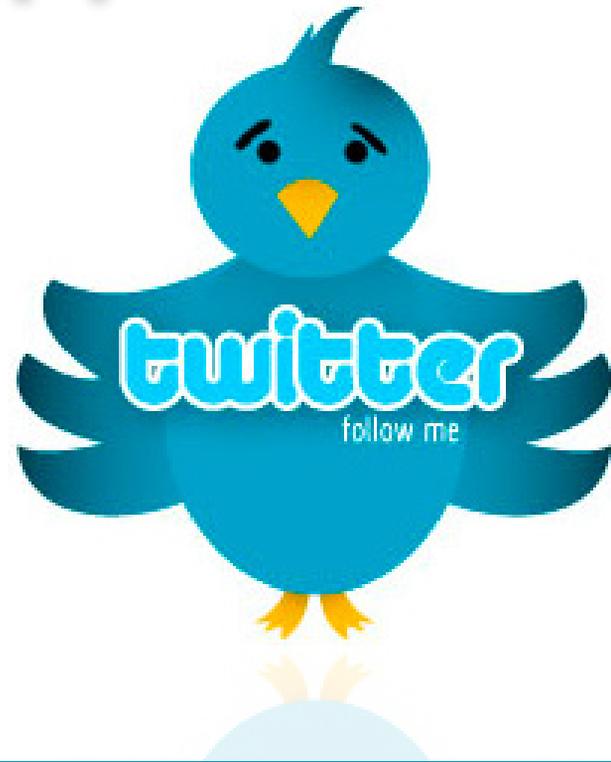


20

*Tips* to  
Jumpstart  
Your  
Twitter  
Network



E-Book

**SmallBiz** *Ladies*   
Melinda Emerson

[www.SucceedAsYourOwnBoss.com](http://www.SucceedAsYourOwnBoss.com)

## 20 TIPS TO JUMPSTART YOUR TWITTER NETWORK

Twitter is a perfect medium for building an online brand, getting instant feedback from your core audience, strengthening two-way communications, creating partnerships and building relationships.

Here are 20 tips that will help you become a “Power Twitter User” in no time.



### TWEET DAILY

Try to tweet at least once a day. Consistency is important to building a relationship. Ultimately to want to build up to four times a day.



### DEVELOP A LISTEN STRATEGY

Spend time in Twitter Search tracking brand terms and related keywords. You’ll learn a lot about your target audience and competitors. Twitter is a great way to learn what your customers really need from you.



### ADD VALUE TO THE CONVERSATION

Add value with every tweet. Don’t just tweet for tweeting sake; make every 140 characters count! In fact if you tweet in 125 characters you leave room for people to retweet you. [Note: a retweet is when you repeat someone else’s message, including their Twitter handle giving them credit for the original statement.]



### CREATE LASTING CONNECTIONS THROUGH CONTENT.

Once you identify your customers’ needs and interests. Then create content around those needs and interests. Every article your tweet or original blog post you create should solve their business problem. That shows you really do understand their business.



### ADD A HUMAN ELEMENT

Don’t just tweet about your core content. Add some personal detail occasionally about your kids or funny things that happen or tell the story behind your product or service. Customers are more likely to feel loyal if they realize there are human beings behind all those tweets.



### USE A 4:1 RATIO

Promote other people’s content over your own. Tweet news articles and blog posts of interest to your core audience. It’s important to keep a balance between self promotion and providing useful information.



### USE TOOLS TO PARTICIPATE IN REAL-TIME DISCUSSIONS

Use an online management application like Tap11, Hootsuite, or Tweetdeck and set up specific feed columns. In addition to a direct message (DM) column, maintain a column for close contacts. This creates an easier way to follow threaded conversations, and respond accordingly.



### MONITOR YOUR TWITTER PROFILE

When you go to Twitter daily, be sure to click your @replies to make sure you respond to anyone talking directly to you. Also you can monitor comments through Google Alerts and Postling. The alerts are sent to your email, so you can pick up threads you've missed if you had an especially busy day.



### FOLLOW AND RETWEET YOUR CLIENTS (RT)

Follow all of your clients, take a look at their Twitter streams, so you can retweet several of their messages.



