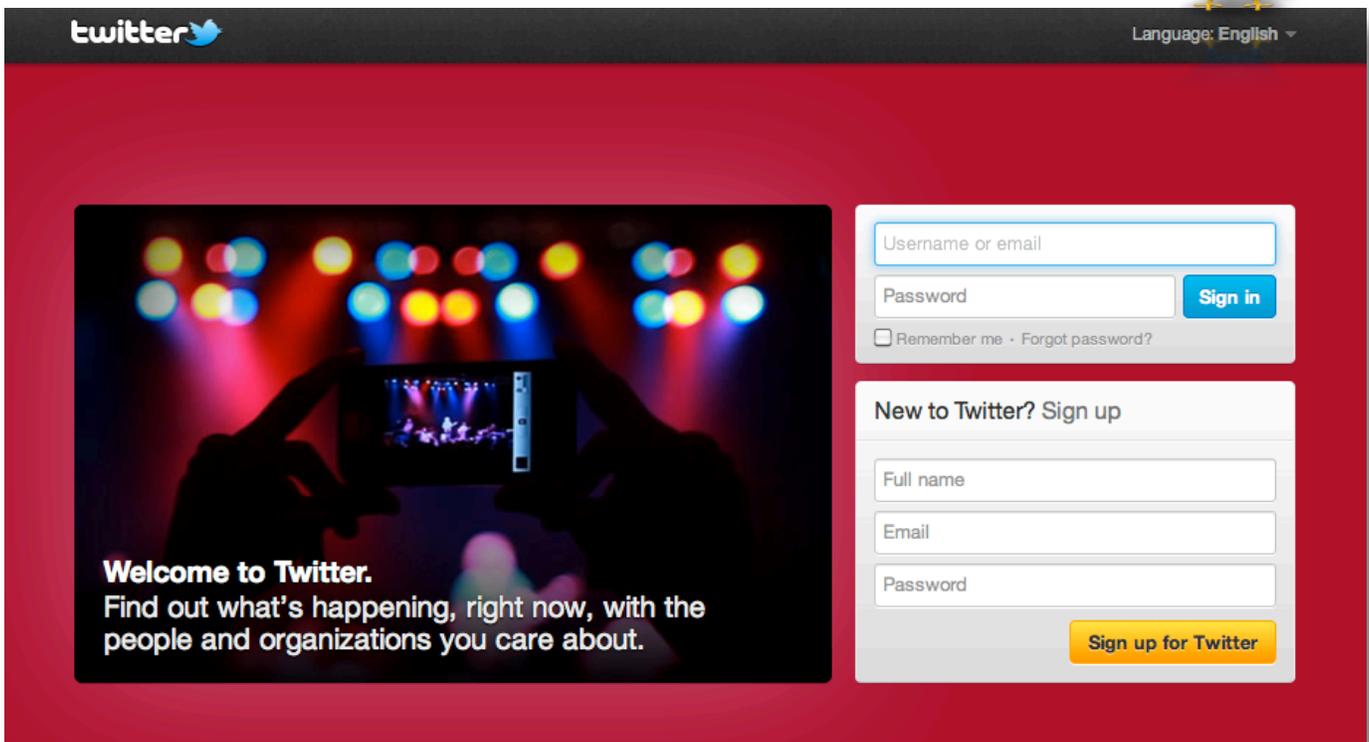
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# Introduction

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So what's all the fuss about Twitter, I mean, what can you do and say in only 140 characters anyway?

According to an article written in February 2012, Twitter was just about to push past the 500 million registered user mark.

## **So why not ask them that question?**

Honestly, a lot can be said in only 140 characters and in this book I am going to show you the power of 140 characters, and how to get the most out of Twitter.

Twitter is what's known as a Microblogging network where millions of users can post snippets of their thoughts throughout the day; keeping their followers informed of daily activities, hot spots, local and national news, sports, weather and just about anything else you can think of.

Yes, there is also a lot of nonsense and “who really gives a \*&@#” chatter posted on Twitter which needs to be weeded out.

Think of it as your own personal platform, or blog, if you will.

## **It's like Text Messaging on Steroids!**

You can search out interesting people and start following them, in return a percentage will follow you back.

Twitter works extremely hard to keep the user experience a “Social” one and you should too.



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Just like everything else with Attraction Marketing, you need to adhere to the **80/20** rule.

That rule states: 80% of the time offer **Value**, the other 20% you can use to promote your business, affiliate products, or whatever else you are selling.

Be particularly cautious with tweeting too many capture or squeeze pages as Twitter is always on the look out for spammers. This is the quickest way to get your account shut down.

### **What makes Twitter such a powerful marketing tool?**

Let me ask the question differently because this question will answer the previous one.

What if you had an extra 1,000 to 2,000 people to share your business with everyday? Does 5,000 to 20,000 sound even better?

Do you think if you had **87,207** people to talk with on a daily basis that might make a difference in your annual sales?

### **I am here to tell you it MOST DEFINITELY does!**

In just 11 short months I've created a following of 87,207 people which I can direct exactly where I want them. It's Value driven, creates leads, and generates sales!

In this book I am going to show you exactly how you can do it too!

### **So let's get started!**



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# How To Set Up Your First Twitter Account!

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## **Necessary Requirements:**

**Email address:** Each account is associated with an email address.

**Password:** Yes, you have to create yet another one! As if we don't have enough passwords in this life already!

**Username:** This will be how you login into your account.

Choose wisely because this is what everyone will see and ultimately get to know you by. Keep in mind there are 500 million Twitter users so even your own name may already be taken. If so, use a middle initial or put **Ask** in front of your name. Example, one of my accounts is **AskRichardP**. It helps establish you as an authority and if you're adding great value to all your tweets, (as you should be) it makes your brand that much stronger!

**Branding is as important here as anyplace else. It's all part of the package you are beginning to create!**

I wouldn't suggest trying to use some cute or crazy name, unless you are branding a specific company name. **Use your own!**

Especially if you plan on doing only one account to start with. We will get into multiple accounts in a later chapter and their benefits.

Another important aspect of Branding your Twitter account(s) is your Profile Picture or Avatar/Gravatar as they are called.

Simply put, it's a picture, icon or graphic that will show up next to your username on the account. *(You can upload an image directly from your computers hard drive, or see info below on creating a Gravatar)*

If you've ever left comments on someone's blog you will have noticed that some people have a picture (or Gravatar) next to their name in the comment box. Some have no picture other than an empty faced silhouette.

It's all part of proper Branding and I suggest you find or professionally have a good head shot taken of yourself which you can use as your Gravatar; plaster it all over the web. Be sure it's warm, friendly smiling. People are always attracted to a "Smiling Face".

Use the same image on your Facebook, Google+, Pinterest, and other social media accounts to help strongly establish your identity.

[CLICK HERE](#) to watch a video I've created to help you set up your Gravatar. It's a totally free service that you can sign up for that will attach your new Gravatar to the email address you assign for that account.

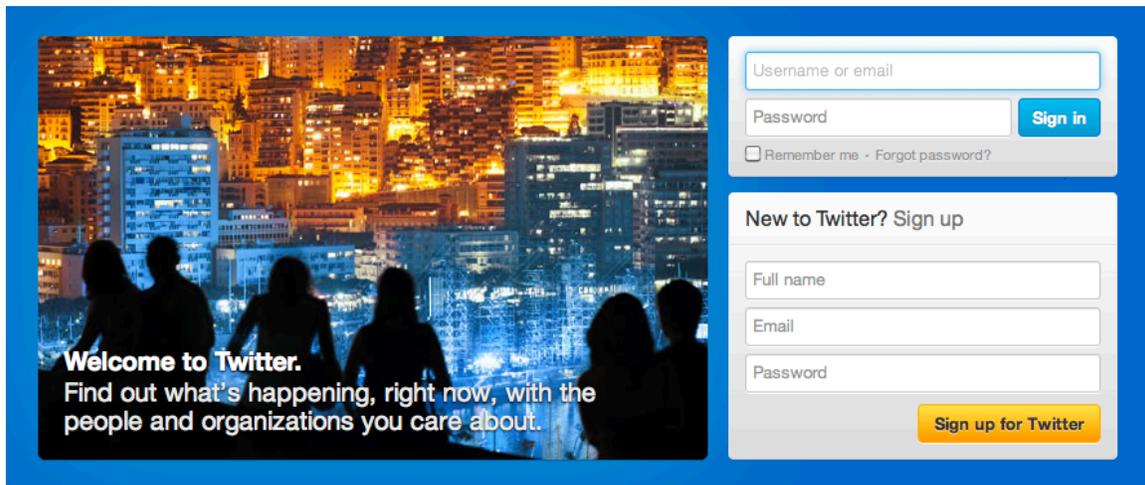


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# Creating A Twitter Page

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Log onto <http://twitter.com> and fill out the “Sign Up form.”



Once you’ve created an account you will be taken to the Account Setup Page.

Here you will find 7 main topics that you will complete and fill out.

**1. Account:** Basic information - Username, Email, Language, Time Zone, Tweet Location, Tweet Media, Tweet Privacy, HTTPS only (be sure and uncheck if using an automated service) and last, your Country.

**2. Password:** Preference Page for changing your password.

**3. Mobile:** Set up all your mobile connections with twitter. You can download the mobile app for iPhone, iPad, Android, Blackberry, and Windows 7 Phones. Also, you can set up alerts and have Twitter Text Message you.

**4. Notifications:** Control when and how often Twitter notifies you via email or text. You can be notified by email when someone sends you a Direct Message or if you are sent a reply or @mentioned. You can also choose to be notified every time someone new follows you, and when your tweets are marked as favorites or re-tweeted.

Be careful with these as your email inbox can fill up rapidly each day. I have only two alerts set: when I get a direct message (DM) or my tweets are marked as favorites.

By default every time someone new follows you and/or sends a direct message, you will get an email. With my multiple accounts there were days I was getting over 200 email messages! (didn't take long for me to turn that notification off)

**5. Profile:** This is all the information that will appear on your public profile. Name, Location, Website, BIO, & Picture.

**6. Design:** This is where you customize the way your Twitter page looks. Chapter 4 is dedicated to this topic with some graphics to help explain.

**7. Apps:** As you get more involved socially on the web, various applications will need permission to access your twitter account. For instance: If you are using a mobile app on your phone or iPad such as Twitterific, TweetDeck or any of the other mobile apps, you will have to grant access from your Twitter account to the app before it will be enabled.

Other services that may require permission are sites like: Pinterest, Digg, Facebook, Squidoo, TweetMeme, Disqus, Klout, and hundreds more. You can decide as you move about the web which services you will grant access to.

At this time I have 17 different services which allow access to my 4 accounts.

**Now that the basics are out of the way, let's briefly discuss setting up an interesting description or BIO.**



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# Create An Interesting Bio

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Here's where the rubber meets the road when it comes to copywriting skills...

## **How do you create an “Interesting Bio” in 160 characters or less?**

Remember, always focus on “BRANDING.” What you list here is a direct reflection of who you are, what you're about, and what you have to offer.

I see so many ridiculous Bio's out there it's not funny. (even though people try to be funny, most of the time it doesn't work)

Twitter did do us all a favor by adding an extra 20 characters to the bio box! A total of 160 as opposed to the 140 character tweets that are allowed.

