

# How To Increase Twitter Followers On Autopilot

Written by: Bill Platt, Owner of  
<http://thephantomwriters.com/> - Article Marketing Service  
<http://twitusers.com/> - Scheduled Tweet Service

To ensure that everyone gets the most  
Up-to-date copy of this ebook,  
Please send people to get this report at:  
<http://twitusers.com/autopilot>

# **How To Increase Twitter Followers On Autopilot**

**Written by: Bill Platt**

## **Table Of Contents:**

- 1. Introduction – page 3**
- 2. Actions Create Results – page 14**
- 3. Lessons From The Front Line – page 16**
- 4. Good Content Is King – page 18**
- 5. The Power Of The Retweet – page 21**
- 6. Learning How To Monetize Twitter – page 26**
- 7. Repetition Without Being Monotonous – page 31**
- 8. The Game Plan Executed – page 36**
- 9. In Conclusion – page 41**

To ensure that everyone gets the most  
Up-to-date copy of this ebook,  
Please send people to get this report at:  
<http://twitusers.com/autopilot>

# How To Increase Twitter Followers On Autopilot – Introduction

This will not be the typical Twitter ebook that you have read a dozen times before.

Our approach to Twitter is very different than the approach promoted by most other online marketers. In fact, of the dozens of ebooks we have read on the topic of Twitter, the only one that even remotely resembles our approach is the one written by Eric Bonnici that is available at:

<http://www.TwitterMarketingMindset.com/>

We differ from most every ebook on the topic of Twitter in three distinct ways:

1. How we approach finding new Followers;
2. How we approach building relationships with our Followers; and
3. How we approach the question of monetizing our Twitter Follower List.

My profile on Twitter is [@contentmanager](https://twitter.com/contentmanager) and can be found at: <http://twitter.com/contentmanager>

One look at our profile may discourage you, almost immediately, but don't be discouraged...

**We Would Prefer To Have 100 Followers  
Who Pay Attention To What We Say -  
Than To Have 100,000 Followers  
Who Ignore What We Say!**

When you take your first look at [our profile on Twitter](#), you might ask yourself,

**What can we learn from this guy?  
After all, he only has 4,000 Followers!**

Before you go jumping to conclusions, let me tell you about one of the smartest guys on the Internet – one of the most respected people in the online marketing industry. Let me tell you [@JohnReese](#)'s Twitter story. You can find him on Twitter at: <http://twitter.com/JohnReese>

Now, if you are one who has been around the online marketing industry for any length of time, then chances are that you know who John Reese is, and chances are that you at least respect what he has accomplished with his online businesses.

If you do not know who John is, you can read his biography online [here](#). **How many online marketers can boast of making \$1 million in just 18 hours? Not that many...**

With all that we have heard about the guy, you would think that John Reese seems to have a Midas touch, wouldn't you?

Perhaps... **That is until he got his Twitter account...**

On June 30<sup>th</sup>, 2009, Reese started feeling the crush of **Twitter Marketing gone wrong**. He declared to his Followers that about 60% of the content in his Public Timeline included URLs. ([Archive](#))

Then on July 1<sup>st</sup>, Reese expressed his frustration in [this Tweet](#), when he suggested that he was “*over Twitter*” and “*contemplating not using Twitter anymore.*”

On July 6<sup>th</sup>, Reese declared in his own words, “[Twitter Bankruptcy](#)”! He said his Twitter Public Timeline included, “*Too much spam, and the auto-follow game is worthless.*” In one fell swoop, he Unfollowed 32,000 people!

After Reese’ big dump, he said that he would probably enjoy Twitter more now, because he was able to eliminate the “[Twitter Noise](#).”

The next day, Reese shared with one of his Twitter friends the following [statement](#), “*Twitter is a lot better without all the noise. I might actually enjoy it now.*”

On July 9<sup>th</sup>, Reese was [asked how many](#) people Unfollowed him, when he did the big dump. Reese answered, “*about 6,000 unfollowed. But just goes to show they didn't care about my tweets in the first place. Proves the point.*”

One week later on July 15<sup>th</sup>, Reese Tweeted, “*After killing the auto-follow on my account and unfollowing everyone I lost nearly 10,000 followers. I'm glad. It's obvious the majority of those people were only following me to get the follow back to up their numbers. They didn't care about my tweets.*” (Archive [#1](#) and [#2](#))

After a couple more days, Reese [told his Followers](#), “*My Twitter experience is a million times better now without a gazillion random people DM spamming me and all the noise in my twitterstream.*”

On July 9<sup>th</sup>, Reese confessed something important when he said, “*For the record, @Ed\_Dale did 'tell me so' and **warned me about auto-follow ages ago**. He was one of the first marketers using Twitter.*”

**This was the first time in my life that I ever beat John Reese to any great revelations about online marketing!**

I reached the same conclusions that Reese did, but I dumped the auto-follow programs on June 3<sup>rd</sup>, 2009.

**My story was slightly different from John Reese’ story.**

My Twitter account is two years old now, but I never really used it until April of 2009. I signed up for Twitter when I got the [Shareaholic](#) add-on for my Firefox browser.

Honestly, when I got my Twitter account, I just thought it was another Social Bookmarking website. I did not truly understand the real potential of Twitter until May of 2009.

