

MAKE MORE
MONEY
— WITH —
Twitter's
DIRTY LITTLE SECRETS



GENE EUGENIO

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Introduction

Thank you for downloading my ebook. I have researched Twitter thoroughly over the years and have discovered that most people are trying to make money off it **the wrong way**. By following the techniques outlined in this ebook, you can unleash Twitter's powerful ability to shape online opinions. Build a solid online brand that can make you money year after year by following these tips.

To Your Success!

Gene Eugenio

Chapter 1

Twitter: What People Think It Is and What It Really Is

If you downloaded this free eBook, you probably have a lot of expectations regarding Twitter. You probably have heard from online promoters that Twitter is basically an ATM machine. Well, I'm not disputing that claim. I am disputing the hype. I have a problem with the way Twitter has been presented to the general public. A lot of people out there have this mistaken idea that Twitter works a certain way and produces results based on those processes. The reality is very different from the hype. The reality is very different from the conventional wisdom.

If you want to have a snowball's chance in hell of making real money with Twitter, you better listen up. Forget everything that you've heard before. Throw all that in the trash can. The reality is that Twitter is very different from what you've been told. That is precisely both the bad news and the good news about Twitter. If you wrap your mind around the reality of Twitter, not only can you make good money, but you can make a decent living off a few hours of work every single day. In fact, if you are very efficient and systematic, you only need to work a few hours every single week. How awesome is that? After all, isn't that the promise of most make money from home eBooks? Well, it takes quite a bit of planning and smart work to get there, but it is doable. Pay attention to what I'm about to tell you because it goes against much of what you've heard about making money on Twitter.

What People Think Twitter Is

As mentioned above, there's a lot of misconceptions out there regarding what Twitter is. On one end, there are a lot of marketers who are saying that Twitter is basically just a giant bullhorn. According to these people, all you need to do is: open a Twitter account, follow a lot of people and just blast them with spam. There is only one outcome with that kind of advice-you will get banned. Don't pass go-directly go to Twitter jail. That's the only outcome you'll get. You won't make money. You won't make any friends and you definitely won't establish a solid online brand. You will just get banned from Twitter just like millions of other spambots and spam accounts before you. Don't go there. **Twitter is not going to make you any money if you spam.** Let's get that out of the way.

Another misconception about Twitter is that it is just a communication device like a mobile phone that you use to hang out with friends. While this is true at some levels, this idea really sells Twitter really short. If you are going to try to promote on Twitter by treating it like a phone, it's not going to work. At least it won't work on the scale that really counts. This would be a sad way to use Twitter because Twitter has many different small features that can really make a big difference when it comes to your bottom line.

Another misconception about Twitter is that it is a means for corporations to reach out to consumers by providing a way for consumers to send feedback. Again, while there is some truth to this, this conception misses a big part of Twitter's promise.

Making money on Twitter is not about Business-to-Consumer communication

There are no two ways about it. Twitter is not a business-to-consumer tool when it comes to making money. If you really study Twitter and how it works and the effects it has on large groups of people, you can only walk away with one conclusion. **Twitter is a powerful business-to-business tool.** You have to realize that. You have to conduct yourself on Twitter with that assumption in mind and you have to basically use Twitter with expectations that it is a business-to-business tool. Once you have this right mental

programming, then Twitter will work for you. Otherwise, you will join the ranks of thousands of other people that are trying to make pennies off Twitter and are having a tough time doing so.

What Twitter Really Is: B2B

Twitter is a business-to-business communication tool. It is a platform where you send targeted messages that you direct towards influential people. It is not a megaphone. It is not a bullhorn and it is definitely not a phone. You can try to reach out to millions of people, but it's not going to work unless you're Lady Gaga, Justin Bieber or LeBron James. You're not just going to have that kind of reach.

Still, there are people making hundreds of thousands of dollars in daily transactions being initiated through Twitter. How do they do it? They don't do it by reaching out to a huge amount of people. They do it by reaching out to influential people who by themselves don't really have that many followers, but their word carries a lot of weight.

Focus on business influence

This is how you should look at Twitter. It is a business-to-business communication platform that allows you to instantly communicate with people who are influential in certain industries. These people can retweet your message to other influential people and this can virally spread through specific channels of information and specific industries. That is what is so powerful about Twitter. It automates word of mouth and allows you to get in touch with people who exert a lot of influence both on the online world and offline world.

Many Influential people in your niche use twitter

A lot of bloggers use Twitter. A lot of professional writers use Twitter. Company heads and decision makers-many of them use Twitter. Taken altogether, these people don't have huge followings. However, their decisions and their recommendations carry a lot of weight. Even if somebody just has a few thousand followers, if that person recommends whatever it is that you are promoting, don't be surprised if people come out of the woodwork trying to buy your stuff. Why? Your message has become credible because influential people recommended it to their followers. They lent your message some of their own personal credibility.

Finally, Twitter is also very powerful because the stuff that you say there has a way of being blogged about if that stuff that you shared gets in front of the right eyeballs. As I mentioned earlier, there are a lot writers using Twitter. There are a lot of creative directors. There are a lot of agency heads. These are influential people. All they need is a very interesting piece of content to appear before their eyeballs on their Twitter feed and who knows what kind of viral spread your content will enjoy. That's how awesome Twitter is. You have to look at it as a business-to-business platform. It is not a platform that you use to spam individual consumers. You're not going to get too many direct sales from a Twitter blast. However, you do get much more valuable outcome: You get to influence influential people.

