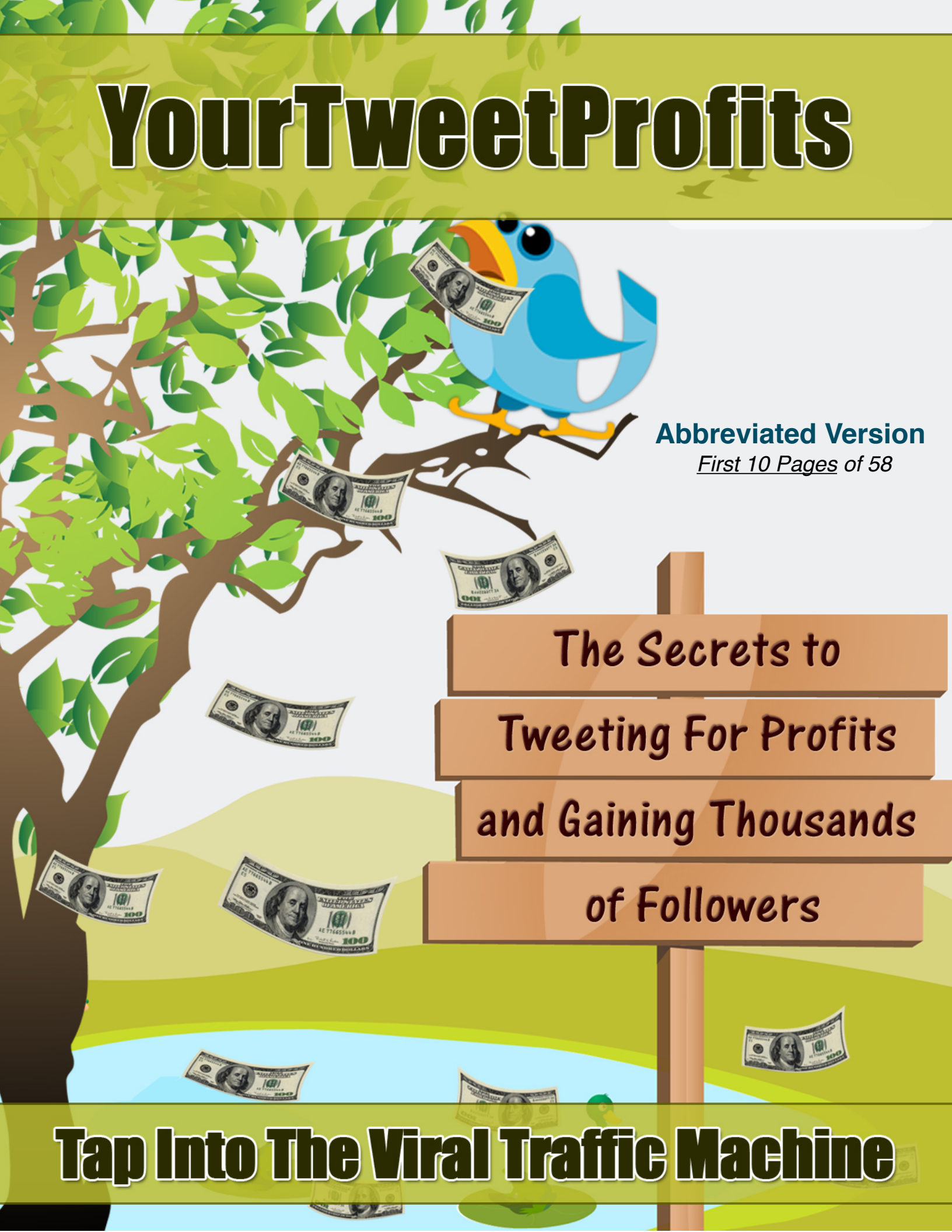


Your Tweet Profits

Abbreviated Version
First 10 Pages of 58



The Secrets to
Tweeting For Profits
and Gaining Thousands
of Followers

Tap Into The Viral Traffic Machine



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Make Sure To Watch All The Videos Included With Your Tweet Profits!



Introduction

Welcome To YourTweetProfits!

