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Twitter Profit Guide: Introduction

There's never been anything like it. Twitter has the potential to transform your business into an instant success, while allowing you to maximize your outreach, explore new markets and build a following and brand quickly and easily.

Even those who are brand new to Internet Marketing have harnessed the power of Twitter's popularity to cash in on the ever-growing community of potential customers and subscribers.

It's an exceptionally powerful tool that can enhance and expand your business tremendously, even if you have limited time to dedicate to your twitter presence.

In fact, hundreds of marketers have developed massive lists of targeted leads just by creating a handful of well-structured twitter-based email promotions.

The branding power of marketing within twitters community is shockingly effective, and if done correctly, you can use a single twitter account as a springboard to exploiting new markets, developing a reputation as an authority in your niche and maximizing your income from every website, blog, landing page or affiliate campaign you create.

There's no question about it, twitter is the most popular social community and information network online.

With celebrities, entrepreneurs and even politicians using the exposure available within the twitter network, it's easy to see just why so many marketers have jumped on the bandwagon and used twitter as a vehicle for viral exposure of their messages, as well as to communicate with their potential customer base.

In fact, if you have not yet joined the twitter revolution in social marketing, you are leaving an incredible amount of money on the table.

Regardless of your industry or overall online focus, twitter has the power to literally transform your business overnight, and give you the opportunity to level out the playing field and compete, head on, with the most successful marketers online.

Twitter has proven to be a solid network that continues to grow each day.

It's fun, easy and a fantastic 'fast track' method of tapping into profitable markets, and even keeping a

steady pulse on the competition as well as new trends and potential hot sellers

This guide showcases the different strategies that marketers have used to successfully drive fresh traffic to their websites, build their email campaigns and monetize their following base, all from within the twitter community.

Without further delay, let's get right to it!

Optimizing Your Twitter Account

Twitter has transformed the way that marketers and prospective customers communicate within social networking communities.

The interface is exceptionally user-friendly removing the confusing clutter often associated with traditional social networks.

With Twitter, you can instantly maximize the chances that your messages will be read by everyone following you because they will appear within both the timeline, and on the account splash page of every person who chooses to follow you.

Perhaps this is why so many marketers have exploited twitter's popularity to maximize exposure and generate fresh leads to squeeze pages, new blogs, and product launches.

Before we focus on implementing some of the most profitable tactics ever to hit the twitter community, we need to spend a few minutes tweaking our twitter account so that we are able to attract potential customers and network partners to our page.

If you haven't yet created your twitter account, you should do so now at <http://www.twitter.com>

What is Twitter?

What?

Why?

How?

▶ Watch a video!



Please sign in

user name or email address:

password:

Remember me

Sign In »

Forgot password? [Click here.](#)

Already using Twitter from your phone? [Click here.](#)

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

Get Started—Join!

Create your Twitter by clicking on the green sign up tab. Twitter is absolutely free to use.

Registration only takes a few minutes, however there are a few things to keep in mind including:

Your twitter Username

You want to build an identity within the twitter community that people remember and come to trust. When it comes to choosing your username, you need to first define what your objectives are.

Do you want to build a brand around your name, a pen name, business name or website? If so, selecting a

username around that will help you build awareness of that specific brand.

You will want to choose a username carefully, as it becomes part of your twitter profile's URL.

Example: <http://twitter.com/your-name>

When you choose a username it becomes part of your twitter URL, that showcases a profile that offers information about you and your business.

While you can always change your username at a later time, if you do, your previous username becomes available for registration, so I always recommend creating an entirely new account if you need to change your username rather than risk someone else creating an account around a name you formerly used.

Another tip when choosing your username is to consider integrating relevant keywords focusing on your business, your name or your niche market.

These keywords will help your twitter profile rank within the search engines for specific phrases as well as help other twitter users find you using the built-in search functionality from within the twitter community itself.

For example, if your niche market is focused on work at home, your twitter username could be:

<http://twitter.com/work-at-home-jobs>

For the most part, focusing on building brand awareness around your name or website is always best to do if possible, rather than just focusing on keywords or phrases.

The more that people within the twitter community remember you and identify you with a specific brand, the easier it will be to consistently grow your following and tap into the marketing power of the twitter community base.

Since your username becomes part of your twitter profile's URL, and you will be sharing this with potential customers as well as possible JV partners and friends, you want to make sure that it's easy to remember, and that people won't confuse you with another marketer in your niche.

