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Twitter Gold Rush

By Dana Willhoit

Hello, and thank you so much for buying Twitter Gold Rush! Once you join Twitter and find out what it can do for you and your business, you are absolutely going to love it.

When I first heard about Twitter, I thought it was one of the dumbest ideas I'd ever heard of. Posts that anyone can read, with a limit of 140 characters? So I can tell everyone that I just walked my dog or what kind of lunch meat was on my sandwich?

And how would I even find people to follow my "Tweets" on this service, where I didn't know a solitary soul?

It turned out there were a few things I didn't realize: one was that you can include a link in your Twitter posts, which makes all the difference in the world and makes it an invaluable resource to Twitter marketers.

And I also didn't realize that Twitter would become hugely popular among the web-savvy, which makes it a very valuable tool for people who make their living online.

However, I joined Twitter just to give it a try, and I was surprised to find:

- 1.) There are a lot of big name internet marketers on there, like Frank Kern, Willie Crawford, Shoemoney, and many others, and
- 2.) Anyone can use those marketers as a stepping stone to quickly build up a big, targeted audience.

I have gotten half a dozen ghost-writing clients from Twitter so far, and many more inquiries about my services. I only joined about a month ago.

When I post something new to my blog and then link to the new post on Twitter, it immediately sends dozens of visitors to my blog. I get the majority of my blog traffic from Twitter. And might I add, my blog is an ugly un-optimized Wordpress theme which is not set up well for conversion at ALL - I just put it up there so I'd have a place to stick my writing samples and testimonials.

Here's the Google analytics summary of my traffic from the past 30 days, for my brand new blog which I rarely update:

Top Traffic Sources

Sources	Visits	% visits
twitter.com (referral)	489	53.27%
stumbleupon.com (referral)	154	16.78%
warriorforum.com (referral)	154	16.78%
(direct) ((none))	79	8.61%
google (organic)	14	1.53%

[view full report](#)

And now, step by step, let me show you what I've done and how you can do it.

Before you get started, you want to make sure that you have a web page set up so that you can take full advantage of all of your new Twitter followers, and you have somewhere to send them. You can put your website link in your Twitter bio and a lot of people will go to your site to check it out when they first start following you.

And if there is nothing there worth seeing, you've lost them.

On my blog I made sure that, along with links to my samples, I posted half a dozen good, informative articles. It's just like creating an auto-responder series: give away a bunch of good information free, and people will keep coming back for more, and some of them will buy from you.

At the very least make sure you have a good looking squeeze page or sales page up and running before you sign up for Twitter.

HOW TO INSTANTLY GET TWITTER FOLLOWERS

Now you are going to go to www.Twitter.com and sign up. This will take you no more than a couple of minutes.

Although there are people with all kinds of interests on Twitter, this works best if you are targeting some type of internet business. Web design, internet marketing, copywriting, SEO, social media marketing, podcasting, new media, work at home types, writing web content, graphics, article marketing...if you are involved in any of these markets you will find a big audience on Twitter.

Like Myspace, there also are a lot of people in the music industry on Twitter, which seems to appeal to the early adapters, the trendy, and the web savvy crowds. Lisa Loeb, Jimmy Eat World, and Henry Rollins are just a few examples of people on Twitter.

If your market is more mainstream, like gardening or knitting or fashion, you may or may not find a big audience on Twitter.

So for this report, we're going to concentrate on how to get a huge, targeted audience in Internet Marketing.

STEP ONE: USE THE WARRIOR FORUM

Warriors are really catching on to the power of Twitter. Put your Twitter name as a clickable link in your sig line to make it easy for people to sign up to follow you on Twitter.

STEP TWO: NOW GO RIGHT TO THE SOURCE

Go to the search box at the top of your Twitter page, and type in the name of an internet marketer that you admire. Odds are pretty good that they will be on Twitter. If not, keep typing in names until you find one.