*First and foremost, thank-you for getting your hands on this valuable product which includes this e-Book as well as the video series and the accompanying **YourTweetProfits** exclusive member website access. The member website also includes many more tools and resources to help you master **Twitter**, and to make it an income producing machine for you **NOW**, and for years to come.*

You have made a wise decision to invest in this guide, as we are going to show you exactly how to get on Twitter and **dominate your niche and be recognized as a leader and an expert in your industry**. We are going to also show you how to get loads of traffic to your websites or products by using **Twitter**. This is often one of the main methods on how money is made off of **Twitter**.

Now, unless you have been under a rock, I am sure you have heard of **Twitter** and you have seen it everywhere. **Twitter is The fastest growing social networking site on the planet**. People are using **Twitter** to monetize their business, websites, offers, etc.

If you use **Twitter** correctly and utilize the techniques and strategies outlined within **YourTweetProfits**, you will quickly become a recognized name in your specific niche. This will then lead to more exposure, more traffic to your websites, and will ultimately lead to you expanding your business tremendously. **All of this leads to more money for you and your business**; one of our primary goals of this course.

If you are **NOT** on **Twitter** or are not yet utilizing it for what it is capable of doing, you are going to miss this amazing opportunity big time.

Some of the most successful people, and marketers in the world are using **Twitter** as one of their most powerful marketing weapons. Oh... did we forget to mention it is all **FREE!!** Everybody from people like: *Oprah, President Obama, ESPN, CNBC, Ellen, Dell Computer, Professional Athletes, Zappos.com*, to professional network marketers like *John Reese, Perry Belcher, Frank Kern, Brad Callen, Mike Dillard*, to your everyday "average Joe" are all using **Twitter** to build their brand name and their businesses.

Now It's Your Turn! Get Ready To Become a Twitter Master...



Tweet Insight

Did you know that **Twitter** is used by President Obama, and Oprah Winfrey? These are two very influential people in our society who see the power of **Twitter**.



Tweet Insight

Twitter is a “micro-blog” that was built on the simple phrase: “what are you doing?”

What is Twitter?

WHAT IS... twitter?

Twitter describes itself as “a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to the one simple question:

“What are you doing?”

Basically that is what it is...it is a *micro-blog that allows you to update your status with posts of 140 characters or less. To sum it up it's a short messaging tool.*

If you sit back and think about the different ways we communicate with people today we have the phone, text messaging, email, skype, instant messengers, etc. **Twitter** is similar to all of these with the exception to a couple of things.

- 1. You have to get your message across in 140 characters or less**
- 2. You are able to send a message to 10's of thousands of people at one single time (or in Ashton Kutcher's case, over 3 million people at a time).**

*When using **Twitter** you can post your updates, follow updates from others, view updates from others, send replies to others and also send direct messages (which are private) to others.*

Even though on the home page of **Twitter** is simply asks “**What are you doing**”, **Twitter** has evolved already as a place where people are posting their everyday experiences, sharing content, sharing videos, music, blogs, articles, news stories and advertising their businesses or products.

Twitter is becoming a cash cow for many online marketers and entrepreneurs and there is nothing better than FREE advertising and exposure. Twitter is the place to hit a huge audience which is growing everyday.



What is Twitter?

Twitter is where the Internet Used To Be...

Think about this. **When the internet first began it was a land grab.** Every business from everywhere knew they had to have a presence on the internet but didn't know what to do to make money from it. They were simply putting up the equivalent to a brochure and hoping it would make a difference and turn into money. **Even today with as advanced as the internet and web sites have become, most businesses just put up a website to have it there.** There are millions upon millions of websites out there that do nothing and as always in business that is good news for you. This is kind of what has happened on **Twitter**. **It was established in 2006 and has over 50 million users. It is actually adding over 20,000 new accounts per day.** Think about that. **20,000 people a day to connect with, network with, and who could potentially want your product or service.** Just because it has all of those accounts though doesn't mean people actually know how to use it for profits. They are just there sending out tweets or worse just sitting there and hoping for the best. Just like the internet was in the early days, so is **Twitter**.

People just aren't sure that it will work or what to do with it. **Twitter has one advantage though its not passive like websites, making the opportunity much more lucrative for those of you who take this course to heart and actually implement what's here.** The opportunity will be very rewarding for those of you who take this course to heart, and actually implement what's laid out here.