If you run a website that is on a sub domain, or an alternative extension rather than the top level .com, using your website name in your twitter username might not be wise, since people who are unaware that your

domain is not on a primary domain might mistake or confuse another website for your own, so take the time to evaluate the username you choose. It's a very important part of branding yourself within the twitter community.

Once you have your twitter account set up, you will need to make a few small tweaks to your profile so that it's completely optimized.

Here's exactly how to do it:

First, start off by uploading a photo of yourself or your company's logo. Once again, consider what you are more interested in branding, and use a relevant image.

For the most part, people tend to identify and connect better with personal images, because they feel as though they are talking to a friend rather than a business owner.

From personal experience testing both image types as well as various usernames (personal name, business name and website URL), I have found that by using my real photo and my business name, I was able to generate a larger following base, and ultimately, more traffic easier than when using my company logo.

You can always test out different formats yourself as you begin to build your following, however you want to be careful not to change your username when you are building a following because if people visit your old profile page that you no longer use, they will assume that you are no longer active on twitter and not add you to their following base.

You can also update your profile's background and color scheme so that it matches your website. There are also twitter profile designers who will help customize your twitter account so that you stand out from the crowd and ultimately, attract more attention.

For your reference, here are a few to help you get started:

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

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

<http://www.BrandableTweets.com>

<http://www.tweetstyle.com>

When you are just starting out, leaving your profile set to the default color scheme can work just fine, however once you begin to establish a presence within the twitter community, I strongly recommend customizing your profile page so that it represents your company brand.

You can also choose to use a free service to customize your twitter account quickly and easily. One service is available at <http://www.TwitBacks.com> and just by selecting a template from their online directory, you can instantly personalize your twitter profile center so that it suits your style or brand.

Even so much as adding in your company logo and website URL can instantly maximize the amount of traffic generated from your twitter profile to your main website.

From your profile page, make sure that you spend time completing all available fields, including your name, email address, local region's time zone so that your tweets are properly structured within your time line, and make sure to enter in your website's URL (see the "more info" field).

Again, you can change the website URL and all other information displayed within your profile center at any time should you want to cross-market multiple websites over a period of time.

Your profile page is visible by anyone who adds you as a contact or following, and you can choose to set your profile page as private so that only those you pre-

approve (and add as a contact yourself) are able to see your information or protected updates.

Note: One of the biggest mistakes that new twitter marketers make is in immediately adding contacts to their following list, without having built up their profile's interface by sending out tweets, updating their profile information and customizing their page.

You want to maximize your chances of those landing on your profile page to add you as a contact and in order to do that you need to make sure that they see you as an active user, and someone worth following.

If you are currently working to establish your brand or grow your business, it's **critical that you develop your twitter presence first**, before attempting to grow your following base.

To completely optimize your twitter profile, you should also pay attention to the 'bio' field available from your profile's main page.

While you are limited by 160 characters, you should use this space wisely, incorporating keywords separated by comma's, as shown below:

I'm an online entrepreneur, niche blogger, info product developer, marketer and Canadian. I enjoy affiliate marketing, and product development.

Use keywords that directly relate to your products, services or overall market focus as the keywords entered into your bio field work in conjunction with twitter's built in search utility allowing people to find you when your bio field keywords match the information they are searching for.

In the example box above, when people use twitter's search box to locate potential people to follow, they would find me based on the following keywords:

Online entrepreneur

Niche blogger

Info product

Developer

Affiliate marketing

Product developer

I suggest using words that best describe your business, your products or your niche market.

Here is a quick overview of all of your profile functions and what they mean:

Name: This is where you add in your full name or company name. This can be changed at any time from within your profile center.

Username: This will showcase your current username and allow you to change it if you wish. Once again, be careful doing this as your former username will become available for registration.

Your Email Address: This is where all notifications, including Twitter updates and emails alerting you to new followers will be sent. You can choose to disable updates, to prevent excessive system messages.

Your time zone: Adjust this to reflect your current time zone, so that you can identify tweet times.

More Info URL: This is where you will add in your website URL.

Note: I suggest directing potential followers to a page that provides information about you, or a squeeze page offering a free resources or download or a free resource page.

Consider that not everyone who views your profile page has decided to follow you and you want to make sure

that you either capture their information in a squeeze page or that you entice them to join your following base.

