

A Beginners Guide To Twitter!



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Introduction

The web is evolving... and it's evolving right now.

It's a bold statement but it's 100% true. As Internet Marketers, we need to be aware of the latest developments of the web so that we can capitalize on them as they bloom.

Ever heard the saying, "Timing Is Everything"?

There's nothing more true online. I should know because I've been trading on the Internet for over 7 years now (since 2002).

I've been involved with many different projects through a variety of media. I started out with Ebay, then moved onto Clickbank and have been using all different types of tools in between.

In this small but concise booklet, you're going to learn about one of the most powerful "developments" that's taking the Internet by storm.

"Twitter.com" is one of the fastest growing sites online. And the reason why you need to pay close attention to it is because that more and more "normal" people are now tuning into it.

Celebrities and radio shows have recently started to "tweet"... which means that it's only a matter of time before the tool becomes main stream.

And you know what that means? MUCH BIGGER REACH for you and me.

Let me explain everything:

What Is Twitter & Why Should You Care?

I've been signed up with Twitter for a few months now – I signed up to follow my favorite IM gurus.

However, I haven't been "tweeting" for that long. In fact, I've only started properly using the service a couple of days ago.

Why?

It's simple – I didn't realize the full potential of this site.

Many think of Twitter as a "fad" or a "toy" which many are using to play a game of "This Is Your Life" with.

Well I got news for you – Twitter is one of the best and most powerful marketing tools on the planet.

But what is it?

Twitter is basically a service which you can sign up for and then post small "tweets" (posts) about your life.

It's officially known as a "mini blogging" service, which means that you're meant to post small snippets of information more frequently.

So instead of having a "real" blog, where you type out long, meaningful posts, you can just use the 140 characters in the Twitter post to write about smaller subjects, like "I just walked my dog" or "I just fed my fish".

This mightn't sound impressive, but the true power of Twitter comes from its open ability to have its community "FOLLOW" you.

Like Jesus, you can now "preach" throughout the day and a base of dedicated "followers" can read up on everything you're doing and posting.

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So if you're familiar with the whole "email list" concept – where you get people to join your list to give them information about a certain topic – you should think of Twitter as a similar type of tool.

However, Twitter isn't "meant" to be used to SELL things to people. It's meant as a tool to show others what you're doing, to give them a taste of what your life is like.

You get 140 characters per "tweet" to explain something. The more personal you are the better... however there's an added benefit to it:

➔ You can post live links in your profile AND your posts!

And you know what that means?

You can now grow a list of dedicated followers with half the effort of "content" marketing.

You can create a trusting bond between the two of you with personal, inspirational posts...

And you can "recommend" products and services with live links.

It's the perfect tool for creating a fan base with little / no investment!!

The Power Of Twitter For Business

We've established that Twitter is a great way for growing a "fan base" of people.

It allows you to connect with more customers / subscribers in your market like no other marketing tool out there... allowing you to grow your brand almost overnight!

But there's a problem.