Chapter 2

So How Do You Make Money With Twitter? B2B Influence Selling

So how do you make money with Twitter as a B2B platform? It's very simple. If you treat Twitter as a **business-to-business platform**, you have to first have a business. First, you have to have a business. Second, you have to have a business that sells products or services to other businesses. Third, you have to follow the tips below. It really is that simple. These are dirty little secrets that you won't get from standard Twitter guides. There are a lot of Twitter guides out there that will have you standing by your Twitter account and posting all sorts of stuff and only to have very little to show for all that work and effort at the end of the day. You don't want to go that route. Instead, there is a better way to do things. Just follow these instructions and you should be fine.

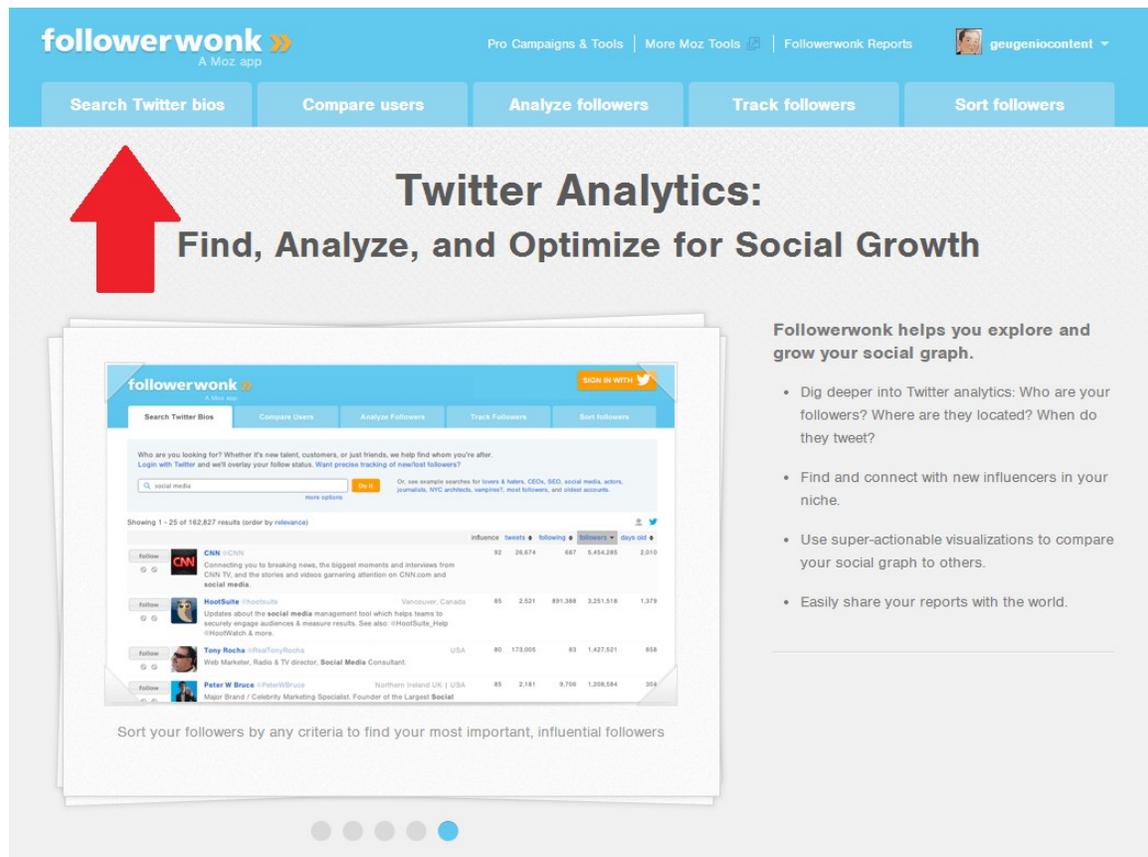
Find Influencers

Your first step after you have created a professional looking Twitter account with a professional looking avatar and a nice looking page along with your website is to find influential people. Of course, I'm not talking about following Lady Gaga or Madonna or some other famous people on Twitter. I'm talking about influential people in the industry that your target audience is in. For example: If you are selling motivational speaking products, then your target audience are human relations personnel or heads of company that are looking for training products to boost the productivity of their employees. See the picture? The good news is that you don't have to do all this by hand. You don't have to do random searches on Twitter and hope to get lucky. You can use [Followerwonk](#). This

tool is offered by moz.com. By using Followerwonk, you can find people based on industries. You only need to find maybe fifty people first. Start with these fifty people. Make sure that they are really in the industries that you are targeting.

Step 1: Go to FollowerWonk and login using your Twitter account.

Step 2: Click on the tab 'Search Twitter Bios' (see illustration below)



followerwonk
A Moz app

Pro Campaigns & Tools | More Moz Tools | Followerwonk Reports |  geugeniocontent

Search Twitter bios | Compare users | Analyze followers | Track followers | Sort followers

Twitter Analytics: Find, Analyze, and Optimize for Social Growth

Followerwonk helps you explore and grow your social graph.

- Dig deeper into Twitter analytics: Who are your followers? Where are they located? When do they tweet?
- Find and connect with new influencers in your niche.
- Use super-actionable visualizations to compare your social graph to others.
- Easily share your reports with the world.

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after. Login with Twitter and we'll overlay your follow status. Want precise tracking of new/fold followers?