In my opinion it's best to keep your Bio fun, light, and about YOU! Personally I don't feel it is the place to spew all of your company info, affiliate links , etc.

**People want to know they are connecting with a “REAL” person and NOT someone who is constantly trying to sell them something! Nobody likes to be sold!** Normally if I see someone who is only selling their product or opportunity in the Bio Box, I won't follow them, or I'll unfollow if my automation system has followed them.

On several occasions I have had a direct message or a mention telling me that I have an interesting profile. (which is always wonderful to hear :)

I thought I would show you some examples of what NOT to do as well as what works.

## What Not To Do...

Now don't take this wrong way, these first few examples of what NOT to do aren't meant to put anyone down or to be degrading.

In my mind there are better ways to approach your Bio and I would avoid using anything similar.



Patricia Langenhorn  
@patricialangenhorn FOLLOWS YOU

*Internet business for FREE, make money without any financial outlay! Best MLM, Business opportunity ever*

Followed by Rolando Rodriguez , Get Followers Fast , Gseb Marketing and 10+ others.

1,147 TWEETS	6,062 FOLLOWING	5,611 FOLLOWERS
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**Bonus points to Patricia for using her name & having her picture as the Gravatar.**

**BUT, Really? A Internet business for FREE? Make money with no financial outlay! BEST MLM Ever... Where do I Sign Up?**



ViSalus Body by Vi  
@ViSalusBody FOLLOWS YOU

*ViSalus™ Body by Vi™ Start Your 90 Day Challenge!!! Like Us:*

Reno, NV ·

Followed by Mailbox Profits , Pinatas Live , forexbusiness3.0 and 10+ others.

280 TWEETS	5,943 FOLLOWING	6,880 FOLLOWERS
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**You pretty much know what you are going to get here. Another Body by Vi MLM Rep pushing a product. I did a quick check of their tweets. Not one bit of Value, it's nothing but 100% advertisement.**





**[REDACTED]** FOLLOWS YOU

*FOR BOOKINGS, DJ DROPS, FEATURES, ENDORSEMENTS, MANAGEMENT - ..COM OR VISIT WWW. [REDACTED] KEEP MAKING MOVES!*

Chicago · [REDACTED]

---

**282** TWEETS    **13,059** FOLLOWING    **16,894** FOLLOWERS

Not a fan of ALL CAPITALS in the Bio Box. What are we trying to say here anyway? Caps are considered Yelling!

## More Appropriate Profile Bio's



**Marc Barrett** FOLLOWS YOU

*MLM 7 Figure Earner, Entrepreneur, Venture Capital, Marketing coach, Island hopping Caribbean Addict, Scuba Lessons, Marriages, Psychic Readings, I'm complicated!*

Denver, CO · <http://askmarcbarrett.com>

Followed by MLM Power Blogger, Scott Kimmes, John M and 10+ others.

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**2,438** TWEETS    **13,636** FOLLOWING    **14,108** FOLLOWERS

One of my favorite profiles. I love the, "I'm complicated" at the end. Upfront about who he is but still manages to get the personal side listed. Someone I would follow. (and do follow)



**Joseph B. Shaw** FOLLOWS YOU

*Speaker, WordPress Trainer, Marketer, USMC Vet, Love Home Business, Passionate about being a dad & loving husband. Know me better at <http://bit.ly/jtDAXG>*

Fountain Inn, SC · <http://www.familybusinesstips.com>

Followed by MLM Power Blogger, John Cliffe, LdyKreations and 10+ others.

---

**5,762** TWEETS    **7,551** FOLLOWING    **6,869** FOLLOWERS

Again, here's what I do, what I'm passionate about and a call to action to "Get to Know me Better"

I love it!



**Richard Petrillo**

@AskRichardP



*Family First Advertising Photographer Entrepreneur Internet  
Marketing Coach Into Everything Apple Collector Loves  
Traveling Looking to Help You Succeed*  
Arizona · <http://WorkWithRichardP.com>



**11,334**  
TWEETS

**25,449**  
FOLLOWING

**23,291**  
FOLLOWERS

Naturally I had to add one of my own profiles here. ;)

Just remember to keep it real, fun and humorous whenever possible. Show that you are human and not some robot working 24/7 trying to make a buck from everyone with a pulse.

I'll let you in on a little secret... One of the biggest No-No's with Twitter, and this is something that will get you un-followed faster than a speeding bullet, in my book. (maybe it's my age but whenever I hear "**faster than**" - Superman and the speeding bullet comes to mind)

Anyway, my biggest No-No... Sending an automated DM - (direct message) to someone who has just followed you, with a thank-you message like this:

**"Earn Money Daily, No Sponsoring, No Selling, 100% Passive Income.** <http://what> (their url is .com)"

OR

**"Click Here If You Would Like To Earn \$600.00 This Week!"**

With a short link that leads to their capture page.

**Is that really supposed to make me want to click the link?**

I kid you not, those are just two real life examples of DM's I received less than an hour ago.

If you're wondering what an Automated DM is and how it works, we will cover that in Chapters 5 & 11.

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# Customizing Your Twitter Page

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**First let's talk about the Twitter "Semi-Custom" backgrounds that are included within the Twitter site.**

I say semi-custom, because as you will see later in this section, you are able to completely customize your Twitter page and really trick it out!

Okay so head on over to your Twitter account and login. Click the "Edit your Profile" button and you will be taken to "Account Preferences." From there, click "Design"



The image shows a screenshot of a Twitter profile page. At the top right, there is a blue bird icon. Below it, the navigation bar includes 'Home', 'Connect', and 'Discover' icons, a search bar, and a profile dropdown menu. The profile card for Richard Petrillo (@AskRichardP) is displayed. It features a profile picture of a man, his name, and handle. A red arrow points to the 'Edit your profile' button. To the right of the button, the following statistics are listed: 11,352 TWEETS, 25,450 FOLLOWING, and 23,301 FOLLOWERS. The bio text reads: 'Family First Advertising Photographer Entrepreneur Internet Marketing Coach, Into Everything Apple, Collector, Loves Traveling, Looking to Help You Succeed'. The location is listed as Arizona and the website as <http://WorkWithRichardP.com>.

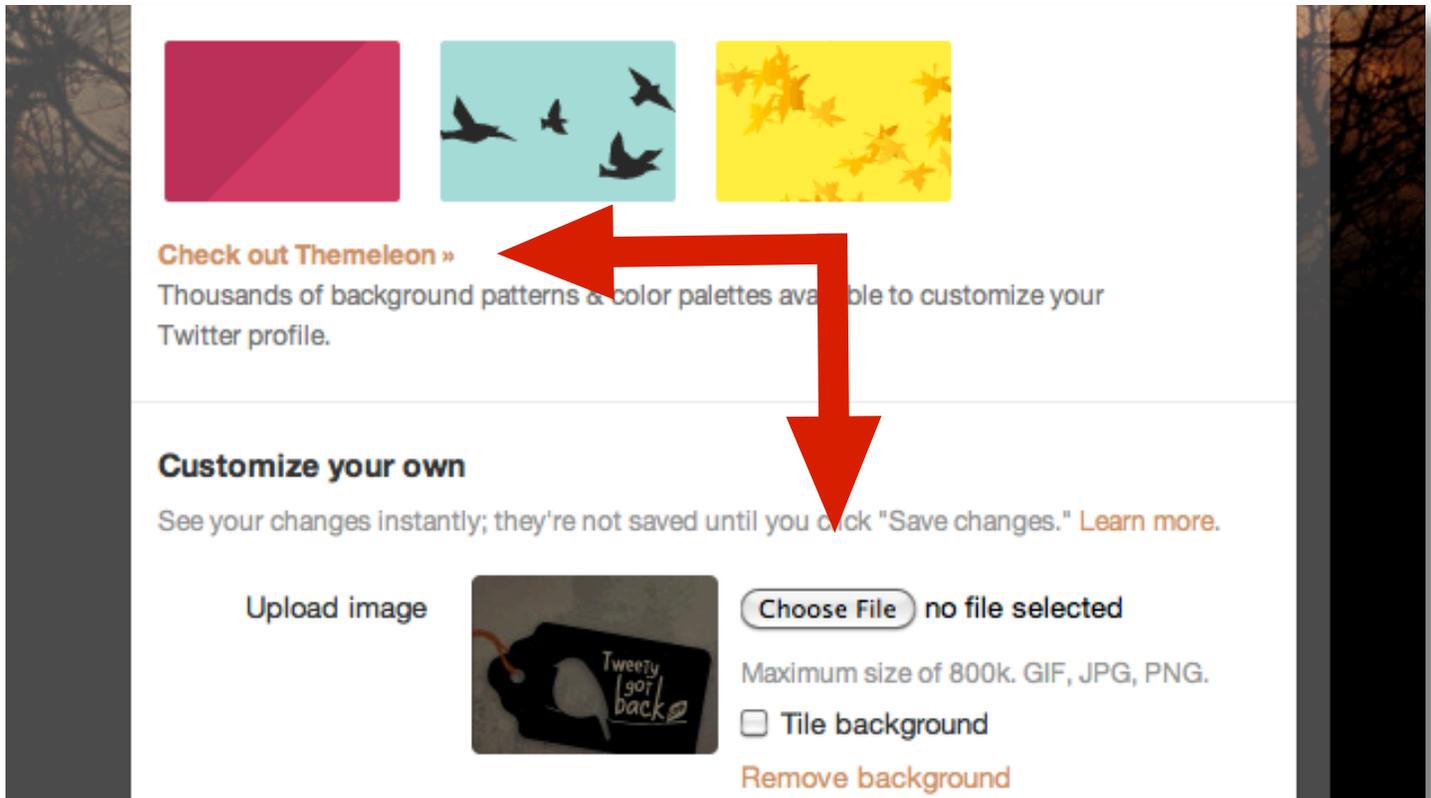
As you can see there are several choices to choose from in the pre-made section. With the simple click of your mouse you will have a newly designed background for your Twitter profile.

The screenshot shows the Twitter profile page for Richard Petrillo. The navigation bar at the top includes Home, Connect, Discover, a search bar, and user profile icons. The left sidebar contains a menu with options: Account, Password, Mobile, Notifications, Profile, Design (highlighted), and Apps. Below the menu is the Twitter logo and copyright information for 2012.

The main content area is titled "Design" and includes the instruction: "Customize the way Twitter looks for you and how your profile looks to others." Underneath, there is a section "Pick a premade theme" displaying a grid of 16 different background patterns and colors. Below the grid is a link "Check out Themeleon »" with the text "Thousands of background patterns & color palettes available to customize your Twitter profile."

The bottom section is titled "Customize your own" and includes the text "See your changes instantly; they're not saved until you click 'Save changes.'" followed by a "Learn more" link. Below this is an "Upload image" section with a "Choose File" button (showing "no file selected"), a note "Maximum size of 800k. GIF, JPG, PNG.", a "Tile background" checkbox, and a "Remove background" link. A small image of a mug with the text "Tweety got back" is shown next to the upload options.

Care to have a bit more flexibility and add some creative oomph to your background? Check out The Themeleon link. Or near the bottom of the page you can **“Choose” a file from your computer**, upload the image and have an even more personalized look to your Twitter background.