Take one of our clients for example, this guy is an expert marketer who has been marketing on the web for over 4 years. He even created a few courses on pay-per-click advertising, and when he came to us he only had 143 followers and not the slightest idea of how to make **Twitter** work for him. **In 24 hours using our principles he added over 900 new followers and for the first time, was in a position to know what to do with them. This is the power of Twitter!**

Here's the good news. By having people add accounts on **Twitter** the number of people who you can do business with is growing. In fact **Twitter grew 1382% from February 2008 to February 2009 alone.** Also remember that social networking is an *exponential effect* so the incline will *keep accelerating for quite some time.*

Even with this growth the number of people who will actually take the time to implement a proven step-by-step strategy for turning **Twitter** into profits is small. **That's the beauty of all business. But with Twitter its even better because of the captured audience and its interactivity.**



Tweet Insight

Twitter was established in 2006 and has over 50 million users.



Tweet Insight

Twitter has the ability to let you interact with others to build personal rapport and relationships.



Using Twitter For Your Social Marketing Profits

Whether you know it or not and I hope we are starting to give you a much better idea you could not be in a better position than right now to implement **Your Tweet Profits**. With the number of accounts as high as it is you have more niches to target and more people in those niches with more opportunity than ever.

This alone is proving to make the *Twitter* platform the most revolutionary new way to build your business, build relationships, partnerships, your reputation, to generate more traffic, to build your lists and create a targeted following of people who could potentially be future buyers or even future business partners.

Before we begin, Let's start with the golden rule of all Social Networking and especially *Twitter* where one wrong move will get you deleted from the following with a blink of an eye...

Don't be a spammer!!! We will explain exactly how not to be seen this way later but please always remember the above statement.

And if you are still wondering just how big this "*Twitter*" thing is, just turn on your TV or go visit <http://www.Alexa.com> and see what kind of traffic *Twitter* is getting; it will blow your mind.

Using Twitter For Your Social Marketing Profits

There is NO doubt that Twitter is one of the most effective marketing tools out right now to drive massive amounts of traffic to your website.

Here's what makes Twitter so special as a social networking site. **It does NOT do more than one thing.** That's right. If you go to your blog, or you go to Facebook, there are tons of things you can do and read or get distracted with. You can update pictures, write on your wall, post notes, share video's, have multiple articles for someone to sift through, etc. But with *Twitter* you are **limited to writing something to people and keeping it to 140 characters or less, now that's focus.**

Because of this supposed limitation it actually makes Twitter more powerful. You have a captured audience and if that 140 characters is powerful enough to the right audience you will absolutely create a following that wants to hear from you.

What makes it more powerful is that the way we teach you *Twitter* becomes the center of your social media world and when you do it this way and tie you other main social networking websites together now your really creating a powerful social media network.



Tweet Insight

A "tweet" is like a message broadcast to your followers that is limited to 140 characters.



Using Twitter For Your Social Marketing Profits

The top three sites that you should tie together around **Twitter** are: **Facebook**, **YouTube** and a **Personal Blog**; which we will show you how to do later in the course.

With Twitter there is no limit to the number of people you can reach. It is the ONLY one of all the social networking sites out there where you can gain 10's of Thousands of followers to build a bigger and more valuable list.

Facebook is probably considered the king of Social Media because of all of the different features it has and it's astronomical number of users. **But keep in mind that Facebook limits the amount of friends you can add to just 5,000.** Right now you can't go over that unless you want to build a fan page.

This is why its so important for you to make **Twitter the center of your social media marketing universe**, and tie Facebook, and other tools like a blog, and YouTube into it. ***It's a marketing strategy that will make you alot more money.***

And when you are done with this course you will have set up **Twitter** to tie in, and link back to your other social networking sites, and get people to become followers, friends or fans at all your different sites. **This is one of the most powerful steps you will learn as it creates a never ending cycle of potential new customers or clients.**

Just as one example many people on Twitter are using what they call RSS feeds. Basically what this means is that on your blog there is a place where every time you update your blog it will feed that information out to other places. We will show you how you can feed in your blog's RSS to the site from the website www.TwitterFeed.com. There is a small fee for this, but once you are all set up, every time you have a new blog post, the data gets "tweeted into **Twitter**". This can give your audience valuable content without having to do twice the work.

Not only does Twitter allow you to have unlimited followers, but it blows email away as a communication tool, and more people pay attention to you.