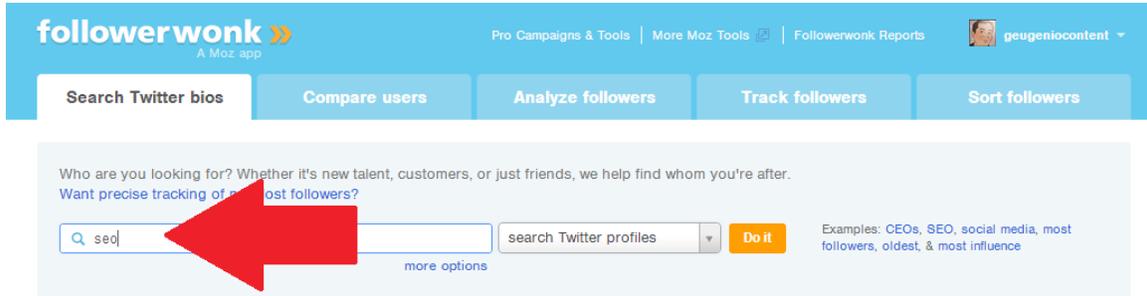
social media Or, see example queries for users & teams, CEOs, SEO, social media, actors, journalists, NYC architects, vampires*, most followers, and oldest accounts.

Showing 1 - 25 of 162,827 results (order by relevance)

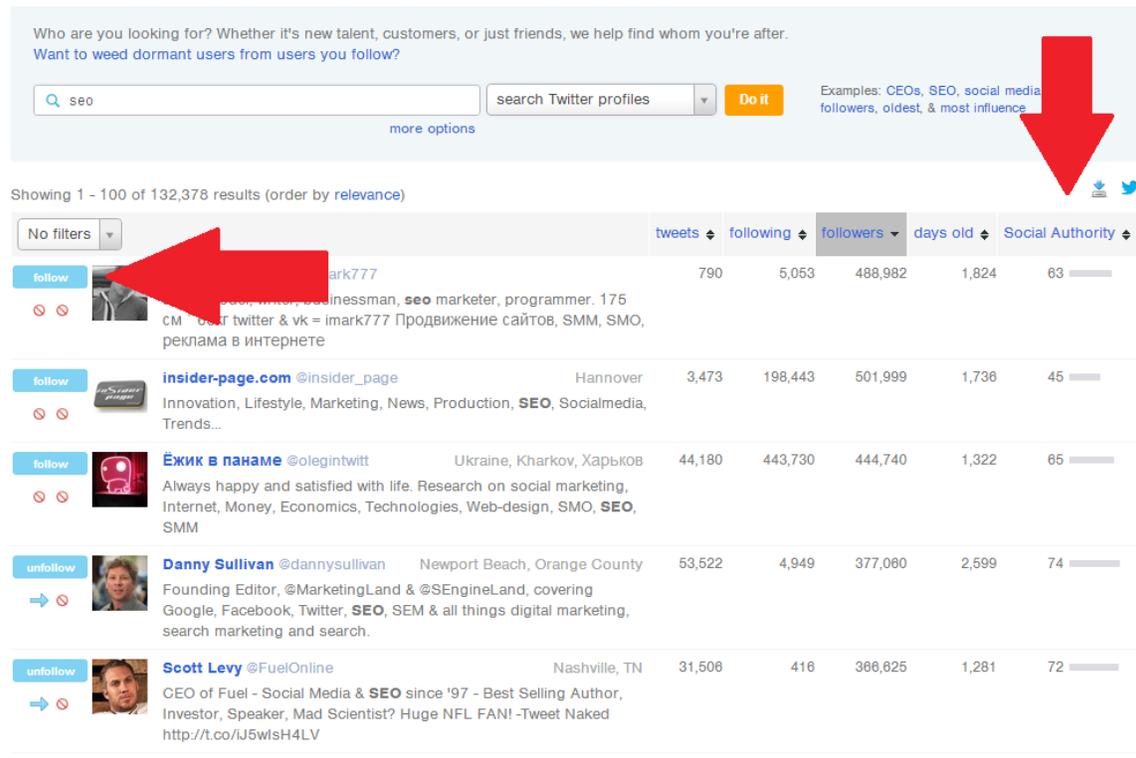
Follow	Influence	tweets	following	followers	days old
 CNN @CNN Connecting you to breaking news, the biggest moments and interviews from CNN TV and the stories and videos garnering attention on CNN.com and social media.	92	26,674	687	5,454,285	2,810
 HootSuite @hootsuite Updates about the social media management tool which helps teams to securely engage audiences & measure results. See also: @hootsuite_help @hootwatch & more.	85	2,521	491,368	3,251,519	1,379
 Tony Rocha @RealTonyRocha Web Marketer, Radio & TV director, Social Media Consultant.	80	173,005	63	1,427,521	858
 Peter W Bruce @PeterWBruce Major Brand / Celebrity Marketing Specialist. Founder of the Largest Social	85	2,181	9,706	1,208,584	304

Sort your followers by any criteria to find your most important, influential followers

Step 3: Enter the niche or industry term you're looking for. This will retrieve a list of Twitter users that have that term in their bio section.



Step 4: Sort the results based on Social Authority. Once the list is sorted, you can click the follow button on the left side of the page.



