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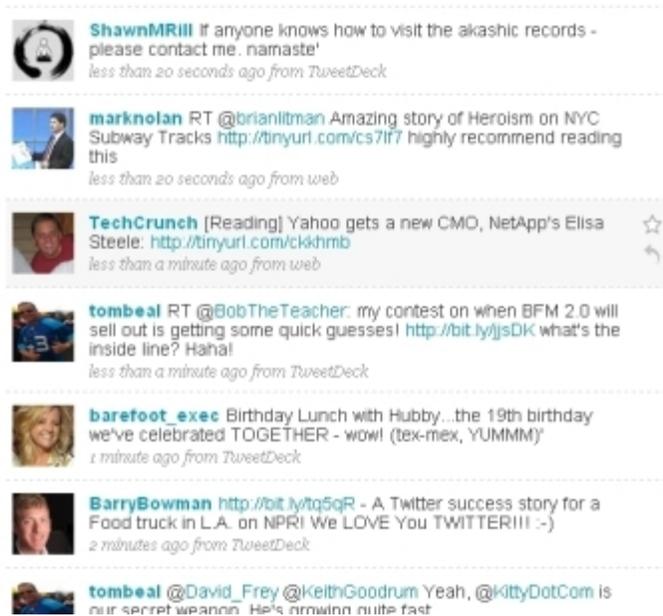
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The Twitter Advantage.

In recent month's, the media has gone crazy talking about Twitter. Twitter is best described as a "Mini-blog." Each post you make can only be 140 characters long (around 2-3 sentences). Each time you make a post, those who have selected to "Follow" you, are instantly shown your message.

Here's a quick snapshot of some posts or "Tweets":

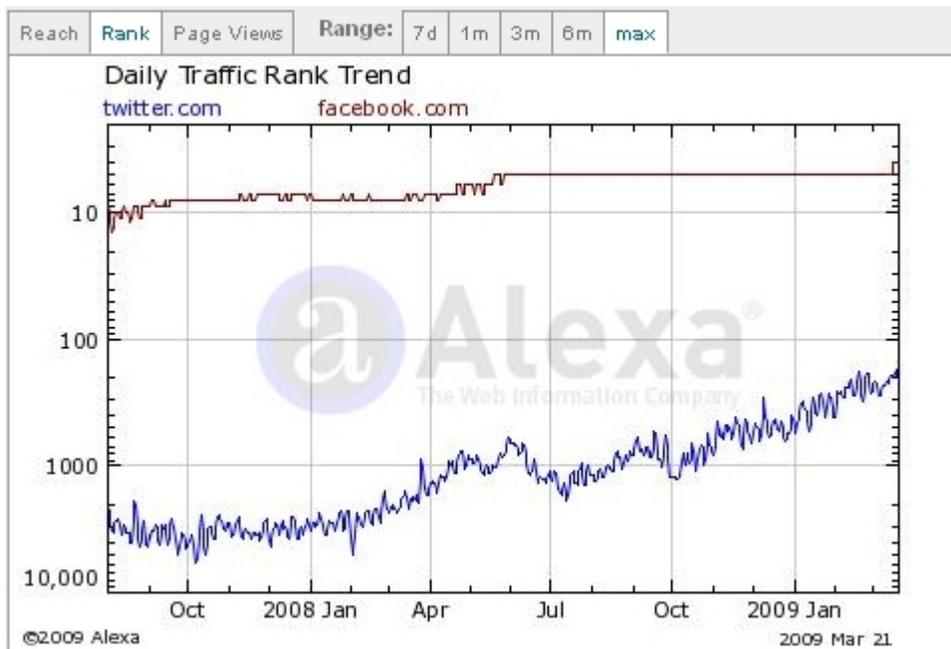


Many lead reporters and anchors now use it to interact with viewers and celebrities use it to interact with their fans.

It's an opportunity for average people to have a chance to communicate and get insight from folks they respect.

The result of this has been an explosion in growth. To "Tweet" or post a message on Twitter is becoming a common word in many people's vocabulary.

Here's an idea of the popularity of Twitter:



Compared to Facebook or other leading social networking sites, it's still in its infancy. When many people hear about it, they don't get it. It sounds like a waste of time.

But, when you do start using it, you soon discover the value in it. In addition to connecting with friends, family, colleagues, or others you want to reach, there are those providing community information, news, interesting articles about your favorite hobby, and much more.