The Themeleon website has dozens of themes to choose from, all highly customizable, as well as several color palettes; all of which will affect how the text appears on your page. One of the best features here is the Live Preview that shows exactly how your page will look as you build it.



COLOURlovers themeleon Sign Up Log In

**THEMES** More Options Here → Show Your Support ↓

**BACKGROUND** patterns Images

Choose File no file selected Upload

Must be less than 800kb. GIF, JPG, PNG.

Don't use a background image  Tile background

**LAYOUT** Top Palettes ↓

1 - 8 of 3,677

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▲ Hide Save Profile

**Richard Petrillo**  
@AskRichardP

*Family First, Advertising Photographer, Entrepreneur, Internet Marketing Coach, Into Everything Apple, Collector, Loves Traveling, Looking to Help You Succeed*

Arizona · <http://WorkWithRichardP.com>

Sign out

11,353 TWEETS

25,447 FOLLOWING

23,303 FOLLOWERS

**Tweets** >

- Following >
- Followers >
- Favorites >
- Lists >

**Tweets**

- Richard Petrillo** @AskRichardP 09 May  
 You have within you right now, everything you need to deal with whatever the world can throw at you! ~ Brian Tracy
- Richard Petrillo** @AskRichardP 09 May  
 How To Build Your InVado Business! Or Any MLM Biz



▼ Show Save Profile

**Richard Petrillo**  
@AskRichardP

*Family First, Advertising Photographer, Entrepreneur, Internet Marketing Coach, Into Everything Apple, Collector, Loves Traveling, Looking to Help You Succeed*

Arizona · <http://WorkWithRichardP.com>

Sign out

11,353 TWEETS

25,447 FOLLOWING

23,303 FOLLOWERS

**Tweets** >

- Following >
- Followers >
- Favorites >
- Lists >
- Recent Images >

**Tweets**

- Richard Petrillo** @AskRichardP 09 May  
 You have within you right now, everything you need to deal with whatever the world can throw at you! ~ Brian Tracy
- Richard Petrillo** @AskRichardP 09 May  
 How To Build Your InVado Business! Or Any MLM Biz  
<http://t.co/ajWdLyqQ>
- Richard Petrillo** @AskRichardP 09 May  
 Why Joining ACN Might Not Be Your Best Option!  
<http://t.co/kv12mctZ>
- Richard Petrillo** @AskRichardP 09 May  
 In 72 Hours You Can Get Ranked On The First Page Of Google! Learn How - Free Webinar <http://t.co/LhffeJau>
- Richard Petrillo** @AskRichardP 09 May  
 We All Have The Same 24 Hours In A Day - What Are You Doing With Yours? 5 Steps To Boost Your Productivity!  
<http://t.co/9kEjGaSm>
- Richard Petrillo** @AskRichardP 09 May  
<http://t.co/zxR6Jbob>
- Richard Petrillo** @AskRichardP 09 May  
 #Xocai Chocolate Review! <http://t.co/R408cM1x>
- Richard Petrillo** @AskRichardP 09 May

*madness*  
Made By Me  
"THE OPTIMIST"  
Artwork by  
MATHEUS LOPES  
CASTRO  
Twenty  
and  
Soc2

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## Why Create A Custom Twitter Background?

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**It all comes back to 'branding...**

Did you know that one of the most recognizable Logo's in the world was done by a graphic artist student? *I was surprised to learn Nike only paid \$50.00 for a logo that...*

***Everyone in the world recognizes!***



**I would say Nike got off easy on that one!**

Here are a couple of other reasons why you might want to customize your Twitter background.

- 1. Personalization and Expression:** This is your chance to express yourself to the world and show off who you are. Are you a CEO of a technology company, a rock musician, a chef, pilot, or mountain climber? A picture is worth 1000 words and in a glimpse, your Twitter background explains exactly who and what you are.
- 2. Contact Information:** This is an excellent way to add additional information that didn't fit in your 160 character bio box.

Take a look at a few of these profiles on the next page, they are some perfect examples of customizing and Branding your Twitter page.



twitter Home Profile Find People Settings Help Sign out



**loic**  
 Following Device updates OFF

**Name** Loic Le Meur  
**Location** UT: 37.615319,-122.360293  
**Web** <http://www.loicle.com>  
**Bio** Seismic.com founder LeWeb.net conference founder and Blogger. Loves kite surfing and running!

647 following 25,742 followers

**Updates** 17,103

**Favorites**

**Actions**  
 block loic

**Following**

**How to Better Manage Your Twitter Followers** <http://tr.im/mctp> by @MichaelHyatt  
 37 minutes ago from Seismic Desktop

spent the entire day by a pool with the kids playing beach volley, I never spend enough time with the kids. Now going running.  
 42 minutes ago from Seismic Desktop

morning all, reading your huge feedback, impressive <http://bit.ly>

**Loic Le Meur**  
 Entrepreneur and Blogger  
[www.LoicLeMeur.com](http://www.LoicLeMeur.com)  
[www.Seismic.com](http://www.Seismic.com)  
[www.LeWeb.net](http://www.LeWeb.net)

twitter Home Profile Find People Settings Help Sign out



**ijustine**  
 Following Device updates OFF

**Name** Justine  
**Location** Los Angeles, CA  
**Web** <http://ijustine.com>  
**Bio** New media chick / Apple fan girl - I make funny videos and blog about everything from technology to pop culture. Read my blog justine.com

2,691 following 591,107 followers

**Updates** 7,898

**Favorites**

**Actions**  
 message justine  
 block justine

**Following**

**http://twitpic.com/5sva8 - Look at this HUGE fish!!**  
 about 2 hours ago from TwitPic

Eating some #browns ha ha... Get it? Orhh snap #twiberjoke  
 about 3 hours ago from Twitter

Out for brunch. Really funny how many of you were also watching mean girls lol - go family channel!  
 about 4 hours ago from Twitter

Watching mean girls!  
 about 6 hours ago from Twitter

Who's dreamer @gmc or @sonatbone? Let me know the verdict! #dreamy  
 about 8 hours ago from Twitter

Testing out twitvid io -- it's pretty sweet. What do you think? #twitvid <http://twitvid.com>  
 about 10 hours ago from web

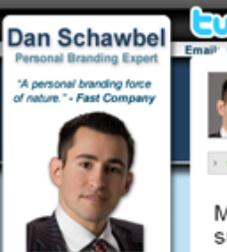
As another day passes, that's just one more realization that Adam

**I'm iJustine!**  
 READ MY BLOG: [ijustine.com](http://ijustine.com)  
 WHO AM I?  
 Blogger, geek, internet video producer, tech addict, designer, Apple fanatic, iPhone app inventor and... I AM THE INTERNET!  
[youtube.com/justine](http://youtube.com/justine)

twitter Home Profile Find People Settings Help Sign out

**Dan Schawbel**  
 Personal Branding Expert  
 "A personal branding force of nature." - Fast Company

Email: [dan.schawbel@gmail.com](mailto:dan.schawbel@gmail.com) Blog: [PersonalBrandingBlog.com](http://PersonalBrandingBlog.com) Magazine: [PersonalBrandingMag.com](http://PersonalBrandingMag.com) Book: [PersonalBrandingBook.com](http://PersonalBrandingBook.com)



**danschawbel**  
 Following Device updates OFF

**Name** Dan Schawbel  
**Location** Boston, MA  
**Web** <http://personabr.com>  
**Bio** The leading personal branding expert for Gen-Y. Author of Me 2.0, blogger, speaker, publisher &amp; social media specialist at EMC

23,729 following 21,581 followers

**Updates** 5,499

**Favorites**

**Actions**  
 message danschawbel  
 block danschawbel

**Following**

**My answer is 30,000 blog subscribers because of everything you said + tweets get lost in clutter....blog posts don't as much :)**  
 about 2 hours ago from web

My Blog / Personal Branding Interview: Clara Shih: Today, I spoke with Clara Shih, who is the author of... <http://tinyurl.com/q389pj>  
 about 3 hours ago from twitterfeed

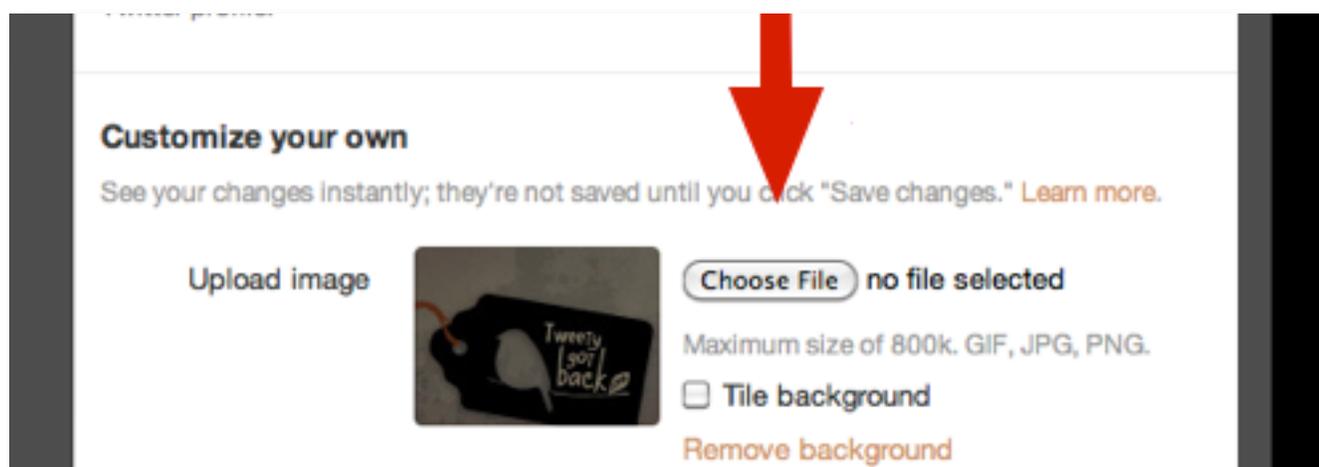
Personal Branding Interview: Clara Shih / Personal Branding Blog - Dan Schawbel - Today, I spoke with Clara ... <http://tinyurl.com/j0thkd>  
 about 3 hours ago from FeedBlitz

**Me 2.0**  
 In Stores Nationally on April 7th!



Now that you have a clearer picture of why it's important to customize your Twitter background. Lets take a look at a few things you will need to keep in mind when creating your own background.

Your first step will be to go to settings, design, and "change background" as stated before. Now you can browse your computers hard drive, navigate to the image you want and choose add file. As long as your image isn't larger than 800k, you will be fine.



If you need a program to resize your images you might try:  
<http://www.picsize.com/> It's a free web based site that does an excellent job. (Windows Only)

Mac Version: OSX Image Resizer

<http://www.ironstarmedia.co.uk/resources/osx-image-resizer/>

These next dimensions are critical and will take some playing around with in order to keep your image from being covered up by the Twitter profile.

Another problem you may run into if your image size is too large, is “tiling”. This will resize your image into several squares and place the image as a tile effect on the page; not normally the desired effect you are going after.

Your total image size needs to be around 1600px wide by 1200px tall. This is the safe mode for most all screen resolutions. If you are building a left hand column most designers recommend your box be smaller than 200px or 235px.