Think about this for a minute. Right now if I was to send you 10 emails a day with information you would probably get pretty annoyed with me and head for the unsubscribe button. However, with **Twitter** I can send out **30-50+ Tweets a day and people love it.** Think about this. You can actually connect with 10's of thousands of people multiple times a day and not have them hate you.



Tweet Insight

Tying in **Twitter** with your own personal blog, along with other social networks like Facebook, and YouTube are exceptional ways to build your brand.



Tweet Tip

Twitter is the best list building tool out there because it allows you to add unlimited followers that you can connect with and have them subscribe your various lists.

Using Twitter For Your Social Marketing Profits

So what's the difference?

First, email is not limited to 140 characters (*about 25 – 30 words*). Your email box is chock full and it takes someone time to figure out who it's from and whether its worth opening or not. We don't have time for that ... **done right Tweets actually are fun to receive** ... and as an added bonus Tweets will actually be able to get you a higher quality opt-in email list that we will teach you how to create and use strategically.

That's right, better and bigger email lists that you can use much more successfully for profits. ***Twitter is absolutely the best list building tool out there.***

For right now what we want you to understand is that because your Tweets have to be short and sweet you can actually send many of them out as long as they are seen as valuable to your audience.

A little further down in the course you will learn where to get valuable content and actually what kinds of information people want and exactly how to format that content for maximum impact.

The possibilities with Twitter are endless.

Twitter Can Create A Marketing Advantage in the Following Ways:

1. If you are an Online marketer or home business owner you can advertise your own products, business opportunities, websites or services.
2. You can search for others who are professionals for your outsourcing needs
3. Build great relationships and create Joint Venture partners
4. Gain a ton of free traffic for your websites by using a clickable link
5. Perform market research
6. Learn what the latest niches or hot topics are on Twitter in actual real-time
7. Build your e-mail list(s)
8. Find local people in your very same niche
9. Share knowledge and helpful tips
10. Let people know you are real and let them get to know who you are

Twitter is unique in this because of its numbers but also because **Twitter** is divided up by categories or niches which enables you to identify the right types of people who would be poised to hear from you.



Building Your Brand on Twitter

What You Can Learn from the Big Players and Guru's

We will definitely get into way more detail on this but suffice it to say there are already "Big Players" and "Guru's" on Twitter that are in your niche or area of expertise which is good news for you.

Most people get nervous when they look and see competition and sometimes have a "why bother" mentality. That couldn't be further from reality. **When we see competition we look at that and know there is a lot of money to be made tapping into their followers.**

Remember in business when you have a person willing to part with their money in one place they are very likely willing to part with their money in another place. And we are going to help make sure that other place is with you.

With Twitter you can tap into the established big players followers very easily, that's why making sure you understand your niche or target audience is critical to your success.

Marketing your particular products or services to 5000 of the wrong kind of people who are not that interested in what you have to offer is a recipe for disaster. You have probably heard other marketers talk about the **best way to make money is to feed a starving audience.**

On Twitter it is very easy to find your starving audience and target them specifically which we are going to teach you in this course.

Twitter is The Ultimate Branding Tool

Twitter is growing at such a rapid pace the chances for networking are endless and connecting with new people can lead to major career opportunities so it is essential for you to start build your personal brand NOW!

Major brick and mortar companies have understood the power of branding for centuries and the internet has not changed the need for branding, if anything it has made it stronger!



Tweet Tip

Twitter is the ultimate branding tool that lets you build a targeted following of people with similar interests.



Tweet Tip

It is highly recommended to brand yourself on Twitter by using your real name as your user name, then branch out from that with others.



Tweet Tip

Personalizing your Twitter page (or background) is one of the most beneficial things you can do for personal branding.

Building Your Brand on Twitter

When using *Twitter*, they are not keen on setting up multiple accounts and discourage it, but we know that having multiple brand images is important especially on *Twitter*.

First and foremost the single biggest brand identity needs to be **your name**. This is why it is so important to get your real full name for your *Twitter* username.

*Just like in the early days of the internet where major companies had Johnny Q Public owning their domain name, there are numerous famous people and multi-millionaire entrepreneurs who did not act fast enough to get their own name as their *Twitter* username and now they are paying for it. There is even a site now (Tweetxchange.com) where user names are bought and sold.*

No matter what your strategy, or what you sell, we highly recommend grabbing your full name as fast as possible. Also, if your full name is not available it is best to try variations.