For the previous two years, I only used Twitter to bookmark a few pages on the Internet, and that is all.

**It was just pure dumb luck that I even realized what Twitter was and how powerful it could be for online marketing.**

My dad was undergoing treatments in Tulsa at the Cancer Treatment Center, and I was there helping him go from appointment to appointment.

While on the hospital grounds, I could log into the Internet with my laptop’s WiFi. But I could not get too involved in my

tasks, because each appointment was only about thirty minutes to one hour.

Once a day, we actually had to leave the hospital to attend one of his appointments, and while at the doctor's office, WiFi was not available.

Because I could never really get involved in a project, I chose to spend my time exploring the web. I happened across an article about Twitter, and I figured I ought to at least take a look.

I logged into my "Bookmarking account" at Twitter and was initially confused by it. Looking back, that confusion makes sense, because I really wasn't following anyone. I had about 50 tweets in my timeline, and I had about 60 Followers, but I was only following 4 people.

*When you are new to Twitter, perhaps it is best to follow a few people – at the very least to gain a real understanding of how Twitter works and how other people market themselves on Twitter.*

*Another way to learn the basics of how to use Twitter and how to market a business on Twitter is to read Twitter's own tutorial on this subject (Twitter 101) at: <http://bit.ly/odCmT>*

That first afternoon, I tweeted about 20 tips. After all, that is what I do best – I offer tips on a variety of topics.

A couple days later, I checked back in with Twitter and realized that I had increased my followers by a bit.

So I did another 20 or so Tweets in the form of tips. A couple days later, I logged back in and realized I had picked up more new Followers.

So, while in Tulsa, I took an evening and Tweeted tips for a couple hours. This time when I checked back, my Followers had increased by more than 100 new people. I was intrigued.

During the first couple weeks of May, all of my sites were offline, due to a problem with my Domain Registrar. All of my sites were actually offline from May 1<sup>st</sup> to May 16<sup>th</sup>. I couldn't work, so I spent some of my time Tweeting.

Every time when I checked back into Twitter, I noticed that my Followers increased with every Tweeting marathon I did.

During the first week of May, I learned about the Auto-Follow programs available online. I set my account on Twollow to help me auto-follow people who Tweeted the words, "marketing" and "SEO". The number of people I was following began to grow, but those following me, were pretty stagnant.

### **Then it happened! I hit Twitter's glass ceiling!**

I found someone I wanted to follow, but when I went to Follow them, Twitter announced that I could not follow any more people.

I went looking for answers.

Once found, [the answer](#) is that Twitter will only permit you to Follow up to 2,000 people, until which time the number of people following you back equals 2,000 people. Thereafter,

Twitter will always throttle the number of people you can follow to 110% of the number of people following you.

In order to follow more people, I needed to unfollow others.

I started paying closer attention to the people that Twollow had set me up to follow and realized that there was a bunch of garbage in my Follow list, people who: don't speak English; talk about the state of their toenails; talk about the warmness of their coffee; talk about music, celebrities, and sports; those who use every cuss word on George Carlin's list of dirty words; and porn peddlers.

I started to Unfollow people in earnest, when I hit the Twitter Glass Ceiling on June 3<sup>rd</sup>, 2009.

Within a couple of days, I was only following 1600 people. Now 90 days after killing the Twollow Auto-Follow program, I am only following 1360 people. Even now, I still find people that Twollow set me up to follow, where I have to ask, "*WHY?*"

Now what is important to note here is that the whole principle behind the Auto-Follow programs is that people are inclined to do "Reciprocal Follows". **In other words, "if you follow me, I will follow you."**

The only people who are guaranteed to follow you back are those that are using some kind of software to auto-follow those people who follow them.

It is a nice concept in theory, but when I hit Twitter's glass ceiling, I was following 2,000 people, and there were still only 450 people following me!

Although I was following 2,000 people on June 3rd, I had only increased my own followers by a couple hundred people.

**The part that surprised me most** was that I was able to increase my followers more efficiently by Tweeting than what I was able to do using an Auto-Follow system!

Now, there are other automated tools online that would have let me to Auto-Unfollow those not Following me, which in turn would have enabled me to Auto-Follow more people.

The problem with this concept is that I follow [Anthony Sullivan](#) and [Billy Mays III](#), **because I want to follow them**. But they do not follow me back. If I had let another software Auto-Unfollow people, [@kingsully](#) and [@youngbillymays](#) would have disappeared from my Public Timeline!

**We Prefer To Follow Those People  
We Want To Follow!**

**AND**

**We Would Prefer To Have 100 Followers  
Who Pay Attention To What We Say -  
Than To Have 100,000 Followers  
Who Ignore What We Say!**

Every now and again, we still get Tweets from people that say in essence, “I am following you now... Please follow me back...”

**I don't want to be rude, but I don't follow people because they follow me.** If I am required to follow them to keep them as a follower, they should not let the BACK button hit them on the butt on the way out the door!

**I only follow those people whose content I enjoy reading and Tweeting!**

And I expect you to act the same towards me. If you do not enjoy reading my Tweets, then you should not follow me.

If you do enjoy reading my Tweets, you should want to follow me, regardless of whether I reciprocate the Follow.

I am not pulling your leg either.