It's a lot like a short, quick, and timely "people generated" information database. It gives detailed information you can't find elsewhere on the web.

Of course, you may think that this sounds great. But, what does it offer you as a business owner? How can it make you more money?

To answer this question, it's important to look at other ways to reach your customers on the internet.

First, there's email. Years ago, you could send an email it didn't matter what it said. There was so little competition and spam filters did not exist. You could get your messages read.

Then, spam filters came along and loads of others started competing for your email subscribers' time. Email was no longer a “surefire” way to get your marketing messages read.

Soon after spam filters became a problem, RSS feeds (found on every blog) were touted as their replacement.

RSS stands for Really Simple Syndication and allows readers 100% control over your communications. They click on a button to subscribe that may look like this:



Then, if they want, they unsubscribe just as easily. You as the publisher may have no idea what they're doing.

Unfortunately, RSS sounds too technical. It requires an RSS reader. Although it's far from dead, it has never caught on with the mass public.

This is where social media sites, such as Twitter come into play. It's far from technical and has more mass audience appeal.

You can encourage your customers to follow you on Twitter. It's a way to build relationships on sites your customers check sometimes multiple times a day.

Twitter can be more effective than other social networking sites, such as Facebook.com or LinkedIn.com because it's just like an RSS feed. You simply click “Follow” on somebody's profile to opt-in to their messages. If you don't want to receive communication from someone, you simply hit “Unfollow.”

With Facebook.com and LinkedIn.com, it requires both people to confirm the opt-in. This creates a more personal environment and its not always ideal for business purposes.

It can sometimes be a lot easier to get a customer to follow you on Twitter than on Facebook.

At the same time, social media sites, such as Twitter are not necessarily replacements for email. Rather, they're best used as a compliment.

Here are some examples of how you might use Twitter:

- Post stories of your life (you don't necessarily need to give every detail),
- Update customers when you have an upcoming webinar, teleseminar, or show on a live streaming site, such as Ustream.TV.
- Let customers know when you publish one of your better blog posts they'll be interested in
- Let customers know about a particular offer, though, having a majority or even just a lot of tweets on offers misses-out on the “social” part of social media. You're not building relationships when all you do is promote without delivering value.
- Promote your message and ideas. Become a “Thought leader” your customers follow.
- Deliver tips or other content.
- Promote upcoming events

Essentially, you want to allow your customers to get to know you. It's a great medium to drive targeted prospects to content that then sells them on your products or services (for instance, you can promote free reports or teleseminars).

It really is a “Mini-blog.” The same information you post in a blog might fit in Twitter. The only difference is that you can give a lot more little details in your tweets.

For more specific tactics on using Twitter to generate traffic to your sites, there's a guide called, “Twitter Traffic Exposed” available at:

→ **Twitter Traffic Exposed**

Overall, you should think of Twitter as a way to cultivate a loyal following. You can connect with new prospects, build relationships with existing customers, and generate more sales as a result.

Setting-Up Your Profile For Optimum Results.

To get started, head over to [Twitter.com](https://twitter.com) and sign-up for an account by clicking on the create new account button on the homepage. You're then taken to the sign-up page to fill-in the following information.



The image shows a portion of the Twitter sign-up form. It features two input fields. The first field is labeled "Full name" and contains a vertical cursor. To its right is a grey button with a right-pointing arrow and the text "enter your first and last name". Below the "Full name" field is a "Username" field. Underneath the "Username" field, the text "Your URL: <http://twitter.com/USERNAME>" is displayed.

For your full name, you want to use your real name. You want to come across as a real person.

Similarly, you likely want to use your real name as your username if it is available. If your name is not available as the username, you can try to add an underscore “_” in between your first and last name.

If you want to create a Twitter account just for your business, then you may use your business name as your username. If you choose to do this, you might have a personal account as well.

Since it's social media, you want to come across as a real person. Picking your name as your username helps you instantly do this when others stumble across your profile.

After you fill-in this basic information, you're asked if you want to see if others in your email address book have an account. Go-ahead and do this and then click “Continue.”

Next, you're given suggested users to follow. Go-ahead and add some if you choose. Just don't spend a lot of time on finding others just yet.