**If all this seems like too much trouble here are two other great resources for you to choose from.**

1. <http://www.mytweetspace.com/>

2. <http://freetwitterdesigner.com/>

My last custom background tip is for those of you who just don't have time to mess around and learn all this geeky stuff...

[Fiverr.com](http://Fiverr.com) is a service where you can get just about anything made, created, produced for \$5 dollars and up!

Here is a direct link where you can find hundreds of people willing to create Twitter backgrounds for you and most will do it for 5 bucks!

<http://fiverr.com/gigs/search?query=twitter+backgrounds&x=0&y=0>



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# Learning The Lingo!

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*Back when I was a teenager I learned how to Balk Tackwards - It wasn't true "Pig Latin," it's just taking the first letter of each word and switching them. (It used to drive mom crazy!)*

*When my daughter was young I would read to her and my nephew entire bedtime stories that way. Ah, those were the Good OLE' Days!*

## Twitter Is No Different - It Has A Language All It's Own!

**If you're older than 26 then what I am about to describe may as well have come from outer space!**

**Does the term: "It's GREEK TO ME" sound familiar?**

**Don't stress, I'll have you talking Twitterish in no time.**

So, if you're new to Twitter here are some of the more common terms, slang words, and abbreviations used in the Twitosphere!

I am going to list the most common and necessary terms first that you will need to be familiar with for your daily Twitter conversations.

**Tweet:** A 140 character public message on Twitter.

**@reply:** Means a Twitter update (a tweet) that is directed to another user in reply to their update. Example: @user I love that restaurant too!

**Direct Message: (DM)** This function allows you to talk directly to a user that you are following. Your message will not be seen in the public timeline, only that user has access to it. They must be following you as well.

**Retweet: (RT)** Using the RT shows that you are tweeting something posted by another user. Example: RT @RichardPetrillo: 4 Simple Steps To Go From Zero to The 1st Page on Google in 12 Hours or Less. *(It's like forwarding a Tweet.)*

**Hash Tag: (#)** The hashtag is a way of organizing updates for the Twitter search engines. It's a way to group tweets by a keyword and works best for groups and events. Whenever you see something like this: "#SEO" within a tweet; if you click on the hashtag, it will take you to a timeline with all tweets regarding to SEO.

**FollowFriday: (FF, or #followfriday)** Consider the FF a compliment.



FollowFriday is a recommendation. It's used to call attention to a user's favorite followers and people on Twitter. When using the FF you are telling your followers to check out the people you mention in your tweet. #FF allows your tweet to be searchable on Twitter.

**SHOUTOUT:** Is a public expression of acknowledging someone or something, and/or to show one's gratitude towards someone.

**S/O:** Short for SHOUTOUT

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**MRT:** = Modified retweet (RT)

**PRT:** Short for Please Retweet. This is a notation added to the end of a Tweet.

**TFTF:** Short for: “Thanks For The Follow”

**BFN:** Short for: “Bye For Now”

**EMA:** An acronym for “e-mail address” used on Twitter

**MisTweet:** Slang term used to describe a tweet you later regret sending.

**Tweeple:** Meaning Twitter People

## My All Time Favorite Has To Be...

**Twalking:** Slang term used to describe someone who is walking while they tweet using a mobile device. (*Sounds dangerous*)

**Make sure that you always reply when possible if people go out of their way to RT, Mention, or S/O to you....** It’s a great way to give back, especially if you have thousands more followers than they do.

**Remember, when you reply, that tweet will be seen by both your followers and theirs in the public timeline.**



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# Best Free Service To Shorten URL

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**With the 140 character limit per tweet Twitter requires, it is imperative if you want to include a URL to direct people to an article you've written, a news story, event or an affiliate link; you must use a a short link service to create it.**

There are tons of free services available online, here are a few of my favorites. **My choice is Bitly and you will see why in a moment.**

**Bitly:** <https://bitly.com> **Tiny URL:** <http://tiny.cc/> **Google:** <http://goo.gl/>

Twitter's help center explains how to post shortened URLs :

See: <https://support.twitter.com/articles/78124-how-to-shorten-links-urls>

Apart from the obvious, (a short link saves space allowing you to say more in your tweets), "**Tracking**" is a major reason for using a link shortening service.

First let's look at a normal URL vs a short link. Frequently I share articles written on my blog with various "**How To**" ideas to help people searching for solutions to their problems with online marketing.

**Article URL:** <http://workwithrichardp.com/how-to-grow-your-twitter-list-to-thousands-in-just-a-few-months/>

**Short Link:** <http://bit.ly/pN52nh>

Imagine if you want to share a book from Amazon with your Twitter followers, the URL can sometimes take up all 140 characters and then some. [http://www.amazon.com/West-Side-Story-Anniversary-Edition/dp/B005BDZQKU/ref=xs\\_gb\\_A3S8VV3SSS59S3?\\_encoding=UTF8&m=ATVPDKIKX0DER&pf\\_rd\\_p=441937901&pf\\_rd\\_s=right-1&pf\\_rd\\_t=701&pf\\_rd\\_i=20&pf\\_rd\\_m=ATVPDKIKX0DER&pf\\_rd\\_r=0FEVYB0Z03GN5YQF8JWQ](http://www.amazon.com/West-Side-Story-Anniversary-Edition/dp/B005BDZQKU/ref=xs_gb_A3S8VV3SSS59S3?_encoding=UTF8&m=ATVPDKIKX0DER&pf_rd_p=441937901&pf_rd_s=right-1&pf_rd_t=701&pf_rd_i=20&pf_rd_m=ATVPDKIKX0DER&pf_rd_r=0FEVYB0Z03GN5YQF8JWQ)

### **A short link will be 11 to 20 characters every time...**

Getting back to tracking and why Bitly.com is my service of choice. I want to go over a few key items that will help you monitor everything you are doing.

No matter what you are working on it's vital to be able to track results so you can see what is working, and what isn't. Split Testing is another method for understanding what works best.

Bitly is a free service and offers all the tools necessary for you to stay on top of your game. These next few screen shots will make it easier to explain. As you will see, I can get an exact count for the past hour - 30 day period and know exactly how many times my links are being clicked on.

Since I use Twitter to drive over 43% of my traffic to my blog, it's important to monitor which tweets are resonating with my followers.

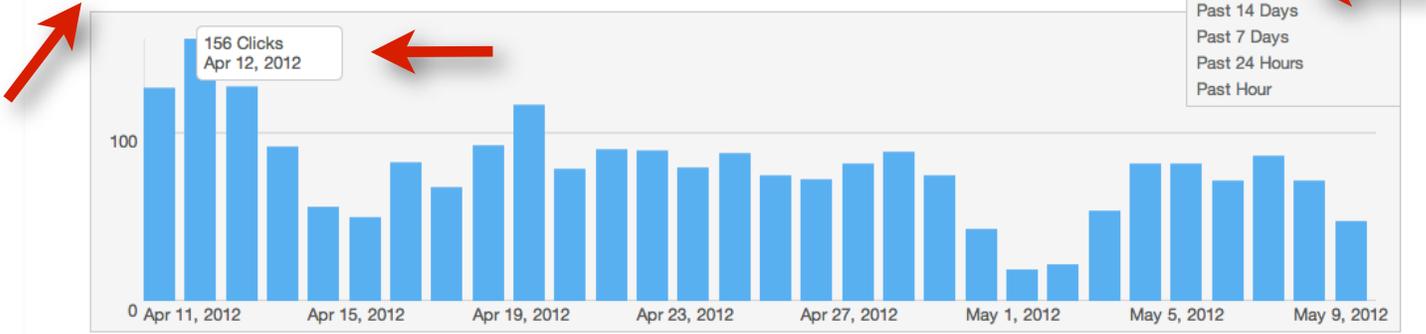
As you can see by the arrow (upper left) my links have been clicked on 2334 in the last 30 days. The mid arrow shows April 12th as the most active day with 156 clicks. The arrow (far right) allows different intervals to be chosen. If I were to run my mouse across the bar graph it would show the number of clicks per day and the date.



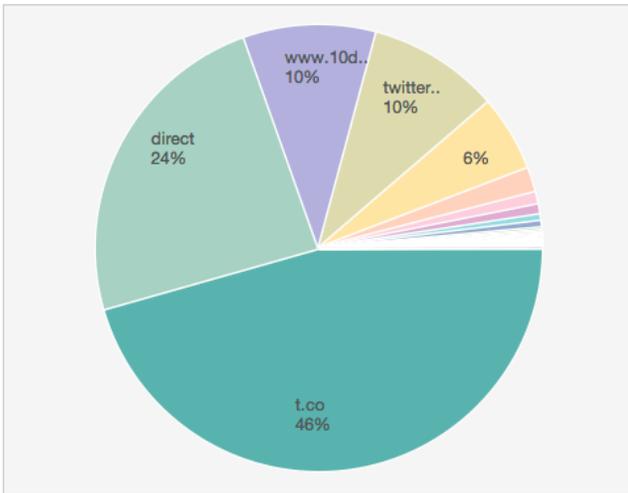
2,344 Clicks on Your bitly Links since Apr 11, 2012

Clicks

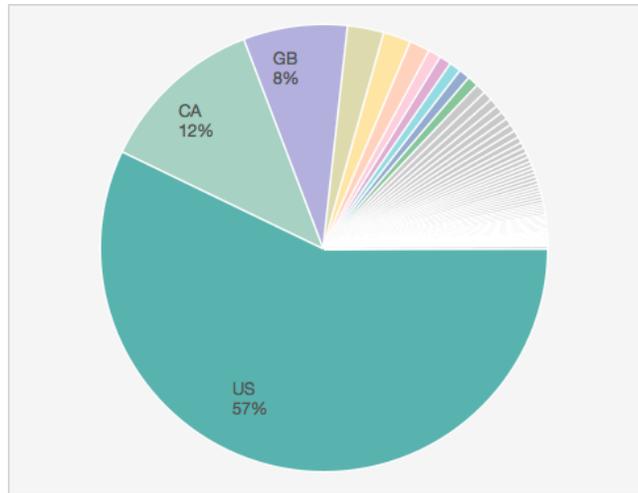
- Past 30 Days
- Past 14 Days
- Past 7 Days
- Past 24 Hours
- Past Hour