I post few Daily Tweets, but one of my Twice-Daily Tweets is, **“If people are not reading my Tweets, then I don't need them to inflate my Follower numbers.”**

Those people who are following me know that I don't want them in my Follower list, if they do not enjoy reading what I Tweet. I frequently Tweet, **“If you don't like what I Tweet, go to my Twitter Profile and hit the Unfollow Button.”**

**Why would I do this?**

Twice so far in this ebook, I have made my goals perfectly clear:

**We Would Prefer To Have 100 Followers  
Who Pay Attention To What We Say -  
Than To Have 100,000 Followers  
Who Ignore What We Say!**

**Our Twitter Strategy is very straightforward.** We are intent on **building an audience** that is interested in listening to what we have to say.

We currently have just over 4,000 Followers, and we are reasonably sure that most of those people are reading our Tweets – maybe not all of our Tweets, but they do enjoy reading our Tweets when they see them!

**One measure we use** to gauge the responsiveness of our audience is the number of Retweets we receive each day. On a slow day, we receive 100 Retweets of our content. On an average day, we receive 160 Retweets of our content. On an exceptional day – and we have a lot of them – we will see in excess of 250 Retweets of our content.

According to RetweetRank.com, we are the [1001<sup>st</sup> Most Retweeted](#) profile in Twitter. They also indicate that we get our content Retweeted more than 99.61% of all of the Twitter profiles that they track.

**Another measure we use** is to see how many pages someone drilled into our Tweets to find something they wanted to Retweet. Yesterday, we received a RT on one of our Tweets, and the person had read more than 100 Tweets to find that particular Tweet.

I don't know about you, but I don't go back 100 Tweets, unless I think there will be value there to find.

**We also post links to articles** that reside on our own website, and then we watch how many visitors we get from Twitter to the page we Tweeted. The average article that we Tweet will get 25-150 visitors, as the result of our Tweet.

**We use our Bit.ly account**, to build short links to some content. We also have the [Bit.ly plugin for Firefox](#) installed; so that we can simply mouse-over the Bit.ly link to find out how many times the link was visited. We can determine how often a link is clicked by either mousing-over the Bit.ly URL in Firefox or by visiting <http://bit.ly> and checking our free account there.

We do advertise our for-profit ventures in Twitter too, but we will discuss that in greater detail later in this ebook. At this point, we can tell you that we have generated over \$1800 in sales and sales commissions, as a result of our Twitter activities over the last 60 days.

## **Actions Create Results**

After dumping the auto-follow services, on June 3<sup>rd</sup> 2009, I only Tweeted now and again. At this point, I was still just exploring the Twitter terrain.

I Tweeted every few days, but during the month of June, I was still only playing around. I had not yet made a serious commitment to Twitter as an online marketing platform.

Every time I gave a couple hours to Tweet, I picked up new Followers.

Those who know me well know that I am sometimes a night owl. On June 27<sup>th</sup>, I started Tweeting just before midnight, and I Tweeted until about 2 a.m. I was Tweeting about Article Marketing Tips and more generalized Marketing Tips.

When I logged into Twitter the following afternoon, I realized that I had picked up 153 new Followers, for an investment of only a couple of hours.

On July 1<sup>st</sup>, I was able to bump my Followers again by 103 people, simply by posting a couple hours' worth of new Tweets.

Then on July 4<sup>th</sup> I Tweeted another couple hours and picked up 73 new Followers. After the July 4<sup>th</sup> experience, I discovered the Free "Tweet Scheduling" Service at: <http://www.FutureTweets.com/>

On the evening of July 17<sup>th</sup>, into the early morning of July 18<sup>th</sup>, I ran back-to-back Article Marketing Tips through my Twitter account (<http://twitter.com/contentmanager>). Utilizing the Future Tweets service, I scheduled many of those tips to run every Saturday night, since I had also discovered that Saturdays seemed to be a good night to “Tweet for Followers”. During the July 17<sup>th</sup>-18<sup>th</sup> cycle, I picked up another 83 followers.

Over the course of the following week, I began using a few minutes each day to create additional Article Marketing Tips, Twitter Marketing Tips, Online Marketing Tips, and SEO Tips. As I created these tips, I put them into a notepad file on my desktop, and I ran some of them through Twitter by hand.

Every time someone Retweeted a tip, I set that tip in Future Tweets to fire monthly, weekly or daily, based on what I perceived the relative value of that tip to be.

Within just a few days, I had more than 200 Article Marketing Tips and more than 100 Twitter Marketing Tips. Then I Tweeted and set up Future Tweets. I would do 30 minutes a day, and then get back to work. By Thursday night (July 23<sup>rd</sup>), I had Tweets firing about once every hour during the day, from 9am to 9pm, using Future Tweets.

- I picked up 145 followers in a 12-hour period on July 23<sup>rd</sup> – 24<sup>th</sup>.
- On the 25<sup>th</sup>, I picked up 117 followers.
- On the 26<sup>th</sup>, I picked up 153 followers. The 26<sup>th</sup> reflects the combination of a couple dozen daily Tweets combined with the Saturday night extravaganza of Article Marketing Tips.

## Lessons From The Front Line

In August of 2009, Twitter did a spammer clean up, getting rid of people that Twitter perceived to be spammers.