Once you've created an account, it's time to adjust your settings. Click on the “Settings” link in the upper right corner:

Settings

You can then fill-in your account information:

More Info URL:
Have a homepage or a blog? Put the address here.
(You can also add [Twitter](#) to your site here)

One Line Bio:
About yourself in fewer than 160 chars.

Location:
Where in the world are you?

Language: 
What language would you like to Twitter in?

Protect my updates
Only let people whom I approve follow my updates. If this is checked, you WILL NOT be on the [public timeline](#). Updates posted previously may still be publicly visible in some places.

This information is important. Your URL and bio helps you get results out of Twitter. Think carefully about what you choose. Consider referring others to your opt-in form, blog, or other “first step” that brings folks into your business.

For the “Protect my updates” check box, this allows you to hide your tweets to only those who are approved by you. In most cases, you don't want to do this. Exceptions might be if you want to keep your tweets exclusive to just your customers. It might act as a special bonus that just your clients get.

After you've adjusted your account information, you can set-up your cell-phone so you can send and receive tweets by going to the “Devices” link on the settings menu:



To tweet with your cell phone, just send a text message to the number you're given. After you've set-up your cell-phone, you can turn off the function to receive tweets.

Next, upload a professional picture of yourself:



This picture is important because it is what people will see whenever you make a tweet. If you desire, you can occasionally switch your picture-up.

Finally, there is one last area you can adjust. You can change the design of your profile by clicking on the “Design” link next to the “Picture” link.

To get a lot more from your profile, Twitter allows you to upload custom backgrounds. This custom background gives you more room to promote yourself and your products and services.

For a tool to quickly create and customize your background, check-out a site at:

→ [Customize Twitter](#)

Having a Twitter background gives you far more room to tell about yourself and what you have to offer your followers.

Alright, let's move on to talk about what to do when your account is set-up.

Your First Steps.

When others come across your profile, you want them to immediately see the value in following you.

Get started by adding 7-10 or so quality tweets. Offer tips, a little about yourself, and so on.

Only once you've got your account going, then you can get others to follow you in two key ways:

1. **Let your customers and prospects know of your presence on Twitter.** You can add a link to your profile in emails, on your other social networking sites, after your name in forums, on “Thank you” pages customers see after they buy your product or service, in order confirmation emails, and anywhere else you can think of. Your Twitter profile is a great way to get your customers to opt-in to your communication in a low-pressure way.
2. **Begin following those you're interested in.** There are tons of outside sites that list and organize Twitter users. One that has all of the top users is at: <http://twitterholic.com/>. Another strategy is to go through the “Followers” list of those who you initially follow. You also might use the built-in Twitter search feature to find those talking about topics of interest to you (it's located in the upper right corner).

You will find that as you follow others, they'll often reciprocate. However, the goal should not be to get as many people as possible to follow you. You want to connect with those who will actually be interested in what you have to offer and you'll be interested in hearing from them.

It doesn't matter how many followers you have if none of them read your tweets or is interested in your offers. What's important is cultivating a loyal following who wants to read your communications.

A cool software to help you recruit and connect with targeted followers called, “Viral Tweet Software” is also an option. You can check-it out at:

→ [Viral Tweet Software](#)

Finally, once you get some initial followers and you're following others, jump-in on the conversations already taking place in addition to your regular tweets.

To communicate, there are two important symbols you should know:

1. @ (Shift + 2) -- Means to "Reply." By putting @JoeSmith, you can publicly reply to other people. By putting the @ symbol, the other person will be notified of your message. For private messages, use direct messages located on the right side.
2. RT – Means to "Re-tweet." If somebody else makes an interesting tweet you can give them credit by putting RT@JoeSmith.

An important point about Twitter is that your experience with it depends a lot on who you choose to follow. If you're able to connect with interesting people, you get a lot more from your Twitter experience. This means you should invest time in carefully selecting who you do and don't want to follow.

For more advanced tips to profiting from Twitter, check-out a free guide over at:

→ [Twitter Report](#)

Recommended Resources:

- [Twitter Traffic Exposed](#) – System to generate website traffic with Twitter.
- [Viral Tweet Software](#) – Tool to help grow your Twitter followers.
- [Twitter Report](#) – Free report on how to profit from Twitter.
- [Twitter Lead Generation](#) – Course on using Twitter
- [Customize Twitter](#) – Custom Twitter Backgrounds