



# MARKETING UNHINGED

Get the Customer... Skip the Boring Stuff

## TWITTER *for* PROFIT *A 3-Step Formula for Success*

Yolanda A. Facio, *Master Unhinger*

Marketing: UNHINGED

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## INTRODUCTION

Hellooooooooooooo, everyone!! I'm Yolanda, the Master Unhinger over at Marketing:Unhinged, and today I'm going to Unhinge Twitter for you. I wrote this e-book with one goal in mind: to help you make Twitter profitable for your business.

I began my Twitter journey about a year ago. I didn't know what Twitter was or how it worked, but I signed up and decided to figure it out. I instantly liked it and my fondness for it grew as I followed more people and they followed me back.

I started out by following people I knew, either personally or from online forums. I also followed a few A-list bloggers. Basically, that was it. The number of followers I had was pretty pathetic. But as the days went by, I started to get new followers with no effort on my part.

The more I tweeted, the more I loved it, but I wasn't sure how it could make someone money. I read lots of e-books about Twitter and they all said similar things: follow everyone, get as many followers as possible, don't talk about your lunch, tell everyone about your products/services, network, promote your website, form a Twitter syndicate, monetize your tweets, do this, do that, etc. A lot of the information was contrary, so it was very confusing.

I was frustrated, confused, and overwhelmed. So, in typical fashion, I did my own thing!

This e-book is the end result of my research, my Twitter activity, and my spending to the tune of \$2000 in one month to buy products and services from various folks on Twitter.

I'm a consumer and I love STUFF. More important, I'm a skeptical marketer and business owner myself. So, how did these people that I had only met through Twitter get all that cash out of my pocket?

Well, it's very simple. In fact, it could be broken down into an easy 3-step formula.

## Some Basic Twitter Stuff

I'm not going to write out a list of Twitter do's and don'ts because I suspect that if you've grabbed this report, you already know the basics, such as:

- ⊙ Don't be rude.
- ⊙ Don't sell, sell, sell.
- ⊙ Don't tweet 24/7 and flood your followers' Twitter streams.

The idea behind the 3-step formula is simple: let things grow organically.

The number of followers you have is irrelevant; you don't need 4,000 of them. In fact, having a couple hundred followers who are really interested in what you have to say is far more effective than having 4,000 followers who never read your Tweets.

You are looking for people who want to follow you because they like what you have to say, are interested in what you do or sell, and who want to engage.

It's that simple.

The best followers are people who find you, like what you have to offer, and follow you. They are not people who automatically follow you back just because you follow them.

So grab a drink, a pen to take notes, and let's get to it!



## Twitter for Profit 3-Step Formula

Making Twitter profitable takes nothing more than the consistent implementation of three tactics.

Lots of people know that I love to buy stuff. I am fortunate enough to have disposable income, so I'm a great customer. But I'm a marketer, which means that I'm also a skeptical shopper. So, how do you get into my wallet?

It's really simple. And keep in mind that I only buy from people I like, whether or not I've met them in person. Here's how my tweeps did it and how you can get your followers into buying mode, too.

### 1. The power of the RT

You don't have to RT everything somebody tweets, but you do have to RT some things. RT'ing makes the other person feel good because it shows that you've recognized something they said or did. It's a mini-compliment or well-wish. When you RT someone's Twitter update, you're basically saying, "Hey everybody, this person has something cool to say."

Whenever I see an RT of my stuff, I immediately feel good! I follow the RT'er and I thank them. Why? It's cool, it's nice, it's the power of reciprocation, and it works.

Add a comment to your RT when you can. Sometimes, there's no room to add your thoughts. But if you can add something, do so.

If I see a tweet with a link, follow that link, and read something I find useful or interesting, I add a little note at the front of the RT. Something like, "nice post", "useful stuff", "good stuff", "read this, it's good" is sufficient; these little comments add to the power of your RT. An RT that doesn't prompt your followers to click on the link provided does nothing for the original tweeter.

When someone RT's my stuff and adds a comment, I usually get more page visits and new followers as a result.

If you have spent a bunch of time RT'ing someone and they never thank you or notice, see how many followers they have. If they've got 4,000, it might be more than they can manage. But if they've got 500 and they aren't responding, move on.

**Twitter is about reciprocation because it is SOCIAL.**

RT'ing helps other people build their lists by tapping into your list. It's a generous thing to do. Twitter users who understand the power of the platform know this and will be grateful when you RT their stuff.

Important note: be sure to add the person's Twitter name to your RT's. Adding a simple @(name) after the "RT" will ensure that they get into the tweeter's mentions column and Twitter stream, so they know that you were thinking of them.

Next, step it up a notch by responding.

## 2. The power of the reply button

Hey, once in a while talk to me. Seriously! I may not always respond, but I try. I like to be noticed. A-listers like it, too, in spite of all the attention they get. Sunday is a great day to reply to A-listers. Traffic is down and they likely aren't getting tons of replies.

Of course, you need to know them a little. If they have a sense of humor, feed it, and if they are serious, feed that. The idea is to ask a question or make an open-ended statement. Give them a chance to respond back, and don't stalk them! A couple of replies to one conversation are enough. They aren't going to reply to you for hours and hours, so don't be a nag.

When I see something I can reply to, I do. It can be something I find interesting or something I relate to. If the person responds, even better; I'll know that they are listening to me, too.