Thousands of people had their Twitter accounts deleted, including that guy who annoyed me to no end. I had considered “Unfollowing” this fellow several times, because he was “the master of only one Tweet”. He had used the Future Tweets service to send the same advertisement to his account, once every hour. I would have Unfollowed him on my own, but every now and again, he posted something that I found extremely useful.

In the end, it did not help him to post useful content a couple times a day, because he got booted for running the same advert 24 times a day with little real content in his profile.

This fellow’s experience proves beyond a shadow of a doubt that **one really should anchor advertising with some real content.**

Over my years online, I have always held to the example of television advertising to advise people on how to approach online advertising.

In television, 42 minutes of every broadcast hour is content, and only 18 minutes is given over to advertising. Since advertising pays the bills, I think it is fair to assume that the network executives have determined through testing that the 42/18 ratio is the one that will offer them the best revenue generation without losing viewers. If you convert the 42/18 to base100, then it translates to **70% content serving as the anchor for 30% advertising.**

The television executives have had more than 70 years to refine their business model and uncover the most profitable formula for their industry, so who am I to suggest that the 70/30 ratio is wrong?

Following this formula, I make darn sure that **I never offer more than 30% advertising in my Twitter profile.** (*But the reality is that my Twitter Profile runs <2% advertising and +98% content.*)

With my deep roots in the Information Marketing industry, as the owner of <http://thePhantomWriters.com/> article marketing service, I know how and why to use free information to market my offerings. Literally, I use article marketing to promote all of my websites. I frequently find other forms of advertising be a sinkhole, in comparison to article marketing.

People in forums have suggested that article marketing only works for business-to-business related websites, but my experience is different. I have been successful using article marketing to promote my own websites in a number of niche categories including: dating, divorce, travel, automotive, home improvement, health and more.

In fact, I have used article marketing to build traffic directly from my articles and to build great search rankings for more than a dozen websites, in a dozen niches.

But these days, I am very excited about the future possibilities of Twitter. I have already generated sales from my Twitter activities, and I have generated a lot of traffic to my websites.

## Good Content Is King

As with any type of Information Marketing, whether you are talking about a television station, radio station, magazine, newspaper, newsletter, website or any other content channel, good content is the foundation for success.

Within Twitter, good solid content takes the form of links to content, quotes, advice, tips and more. It also includes internal links to other Twitter users and posts, such as is done with Retweets (*RT*).

When you take the time to provide your target audience with the information it wants, you will attract the Followers you need to market your business. (*Attraction Marketing*)

Take for example <http://twitter.com/hometelecommute> Tammy, known on Twitter as [@hometelecommute](http://twitter.com/hometelecommute) shares links to articles about how to find work-at-home jobs. She has found that many of her followers are work-at-home moms, so she also provides links to information about how to save money at home.

Also consider <http://twitter.com/MattLevenhagen> Matt provides solid information through his own efforts, and he Retweets the solid information provided by others. Like many of us, Matt attracts followers/readers by providing information that we want to read. His +12,000 followers seem to appreciate the information that he offers.

Also <http://twitter.com/darrenmonroe> Darren caters to providing information to Entrepreneurs. He has posted more than 16,000 updates that serve his specific target market. He shows where online business people can find tools,

resources and advice to help them move their businesses forward. Darren's +46,000 followers are a testament to the value he offers to the Twitter community.

Beyond the examples shown here, **the point is to provide information that is important to the people in your target market.**

If you sell cars, perhaps you would want to tell about the car models that you sell. You may also want to tell people how to squeeze a few extra miles out of their current car – this is a more long-term approach if you are in the car selling business. You could also advise customers as to the financing packages currently available to help consumers get into the car they want to buy.

If you sell something like newspaper advertising, you would want to tell your advertising customers about how they can get more ad space for the dollar. You can give them case studies on how one technique has shown to produce better results than another technique. You can talk about the advantages/disadvantages of classified ads and display ads. You can tell people about how Wednesdays and Sundays tend to be the best days of the week to advertise in the newspaper.

If you sell exercise equipment, you can talk to people about how to lose weight by eating right. You can tell people how to get better nutrition in their diets. You can tell them about different exercise regimens that can be used in conjunction with the equipment.

Information Marketing is most effective when information is presented that directly speaks to the people whom you are trying to reach with your advertising message.

Our Twitter approach is very straightforward. **We want to attract a large audience of Twitter users, who actually read what we Tweet, so we provide a lot of information that will be considered useful by the people in our target audience.**

We also want to get Twitter users to visit our websites and to guide Twitter users to our sales pages. In order to capture the audience, we use a lot of free information, provided most often in the form of tips, to secure the interest of our Followers.

Better than 98% of the Twitter updates we make are comprised of good solid content and nothing else. We also provide adverts for the stuff we desire to promote, but we make darn sure that less than 2% of our updates point to a product or service we wish to sell.

When content is common and more frequent than advertising, our Twitter Followers are more forgiving of our advertising activities and also more inclined to support us.

When you become someone that other people will want to Follow, and your information attracts the people in your target audience, then your Twitter activities are also certain to deliver positive business results.

# The Power Of The Retweet

A Retweet (*RT in Twitter*) is a method to quote another person within the Twitter Platform. It enables you to share the Tweet of another person, and more importantly, it allows you to give credit for the Tweet, where credit is due.