Next, you find influential people that they follow that are in your industry. This is very easy to figure out. All you need to do is to search through the following list of maybe a

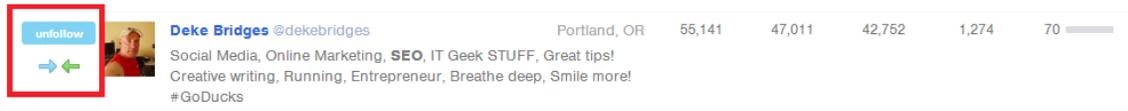
handful of those people. You will see a pattern. Certain accounts keep coming up again and again. You list down these influential accounts and you enter them into Followerwonk. Followerwonk will then list out all the people that follow that account. This is where it gets interesting. Followerwonk has a feature called social authority. The higher the score, the more influential that person is. Find the most influential of these accounts and follow them. You keep repeating this process until you have a pure list of people that are in your industry or in your target market who have a lot of influence according to Followerwonk. Find as many of these people as possible. The next step is to go to their follower list and look for people who are being followed by a lot of other people, but make sure these followers are in the industry or audience that you are targeting.

Chapter 3

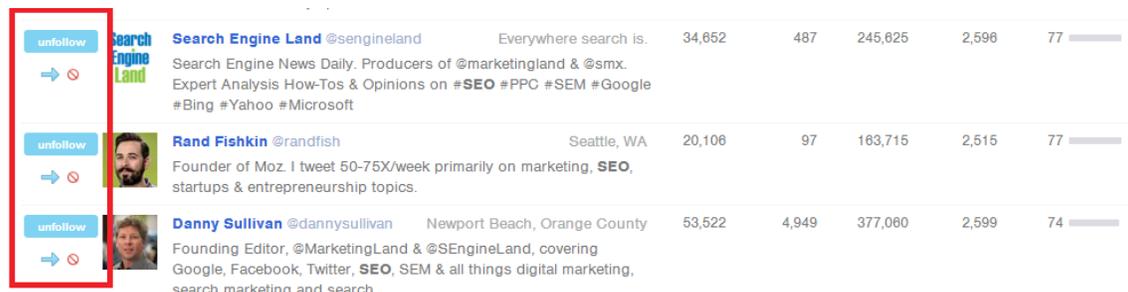
One Tired But Necessary Trick That Everybody Uses

One of the oldest tricks Twitter users play to get followers is to follow people. When you follow people, a certain percentage will follow you back shortly. Use Followerwonk to follow as many people in your target niche as possible. After a week or two, check which people are following you back and which people aren't following you.

Ideally, most of the accounts you're following will follow you back. Here's how FollowerWonk shows a 'mutual' follow account. Notice the two green arrows?



However, a large number of accounts you follow won't follow you back. Keep your eye on these accounts. If, after several weeks, they haven't followed back, you can choose to unfollow them. NOTE: For highly influential Twitter users, you should continue to follow them even if they never follow back. The news or content they share make following them worth it.



Keep looking for influential accounts in your niche and follow as many of them as possible.

Chapter 4

Favorites versus Following

Influence on Twitter is measured in many ways. Two of the most popular ways to measure influence is to measure the amount of followers you have. As mentioned above, this can easily be faked. The second approach would be to look at the ratio of the number of people you follow and the number of followers you have. The bigger this ratio, the higher the likelihood that you are truly influential. There are many software tools out there that basically automates your following. This software follows all these accounts for you and then unfollows accounts that don't follow you back. As a result, these pieces of software produce Twitter profiles that have very low ratios between followers and accounts being followed. If you have such a low ratio, many people would consider you not really influential. Why? You had to follow a lot of people to get that many followers. In other words, your followers aren't really following you voluntarily. **They are following you because you follow them first. That's not real influence.** You have to keep this in mind.

If you want to build real influence using Twitter, you have to use this simple trick: Favorite. Use the Twitter favorite function to your advantage. Twitter has a favorite function where you go into an account that you don't follow and look at one of their tweets. You then click the star icon to favorite the profile. If he or she likes your profile, then he or she might follow you. This is exactly why many smart marketers on Twitter don't automatically follow other people. They use the favorite function instead. By doing this, they preserve their high ratio of followers to accounts being followed. They look more presentable. They look more authoritative to people who would want to follow them. This is marketing on Twitter. Use the favorite's function to your advantage.

Here is a step by step guide on how to use Twitter's 'Favorite' function to build your social influence.

Step 1: Find influential people who aren't following you using FollowerWonk

entrepreneur in business online since 2005.

follow		Becky Ryan @webmoxy Atlanta GA Becky Ryan - Dir. Social Media. 15yrs: SEO , Strategy, Analytics, SocialMedia Marketing, & Digital Marketing. Favs: God, hubby, kids, time w/family & friends!	35,155	3,283	14,573	2,322	88
follow		Brian Lett @BrianLett Minneapolis, Minnesota #President & #CEO of #SOSComplete Internet Marketing; #JD/#MBA; #Marketing Enthusiast; Internet #Entrepreneur; 877-929-3303 #InternetMarketing # SEO #WebDesign	6,087	11,315	12,775	1,175	69
follow		Hannes Tepe @gorflas_j Одесса I appreciate new ideas, new people. Помогаю добрым найти решение. Ценю красоту жизни и люблю необычных людей. #FollowBack # SEO #SMO #SMM #ТвиПоззия #ff #ru_ff	34,543	8,099	10,482	1,005	73
follow		SEO/BirdLife @SEO_BirdLife España SEO/BirdLife es una asociación fundada en 1954 dedicada a la conservación y estudio de las aves en particular y de la naturaleza y el medio ambiente en general.	11,595	12,031	24,858	1,713	70
follow		Rick Porter @RickPorterSEO Rick Porter is an SEO and online reputation management consultant specializing in increasing traffic and affiliate marketing.	2,441	77	17,275	1,264	70

Step 2: Don't follow them, but load their Twitter accounts.

referral program social bookmarking promotion leads articles online
 newsletters marketplace sales advertising email marketing design
Internet MARKETING
 Brian Lett
 @BrianLett
 #President & #CEO of #SOSComplete Internet Marketing; #JD/#MBA, #Marketing Enthusiast; Internet #Entrepreneur; 877-929-3303 #InternetMarketing #SEO #WebDesign Minneapolis, Minnesota soscomplete.com

TWEETS 6,087 FOLLOWING 11.3K FOLLOWERS 12.8K Follow

Followed by Scott Eddy, Fred Steube, Jeff Sheehan and 69 others.