Your Location: You can choose to include your city, or just your country, if you wish.

If you are comfortable with adding in your specific area, you will find that people in or near your location are likely to follow you, and it's a great way to begin communicating and building up your tweet history.

Language: Twitter is available in various languages, and you can change the current translation here.

The final option is to Protect your Updates from the public timeline.

Protect my updates

Only let people whom I approve follow my updates. If this is checked, you WILL NOT be on the **public timeline**. Updates posted previously may still be publicly visible in some places.

Save

If you activate this option, all of your posts and messages (tweets) will not appear in twitter's public

timeline, and will be visible only to existing contacts and new followers.

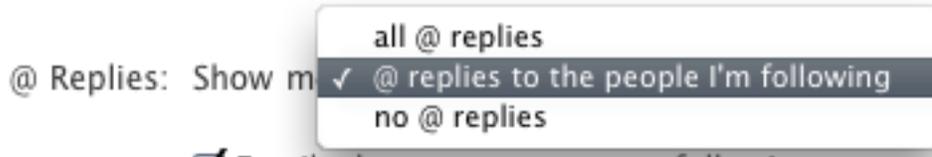
I strongly suggest NOT protecting your updates so that anyone wishing to communicate and potentially follow you is able to review your recent posts and explore your profile area.

Once you have updated your information, click on the **"Devices"** tab to enter in your mobile phone number, if you wish to receive text messages of Twitter messages, or be able to send a broadcast to your twitter account from your cell phone (very handy feature to be able to continue to interact when you are away).

You can also subscribe your page to a RSS feed, once you have established your account and have sent out a handful of messages.

The **"Notices"** tab is where you can choose to disable system emails, so that you no longer receive alerts whenever someone starts to follow you.

Once you become active within the twitter community, you might want to deactivate this, as you'll end up receiving an overload of email notices from the automated email notification system.



You can also change the @replies setting, which allows you to choose to receive tweets only from people that you are following, to see all messages posted to you directly, as well as between your contacts.

I set my twitter account to @replies to the people I'm following, so that I am able to keep up to date with the people I personally interact with, without being inundated with messages from people I am not currently interacting with.

Setting Up Your Traffic Machine

You've optimized your twitter account and you are ready to begin building a targeted following base, but hold on! There are a few other things you need to do before you are able to generate traffic to your websites from twitter.

It begins with using free resources from third party developers who have created modules and add-on's using twitters API.

One of these services is available at <http://www.tweetlater.com> and with this program, you are able to automate your tweets as well as send instant direct messages (DM) to everyone who follows you.

Where Do You Want To Go Today?



[Manage My Scheduled Tweets and Twitter Account Automation](#)

[Delegate the Management of a Twitter Account](#)

[View All My Scheduled Tweets](#)

[Add a New Scheduled Tweet](#)

[Vet My New Followers](#)

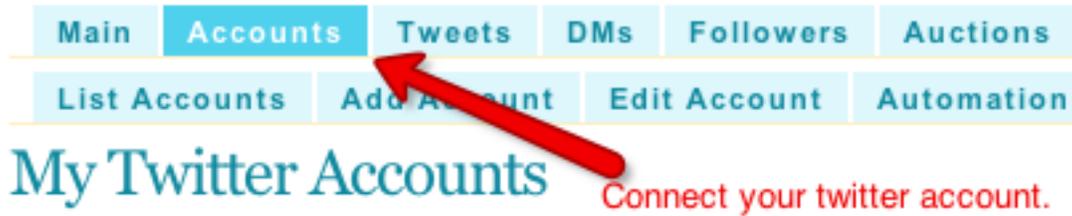
[Look At My @Replies Bird's Eye View](#)



Click Here To
begin the process.

Visit <http://www.tweetlater.com/register> to create your account.

Once created, log into your account and choose the link from the navigation menu that will allow you to automate your DRM messages, and set up your welcome features.



The next step is to connect your twitter account to your Tweet Later account by entering in your twitter information and validating your request. You can also choose to add your blog feed to your Tweet Later account so that you can instantly send out an update each time your blog features new content.

TweetLater also allows you to add multiple twitter accounts to your TweetLater account, so that you can set up and manage multiple marketing campaigns all from within one interface.

Once you have connected your twitter account to your Tweet Later account, click on "Edit" to customize your account settings.

This is where you will be able to choose to send out an automatic message to each person who follows you (instant DM, direct message).