Referrers Detail



Locations Detail: 73 Countries



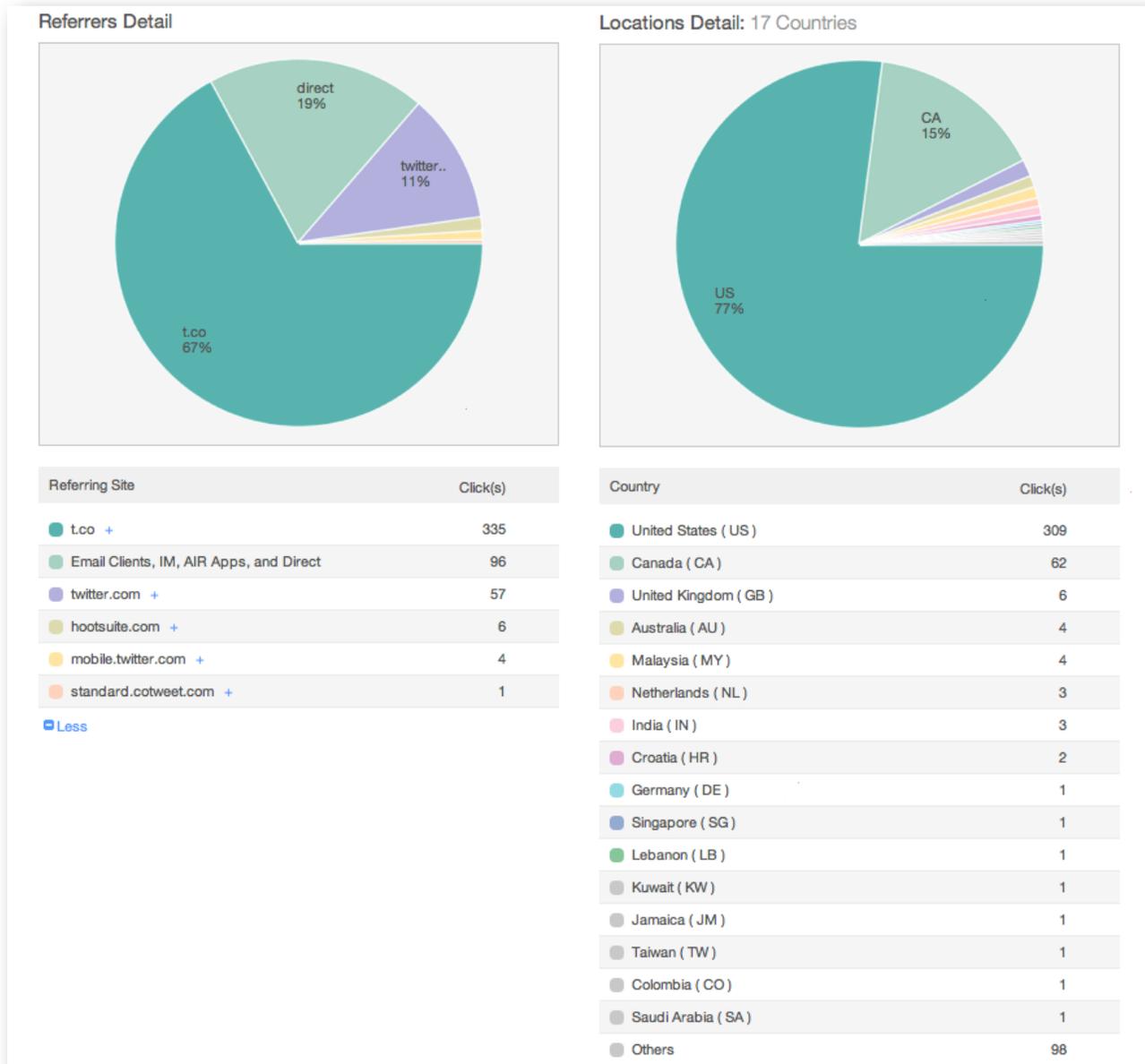
Equally important is the ability to view each individual link and its stats as shown below.

There is also a wealth of information available including click per country and referring websites.

499 out of 503 <http://workwithrichardp.com/melaleuca-business-opportunity-...> Info Page+ August 9

<http://workwithrichardp.com/melaleuca-business-opportunity-4-things-to-consider-before-joining-melaleuca/>  
bit.ly/o5yN22 - Copy

The system even gives you a breakdown to who is ReTweeting your tweets. The Conversations data is great for keeping in touch with your most loyal followers.



## Conversations



**AskRichardP**

How To Drive Traffic To Your #Blog - 11 Tips! <http://t.co/kUz5CICy> Sc  
about 1 hour ago



**richardpetrillo**

Recent Post On How To Drive More Traffic To Your Website! <http://t.co>  
about 9 hours ago



**AlplouisEA**

RT @gboogie\_houston: Here's a great blog post i came a cross. <http://t.co>  
about 22 hours ago



**income4uonline**

Like my fan page & I will like yours...<https://www.facebook.com/page>  
1 day ago



**gboogie\_houston**

Here's a great blog post i came a cross. <http://t.co/vw73Pitb>  
1 day ago



**richardpetrillo**

Just Finished A Post On How To Drive More Traffic To Your Website!  
1 day ago



**RealGregUx**

RT @RPetrilloMktg: Some Unconventional Ways To Drive Traffic To Y  
1 day ago



**RPetrilloMktg**

Some Unconventional Ways To Drive Traffic To Your Website! <http://t>  
1 day ago



**omarboulakjar**

How To Drive #Traffic To Your #Blog - 11 Tips! <http://t.co/IWNxaG0X>  
2 days ago

There is one last item to cover when it comes to shortening and tracking a link. The ability to customize even the short link. You can add your own extension to the end of any bitly link as follows:

Normally when you create a short link it looks like this:

<http://bit.ly/HZS0Z7>

If I want to customize it a bit more and make it look less like some affiliate link or if I want the reader to see that the link follows a particularly article title, I will customize it further.



---

The result will look something like this: <http://bit.ly/leadarticle>

28  
out of  
28

 **LeadSkimmer - A Secret Weapon To Generating Quality MLM Lea...**  
[http://workwithrichardp.com/leadskimmer-a-secret-weapon-to-generating-quality-mlm-leads/  
bit.ly/leadarticle- Copy](http://workwithrichardp.com/leadskimmer-a-secret-weapon-to-generating-quality-mlm-leads/bit.ly/leadarticle-Copy) 

Okay, now that you understand the importance of shortening  
and tracking, let's take a look at What To Tweet About and  
**“The Rules Of Engagement”**

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# Rules Of Engagement!

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## How To Talk To Your Twitter Peeps! Twitter Etiquette 101

If you're just starting out with a brand new Twitter account, what you DO is more important than what you say. Meaning... It does little good with only a handful of followers to promote yourself. **The 80/20 rule and leading with value still remains your #1 priority.**

To start off, promote other people's content first! Search for people in your niche and follow them. Any interesting tweets that caught your eye will more than likely be of interest to others. Go ahead and re-tweet often, but don't be obnoxious about it. Share tweets with links to articles that pertain to your business niche which will help others solve their problems! **Be sure to check out the link BEFORE you recommend it to others** because the last thing you want to do is pass around someone else's capture or squeeze page and look spammy.

This may sound like you'll be chained to your computer for hours at a time on Twitter. Not the case. I spend 10 minutes in the morning, afternoon and evening looking for good content to share and I do 90% of it on my iPhone. My apps of choice are [Twitterrific](#), and [TweetDeck](#), although there are hundreds of apps and services to choose from. Find one that you are comfortable with, it's surprising how effective and efficient you can be with these apps and a smart phone.



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Quotations are a great way to add value and substance to your timeline. They also get re-tweeted more often than anything else. Be sure to include some inspirational quotes and messages in the mix.

Follow back people who follow you! It's common courtesy to do so because when you do, some people will respond to you and everyone who follows them will see it, which is more exposure for you. There are some great automation tools for this that we will discuss in length in a later chapter.

Engage people with a survey type question: One of my most often commented tweets is as simple as: **“What Inspired You Today?”**

Ask questions, take a stand with a strong statement and above all, do something to trigger a conversation. When people respond, be sure to follow up. I can't stress this point enough!

Just because Twitter allows 140 characters per tweet, it doesn't mean you have to use them all. Best practice, leave 10 to 12 characters available for when people RT, this way they can add their 2 cents.

**It's always more powerful when I see someone RT something of mine and they add: Great post, Must Read:RT@richardpetrillo,** or something along those lines. We've already discussed the importance of being thankful and respectful but truly keep this in mind.

It is not mandatory to say thank you for every RT, or mention. As your list of followers grows, it's near impossible anyway. **I made the mistake when first starting out to try to thank every person.**

I would pick a couple of times each day and start with my TY for the RT routine. I would end up saying TY to 8 to 10 people individually not realizing all this was doing was clogging up my timeline with thank you's. While courteous, it offers NO value for the rest of your followers and could prevent someone from following you if they see a timeline full of useless info. It's best to DM people and say thank-you so they know you appreciate their efforts. I'm not saying never do a public TY, if you do, no more than two in a row. You can even group several people together in 1 tweet and say Thank-You!

As your Twitter following grows, (500 to 1000 +) it's now time to start adding tweets directing people to what you want them to read! This is the crux to generating leads using Twitter.

I've said this before and won't be the last time you read it in this book. **Simply directing people to a capture or sales page with an opt-in form repeatedly Can and Will get your Twitter account shut down.**

If you want to generate leads using Twitter, I suggest starting a blog or doing article marketing. Offer solutions to people's problems in your articles and direct traffic there.

This strategy is responsible for over 40% traffic to my blog monthly, (which Google loves) and hundreds of leads that eventually can lead to a sale. That 40% equates to over 1200 unique visits each month.

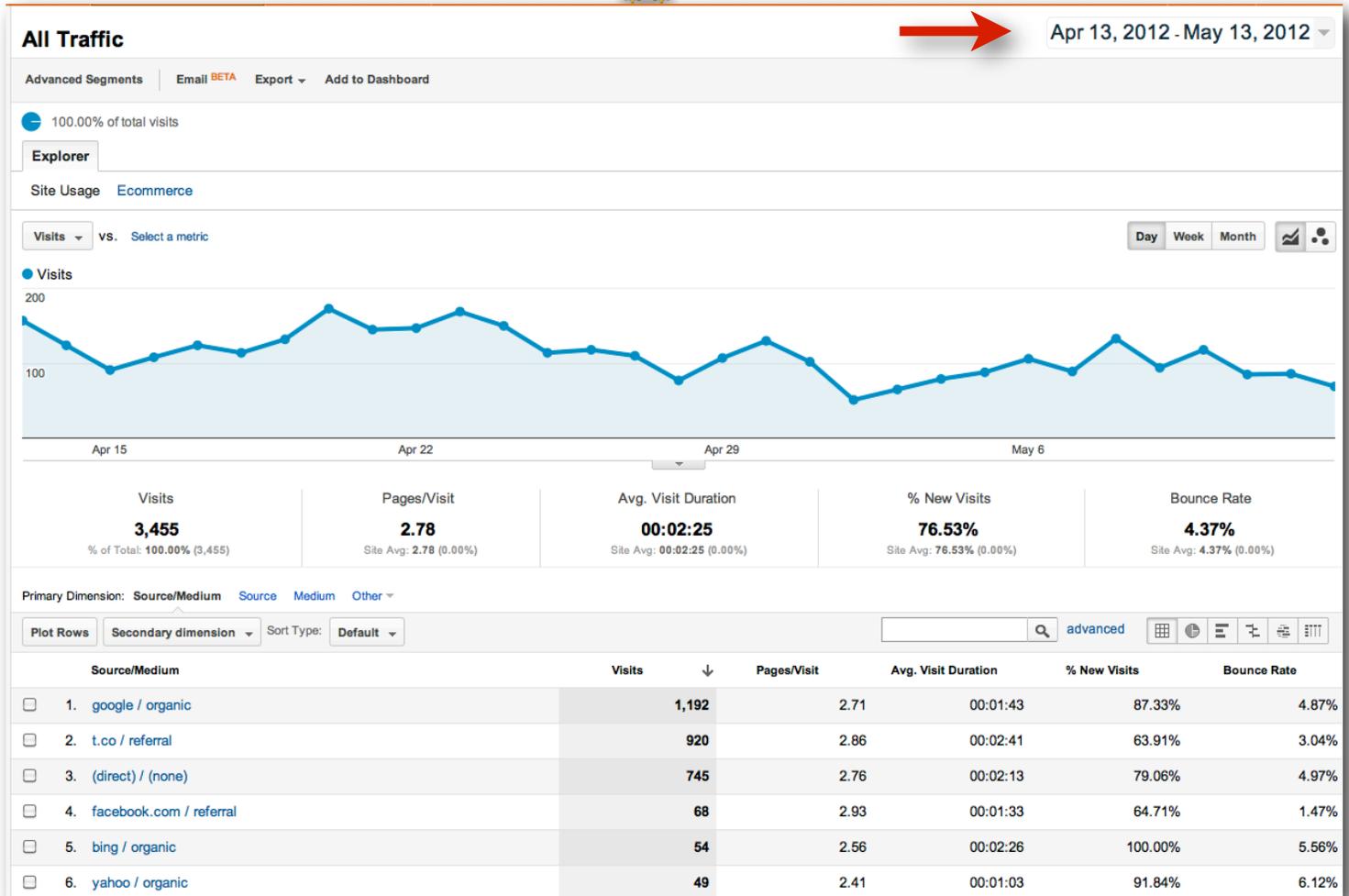
***Don't have a blog or aren't into doing article marketing? No problem! There are several ways to get around this, we will discuss two of them in a later chapter.***