When we wrote term papers in school, we were expected to quote the source of information, when we used information from a third-party source.

In essence, the Twitter system encourages us to credit the source for all information posted within the system:

- If we are quoting a famous person, we are expected to show the name of the person who made the statement.
- If we read information in someone else's Public Timeline, we are expected to show from whose Timeline the information was taken. To quote a Twitter user, we simply add a "RT" at the beginning of our Tweet, without the quotes of course, and we include the person's profile link, using the "@" sign in front of his or her profile name. For example, a Retweet that quotes me would include the following in front of my Tweet: RT [@contentmanager](#)

Every person who has a Twitter account can see any Tweet that references them directly, using his or her profile name, with the "@" sign in front of it. From one's Twitter home page, there is a link in the right sidebar that looks like @profilename that can be clicked to see where someone has Retweeted the user. (<http://twitter.com/replies>)

Our Twitter account receives hundreds of Retweets (*RTs*) every day.

We review our Retweets daily, and we explore the profiles of those who Retweet us. This is how we find most of the people we Follow on Twitter.

On a secondary level, we will review the profiles of people, who the people we Follow RT, but not as much. Typically, we don't explore the profiles Retweeted in the Public Timeline, until we have seen a profile appear several times next to good content.

One thing I have learned over and over again through the years is that if I want to know what other people will do, the best way to learn is to watch what I do and why I do it.

On a more generic level, the thing that people appreciate most is hearing their own name spoken, and seeing their own name in print. On a personal level, I like seeing what people say to me and about me. This is why Retweeting me is so important, if you want to get on my Twitter radar!

Retweeting long lists of profile names is really a pointless exercise. People want to know why they should follow someone. So if you want to introduce us to another Twitter user, it would be useful to tell us why we should follow them.

Retweeting works best when a profile name is attached to useful content that describes who that person is to his or her audience. This is the reason I primarily Retweet content, instead of endorsements.

When I Retweet people, I always pick up new Followers. There is a reason why this is so effective.

When I Retweet someone, they will visit my profile to learn more about me. If my regular Tweets intrigue them, they will scan my Timeline to figure out if they want to Follow me. So when I Retweet, I make sure that people will see the kind of content that they would like to see in their own Public Timeline.

Although I occasionally break things up with humor and quotes, people who browse my profile will always see a good mix of content related to online marketing, because the people who are most likely to buy what I sell are interested in online marketing.

### **Retweet Tips:**

- When you RT another person based on their content, you are telling them, “Hey, look at me. I am just like you are.”
- When you RT strangers, they will come to see who you are. Show them who you are, and they may decide to follow you.
- When you RT people known to you, they will be more inclined to return the favor, introducing you to their Followers in the same way that you introduced them to your Followers.
- RT people with no expectation of anything in return, but understand that most people will return the favor anyway. (Demanding or requesting a return favor will make you more enemies than friends.)
- In some cases, you will find an opportunity to RT something useful or interesting, where the person you

are Retweeting has Retweeted someone else. When you can RT a RT, you have the opportunity to introduce yourself to more than one person at a time.

- Only RT content that you believe your Followers will appreciate or enjoy.
- When you are returning the RT Love to someone who has just Retweeted you, you might have to dig deep into their Timeline to find something worth Retweeting.
- Most everyone who has Retweeted you has something valuable to share with your Followers, but you may have to work hard to locate it.
- It is extremely rare to not be able to find anything worthy of a Retweet in the Twitter profile that you are searching.
- Sometimes you will find so much content that is worthy of a Retweet that you might just have to pick one or two for Retweet, and follow the person to find more gems in their Timeline later.
- When you Unfollow someone, look for that gem of content worth sharing with your Followers, before you do the actual Unfollow.
- Retweet value, whenever you find it.
- Always clean up the RT to ensure that your Followers can RT the same and give you RT credit for the content. In my case, my profile name [@contentmanager](#) is 15 characters in length. To put an RT in front of it, I need to make room in the Tweet or Retweet for an additional 19 characters in the Tweet. Therefore, when I create a Tweet or edit a Retweet, I will work on the Tweet until there is room for an extra 19 characters in the Tweet. This ensures that if someone wants to RT it again, then I will be able to get the credit as part of the source chain.

- If a Tweet cannot be shortened enough to ensure that you also get RT credit, clean the extra characters out of the Tweet anyway, so that it will be easier to read for your Followers.
- In marketing, they say that it takes 7-10 exposures, before a consumer recognizes the name of a person or business. You can use this to your advantage - when there are people, whose attention you want to capture. If you want to really stand out in someone's mind, RT him or her 7-10 days in a row.

In time, you will learn other techniques that will enable you to find new and intriguing ways to use Retweets to increase your Twitter Followers list.

The Retweet is both the most useful tool in your Twitter toolbox, and at the same time, it is the most abused tool in the Twitter toolbox.

Use it wisely, and it will serve you well.

Use it badly, and it will not serve you at all.

# Learning How To Monetize Twitter

If you want to learn how to start monetizing your Twitter account, there is only one thing you need to understand:

## Quit Selling!

If people wanted to view advertising, they would switch their television sets to the Home Shopping Network!

When people go online, they are searching for information. They have an insatiable appetite for information.

