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Your Twitter Cheat Sheet

Welcome to your cheat sheet for marketing on Twitter. Twitter is a great platform for generating leads, sales and finding people, highly targeted people who will be interested in your business. Be sure to read through the whole thing and save somewhere you'll find it easily to refer back to.

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Getting Started

Get your Twitter profile up and running

Twitter is very simple to get up and running. Simply go to Twitter.com and enter your email address and a password then click sign up. You will then be taken to another screen; this is where you'll choose your username on Twitter.

Pick a username that reflects YOU. I highly suggest you use your own name if you can, if it's already taken you can add a number at the end. You want to be found easily regardless of which platform you're using.

You want people to find you so brand YOU, not a product or company. Next, click 'create account' and you're set up.



Twitter is great for helping you get started. They will suggest people you can follow. They will be popular accounts and brands etc. You will also have the option to follow people from your address book... your email accounts. It's entirely up to you if you do this but remember that if this is a business account, then choose who you follow carefully. You want the people who are interested in what you offer to see your tweets not just anyone and everyone.

You'll need to upload a profile picture. Choose one that you use on other social platforms so you will be recognised and found easily.

Anyone who is serious about using Twitter won't follow users who have no profile picture so I highly suggest you have one. The accounts with no picture are usually spammers or fake accounts; you don't want your profile to look fake. It needs to be professional.

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In the profile box you will need to put in your information. You can put in a website URL, a free opt-in or a group you manage. Wherever you want people to go put it in as a clickable link. Remember there is a 160 character limit so keep it brief and to the point.



Getting to Grips With Hashtags

Hashtags

Hashtags are the source of search on Twitter. Examples *#onlinemarketing* *#marketingtips* *#socialmediatips*

This is how people find people to follow on Twitter so use relevant hashtags and I suggest no more than 4 or it can look spammy and Twitter lovers really don't like spam.

Hashtags can be used anywhere in a tweet like this For your *#onlinemaketingtips* to help you build your *#onlinebusiness* ([clickable link here](#)) *#marketingonline*

What is attractionmarketing? Find out how I use *#socialmediamarketing* in my *#onlinebusiness* ([clickable link here](#))

Of course you will put a clickable link in the tweet. I suggest using bitly links. They are well trusted online. You can create your bitly links here www.bitlylink.com

Start Tweeting

Now you're ready to start tweeting and building your account. In the beginning I suggest you tweet once per hour over a 12 hour period until you begin to build up your following and followers. I suggest you go here to find out the official Twitter limits <https://support.twitter.com/articles/15364>

Remember the limit for a tweet is 140 characters!



Your Daily Action Plan

Have a Daily Action Plan on Twitter

A daily action plan on Twitter is essential. It is a fast paced social network however; if it's done right it's very effective for building a business. Again, don't make it a feed full of your products or service. Keep the balance here or you will be unfollowed very quickly and even labelled as a spammer. That you definitely don't want!

When people are scrolling through Twitter they want to feel good and they are usually looking for something specific. To be an effective business owner on Twitter give more of the feel good stuff then the biz stuff.

If your feed is uplifting, informative and engaging then people will click on your call to action when they see it.

You don't need a call to action on every tweet (too much), stick to the 20% rule here, 20% biz and 80% motivation etc. You can re-tweet other peoples' content also that has high engagement.

Tell people how your product or service can help them

People love to know what's in it for them so let them know in your tweets exactly how you can help them.

Here are a couple of examples...

1. Social media not working for your biz? Join me and I'll show you exactly what you must be doing [\(link\)](#)
2. Not sure how to build an email list? Today I'll show you how to build it quickly [\(link\)](#)

Time saving Twitter tricks and apps

The sawiest marketers schedule their social media to leverage their time. There are various scheduling tools out there but I prefer postplanner. It's a scheduler that I use for Facebook and Twitter. It has saved me so much time and the best part is there is a ton of content to choose from that can be used with a couple of clicks. It won't be shown on your Twitter feed that your posts have come from postplanner which is great. You can find it here <http://zfer.us/51Zto>



Smart Twitter posting ratio

Just like any social network, no one wants to see spammy accounts. If you're building a home business or online business then make sure you don't fill your feed with links to your products. Take the time to post motivational and self-development posts. You can use text tweets as well as pictures. You can upload up to 4 pictures in one tweet and one picture takes up to 24 characters.

In the beginning tweet around 10-12 times per day, evenly spaced out. Hourly is good. Follow at a ratio of 1-1 to begin with. Equal amount of following to the amount of followers you have. This can seem slow but as you build up your account Twitter will let you know if you're following too many in relation to the followers you have.

When you're building your business time is a valuable commodity. The more help you have for saving time the better.

Here are my favourites...

TweetJukeBox

This is a great tool for scheduling your tweets. There is a free version that offers a few different options then there is a paid version for around \$12 per month and it's worth every penny.

You can load in your tweets and schedule them out within a specific time period then they can be rotated on a 24/7 cycle. Huge time saver!