Once you have your full name as an account you will want to know for yourself what it is you want to do on *Twitter*. What products and services are you offering and what valuable content you can offer to the right audience.

The biggest mistake you can make is trying to be all things to all people you might as well stop right now because you won't make a dime.

There are a few different ways to brand yourself on Twitter

1. Lead with your company (again, not recommended UNLESS you own the company)
2. You can try to do a mutual branding where you do a little of both, you might have your photo as the profile pic and then have your company logo as the background, etc.
3. 100% personal branding which is what we like to do.

If you already know what your product or service is then the first thing to do is find some top people in your niche and see how their pages look and you can get a very good idea how to construct your page. You will want to read their Bio's, look at their backgrounds, and even view their linked website.

If you don't sell anything now and want to get an idea of what niche's exist out there then use *Twitter* as your learning and discovery tool.



Building Your Brand on Twitter

How Do You Find These People You Ask?

Use the **search features** to find people who are looking for what you have whether it's your business opportunity or your products you are selling. You can find people from all over the world on **Twitter** that may be looking for what you have right now.

And **keep reading because we will give you all the links and methods** you need for searching and discovering what is going on in your niche or help you find a niche for yourself.

Becoming known as an expert or somebody that provides good content that has value is key to your success.

As you search Twitter and your niche you will notice that the big players are all offering **content of value**...this is the key to their success and also is the key to your success as well.

This all comes back to posting tweets that are helpful to people or add value to people. You can also provide posts that are entertaining, etc. **The best thing to do is if you are already an expert or involved with a certain niche, then by all means keep constantly tweeting about your expertise on that niche or topic.** You will become known as an expert and people will literally flock to you. That is why you want your Blog link on your **Twitter** page as well.

You can even survey or have Q&A sessions with your followers. Your Twitter following can spread like wild fire.

You want to have a Twitter marketing plan in place. You want to have as much information on your **Twitter** page as possible. That way people can find you and follow you on every site.

- **E-mail**
- **Websites (personal and corporate)**
- **Blog site (Wordpress preferred)**
- **Facebook**
- **YouTube**
- **MySpace**
- **LinkedIn**

Now just as I said you want all that information on your Twitter profile page, you also want your Twitter info on all of those pages as well.

Example: [Twitter.com/DeanPerrone](https://twitter.com/DeanPerrone), and [Twitter.com/TylerChianelli](https://twitter.com/TylerChianelli)
We have all our other sites and social networks linked in so people can connect with us.



Tweet Insight

One of the most important and most successful ways to generate substantial profits from **Twitter** is by tweeting content that has VALUE.



Tweet Tip

You can build rapport with your followers by tweeting “other peoples stuff” thus making this a very simple and effortless task to build your business.

Building Your Brand on Twitter

So How Do I Get Started If I Don't Have Any of These Things?

We are going to show you how to get started with Twitter even if you don't have a website, blog, or any YouTube videos, etc. Now that you have a sound understanding of what *Twitter* is and how it works we are going to dive into several important aspects on how you can *Tweet for profits!*

Quite frankly, we are going to show you how to even get a business up and running even if you don't have one right now and you can learn as you go. *You are going to be able to “piggy-back” off of other big successful online entrepreneurs to start putting profits in your pocket right away.*

Suffice it to say that all of the building blocks to dominating *Twitter* are right here for you whether your more advanced marketer or just starting out online.

So let's get started...

We are going to teach you some very valuable things that you will be able to incorporate with your Twitter account such as:

- Learning the *Twitter* language
- How to effectively search
- What a Retweet is and the power behind it
- Finding people in your geographical location or town
- Learn about the 90/10 Rule and how to use it to your advantage
- How to do market studies on *Twitter*
- How to build rapport with your followers
- How to build your niche
- Linking and shortening URL's into your tweets
- Twitter methods to build your personal brand
- Sharing videos, images, and music
- How to get custom background done for free
- How to build thousands of targeted followers
- What the big mistakes are on *Twitter* and how to avoid them
- How to automate the whole process with our secret *Twitter* tool
- And much more...

Let's Do This!