Even in Twitter, people are looking for information. They are looking for Tweets that will entertain, inform or teach them. They are looking for links to content that will give them the information they are looking to obtain.

## People Want To Learn!

As marketers, it is not our job to sell to people!

Our job is to help people make informed decisions about the products or services they want or need.

People can spot hype and sales copy a mile away in Twitter! They don't want to be sold to while they are on Twitter! They want to learn!

When we educate our Followers, our chances of getting the sale are greatly improved.

I know it seems a backwards approach to selling. We know that we need to make money, and we know that no one

makes money until someone buys a product or service. And of course, that is true.

But our Followers have been caught in an avalanche... They are buried in sales copy, hype, and scams...

Do you remember in the first chapter of this book, when we were talking about John Reese? Do you remember what he said?

### **Too Much Spam!**

Reese said that 60% of all Tweets in his Timeline were pitching URL's that were trying to sell something to him.

In order to make money on Twitter, one has to figure out how to cut through the clutter, "*the noise*" as John Reese called it.

As I have mentioned before in this ebook, I teach the "70% content - 30% advertising" rule from the television industry, but I practice a "98% content - 2% advertising" mix within my own Twitter profile.

When people begin to realize that you teach more than you sell, people are more inclined to look at your sales message when you present it.

If you do present a direct sales message in your Twitter Timeline, consider these tips:

- Sell your own product or service - if you have one.
- Don't sell what everybody else is trying to sell – be different.
- Don't hype your product or service.
- Don't use deception to get people to click your links.
- Make your Tweet intriguing to your reader.
- Use Bit.ly or a similar service to link to your sales page, so you can track clicks.
- Track your results, to understand what you are doing right and what you are doing wrong.

In the first chapter of this ebook, we told you that we have generated \$1800 in sales through our Twitter profile. \$1300 of that money was generated from direct sales of our own services. Another \$500 has been generated from affiliate programs we offer.

Of the affiliate programs we have sold through Twitter, only \$65 of that money was generated from a direct sales pitch. The remaining \$435 was generated from information links we provided.

In one particular case, we link from Twitter to an information page on a particular topic. In the article itself, there is no direct sales pitch, although there is advertising in the sidebar of the page.

The interesting thing in this example is that the article page links to another article page on the same topic. After reading the first content page, many readers follow the link to the second article that discusses the same material in a more in-

depth manner. The second article is designed to pre-sell an affiliate product.

Now we are not making as much from the sale of this affiliate product as we would like, but to be honest, it is an off-topic subject that few of my Followers would be interested in reading. This particular product is one that has NOTHING to do with online marketing. It is strictly a consumer-oriented product.

I KNOW that \$1800 is not a lot of money, but I also know that many Twitter Marketers are still trying to figure out how to get their first sale from their Twitter marketing activities!

**My experience is that if you educate your Followers, and if you are willing to give more than you ask for, then you can make money from Twitter.**

**Willie Crawford is one of my favorite Internet marketing gurus.** You may be aware that he is also one of my [article distribution](#) clients. Willie's articles can be read [here](#). You can also view his Twitter profile at: [@WillieCrawford](#)

Willie has proven himself as an insightful online marketer, and I love using [his articles](#) as a good example for how to write articles that get published more frequently. Willie is the pro at using his articles to teach others what they want to learn. And Willie uses article marketing regularly to promote his businesses, as you can see from the link above. At this time, Willie has 147 articles in my database.

The point in mentioning Willie in this ebook, is to point out that he is using his Twitter profile to point people to free reports and free ebooks that actually do teach people what they want to learn. From his free reports, people are able to

acquire an introductory education on whatever subject the free report might be discussing.

Just like with his articles, Willie's free reports teach something useful to his readers. The report can stand on its own as a teaching tool, but it also introduces readers to other products and services that he actually sells.

Even **Harvey Segal is making good use of free reports** and free ebooks to make money online. If you would like to learn more about how Harvey Segal is using free reports and software to make money online, [click here](#). When you visit Harvey's link, you may also be surprised to learn that he makes money, even though he deliberately ignores the search engines.

**The lesson of this chapter is:**

**People Want To Learn!**

The people who are most likely to buy what you are selling want information. If you are willing to give them the information **THEY WANT**, they will give you what **YOU WANT** – more sales than you can shake a stick at!

## Repetition Without Being Monotonous

I began using Tweet Scheduling services during the July 4<sup>th</sup>, 2009 holiday.

In all teaching environments, repetition is a key to success. Even in marketing, repetition can be a key to success.

But the challenge within Twitter is to offer repetition, without becoming monotonous. If you are posting the same 20 Tweets every day, people will find you to be completely uninteresting, and they will Unfollow you.

Since the point of this entire ebook is to help you grow your Twitter Follower list, it is important to point out the obvious - when people are Unfollowing you, your Follower list is shrinking instead of growing.

I had looked at [TweetLater.com](http://TweetLater.com), but I found their service lacking. I also found it to be a pay system and found it hard to justify their fees.

Then I discovered [FutureTweets.com](http://FutureTweets.com), which is a free service, but it also had its problems. FutureTweets was the better of the two services, and I found myself using FutureTweets exclusively in my Tweet Scheduling automation.