Another way to make contact is to send them a link or information that might be useful to them. I have a friend who is a singer and whenever I see something she might find interesting, like an article or site, I send her a link. I do the same for tweeps I don't know. Whenever you come across something that would be of interest to someone you follow, pass it along.

Replying is the best way to get noticed. I take replies very seriously and you should, too. If someone has taken the time to reply to one of your tweets, acknowledge it somehow. Your acknowledgement can take the form of a "thank you" tweet, reply, future RT of their stuff, or anything at all; just reciprocate.

### 3. Relationship build

Look, you can go after all the fish in the sea, but it doesn't make sense. So, focus on the people who are focusing on you; you know who they are. They are the RT'ers and repliers who always engage with you. They show an interest in you, which makes them prospects.

Relationships can be built quickly on Twitter; don't assume that creating Twitter friendships will take days and days or months and months. I meet new tweeps all the time, and once I begin to engage them, reply to their tweets, and RT their stuff, they take notice. I am simply showing an interest in them and they are returning that interest.

Once I get a few replies from someone, or they RT my stuff a few times, I become interested in who they are. I visit their Twitter page and web site to learn about them. I find out where they live if it's on their Twitter profile and what their interests are. It's all about showing genuine interest in another person.

### Consistency

In order to be successful at organically growing your list and sparking your followers' interest in you and what you do, you need to be consistent.

Repetition is the key to success on Twitter. If you post an article on your blog and want to tweet it, one time isn't gonna do it, especially if most of your followers follow more than 200 people. There's just no way to keep up with all the tweets.

I tweet my blog posts three times a day: once in the morning, afternoon, and evening. Then, over the next few days, I send out a reminder. An "in case you missed it" tweet works perfectly.

### Selling

When I ask business people what they want to use Twitter for, they usually say, "To get more customers", "To sell stuff", or "To make money," but that is a very narrow focus.

Consider these questions:

- Do you want respect?
- Do you want to build trust?
- Do you want to generate referrals?
- Do you want to be seen as an expert?
- Do you want to build your brand and create loyalty?

This is a short list of questions, but imagine what would happen if your Twitter efforts could bring you all of the above benefits.

In fact, your efforts *can* provide you with all of these benefits, in addition to helping you attract customers, sell stuff, and make more money. It's all boils down to the relationships you build.

Remember: you don't have to get in someone's face to sell them something. You just have to engage them.

One of my first Twitter purchases was from someone I met in a forum. She had put up some friendly tweets with links to her handmade journals. The tweets were funny, so I responded. We had a short back and forth, and it was fun. Naturally, I decided to check out the links. I got to her website, looked at photos of her beautiful handmade journals, and thought, "Holy cow, this is cool."

I purchased. It started with the relationship -- not a deep relationship, but a connection over something funny. And I liked her and what she had to say, so I decided to learn more about her and ended up a customer.

That is how you get into my wallet and the wallets of your potential customers. Most people don't know what they are looking for until they find it, so show us.

Recently this same person, @AlexiaPetraikos, began to tweet photos of her journal making process. She showed the various layers of paint work, the binding, etc. The photos draw you in and suddenly you want a journal.

This is what I mean by organic. Alexia never said, "I'm selling this." She just tweeted, "Here's what I'm working on."

Once the follower clicks on the picture, they become connected to the process. The link didn't take them to her store; it took them to a page with a picture. It doesn't scream out, "Buy this now!" It doesn't have to; it just has to generate interest and a connection.

That is how all relationships start: two people getting to know one another. It's a process. I want to learn about you. I don't want you all up in my face saying, "Buy it now, it's on sale." And I certainly don't want you telling me to buy it 10 times a day.

## Conclusion

There are tons of examples of how *not* to sell on Twitter. You know the tweets; you've seen them. That is one reason why I advocate the organic growth of your list. You want people to follow you because they are interested in what you have to say.

I'm also an advocate of screening new followers. If they follow you with the hope that you will automatically follow them back and you don't, they'll eventually unfollow you. That happens because their intentions are not organic. They are list building, and on Twitter, it just doesn't work.

The key here is to be consistent and to develop relationships with people. RT their stuff, reply to them, and connect.

It's a simple process! That's what people on Twitter did to get my attention and sell me stuff. It's the same process I use to get people to visit my site and sign up for my newsletter or read my blog posts. It's organic, it's friendly, and it works.

## GRATITUDE

No one creates in a vacuum. As much as we'd like to take full credit for our work, the truth is that there are helping hands all around us. It is the helping hands that keep us grounded and moving forward. To that end, here's a very short list of people to whom I owe so much.

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## Yolanda A. Facio, Master Unhinger

I can be found at MarketingUnhinged.com, where I do my best to un-complicate the marketing process.

Every Monday, the 10 Minute Marketing Motivator eNewsletter comes out. In it, I tell you about a 10 Minute Marketing Task that's meant to be easy, simple, and effective.

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I'd love to hear from you with your questions, concerns, comments, or any ol' thing, so please feel free to contact me.

Email: [info@marketingunhinged.com](mailto:info@marketingunhinged.com)

Twitter: @yolandafacio

Website Contact Form: <http://www.marketingunhinged.com/contact/>

Blog: <http://www.marketingunhinged.com/>