[Home](#) [Find & Follow](#) [Settings](#) [Help](#) [Sign out](#)

If you have a specialty in internet marketing, type in the name for someone who is a leader in that field.

You are doing this because everyone who is following this person is interested in internet marketing, and because when you follow a whole bunch of people, a lot of them will immediately start following you back.

I'm going to pick Frank Kern as an example here, and no I don't get any money from him although, Frank, if you're reading this, ahem...

I'm just picking him because God knows the poor guy doesn't get enough publicity and he could use all the help he can get. (That was humor. Or at least I'd like to think so.)

Anyway, he is currently using the Twitter address masscontrolkern. So when you go to his page, you will see this on the right side of the page:



About

Name The REAL Frank Kern
Location California
Web <http://www.frankk...>
Bio 9th Worst Surfer in California

Stats

Following	12
Followers	4,479
Favorites	0
Updates	260

Following

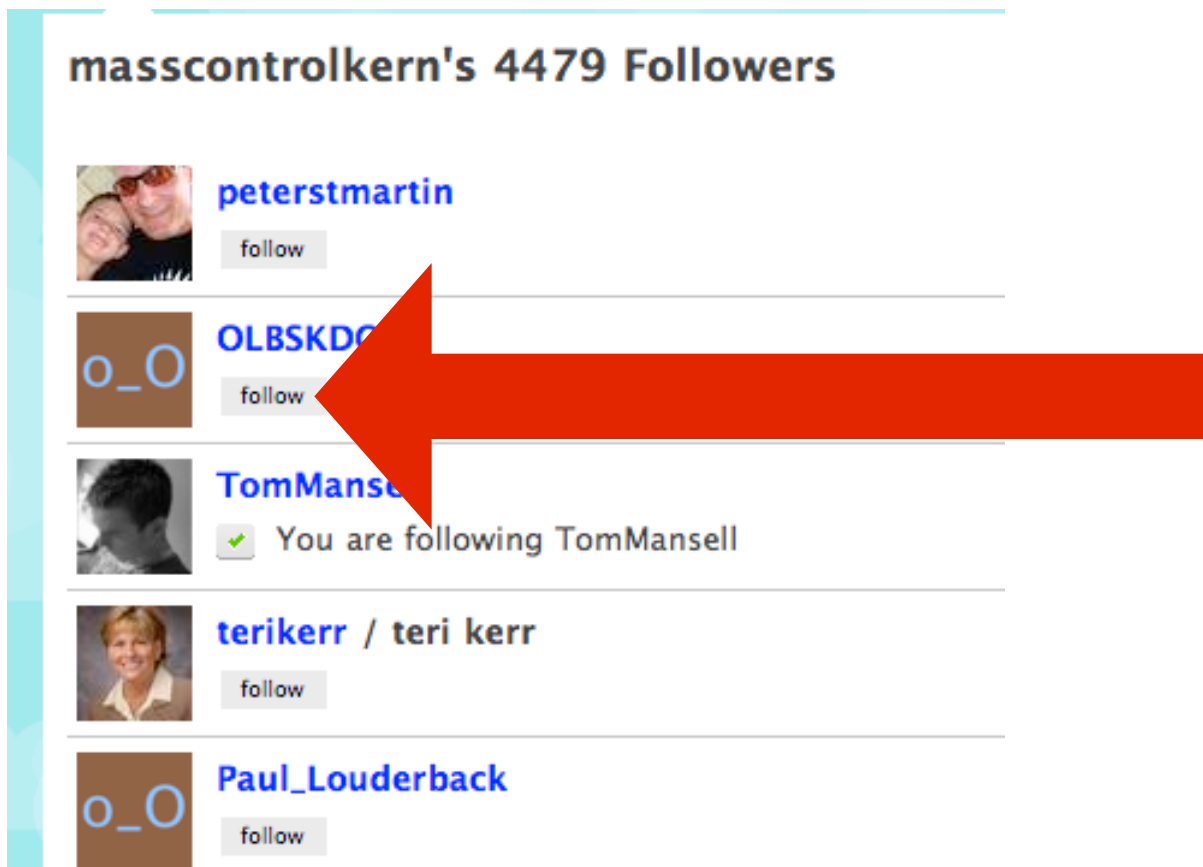
block masscontrolkern

And you will see that currently he's got 4,479 followers.