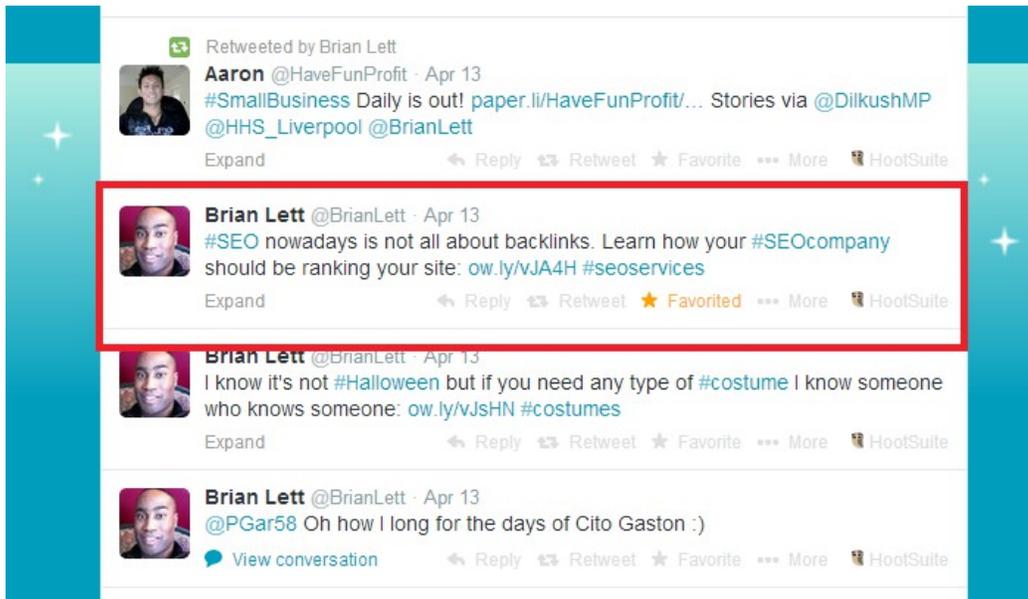
Tweets

Brian Lett @BrianLett · Apr 18
 One of the best #LasVegasWeddings I have ever been to was put together by these folks: ow.ly/vV1c4 #chapelsinvegas #vegasweddings
 Expand Reply Retweet Favorite More

Brian Lett @BrianLett · Apr 18
 Had a great conversation with a #floorexpert today. This #expertwitness ow.ly/vUA0I really knows his stuff! #slipandfallxpert
 Expand Reply Retweet Favorite More

Brian Lett @BrianLett · Apr 18
 Learned a lot about #reverseosmosis this morning from a blog post on: ow.ly/vTCOW #watertreatment #watersoftenerarizona
 Expand Reply Retweet Favorite More

Step 3: Pick a post that is closely related to the niche you are targeting and click FAVORITE.



Chapter 5

Taking Favorites To The Next Level

Now that we have established that it's a better idea to use the favorite's function instead of just following other accounts. You have to use the favorite function intelligently. You can't just go to all these accounts and just favorite their posts. You're basically just taking random shots. You are just taking a shot in the dark. Sure, you might get some results, but you're basically playing a numbers game. If you want to truly maximize the benefits you get using the favorite's feature secret, you have to play it smart. Target hashtags instead. People who put hashtags on their posts are obviously interested in specific categories of information. Find hashtags that are most related to your niche. Next, do a targeted Twitter search for those hashtags. Once you see the results, just click through to the account and then you can quickly see from the biography of the person who posted the tweet, whether that person is in your target market then you click favorites. The good news is that you don't have to do all of this by hand. There are software packages available that allow you to target certain hashtags for favorites. I suggest you buy one of these software packages because you can run them automatically. Your Twitter account can gain influential followers without you having to physically manage your account. This can eat up a lot of time if you're going to do this manually.

Check out the next page to see what a hashtag search result page looks like.

The image shows a screenshot of a Twitter search for the hashtag #seo. At the top, the Twitter bird logo is on the left, and a search bar contains the text "#seo" with a magnifying glass icon. A red arrow points to the search bar. Below the search bar, the page title is "Results for #seo" with a "Remove" link to the right. A second red arrow points to the "Results for #seo" text. Underneath, there is a "People · View all" section showing two profiles: "GrowthHackers @GrowthHackers_" and "AJ Ghergich @SEO", both with "Following" buttons. A third red arrow points to the "Following" button for GrowthHackers. Below the profiles is a row of related hashtags: #seo, #seojobs, #seo, and #seo, with "and more" to the right. A fourth red arrow points to the first #seo hashtag. The main content area shows a tweet from "David Baer @delhiwebsitede1" posted 3m ago, with the text "#SEO Aereo CEO Chet Kanojia Explains The Broadcaster Battle In His Own Words" and a link. Below the tweet are interaction buttons: Reply, Retweet, Favorite, and More. A fifth red arrow points to the Favorite button. Below the tweet is a retweet from "Marketing Land @Marketingland" posted 12m ago, with the text "Watch @randfish discuss the quiet revolution of #SEO and how it will impact marketers in 2014: mkind.com/1r9Dkkm" and a link. Below the retweet are interaction buttons: View summary, Reply, Retweet, Favorite, and More.