**I might have been satisfied with the FutureTweets system, but I found six very irritating shortcomings in the system:**

1. Every time I edit or add a new Tweet to the schedule, I would have to wait and wait and wait and wait for the following page to load. Why? Because they have to load every single Tweet I have in their system, every time I load the scheduling page. **Argh...**
2. FutureTweets seems to be trying to send a full-shopping list of Tweets at the same time. As a result, when Twitter stalls during peak periods, FutureTweets will send part of their shopping list of Tweets, then crash. So, its software will try to send the list again. As a result, during Twitter's peak periods, FutureTweets ends up sending the same Tweet to my account several times, sometimes dozens of times! **Argh...**
3. Sometimes, FutureTweets will not reset the recycle date on a Tweet after it distributes it. I suspect that this is due to the Twitter peak cycles, but I am just guessing. Whatever the cause, FutureTweets leaves some of my Tweets in the past, and it fails to reschedule them on my defined schedule. Once FutureTweets drops the Tweet into the past, then I have to manually reset the Tweet – and as I have already said, loading pages in FutureTweets can take way too much time sometimes. **Argh...**
4. My #1 issue with FutureTweets is that although they allow me to set a time and to schedule those Tweets on a Daily, Weekly, Monthly or Yearly schedule, my Tweets post at the same time, every day that it is scheduled to post! **Argh...**
5. If I want to look at my scheduled Tweets to figure out the best time to post them, well, that is a bigger pain,

- since all of my hundreds of Tweets are in the same page that takes so long to load. **Argh...**
6. If I foul up on the scheduling thing, I might hit Twitter's limit of 70 Tweets per hour, shutting down my ability to Tweet for a full hour in most cases. **Argh...**

My problem with the same day every day thing is that people, who are only able to go on Twitter at the same time every day, will see me Tweeting the same thing every day!

That is problematic, because after a few days, people will Unfollow me, because they perceive that I am just another broken record!

I have enough Tweets in the system to enable me to create what appears to be a fresh Tweet every day, although the system is in fact Tweeting the same schedule each week.

Now, I do try to change up the times of some Tweets from week to week, but since it takes so long to do anything inside of FutureTweets, I cannot truly mix things up the way I would like to do.

**Within the system, I do have events scheduled during each weekly cycle:**

- I have Article Marketing Tips scheduled up for Saturday evening, through Sunday afternoon.
- I have Success Tips scheduled up for Sunday evening.
- I have the hash [#MondayMarketing](#) set up to deliver Monday Marketing Tips all day on Monday. It is scheduled to run every Monday, from 6am CST to 11pm CST.

- On Wednesday, from 3pm to 4pm CST, I run one hour's worth of Article Marketing Tips.
- On Thursday, from 3pm to 4pm CST, I run one hour's worth of SEO Tips.

Typically, through the Saturday, Sunday and Monday marathon, I will pick up at least 300 new Followers every week. AND, **this is done on autopilot.**

**If you would like to follow my weekly events, you should Follow Me on Twitter: [@contentmanager](#)**

Between and during scheduled events, I do Tweet Retweets and unique Tweets that are not on the schedule. The point in doing this is to bring some variety to the Tweets that are running through the Twitter.

I want to mix things up a bit, so that I can get my marketing tips to people at different times of the day.

Unfortunately, with known systems, it was very hard to mix up our Tweets the way we would want to do so.

**Fortunately, I had the skill to do something about it.**

I purchased [TwitUsers.com](#) and set to work – building a better Scheduled Tweets mousetrap.

It took me some time, but I was able to build a system that will retrieve your last 3200 Tweets from Twitter, eliminate the duplicates in the list, and to save them to your [TwitUsers](#) profile.

Once your Tweets are recovered and saved, you can delete the ones that you no longer want in your profile. You can also manually add new Tweets to your [TwitUsers](#) profile.

You are also able to go in and **set Scheduling Rules on all of your Tweets**. You can tell the system to only Tweet on certain days, during a certain time frame, and [my software](#) will randomize the placement order of your Tweets, within your defined Scheduling Rules.

**The service in its current format will remain free for all of its users.** There are, however, a few paid upgrades coming in the very near future. You will be able find out about paid upgrades on our site, when those functions have been added to the website.

To start using my new [Scheduled Tweets Service](#) right away, please visit <http://TwitUsers.com/> and **sign up for your FREE account**.

## The Game Plan Executed

Our game plan is very easy to execute and is so easy that anyone committed to success can duplicate it.

### Your Eight Steps To Twitter Success:

**Step #1** - You should already know **who is most likely to buy your products/services**. If you do not know, find out.

**Step #2** - You should also already know **what kinds of information people in your target market would be interested in learning**, if they are currently looking for your products or services. If you don't know, find out.

**Step #3** - Give your customers the kind of information they want. **Compile a list of Tweetable tips that you can share with your potential customers**. A Tweetable tip is one that can be shared in 140 characters or less.

**A Retweetable tip is better. When someone Retweets your post, it is ideal if they can include your username in the tweet, as you are the source of the information.** In my case, ContentManager is 14 characters long. I consider the basic Retweetable tip to be 121 characters, or 140 minus 14 minus the 2 characters for the @ sign and space, plus an extra 3 characters for the RT and space.