You will click on the blue link that says "Followers" - see the giant red arrow above - and come to a page with a long list of his followers.

Here's a snapshot of how this appears:

So, you would then click on the little gray "follow" box next to each person's picture so you can follow them. Do this until you are following the most that you are allowed to follow - 2000 people.



Why? Because they are all notified when anyone new starts to follow them and a bunch of them will immediately start following you back!

A lot of the people will automatically follow you because they use a great tool called Tweetlater, which instantly notifies them that a new person is following them AND it automatically signs them up to follow that person back.

When I started doing this, I got a couple of hundred people following me within a couple of days. (And I had a new ghostwriting client within my first week!)

I'm not saying to use Frank Kern's list of followers, by the way; I just grabbed him as an example because he has a ton of followers. To be as targeted as possible, the best thing is to pick a big name guru who has services that are similar to yours.

If you are a copywriter, for instance, you could follow the followers of someone like Brian Clark of Copyblogger.

NEXT STEPS: HOW TO KEEP GROWING YOUR LIST

When you first sign up to follow those 2000 people, this will get you a rush of people who will follow you back immediately, but not everybody on the list will follow you. So I'm going to tell you how to keep repeating this process until you have a really big list of followers.

Unfortunately you can NOT just sign up to follow 20,000 people in order to get a bunch of people following you back.

This is because Twitter limits you to following 2000 people, until you get 2000 people following YOU and then you can follow more.

They do this because they want to discourage spammers from coming on there and signing up to follow hundreds of thousands of people.

So the problem that you face is that at the end of a week or two, everyone from those 2000 people who is going to follow you, is already following you...

And you need to go follow a bunch more people if you want to get more people following you back...but you can't because you're already at your 2000 person list.

HOW TO FIND OUT WHO IS NOT FOLLOWING YOU

You want to wait about a week or two, and then you want to UN-follow everyone who is NOT following you back.

Why?

Because you don't want to waste your precious "follows" on people who don't see anything that you "Tweet". A tweet is a word for a post.

Every time that you "tweet", the only people that can see it are those that are following you. If they aren't following you and can't see your Tweets they will never become a customer.

The exception is if you are following someone, and you reply to what they say. They can see their replies, and often if you reply to someone who wasn't following you - they will start following you.



BuzzFeed The Smashing Pumpkins On Guitar Hero: Their new single, "G.L.O.W.," will be premiered exclusively on Guitar Hero
<http://tinyurl.com/>



Here is how you reply to people:

See the little gray curving arrow on the lower left hand side of the "Tweet" that Buzzfeed posted? Yes, because I have a giant red arrow pointing at it.

You click on the little arrow, and the box will appear where you would tweet - and it has Buzzfeed's name already filled in for you:

What are you doing?

130

@BuzzFeed |

So you type in your reply after the "@buzzfeed".

You can also just type in the @ symbol in front of a Tweeter's name, like @Dana_Willhoit, and then type in your tweet. This ensures that when that Tweeter checks their reply box, they will see that you

posted something to their attention or replied to a Tweet of theirs. (Example: “@Dana_Willhoit, so glad to see you on Twitter!” When I check my reply box, I will see this)

SO, HOW DO YOU CLEAN OUT YOUR LIST?

I use a wonderful app called Twitter Karma, which gives you a list of everyone who:

you are following

and who is also following you back

And it allows you to do a mass “unfollow” right there from the Twitter Karma home page!