Chapter 6

Retweeting The Smart Way

A lot of bogus Twitter advice books out there say that you have to retweet a lot for you to get on the good side of highly influential people that you are trying to make your followers. There is some truth to this. When you retweet people's posts, they do notice. However, if your feed looks like it's just a complete list of retweets of other people's tweets, there is really no incentive for somebody to follow you. Why? If they wanted to get a specific piece of information, they'd go to that influential person that you retweeted. Do you see the logic of that? Why would they go to you when they can go to the person you retweet frequently? This is why you should retweet strategically. Retweet seldomly. Space out your retweets. Also, select the people that you're going to retweet. Make a big deal out of it. Send them an @ message. Making it clear that you retweet their work. The whole point of this exercise is for them to notice you and them to follow you. That's the whole point. You have to be very careful regarding what you retweet because your account might suffer. Why? If people who are following you noticed that you're just retweeting garbage, they're going to stop following you. So you're walking a tightrope here. You're trying to impress influential people and at the same time you're trying to avoid alienating the people who are following you. The bottom line is make sure all your retweets are high quality materials. Only retweet stuff that is very specific to your niche.

Tweets

Retweeted by Gene Eugenio



Mike Glover @click_finders · 3m

A simple way to Calculate ROI for SEO goo.gl/s0Ao2 #SEO #ROI

Expand

Reply

Retweeted

Favorite

More

HootSuite



Gene Eugenio @geugeniocontent · 19h

Stats from sumall.com/thankyou show @christianrome @SadeceTJ @StartupTweetSF were my biggest supporters last week. Thank you!

Expand

Reply

Delete

Favorite

More

HootSuite

Retweeted by Gene Eugenio



Philip Blomsterberg @pblomsterberg · Apr 21

5 Reasons Every Professional Should Use Twitter by @toddgreider po.st/bw1LeQ via @B2Community

View summary

Reply

Retweeted

Favorite

More

HootSuite

Chapter 7

How To Use @ For Maximum Exposure

When you follow influential people, you're not really benefiting. Why? Your messages are not getting in front of their eyeballs. The whole point of using Twitter as a B2B platform is to get your message in front of the right eyeballs. To do this, you need to use the @ intelligently. Here is how you use the @ for maximum exposure. When there is late breaking news in your niche, always mention two or three influential people. Add their names to the tweet that you're going to send out. Don't retweet very important news. Don't retweet very important developments. Go to the site that is the source of that information and click the Twitter button there. When you do that, your tweet won't appear as a retweet. It would appear original. Make sure to add the names of two or three influential people to your tweet. If you keep repeating this enough times and you rotate among these influential people, chances are some of these influential people will start following you. Why? You would have established your credibility as a source of authoritative high value information.

See the image below for an example of an @ conversation with an influential person in the #SEO niche

 **Gene Eugenio** @geugeniocontent · Apr 16
 @larrykim Do you have an AUTO thank tool? Either way, its effective :)
 Expand Reply Delete Favorite More HootSuite

 **Larry Kim** @larrykim · Apr 16
 @geugeniocontent no I just do this while watching tv.
 Expand Reply Retweet Favorite More HootSuite

 **Gene Eugenio** @geugeniocontent · Apr 16
 @larrykim You're one hard working man, Larry. Multitasking FTW.
 Expand Reply Delete Favorite More HootSuite

 **Larry Kim** @larrykim · Apr 16
 @geugeniocontent I do appreciate you sharing so much of my stuff.
 Expand Reply Retweet Favorite More HootSuite

 **Gene Eugenio** @geugeniocontent · Apr 16
 @larrykim By the way, Larry, how did you get on Fox Business News? They followed up on a story you posted online or you reached out?
 Expand Reply Delete Favorite More HootSuite

 **Larry Kim** @larrykim · Apr 16
 @geugeniocontent they called me.
 from Cambridge, MA
 Hide conversation Reply Retweet Favorite More HootSuite
 9:18 AM - 16 Apr 2014 · Details

Reply to @larrykim

 **Gene Eugenio** @geugeniocontent · Apr 16
 @larrykim Good stuff!
 Expand Reply Delete Favorite More HootSuite

Exposure Is The Name Of The Game, Not Direct Sales

I can't emphasize this enough. The whole point of Twitter is that it is a B2B platform. You are basically trading influence. **Influence is the 'money' of Twitter.** The more influence you have, the more opportunities you get in turning that influence into cold hard cash. Don't lose sight of this valuable truth. If you get too bogged down in the details and small features of Twitter, it is very easy to forget this. Your game plan with using Twitter is to maximize your influence. The more influence you get, the higher the chance that you will make quite a bit of money with Twitter.