Example: RT @ContentManager

Your list of Retweetable tips should include at least 100 tips, but the more the merrier. My catalog contains over 700 tips.

**Step #4** – Your next step is to get a free account at: <http://FutureTweets.com/> or <http://TwitUsers.com/>

Before you do anything at [Future Tweets](#), set your default time zone in your personal settings. (This is important, because if you don't, the software will send your tweets on GMT.)

Within [Twit Users](#), this will not be necessary since it retrieves your Time Zone from Twitter.

**Step #5** – Once you have your Tweet Scheduling account ([FutureTweets](#) or [TwitUsers](#)) set up, it is time to start putting it to use.

You want to schedule your tips to be placed at varying times during the day, so that you can reach people who are online at the various times during the day and night. I run the bulk of my tips between 9am and 9pm, but I do also run a few in the overnight hours.

This part is important. **You do not want to schedule all of your tips to post everyday.** You want to set a diverse scheduling structure for your tips. In some cases, you want to schedule a tip to distribute once per month. In other cases, you want to schedule a tip to distribute once a week. And in very few cases, you will want your tips to distribute daily.

Personally, I only schedule the best-of-the-best for daily distribution. Nearly everything else is scheduled for weekly or monthly distribution at a ratio of about 80/20.

The point in setting up a diverse schedule for your tips is so that you never appear to be acting like a broken record. (It is also for this reason that you really don't want to tackle this strategy with fewer than 100 tips or other Tweets.)

**Step #6** – Once you have the bulk of your tips scheduled for daily, weekly and monthly distribution, then it is time to schedule up your one-time twits.

You can do this by using the Firefox Shareaholic Plugin (<http://www.shareaholic.com/>) your browser. When you are browsing the Internet and you see something that you think may be of interest to your target audience, simply hit the [Shareaholic](#) dropdown and select to “Twitter” the page. The tool will automatically create an <http://bit.ly/> URL for the page and keep you informed as to how many characters you will be using for your tweet.

You can also add additional diversity to your profile by Retweeting the posts that others have made.

Some of your Tweets can be set up as you go through your day, and others you may want to schedule through the course of your day.

The point of these Tweets is to add more diversity to your Tweeting pattern, so as to mask that you are running your Twitter account on autopilot. (Some people really despise those of us who automate our systems.) In adding more diversity to your posting pattern, you are also making your profile much more interesting to those who are Following you.

**Note:** Another factor to consider in using good content as your foundation is a point that I read the other day on Twitter. Having a large number of Followers is pointless, unless people are actually paying attention to what you have to say. When you provide great content, people will pay attention to what you have to say.

**Step #7** – The final step is to promote your Twitter Profile in as many places as possible.

If you do article marketing, provide a link to your Twitter Profile in your Author's Resource Box.

If you have a site that is capable of running RSS feeds, get the RSS feed URL for your Twitter Profile, which can be found in the left sidebar of your Twitter Profile page. Add your Twitter Profile's RSS feed in any place where it makes sense to do so.

**Step #8** – Set up a free account at <http://twittercounter.com/> Twitter Counter is a tool that will permit you to track your Follower growth through a visual graph. It tracks back to 3 months in its history, and it will give you an easy method to visualize the growth of your Twitter following.

You can see my Twitter Counter profile and history at: <http://twittercounter.com/contentmanager/all>

An advantage of watching my Twitter Follower growth is to see how frequently I can pull off the 100+ per day growth, as the tool allows you to compare real numbers on specific days.

As of this writing day (September 15, 2009), my Follower count has grown from 490 to 4,084 in the previous 90 days. I also have not seen a negative growth day since July 17<sup>th</sup>.

Twitter Counter also provides tools that you can include on your own site to show people your Twitter stats, which can be very useful in your overall marketing strategy.

The Internet gurus are always pointing to your mailing list as your moneymaker. And truth be known, I believe that Twitter will one day prove to be nearly as effective as most mailing lists are today.

## In Conclusion

If you follow this strategy, you will begin to see real growth in your Twitter Followers also.

It is important to always remember that people follow other people based on the value they receive from the action. If you are able to continuously show people information they are interested in receiving, then you will continue to grow your Followers list at an amazing pace.

If you would like to share your tips with me, I will share them with my audience at: <http://twitter.com/contentmanager>

(This report was first made available to the public on July 27<sup>th</sup>, 2009, then revised on September 15<sup>th</sup>, 2009.)

**p.s.** If you would like to recommend our ebook to anyone, please refer them to our page where the ebook can be downloaded, so that people can always get the most up-to-date version of the ebook: <http://twitusers.com/autopilot> , the Bit.ly link for that page (<http://bit.ly/QcXus>).

If you choose to Follow Me On Twitter, you can find me at: [@contentmanager](http://twitter.com/contentmanager)

## Final Thoughts

I hope you have found this report useful and worth more than you paid for it.

If you have found this report useful, please retweet the URL <http://twitusers.com/autopilot> or our Bit.ly URL (<http://bit.ly/QcXus>) so others can gain access to this valuable information too.

If you help the community to be successful, you will be helping your own success as the Twitter community becomes even more powerful than it is today.

**Thank you for your interest in this topic.**



**Bill Platt, owner**

<http://thephantomwriters.com/> - Article Marketing Service

<http://twitusers.com/> - Scheduled Tweet Service