It is at: <http://dossy.org/twitter/karma/>

So, you wait a week or two to give everyone that you are following a chance to follow you back. By the end of the week there should be a couple hundred people following you. And then you are ready to clean house.

You sign on to Twitter Karma, you go in, you spend ten minutes or so unfollowing everyone who is not following you back.

Unless they are a big name marketer and you want to follow them just so you can observe how they use Twitter; then you should keep following them so you can learn from them by observing.

So what do you do now that you have all this free space on your Twitter list?

Go to the Twitter page of ANOTHER big name internet marketer and sign up to follow everyone who is following them! And you will immediately get another hundred or so followers. And by the end of the week, again, it will be up to about a couple hundred more followers.

So you should now have about 400-500 followers. Keep doing this for as long as you like! Follow a bunch of people, wait a week or two, and then unfollow everyone who is not following you back. Do this until you have built up a really big list.

HOW TO TWEET, REPLY, AND GET YOUR NAME OUT THERE

As soon as you join Twitter, you want to go on and start Tweeting.

You should go on Twitter at least two or three times a day and do these things:

Check your messages, and reply to them.

Check your replies, and reply to them if necessary. Here is how you do that: at the top of your Twitter home page, you will see this:

What are you doing?

140

update

Recent

Replies

Archive

Everyone

To see if anyone has replied to your Tweets, click on the “replies” button and you will see who has replied to you. To see everything that you have posted, click on the “archive” button. To post a tweet, type in the Tweet box and hit update.

To start getting your name out there, every day you should reply to at least half a dozen people’s Tweets - in a nice, positive way, of course.

HOW TO SELL PRODUCTS & SERVICES AND DRIVE TRAFFIC WITH TWITTER

You will be amazed at how ridiculously easy this is.

To get customers, I literally just Tweet about what I am doing. I say “I am ghostwriting an ebook for a client and drinking a latte” or whatever.

If you are a copywriter, talk about your latest copywriting project.

If you are a web designer, say “My client loved my web design. I’m so happy!” or something like that.

Don’t beat this to death; do it maybe once every half a dozen Tweets. But regularly talk about some aspect of what you do for a living, and make sure that your bio includes a link to your website which showcases your work or your product, and you are very likely to get clients.

If you have a product launch, mention it at least once a day. Do it in a way that announces the benefits to the people reading the Tweet. As an example, let's say you have developed a product that will find do-follow blogs; tweet "Working on a product that will guarantee back-links from blogs!"

And if you have a product ready to sell, post about that once or twice a day: "Customers are giving me great feedback on my package of website templates!" or whatever your package is.

Other Warriors on the Warrior Forum are reporting great results from this, and I believe them, because I am also seeing these results.

Also, post regularly to a blog and include links to those posts, with some intriguing copy before the link like: "Ten Top SEO Tips" or "How To Increase Your Brand Visibility" and then follow it with a link to the blog post.

If you give away some good free information on your blog, you will show people that you really do have expertise in your field, and they will think "Wow, if the free stuff is that good, I can't wait to see his or her products!"

Every time I post a link to my blog I get a few dozen visitors from Twitter. And again, I am a nobody, I have no name and no guru following. I just think about what information internet marketers want, that I can write about knowledgeably, and write a blog post about it, and then I post a Tweet linking to my blog post.

Don't be afraid to ask questions on Twitter; people love to help. I found out about a great free personalisable radio station called

Pandora.com. I posted on Twitter asking if there were any more on-line radio stations like that and I got about half a dozen responses.

People like to feel that they can help others, so posting questions is a great way to get your name out there and enter conversations.

HOW TO GET BANNED FROM TWITTER

What you do NOT want to do is spam people. Here's a recent example of bad behavior that had everyone on Twitter complaining:

Half a dozen people signed up to follow me...and by amazing coincidence every one of them was a scantily dressed girl, posed provocatively, and they all sent me the same weird message: "Jenny uses it, and I'm using it too and I love it!" with a link to a Water 4 Gas product. And they were doing this to everyone.