Chapter 8

Don't Be Shy

One of the most powerful features of Twitter is the @ feature. This feature can explode your reach. Interestingly enough, you don't have to have a lot of followers or have a lot of influence to explode your reach. All you need to do is to get a list of influential people in your niche. Once you have that list as outlined above, you have all the tools you need to reach a lot of people. Since you're using Twitter as a B2B platform, it is very important that you maximize your B2B reach. In other words, you have to draw the attention of the right people with the right message. As I have mentioned earlier, you should be very careful with your retweets. You don't want to sound like a broken record. You don't want to sound like you're just blowing your own horn and posting the same stuff over and over again. You have to post materials that you know that influential people would be interested in hearing about. Why do you want to do this? If you post stuff that influential people like, chances are high that they will retweet that material. In other words, they will broadcast your broadcast to their followers. This can have a tremendous effect on the reach of your messages. The more influential people retweet your posts, the more eyeballs will see your posts. The more eyeballs see your posts and your name on Twitter, the higher the likelihood that these people will follow you. You see how this works? This is why it's very important for you to be strategic in your @ messages to authority figures in your niche.

Just like in real life, you only have a limited number of chances to make a good impression. Don't blow that impression by sending a lot of @ messages to influential people and sending them garbage. It's not going to work. People are not going to care

just because you mentioned their name. People are definitely not going to care if you mention their name along with the link to content that doesn't really work or is of low quality. You have to study influential people carefully. Figure out what they like to share. Figure out what they like to tweet. Your next step is to find information in your niche that is similar to the stuff that they like to share. The closer the similarity, the higher the chance that your message will get retweeted. Once you have identified this information, make sure you write very intriguing or attention-grabbing headlines. Don't automatically go with a headline of the articles that you are going to be sharing. Many of the articles that you will be sharing are written in a flat or lifeless way. That's not going to get you much attention from influential people on Twitter. Feel free to rewrite the titles of the stuff that you will be sharing. Make sure that you share materials that influential people would be interested in. This is why it's very important for you to study the content that you're going to be sending out, the title you're going to be sending out and the @ names that you will be sending with that tweet. You only have one shot so make sure that everything is right.

To maximize the power of your tweet, you might want to also include appropriate hashtags with your tweet. This is not always possible. Sometimes the title is so long or you put too many @ names with your tweet that you can't put a hashtag. Still, as much as possible, make sure you use a hashtag. If you play your cards right, you are doing three things at once. First, you're targeting influential people in your niche on Twitter by sending them information that they are probably interested in and might want to share. Second, you are sending tweets that have attention-grabbing headlines. This can increase the chances of your tweets being shared by influential people. Third, you are using hashtags to reach out to a community of people that are interested in a particular subject matter. If you compose your tweets properly, you will reach more people. You will reach the right people and you get to piggyback on the influence of influential people in your niche. Don't expect to do this right the first time you try it. In fact, even

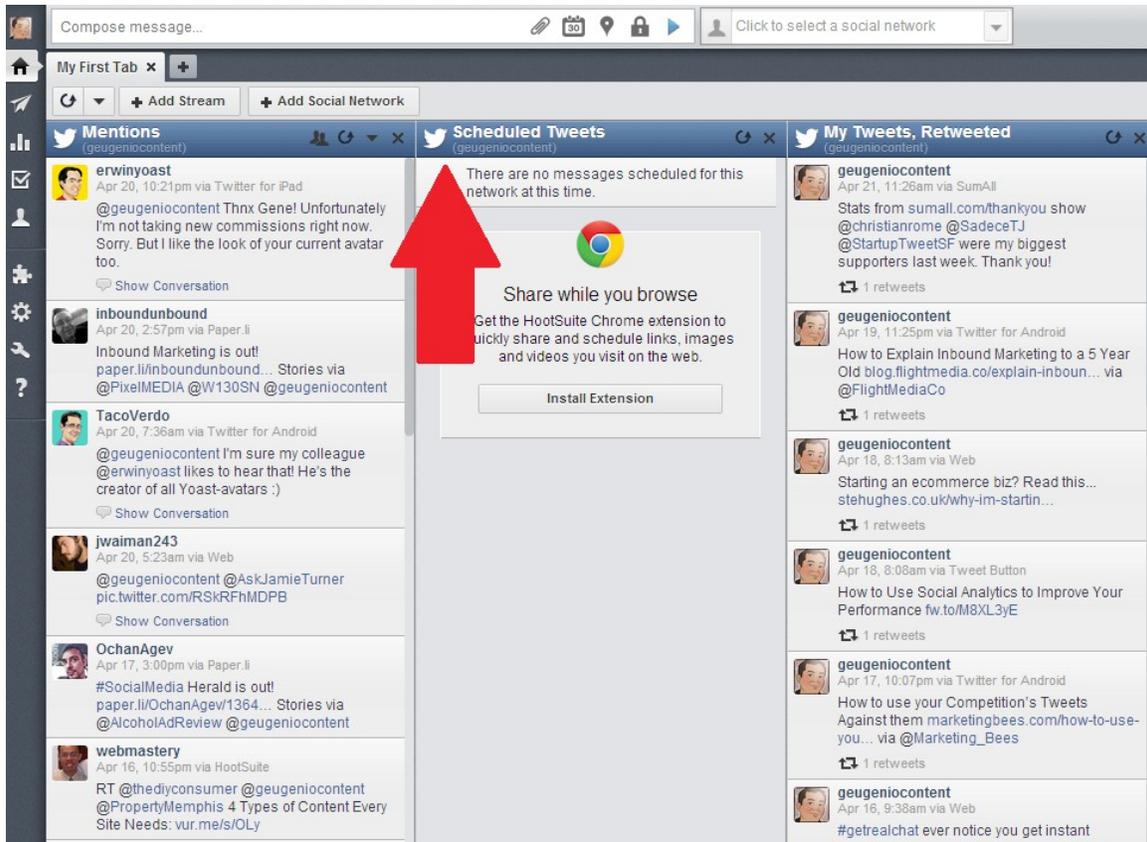
after you've tried twenty or thirty or even fifty times, you might still get spotty results. Even if you get disappointing results, keep improving your game. Keep playing around with the title. Keep finding the best type of information to share and keep fine-tuning your list of authority figures in your niche. Once you fine-tune your tweets through enough practice, you will just get better at it and your tweets will become more and more powerful.