### DON'T GET TOO INFORMAL WITH BUSINESS TWEETING

Don't let Twitter's intimate feel and personal connection lull you into "anything goes." You can easily turn off and offend customers, who probably couldn't care less about your political views or after-hours activities. At the very least, they may question your business judgment.



### USE FOLLOWFRIDAY #FF STRATEGICALLY

Use #FollowFriday recognition to give a major shoot-out to people on Twitter. Try to highlight people who you interact with each week. It's especially nice to acknowledge people who have been big supporters of your content or who's articles really enriched your Twitter experience during the week. Always thanks people who give you a #FF mention.



### SEEK AND USE TWITTER TESTIMONIALS

Just like on LinkedIn, seek testimonials from current clients or clients who've recently hired you via Twitter. Be sure to favorite the testimonial tweet so that you can use them later on your website. You can ask them to tweet their experience and offer them a discount for next time, if they do it. It's a great way to receive testimonials.



### GIVE RETWEET LOVE

One way to strengthen twitter relationships is to give retweet love, when you see a post that you like. It's also good to leave a comment on blog posts that you like. The best compliment you can give someone on Twitter is to share or retweet their message.



### FOLLOW @MRTWEET @MRTWEET IS A PERSONAL ASSISTANT TO ANYONE ON TWITTER

He recommends users to follow. He also gives you a list of people outside your network that you should be following and provides a list of followers you have that you presently don't follow and might be a good fit in your twitter community.



### BACKUP YOUR TWITTER ACCOUNT DID YOU KNOW TWITTER ONLY LETS YOU SEE YOUR MOST RECENT 3,200 TWEETS?

Take control of your Twitter account and make it permanent so you don't lose any tweets or valuable information about your customers! Consider one of these options Tweetake (<http://tweetake.com>), BackupMyTweets (<http://www.backupmytweets.com>), and TweetBackup (<http://www.tweetbackup.com>),



#### PARTICIPATE IN TWITTERCHATS

Every Wed 8-9pm ET I host #Smallbizchat on Twttr. You can use Tweetchat.com or Tweetgrid.com to join or conduct a chat. It's a great way to find and speak directly with your core audience and get noticed on Twitter.



#### USE TWITTER LISTS

Create a Twitter list of all your top competitors, friends and customers. This helps with finding information to RT and it allows you to focus on your interaction and nurture relationships. You can also observe and listen to what your competition is working on.



#### DO A GOOD JOB OF SAYING THANKS

Recognize that no one has to retweet your stuff or say they like it. They are an unpaid sales force for your brand. Everyone likes to see their own name, so personalize your thank you messages on Twitter as much as you can.



#### SUPPORT PEOPLE WHO SUPPORT YOU

Whenever I get a compliment, recommendation or Retweet, I try to return the favor. I will follow the person immediately. Then, I will look in their Twitter stream to see if there's any content relevant to my audience that I can share.



#### GIVE FREE ADVICE

Answer quick questions live on Twitter. Also use your blog to give advice to your customers and I have done this so much, that I now answer Twitter questions every Friday with video on my blog at [www.succeedasyourownboss.com](http://www.succeedasyourownboss.com)