## Let's Recap:

- ★ Promote others more than yourself.
- ★ Follow The 80/20 Rule - Lead with Value
- ★ Be engaging, warm, friendly & courteous.
- ★ Leave Room For Retweets
- ★ No more than 2 Thank-You for the RT's in a row and don't tweet more than 3 or 4 times per hour. Especially if you only have 300 followers.
- ★ Use the DM - It's a powerful way to get someone's attention. Only do so after initial conversation. If they have re-tweeted, mention you, or have thanked you for doing so.
- ★ Direct people to your articles and blog - Not to your capture pages.
- ★ Follow Up
- ★ Be yourself, keep it social & have fun!

# The Proof Is In The Numbers!

Google Analytics



Source/Medium	Visits
1. google / organic	1,192
2. t.co / referral	920
3. (direct) / (none)	745
4. facebook.com / referral	68

# 11 Months, 4 Accounts, 87,207 Twitter Followers Later...

You can drive massive amounts of traffic from Twitter to your company website, blog, articles, YouTube videos, affiliate programs...

It's up to you! The point is, Twitter is a powerful traffic and lead generating tool your business can't afford to be without!

**Not to be overlooked is the viral aspect of a tweet!**

Take a look at a few examples of what can happen if one of your tweets goes viral. I was lucky enough to have this happen to several of my articles.



I've Been Reading A Lot Lately  
On The Power Of Positive  
Thinking...



Now I'm not trying to toot my own horn here, I just want to make you stop and think what **100 Thousand+ re-tweets** of your article can do for your website traffic and ultimately your sales!

### **Amazing thought isn't it?**

That's a boatload of eyes looking at your site which validates my earlier point about "**Branding YOU.**" Even if only 10% visited my blog... That's 10,000 new visitors to my site that never would have known who Richard Petrillo was if I had not been using Twitter.

Okay, let's look deeper into Driving Traffic - Building Your List - and Making a Sale...

### **(Without Having Your Own Blog!)**

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# Driving Traffic - Building Your List!

Even if you don't have your own blog or website!

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The last chapter really kicked off the fact you can drive traffic using Twitter.

**MASSIVE AMOUNTS of Traffic!** The numbers don't lie. 100k+ Re-tweets, over 987 unique visits at the time of this writing so far this month to my blog. Driving traffic is simple if you are offering **Value and Solutions** to peoples problems.

Here are a few examples of headlines and tweets that are driving traffic well for me.

How To Disable Those Annoying Related Videos At The End of Your YouTube Video! <http://bit.ly/vezXWl>

The Power Of Positive Thinking - Setting Goals - Visualization - Are You On Track? <http://bit.ly/rpUho1>

Has Your MonaVie Business Lost It's Berry? <http://bit.ly/mYIHYc>

Check Out This WSJ Article on The #MLM Industry- Surprising Facts! <http://bit.ly/nOXBlw>

How To Create Stunning Capture Pages in 3 EZ Steps! <http://bit.ly/10meYmZ>

Okay but, what if you don't have a blog yet or ever plan to have one?

**No problem! Are you familiar with [Ezine Articles](#), [Squidoo](#), [Article Base](#), [iboToolbox](#), [HubPages](#)?**

These are some of the more popular and best rated sites you can create a free account with. Squidoo, HubPages and iboToolbox will easily allow you to blog until your heart is content with fewer restrictions as to affiliate links etc. Article marketing directories will limit how many links you can put within your article and some don't allow affiliate links at all, so be sure to read the rules and regulations for each site.

As I stated earlier, it's best to use capture and sales pages sparingly on Twitter which is why I recommend writing an article or two using one of the sites listed above. Then you can shorten your article link and tweet that. **Of course, a call to action with your affiliate, capture, or sales page will be listed a couple of times within your article.** It's a round about way to direct traffic but keep in mind, you are always offering value and solutions.

**That's the hook! Hopefully what you have to offer in the way of a product or affiliate program will be a solution!**

**Your headline in the Tweet** is what will grab their attention so remember to build curiosity. **"How To"** headlines work well also. As long as you are speaking to people's needs you should be good to go!

Now to begin Building Your List and Generating Leads there are a few things you will need. **A Lead Capture System such as Aweber, Get Response, Constant Contact or any other Email Marketing**

**System.** I use AWeber, if you don't currently have a way to capture leads I highly recommend their system.

**You can try it out for only \$1.00 your first month and they have a 30 day money back guarantee. It's only \$19.00 per month after**

**AWeber** COMMUNICATIONS [Sign In](#)

[Features](#) [Pricing](#) [Partners](#) [Support](#) [Blog](#) [Order](#)

Live Chat - Online 9AM-8PM MON-FRI ET 9AM-5PM SAT-SUN ET

[Home](#) » [Pricing](#)

## Affordable Opt-In Email Marketing

Boost your website's traffic and convert more sales with affordable email marketing from AWeber.

[Sign Up For Just \\$1](#)

- Up to 500 Subscribers ✓
- Send Unlimited Emails ✓
- 30-day Money Back Guarantee ✓

**First Month Just \$1**

**\$19** per month

[Pricing for over 500 subscribers](#)

### Email Marketing Features

See what AWeber has to offer for an effective, affordable [email marketing](#) campaign.

- Manage Subscribers**  
Collecting, managing, and segmenting your subscribers is a snap with AWeber.
- Follow Up Autoresponder**  
Use email autoresponders to deliver a sequence of messages automatically.
- HTML Email Templates**  
Over 150 ready-to-use templates make it easy to create great-looking emails.
- Email Deliverability**  
12+ years of experience delivering email marketing campaigns help you reach the inbox.
- Blog Newsletters**  
Our RSS to email tool turns your latest blog posts into an email newsletter.
- Expert Customer Support**  
Have a question? We're here to help by phone, email and instant message. Contact us!

[Sign Up For Just \\$1](#)

that. If you pay annually, the cost drops down to \$16 per month.

[\*\*Aweber Communications - Click Here for \\$1 Trial\*\*](#)



Since I am familiar with Aweber I can help out if you have questions with the set up. They have AMAZING customer support and excellent video tutorials to help you every step of the way!

I realize this can be overwhelming and for those of you who don't want to bother with article marketing or setting up a Squidoo Lens read on because I have a solution for you too!

**If you would like a free way to capture leads, I've written an article which explains how.**

<http://workwithrichardp.com/leadskimmer-a-secret-weapon-to-generating-quality-mlm-leads/>

I could put together an entire course on capturing leads and building a list. (*which I'm in the process of doing*) **BUT...**

**Since this is a guide to using Twitter lets move onto our next chapter!**

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# Multiple Accounts For Maximum Exposure!

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Twitter allows you to have an unlimited amount of accounts as long as you are using a different email address for each. You may be asking why on earth would I want more than 1 account to manage?

**The answer is simple! With multiple accounts you can directly target different markets and grow your list of followers that much faster in a shorter period of time.**

I would not have been able to create a following of over **87,000 people with one account in just 11 months using 1 account.** By using multiple accounts and following different people related to my Niche, I now have 3 times the followers to market too.

In the final chapter I am going to show you how you can manage several accounts, unlimited accounts if you choose, all on autopilot! **I'm really excited to share this with you so here we go!**



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# Automation - Twitter on Autopilot!

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In this chapter I am going to reveal my **secret weapon** for gaining over 87,000 Followers in 11 Months, Driving all Kinds of Traffic, & Adding Hundreds of Leads To My List!

There are several methods and online companies that offer a way to automate your Twitter accounts. Some offer free as well as paid services, but almost all require a monthly fee.

## **Except The One I'm About To Share With You Here!**

Granted this is NOT a free service it's a One-time fee piece of software you can download to your computer. We will get into the detail, but first I want to share a few of the online resources that may be of interest to you.

- **Social Oomph** - <https://www.socialoomph.com/> They offer both a free and professional service which will allow you to schedule tweets, track keywords, shorten and track clicks, and more!
- **Hootsuite** - <http://hootsuite.com/>
- **Twitter -now Gremln** <http://www.twaitter.com/>
- **Refollow** - <http://refollow.com/refollow/index.html>

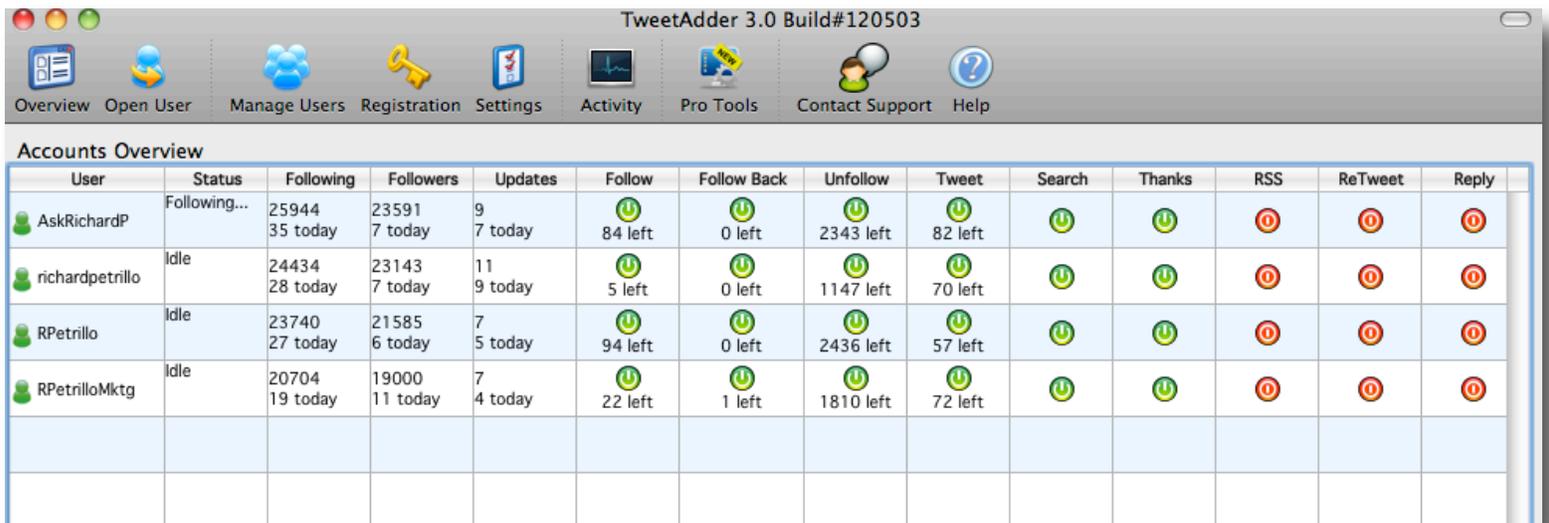
The above online resources offer some good features but none of them come close to what I am about to share with you!