Chapter 9

Scheduling Matters

Do you think if you just send out tweets in rapid succession, people will pay attention? Do you think that if you spread out your tweets across a 24 hour period and within the week, that you will reach your target audience? Sadly the answer is NO to all of the above. On Twitter, scheduling does matter. Obviously, people aren't on Twitter on a 24/7 bases. People have busy lives. The more influential the people, the less time they're going to be on Twitter. This is just the fact of life that you need to live with. You have to figure out a way to reach the people that you want to reach at the best possible time. This is why it's very important to schedule your tweets on Twitter. You can use a variety of online tools. The two best tools that I've found are Buffer and Hootsuite. There are free versions of these tools. However, if you want to really make the most use of these tools, you would have to pay their low monthly fees. Don't worry, their monthly starter rates are very-very affordable. You use these tools to schedule your tweets.

See sample Hootsuite dashboard below. Notice 'Scheduled Tweets'?



As mentioned above, you have to send the right tweet to the right people at the right time. Otherwise, you're just be wasting your time. You can't obviously do this in rapid fire succession. You would risk annoying people or most of the time, they're just not there to be notified of your tweet. You need to schedule your tweets so that they get send out at the most opportune time. This is the time that your target audience is most likely to be on Twitter. Also, you need to schedule your tweets so you don't need to send anything out on the weekend. Usually, people don't work on Sundays so you might want to leave Sundays off your schedule. On Saturday, may people only work half day or they don't work at all so you might want to leave Saturday off your schedule as well. The real action is in the regular week. Figure out where on average of influential people in your list lives. Try to figure out the average time where everybody has a high likelihood of

being on Twitter. Start from there and then schedule more and more blocks of time outwards from that central time. Also, you might want to schedule tweets every fifteen minutes or more. Anything shorter than fifteen minutes will seem spammy and annoying. If you worked hard to get followed by a very influential person in your niche, you might just be harming yourself and flushing all that hard work down the toilet if you send a blast of tightly packed scheduled tweets to that person. Don't abuse the tweet's scheduling system. Make sure that you send only quality and you send at the right time.

Chapter 10

Tweet To Get Noticed!

Twitter is like speed dating. You basically don't have much time to truly know another person. You basically get to know people in a very short period of time. In that short period of time, they say something that tries to get your attention. If they say the right things, you will dig further and you might want to follow them back. That's how it works. Just like in speed dating, you just don't have that much time to truly know the other person. You just have to keep processing your list. This is why it's very important to write tweets that have a strong subject line. Think of it this way: You only have one shot at making the right impression.

Influential people on Twitter are very busy. Influential people in your niche are following hundreds of other people on average. This means that they are seeing all sorts of messages on their Twitter feeds. They don't have that much time to dwell on whatever it is that you are sharing. This is why it's crucial that the titles of the stuff that you are sharing immediately grab their attention. The best way to do this is to use certain shortcuts. You can appeal to fear. You can appeal to greed. You can try to be mysterious. You can use the term 'secrets.' You can appeal to their fear by using the word scam or hopes or fraud. Of course, throughout all these activities, you have to be very careful of the law. You cannot lie. You cannot misrepresent. You cannot commit fraud. If you do that, your whole social media marketing campaign will fall apart. Who wants to get sued? At the end of the day, the objective is to get a click from Twitter. That's the objective. But you don't have to bend your morals or break or lose your integrity to do it. Play within the bounds of ethics. It's okay to bend things just don't break them. Also, when you write titles, don't stretch things so far that the person who clicks your title will

get disappointed when they go to the story. The story must be able to deliver on whatever promises you make in the title.

Final Words

Marketing on Twitter is a marathon-it is not a sprint. It takes a lot of sustained effort over a long period of time for you to get the full benefit of Twitter. As mentioned above, the key benefit that Twitter brings to the table is not direct sales. Although direct sales would be nice, Twitter delivers something far more valuable. Twitter delivers influence. If you want to make money online, you have to have influence. You have to have authority. That's the bottom line. Why? People won't buy from you if they don't trust you. The number reason why people trust you is because they think you have credibility. In other words, they think you have authority. **Twitter helps you build authority** because you get to put your message and value proposition in front of the eyeballs of people that matter in your niche. If you play the Twitter game right, you basically piggyback on the influence and trust accorded to leaders in your niche and you compile your own authority and credibility because they referred you. That's how it works in real life. You can't just go into a company and expect to make a sale. Somebody should have referred you. When you get a referral, some of the authority and people's respect for the person referring you rubs off on you. This plays out the same way on Twitter. The more you get retweeted, the more you get talked to. The more you engage thought leaders and authority figures in your niche, the more you collect trust and credibility from them. Eventually, you gather enough trust, credibility and authority that you can start recommending your own products and start generating real sales. That's how you play the game on Twitter. It's not a short-term spamming game. The real game on Twitter is a long game. It's all about the long-term. By building your business on solid authority, you are building a business that can withstand the test of time.

Conclusion

Thank you for downloading my ebook. If you need assistance with Twitter or you have questions regarding any of the tips I mentioned in this ebook, feel free to contact me at contact@geneeugenio.com