To get you started TweetJukeBox gives you pre-loaded tweets to get you started so make sure you use them.

You can load in your own content such as blog posts, group posts from Facebook groups you manage etc. that will have your content rotating 24/7. This will get those all-important eyeballs on your biz!

www.tweetjukebox.com

Status Brew

I love this tool. I use this to follow and unfollow. It also has a scheduler built in. Again, this is a few bucks per month but a huge time saver. This lets you send automated direct messages to your new followers. This is a personal choice whether you use it or not but I think in the beginning it's a great idea to have a message automated with a link to a valuable free gift from you. This is great for lead generation although you will need a LOT of followers for this to work. Twitter is a numbers game...the more followers, the more leads. www.statusbrew.com



Who should you follow?

This really does depend on your niche. You need to think like your prospect or your client. What would they be looking for as they scroll through their feed? Look at others in your niche and check out the hashtags they use and who they follow. Use what you find as a guide. It does take a bit of practice and research but getting your following right can save you time AND build your business.

I suggest you don't follow users with no profile picture or a weird looking profile. Fake profiles are a waste of your time a follow.

To keep your followers, be sure to post relevant content daily, consistency is key on Twitter.



Getting Creative on Twitter

Get creative on Twitter

To benefit fully from your tweeting efforts you need to be creative. Most people use only the basic tweet function but there is more you can do to help grow your business

Keyboard shortcuts

This is a great hack when you get to grips with it. It saves a huge chunk of time so it's well worth using.

Keyboard shortcuts		
Actions	Navigation	Timelines
f : favorite	? : this menu	g h : <u>h</u> ome
r : reply	j : next Tweet	g r : <u>r</u> eplies / mentions
t : retweet	k : previous Tweet	g p : <u>p</u> rofile
m : direct message	space : page down	g f : <u>f</u> avorites
n : new Tweet	/ : search	g m : <u>m</u> essages
enter : toggle details pane	. : refresh Tweets and back to top	g u : go to <u>u</u> ser

Who to follow

Use specific hashtags to find people you can help. For example, if you help home business owners market themselves online like I do then think about common business names #youngliving #itworks #herbalife. You will find thousands of people tweeting using those hashtags and they would be people you can help. By following them you're getting your content in front of them.

Saved Searches

Another time saving hack for you; Rather than go through the search function every time you can search for something once and save it.

Type what you're searching for in the search bar. My example is #selfdevelopmentquotes

Now click on more options and click save this search

Now when you want to search for the same thing in the future your saved searches are there for you to see.

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The screenshot shows a Twitter search interface for the query "self development quotes". At the top, navigation icons for Moments, Notifications (6), and Messages (12) are visible. The search bar contains the text "self development quotes". Below the search bar, a blue header displays the search results. The results are filtered by "Accounts".

Account Recommendations:

- WealthyGorilla.com** (@WealthyGorilla): The #1 Source of... for Ambitious Individuals: entrepreneurship, Self...
Profile picture: A cartoon gorilla. Header image: "LIFE'S A JUNGLE IT'S TIME TO EXPLORE WEALTHYGORILLA.COM".
- Dalai Lama** (@DalaiLama): Welcome to the official twitter page of the Office of His Holiness the 14th Dalai Lama.
Profile picture: A portrait of the Dalai Lama.

Tweet:

Tangible Triumph @Tangible_T · Sep 15
Great website based on Personal **Development** and **Self Help**.
tangibletriumph.com
#motivation #quotes #life #selfhelp #bloggerswanted

Engagement: 2 retweets, 6 likes.

At the bottom of the browser window, several open tabs are visible: "Noticed a....png", "Getting Creative o....png", "Time Saving Twitt...png", and "Your Daily Actionpng".



Getting Noticed and Re-Tweeted

Get noticed and re-tweeted

Because Twitter is a fast paced platform you must stand out from the crowd and be noticed. There are a few ways you can do this...

1. Re-tweets. The best way of being re-tweeted is to ask for it. You will notice tweets with a re-tweet request on them. Don't be shy, just ask. It's been noted that for every 1,000 followers you can expect around 2 re-tweets.
2. Use images in your tweets, they are more popular
3. Hashtags, use them. The average is 3 or 4 but some people use 5. Entirely your choice but remember don't be spammy.
4. Pin a tweet. This is a great lead generation tool if it's done properly. Create a bright graphic with a clear call to action and a clickable link. This is probably how you found this Twitter cheat sheet. It's simple to do, just click the tweet you want to pin then click the '...' icon and select pin to your profile page and it's done.



Your Twitter Cheat Sheet



Thank you for requesting your Twitter Cheat Sheet. If you apply what I've taught you your business will grow as you build your account.

Here are some other resources to help you even more.

My blog where I provide free, valuable training for entrepreneurs www.eleanormross.com

My Facebook community www.facebook.com/groups/magnetic-marketers

Take a look at the system I use to generate leads daily AND build my business here <http://bit.ly/2dB7FR6>

Wishing you huge success!