It's called

# TweetAdder

The key to owning and running a successful online business, or any business for that matter is **Time Management!** TweetAdder allows total control, freedom and ability to automate single & multiple Twitter accounts running simultaneously with just a few clicks...

**[Click Here for the Free Demo!](#)**



The screenshot shows the TweetAdder 3.0 software interface. The title bar reads "TweetAdder 3.0 Build#120503". The menu bar includes: Overview, Open User, Manage Users, Registration, Settings, Activity, Pro Tools, Contact Support, and Help. Below the menu bar is the "Accounts Overview" table.

User	Status	Following	Followers	Updates	Follow	Follow Back	Unfollow	Tweet	Search	Thanks	RSS	ReTweet	Reply
AskRichardP	Following...	25944 35 today	23591 7 today	9 7 today	84 left	0 left	2343 left	82 left	⬆️	⬆️	⬆️	⬆️	⬆️
richardpetrillo	Idle	24434 28 today	23143 7 today	11 9 today	5 left	0 left	1147 left	70 left	⬆️	⬆️	⬆️	⬆️	⬆️
RPetrillo	Idle	23740 27 today	21585 6 today	7 5 today	94 left	0 left	2436 left	57 left	⬆️	⬆️	⬆️	⬆️	⬆️
RPetrilloMktg	Idle	20704 19 today	19000 11 today	7 4 today	22 left	1 left	1810 left	72 left	⬆️	⬆️	⬆️	⬆️	⬆️

The software is available for Windows, Mac, and now Linux (Beta) Single, Multiple, & Unlimited licenses are available for purchase. This is **not** an online service but an actual downloadable software package to be installed on your computer.

**No Monthly Fees associated! Included are Unlimited Software Updates and Support!**

---

Prices are as follows: **1 Profile-\$55** Up to **5 Profiles-\$74**  
**10-Profiles-\$110 Unlimited-\$188**. If you are serious about building a massive Twitter following, generating leads and building a list, TweetAdder is a necessary marketing tool to be added to your arsenal.

### **TweetAdder Offers The Following Options:**

- **Automatically Follow and UnFollow Users**
- **Schedule Tweets, ReTweets, @Replies** (*throughout the day*)
- **Thank You Messages via DM**
- **Keyword Search**
- **Location Search**
- **Followers Of and BY a User**
- **Profile Data Search** - (*search twitter bio, plus filters*)
- **Unique Tweet Generator** - (*create tweets automatically*)
- **RSS Tweets**
- **Auto RT Another User**
- **URL Shortener**
- **Current Twitter Trends** (*what people are discussing - realtime*)
- **Create Follow Lists**

# Let's Breakdown a Few Key Features

Schedule the number of tweets to run throughout the day

The screenshot shows the TweetAdder 3.0 software interface. The top navigation bar includes icons for Overview, Open User, Manage Users, Registration, Settings, Activity, Pro Tools, Contact Support, and Help. The sidebar on the left contains sections for 'AskRichardP', 'Search Users to Follow', 'Follow / Unfollow Users', 'Tweets', 'Messages', and 'Trends'. The main area displays a list of tweets with their text and links. On the right side, there is a control panel with buttons for 'Import Tweet List', 'Export Tweet List', 'Randomize Order', 'Clear List', and 'Remove Tweet'. At the bottom, there is a text input field with a character count of 140, and buttons for 'Add' and 'Tweet Now'. Below the input field are options for 'URL Shortener', 'MP3', 'Symbols', and 'Link History'. Further down, there are settings for 'Post Tweets Every' (10 to 35 Minutes), 'Maximum # of Tweets per Day' (40), and checkboxes for 'Post in Random Order' and 'Recurring Tweets'.

With TweetAdder you can create unlimited tweets right within  
TweetAdder (*blue arrow*)

You can post tweets at specific time intervals of your choice along  
with setting a maximum number of tweets per day! (*red arrow*)

Tweet on the fly and post instantly (*green arrow*)

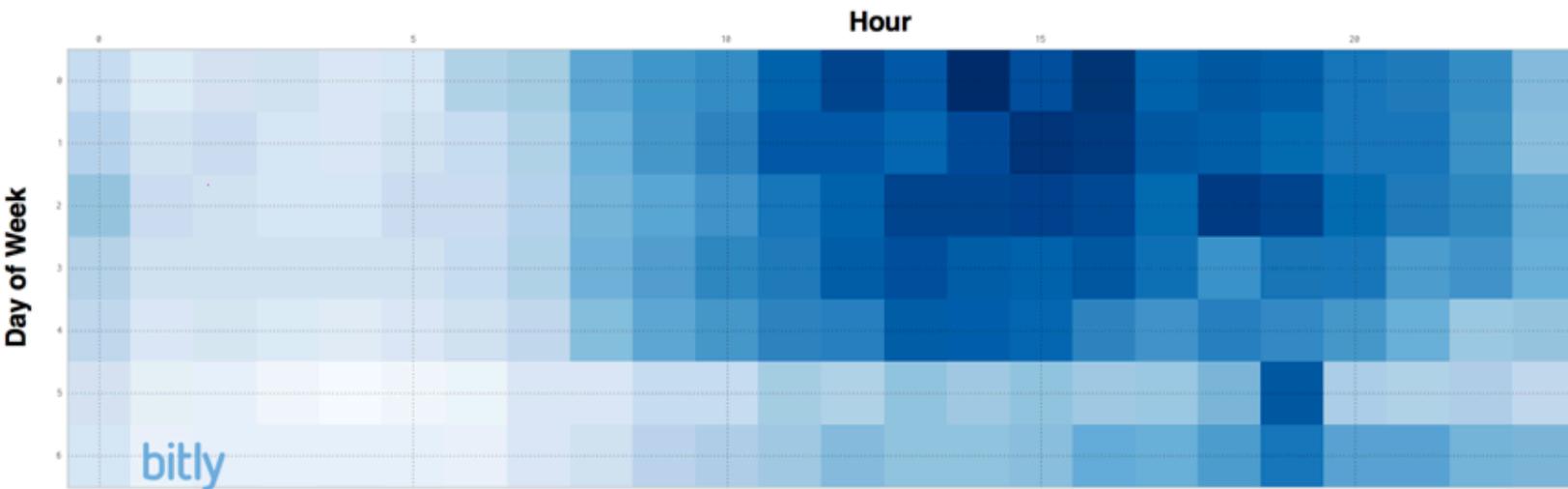
**Import and Export Tweet Lists, Randomize Order, Clear or Remove Single Tweets.** *(red box)* The “Import/Export” feature is very handy. Over time I will create a new batch of tweets for each different account. After a series of tweets has run for a few weeks, with the click of my mouse I can export the old list out as an excel file to be rotated back into the mix later.

I recommend creating 70 to 100 tweets which you can import into the system and let run automatically. Depending upon your number of followers, it's best to schedule between 10-45 tweets per day with no more than 3 per hour. Having 70-100 tweets in the system insures your followers won't see the same tweet more than one time every 1.5 days.

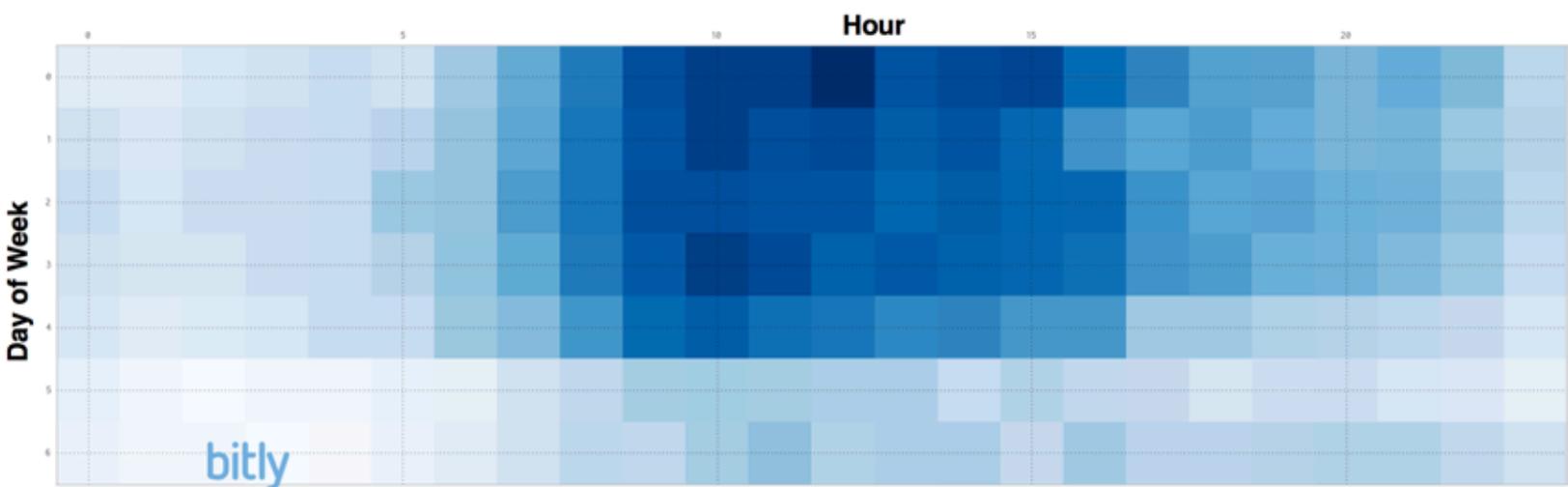
## Best Time To Tweet!