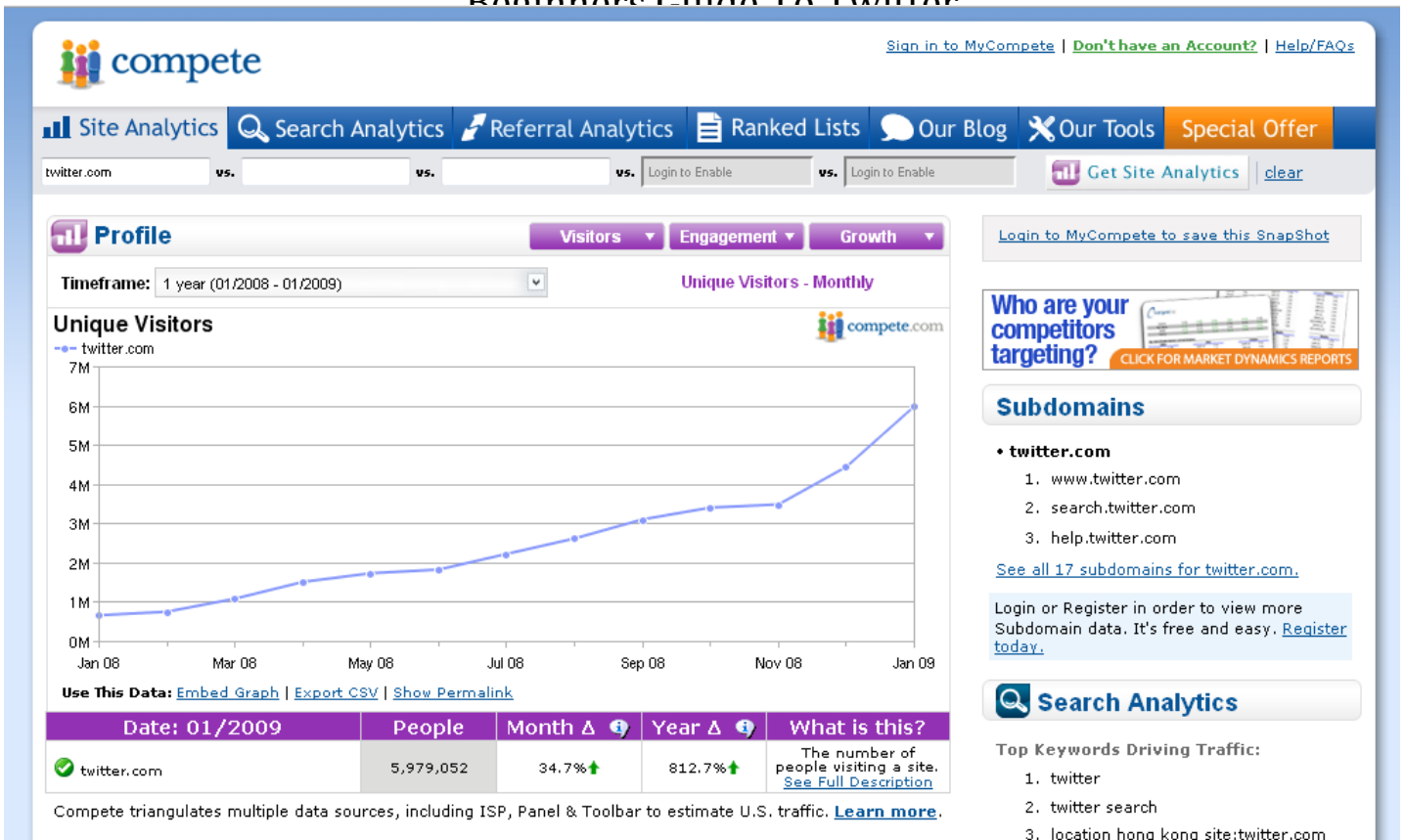
Right now, Twitter is only being used by the "Internet Savvy". It's only real power is to influence HUGE online markets, where a lot of computer literate people hang out online.

Examples of these include Internet Marketing, Computing, Technology, Blogging and even Dieting (the market is just so big).

You won't get any smaller markets on there such as gardening, shoes, quilts, scuba diving, etc at this time... Because Twitter isn't main stream yet.

However, that's all about to change.

Take a look at this screenshot of Twitter's "Compete.com" rank:



Although many people say you shouldn't "trust" these sites, I actually did some tests with a large site I used to own... and I found that this service actually reports pretty accurately.

I was getting 30,000 unique visitors/month to my site, and it was reporting that I was getting 10,000 – which is 1/3rd accurate. The important thing was that it covered the trends and growth of my site EXACTLY as they were happening in my Google Analytics account.

This means that this service can be relied on to tell us the basic details of a site's traffic...

So if we take the above picture of Twitter.com's traffic, take a look at how fast the site is GROWING. It's apparently growing at ~35% a month, which can mean only one thing – *more people are starting to use it.*

Couple that fact with something else that's been happening – the RADIO has started to use the service. DJ's are actually telling their listeners to follow them on Twitter... and people are doing it!

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This is great because it means that the site is not only getting more well known but it's becoming more popular with LARGER PARTS OF THE INTERNET POPULATION.

In other words, *it's becoming main stream right now*.

And that's why YOU need to start using Twitter to boost your business and brand.

And here's why:

The Power Of Twitter

Imagine this – you start a Twitter account in YOUR market.

You start posting few posts and then you start “following” people.

In return for following them, those people will follow you and your picture will appear in their “following” box.

Their friends see your picture and start to follow you.

The cycle continues until you have 1,000’s of followers.

The power of Twitter is simple: you can create an account and start to interact on a more personal level with your market INSTANTLY.

Because of the transparency and ability of Twitter to grow your fan base exponentially, you can easily boost your presence in just a couple of days.

Once you’ve got a decent following, you can then start to “recommend” products, sites and services to them... of which you will earn a referral fee or direct sales from.

It’s a simple concept which so many people (including myself) are only just waking up to.

The message here is that **Twitter isn’t just an Internet Marketers playground any more.... it’s a growing base for ALL markets!**

And this means that you can harness the power of Twitter right now to grow YOUR business.

The Twitter Effect?

Like an email list, Twitter gives you the ability to connect with a group of like-minded people instantly.

What's more, you can keep instant communication going with them every day so that you can build EMPATHY and TRUST with them.

This means that they will not only respond better to your recommendations / products, but they will also give you a great "launch pad" to start any marketing activity from.

In short – If you don't use Twitter, you're leaving a HUGE CHUNK OF MONEY on the table!

I'm building my own "Twitter Profile"... so if you want to see this powerful tool in action, please visit [MY TWITTER PAGE](#).