That will get you banned.

But if you just engage in normal conversation on there and regularly mention what you do or what you sell, while emphasizing the benefits of the product, you will see increased traffic, increased sales, and more customers.

HELPFUL TWITTER TOOLS

Aside from Twitter Karma, there are many many Twitter tools out there that people use to help manage their Twitter experience.

www.tweetlater.com Tells you when someone signs up to follow you, gives you the option of sending them a custom thank you message, also gives you the option of automatically following them back. Also

allows you to write a Tweet or series of Tweets but have it posted later.

www.twhirl.org A desktop app which allows you to do simultaneously connect to Twitter, identi.ca., Friendfeed, and seesmic accounts, shortens long URLs, allows you to post pictures to Twitpic, search Tweets, timeline filtering, and notifies you with a little “bing” sound whenever you get a new message.

www.twitbin.com: You can send and receive messages via Twitter in your firefox Browser.

www.twitpic.com : You can post pictures to Twitpic through your phone, twitpic’s API, or through the Twitter site, and people can click on a link on your Twitter post and see your pictures.

www.ping.fm - In Beta. Current secret code to sign up is “Legend of Ping.” If you post using ping.fm you can also sign up to simultaneously post to Twitter, Friendfeed, Jaiku, Pownce, Plurk, Brightkite, and about a dozen other social networking microblog type sites. This allows you to enormously increase your audience and saves a huge amount of time. You still need to go to each site and check your messages and interact with people, if you want to grow your customer base on those sites.

www.hellotx.com - Does the same thing as ping.fm. Not in Beta. It’s not a bad idea to try both; they have some different sites that they update.

www.orangatame - Has the Twitterberry app. Use it to update Twitter from your Blackberry.

<http://apps.npike.net/MobileTwitter/> MobileTwitter for your iphone.

www.summize.com Search the Twitterverse to find out what people are talking about right this minute on Twitter.

www.twitdir.com Find your friends on Twitter, find who are the most popular people on Twitter, find who follows the most people on Twitter...

CUSTOMIZING YOUR TWITTER PAGE

You will see that a lot of people on Twitter have uploaded their own customized page design. You can put website links on the side of the page (not clickable links, just an image), you can use this for branding



purposes, and if you have a promotion you can change the design and put artwork or links that support the promotion in your twitter background.

To change the design, you will see a settings link on the top of your Twitter home page - click on that link -

And you will end up here:



Dana_Willhoit

Account

Password

Devices

Notices

Picture

Design

Well, you'll end up on your own Twitter page, not mine. And then you will click on Design, and you will end up here:

Design Your Twitter

Below are the current design settings for your Twitter account. You can change, preview, save, or restore to factory default settings any time.

- Use the Twitter default style
- Use my custom style below

Background Color:

Use background image (Twitter Clouds) Tile

Background Image: no file selected

Images must be smaller than 800k. GIF, JPG, PNG.

Text Color:

Name Color:

Link Color:

Sidebar Fill Color:

Sidebar Border Color:

Notice that you can upload your own background image. If you can't do the design yourself, there are plenty of professional designers on the Warrior Forum who can help you!

HOW TO REPEAT THIS ELSEWHERE

You can do this on Jaiku, Pownce, Facebook, Plurk, Friendfeed, Tumblr...you just go find internet marketers on there...friend them, follow them, or however you follow them on that particular service...follow all of their followers....and then after a week or two, go clear out your list of everyone who is not following you back.

And frankly most other services are easier to do this on. Twitter does NOT show you, on your list of followers, which ones are not following you back, which is why Twitter Karma is such a huge time saver.

And remember - use ping.fm or hello.txt to simultaneously update ALL of these services every time you post!

And that is the conclusion of my dead-simple guide to cashing in on Twitter!

Please PM me on the Warrior Forum or email me at Dana@nicheneventsflash.com if you have any questions or need clarification on anything in here.