**Bitly has done some extensive research on the best times to tweet for maximum exposure. The following is taken directly from bitly's blog which can be found by [Clicking Here!](#)**

*“Note: All the plots are based on EST. You will see day of the week, starting with Monday, on the Y axis, and hour of the day, starting with midnight, along the X axis. For the first plot in each section, the darker the blue block, the more traffic on average links posted during that hour received in the following 24 hour period of time. White blocks, show when links got less traffic. For the second plot, the darker blue represents when the site is most active, which we calculate based on number of clicks on Bitly links coming from these social platforms.”*



*For Twitter, posting in the afternoon earlier in the week is your best chance at achieving a high click count (1-3pm Monday through Thursday). Posting after 8pm should be avoided. Specifically, don't bother posting after 3pm on a Friday since, as far as being a gateway to drive traffic to your content, it appears that Twitter doesn't work on weekends.*



*“The peaks of Twitter activity fall before the optimal time to post. The peak traffic times for Twitter are 9am through 3pm, Monday through Thursday.” My Personal experience tells me NOT to rule out the weekends. Both Saturday and Sunday usually produce plenty of action, comments, and ReTweets. This always results in 1-3 leads being added to my list every weekend!*

# Automated Keyword Search

Focus on specific: **Keywords, Locations, Distance, and Language.**  
Automated Tweet Search (if turned on) will run when there are no more IDs to follow. The (green arrow) indicates “Section.”



The screenshot shows the TweetAdder 3.0 software interface. The top menu bar includes Overview, Open User, Manage Users, Registration, Settings, Activity, Pro Tools, Contact Support, and Help. The main window is titled "TweetAdder Twitter Marketing Software" and features a sidebar on the left with sections for "Search Users to Follow", "Follow / Unfollow Users", "Tweets", "Messages", and "Trends". The "Search Users to Follow" section is highlighted with a green arrow. The main area is titled "Tweet Search" and contains search options: "Automation On" (checked), "Keyword(s)", "Location", "Recency" (Any days), and "Language" (Any Language). A red arrow points to the "Keyword(s)" field, a blue arrow points to the "Add Automated Search" button, and a light blue arrow points to the "Automated Searches" table. The table has columns for Keywords, Location, Miles, Recency, Language, and Last Searched. Below the table, a note states: "Automated Tweet Search (if turned on) will run when there are no more IDs to follow".

Keywords	Location	Miles	Recency	Language	Last Searched
attraction marketing		1000	Any	en	2012-05-20
sisel		25	Any		2012-05-20
Lead Generation		100	Any		2012-05-20

Just type in a keyword, (red arrow) choose location, distance, and language if desired and click “**Add Automated Search**”(blue arrow). The (light blue) arrow stores all the keywords to be searched for and lists the date of “Last Searched.”

Automated Searches:

Keywords	Location	Miles	Recency	Language	Last Searched
attraction marketing		1000	Any	en	2012-05-20
sisel		25	Any		2012-05-20
Lead Generation		100	Any		2012-05-20
MLM	Phoenix	100	Any	en	

**In this snapshot you can see just how specific a search can be configured!**

Automated Tweet Search (if turned on) will run when there are no more IDs to follow

TweetAdder 3.0 Build#120503

Overview Open User Manage Users Registration Settings Activity Pro Tools Contact Support Help

**tweet adder**  
Twitter Marketing Software

richardpetrillo

**Search Users to Follow**

- To Follow List 
- Tweet Search
- Profile Data Search
- Location Search
- Followers of a User
- Followed by a User
- Twitter Lists

**Follow / Unfollow Users**

- Follow
- Follow Back
- UnFollow Users

**Tweets**

- Tweets
- Tweet Generator
- RSS Feed
- Re-Tweets
- @Replies

**Messages**

- Thank You Message
- Other Messages

**To Follow List**

Username	Numeric ID	Search Source
<input type="checkbox"/> rolandolucas17	282905908	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> onlinemarqeteer	586005372	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> FreelancerFind	185299404	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> freelancefollo	344752208	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> SDCain	34846565	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> AurousCapital	180080464	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> Simone_Proenza	119418417	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> Dubli4U	46151715	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> milfhotties	42124043	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> AygulDf	531401539	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> cioreports	387544946	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> thabie_gache	67252502	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> Bobby_Brougham	113039080	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> SeweloBinDrinkn	58035288	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> GachLadiie	211894883	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> JuwanBotsford	576810025	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> The4Group	174663774	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> eBooksPlaneta	535420824	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> elancemyaws	376238767	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> anybizdotmy	556181683	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> BonnieMcDonough	23274468	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> richardod7	578889313	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> BOSSHOBBS	35241285	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> AdGiants	12230402	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> AyindeFrancis	526988128	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> BuzzSM	387546819	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> degroeimachine	551678482	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> emuPRSSA	18546952	Automated Tweet Search: Lead GenerationLocation:
<input type="checkbox"/> stevehoffacker	14058789	Automated Tweet Search: Lead GenerationLocation:

The results of the “Automated Search” shows up in the “To Follow List” (red arrow) as shown above...



# Follow-Follow Back-UnFollow

Each of these three windows are set up almost identically so for illustrations purposes I am only showing one view.

The screenshot shows the TweetAdder 3.0 software interface. The window title is "TweetAdder 3.0 Build#120503". The interface includes a menu bar with options like Overview, Open User, Manage Users, Registration, Settings, Activity, Pro Tools, Contact Support, and Help. The main area is titled "Follow Twitter Users" and features a "Automation On" button with a green power icon. Below this, there are settings for "Send Follows Now", including "# to send: 15", "Start" and "Stop" buttons, and "Time Delay Between Follows: 8 to 18 seconds". The "Automation Settings" section includes "Maximum Follows to send per day: 114", "Time Delay Between Follows: 2 to 9 minutes", and a checkbox for "Stop sending follows when following to follower ratio reaches: 1.2 to 1". A sidebar on the left contains sections for "Search Users to Follow", "Follow / Unfollow Users", "Tweets", "Messages", and "Trends". A blue arrow points to the "UnFollow Users" option in the "Follow / Unfollow Users" section. A green arrow points to the "Automation On" button. A red arrow points to the "Maximum Follows to send per day" field.

The blue arrow indicates “**Section.**” Green arrow indicates “**Send Follows Immediately.**” Red arrow indicates “**Automatic Settings.**”

# Size Does Matter!

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I think now would be a good time to discuss when...

## **BIGGER IS NOT NECESSARILY BETTER!**

When I first started using Twitter my mindset was:

### **“The More the Merrier”**

I was out to follow anyone and everyone to grow my list of followers. Yes, at the beginning of this book and midway through I talked about 87,000 followers in 11 months and made a big deal about the numbers...

### **Well, what we haven't talked about yet is Quality vs Quantity!**

In a webinar training we held a while back, one of our students was all excited about finally reaching over 17,876 followers in a short period of time. My question to them was, how many sales have you made so far?

Hmm, feeling a bit embarrassed (which was not my intention) the answer was... Zero!

### **That's because their followers were NOT targeted!**

I can have 100,000 followers ranging from wannabe music rappers to stay at home moms who are tweeting about their kids or the last concert they attended. **BUT**, If I'm trying to sell a particular software or industrial widget with a narrow audience that can benefit from my

device, it doesn't do much good to be following music rappers or stay at home mom's. **The power of TweetAdder is customizing your Twitter search as shown on page 49.**

Use keywords that people are talking about in your industry... The system will then go out and follow all those followers chatting about your chosen keywords.

**Lets for a moment pretend my "imaginary" friend "Jackie" is marketing a business which revolves around Life Coaching, Health, Wellness & Healing.**

She plugs in a search and adds everyone talking about life coaching, health, wellness and healing. The idea is to follow those people in hopes they follow you back. If they do, Jackie sends them an automated direct message (DM) saying; **"Hey thanks for the follow! Check out my website: "www.xyz.com."**

This strategy is next to worthless, reeks of inexperience, and basically says... **"Hey look at me, I'm brand new and don't have any customers yet, buy my *whatever I'm selling*.**

**There was no connection or relationship built up at this point. Jackie could have just followed someone tweeting "My Life Coach Sucks!"**

Typically on Twitter when someone gains a new follower, they follow back. Often because they are using some kind of automation or do so because it's just good practice to follow someone back if they are following you. In the example above, this person had a really bad experience with their life coach. **Do you really think they are going to be responsive to Jackie's DM and check out her website?**

## So How Can We Effectively Combat This Problem?

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**First off, when or IF** using the automated direct message, keep your tweet **simple, respectful, and void of any sales or marketing!**

A few that are working well for me are:

**“It’s great to meet so many new people. Some may end up life long friends - Hope you enjoy my tweets! Looking forward to yours!**

**“Hey, Thanks for the follow! It’s great to connect with you here. Let’s catch up on FB too! <http://tiny.ly/fs2j>”**

**“Thanks for the follow! I hope you find some useful marketing tips here! You can find me on Facebook also! <http://dld.bz/qPep>”**

**Secondly**, I am going to swing back to your Blog, Squidoo Lens or any article marketing you may be doing for a moment.

If you have content out there and someone is searching on Google for **“Life Coaching or Health and Wellness”** you know that person is serious and has a **True Desire** for **help and answers** about the subject. Better yet, they are **probably willing to PAY FOR IT!**

Let’s say Jackie, through her marketing has a new customer, **“In Need Of Life Coaching Sally.”** Sally happened to find Jackie from her tweet, **“The Secret Your Life Coach Will Never Tell You!”**

**“In Need Of Life Coaching Sally”** probably has friends following her on Twitter that are looking for life coaching advice too. Well, when

Sally's friends see her following Jackie and replying to her, what do you think will happen? You guessed it, **they will follow Jackie too!**

They'll start reading Jackie's tweets, check out her website, buy her newsletter, magic pills or whatever Jackie has to offer...

### **The Power of Twitter Comes From - Followers of Followers!**

It's part of the viral aspect I was talking about earlier. When someone thinks highly enough of your tweet to re-tweet it, that's powerful. Your tweet is now passed along to all that follow that follower...

### **Pretty cool huh?**

This leads to some of those followers, following you. The more viral a tweet goes, the faster your following grows.

### **Now, pay attention here, this is the piece of the puzzle you don't want to miss!**

Statistics show **re-tweets and @replies are 2200% more likely** to come from followers that have **ALREADY** gotten to know you!

By starting off your twitter campaign with a **targeted list of followers or prospects** that came to you (*followed you first*) **they are already interested in you!** Therefore these followers will help spread your word and be more likely to buy from you!

Earlier I mentioned what to tweet but I think it's worthy of mentioning again. Lead with **VALUE** but don't forget to **tweet about your experiences**. Tell the story of who you are. **Be real**, if there was a sad moment, it's all right to mention it. People make a connection with you when you are real. **Just Be YOU!**

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# Resources

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- [TweetAdder.com](http://TweetAdder.com)      **Twitter automation software**
- [Aweber.com](http://Aweber.com)      **Auto Responder - Email Marketing - Lead Capture System**
- [GoDaddy.com](http://GoDaddy.com)      **Domain name registration and hosting**
- [HostGator.com](http://HostGator.com)      **Domain hosting - Simple 1 step WordPress setup. My company of choice!**
- [ProfitsTheme.com](http://ProfitsTheme.com)      **Paid WordPress theme**  
*Includes the ability to build professional squeeze pages, sales pages, membership sites and more.*

My good friend **Steve Dooley** has written an eBook called “**Online Lead Generation A - Z**” which you can download for free at:

<http://leadgenerationlegacy.com/>

## Automated Lead Generation Systems

- [LeadSkimmer.com](http://LeadSkimmer.com)      **No Website Needed - Complete System - Free and Paid Version**