# BECOME YOUR OWN BOSS

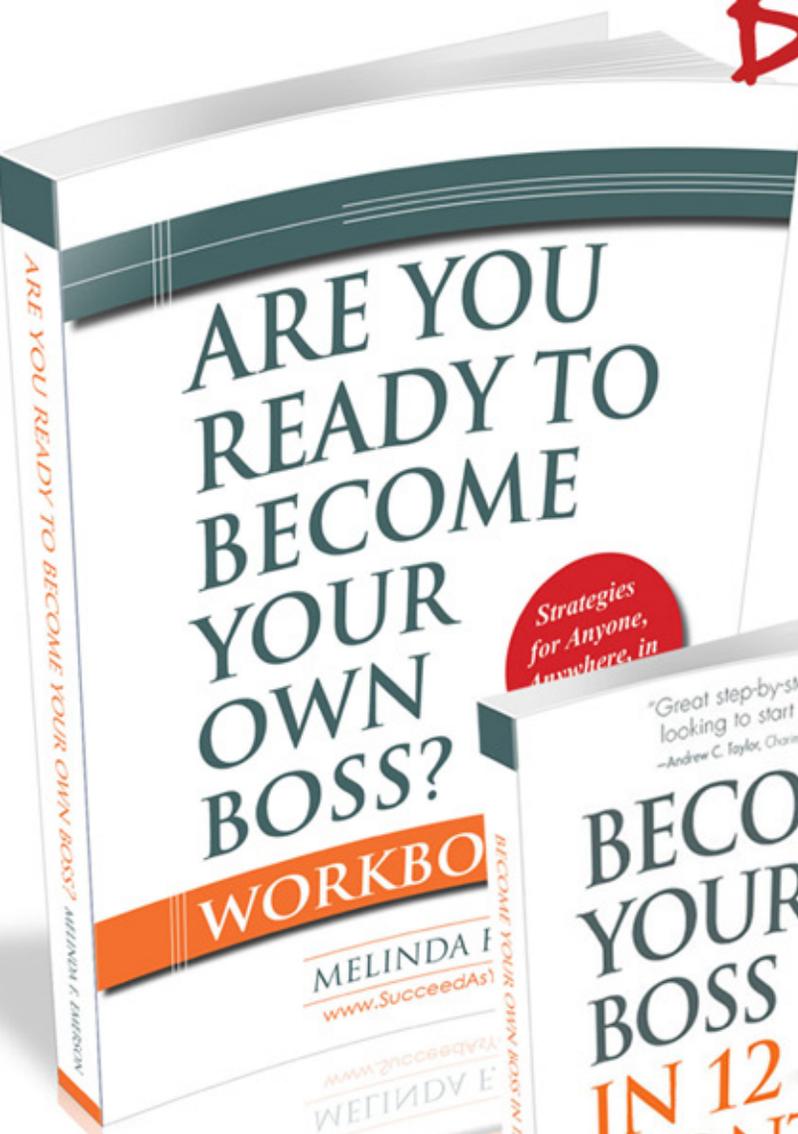
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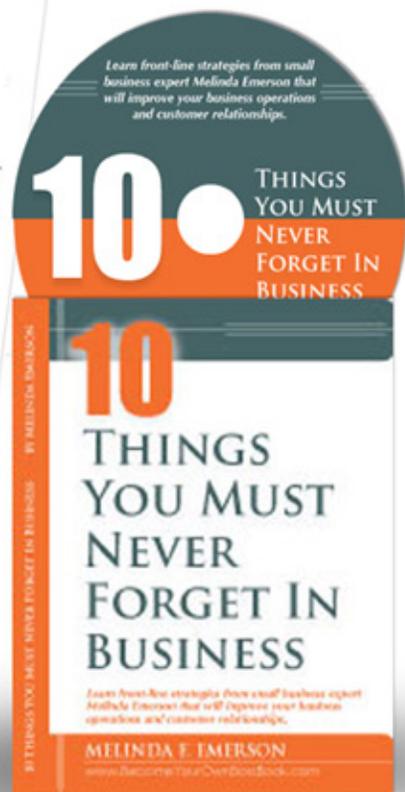
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10 THINGS  
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## ABOUT MELINDA EMERSON

Melinda F. Emerson, **SmallBizLady**, is America's #1 small business expert. She is an author, speaker and small business coach whose areas of expertise include small business start-up, business development and social media marketing. As CEO of Quintessence Multimedia, Melinda develops audio, video and written content to help her Fortune 500 clients engage small business customers. She is a weekly columnist for the You're The Boss blog for the New York Times. She publishes a resource blog, [www.succeedasyourownboss.com](http://www.succeedasyourownboss.com) which is syndicated by the Huffington Post and hosts a weekly talk show on Twitter called #SmallBizChat for today's entrepreneurs. She reaches 1.5 million small business owners weekly on the internet. *Forbes Magazine* named Melinda Emerson #1 Woman for Entrepreneurs to follow on Twitter. Melinda has been featured on MSNBC, Fox News, NBC Nightly News and in *The Washington Post*, *Fortune*, *Essence* and *Black Enterprise*. She is also the author of the bestselling book "Become Your Own Boss in 12 months; A Month-by-Month Guide to a Business That Works." Melinda is a graduate of Virginia Tech.



To your success,

A handwritten signature in black ink that reads 'Melinda Emerson'.

Melinda F. Emerson "Smallbizlady"

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