You will want to enable this feature, so that you can automate the process of thanking those who choose to

follow you, and in directing them to your squeeze page where they can download your free offer.

The next step is to enter in your automated welcome message.

Optional Twitter Account Automation

Auto Welcome: Automatically send a welcome message to new followers.

Message Sending Method: All welcome messages are sent as Direct Messages.

Method:

Send This Message: [How to rotate welcome messages \(and why you should\).](#)

Hey! Thanks for the follow :) - I have a special gift for my followers only focusing on building high profit landing pages. Download it FREE from: [TINYURL.com](#)



You can edit this at any time.

Best Practise: The message should not be about you, it should be about your follower and your future interaction with your follower.

You are limited to only 120 characters, so make sure that you use this space in the best possible way, by thanking them for following you and inviting them to download your free product.

You can edit the welcome message at any time, should you wish to split test different broadcasts to determine what works best for your target audience.

You can also personalize the messages instantly, so that your direct broadcasts contain the users twitter username using the <<firstname>> command.

Auto Follow:	<input checked="" type="checkbox"/>	Automatically follow people (new followers) who follow me from this point forward.
Vet Followers:	<input type="checkbox"/>	If you select this option, the above automation actions will only be executed once you've manually approved a new follower with our Vet New Followers feature. If you do not select this option, the above automation actions will take place without your intervention. <u>Selecting this option without selecting at least one of the automation options above does absolutely nothing.</u> If you don't automate your account with the options above, then there is nothing to vet.
Auto Unfollow:	<input checked="" type="checkbox"/>	If you select this option, TweetLater will automatically unfollow those folks who unfollow you. To protect you from any system glitches, we will never unfollow more than ten people in one single go.

It's always important to reciprocate when people follow you, so that you can build relationships with your target market, however you are not required to follow every single person that chooses to follow you.

While maximizing exposure using automated DM's is incredibly effective, you need to be careful with the type of message that you are setting up on autopilot.

For starters, you absolutely want to avoid including affiliate links within your automated direct messages.

The last thing you want to do is cause people to stop following you simply because they feel as though you are sending out spam, or are only targeting them for communication because you want to sell them something.

Remember, no one wants to be sold to, and the objective is to build a relationship with your following base in

a similar way that you would with an email list of subscribers.

The idea is to passively market your websites and get your message across without giving people the impression that you are only part of the community to advertise your products or services.

Examples of automated direct messages that work:

Thanks for the follow! If you're interested in profitable blogging, download the free guide on the top 10 blog monetization tactics at <http://www.your-domain.com>

While you are offering a free ebook or report on profitable blogging, as shown in the example above, your product itself could incorporate affiliate products or links to your own websites or squeeze pages, while avoiding your direct messages becoming overly promotional.

Looking to grow your following base on twitter quickly and easily? Check out this post on the top 100 people worth following.
<http://www.your-blog.com/followers.html>

Social marketing of any kind requires a solid balance between offering free, relevant, entertaining and useful content with promotional based emails, messages or in this case, tweets.

Websites like twitter are social communities and information networks, and people participate in order to communicate with like minded individuals, not with the intention of purchasing products or subscribing to email lists, so keep this in mind whenever you create your automated direct message and focus on offering value at no cost, while building your following base.

You could also send traffic to a squeeze page using your automated direct messaging system as well, as long as you are offering something of value, for free.

Consider writing a report or quick-start guide based on your niche market that incorporates an upsell within the giveaway to another product that you own, or simply use your squeeze page to build a following base off of twitter that you can communicate with and continue to build your brand awareness.

All you need to do this is a squeeze page that is constructed to highlight your opt-in box, while featuring the benefits of subscribing to your list, and

an autoresponder account, such as with www.aweber.com
or www.getresponse.com

*I'll cover more in depth list building using the
twitter community in an upcoming chapter.*

Just remember, the more active you are within the
twitter community, the easier it will be to maximize
exposure and continue to build your following base.

You can use TweetLater to accomplish this as well, by
implementing their automated tweet scheduling system
into your twitter account.

This way, you can set up tweets to go out on specific
intervals, keeping your account active within the
community.

To set this up, click on «New Tweet» where you will see
the following form:

Tweet: 

[Shorten URLs](#)

37 characters entered.

Save As Draft: Save this tweet text as a draft that can be reused later. **Type in your future tweet.**

Publish When: Publish right now (will be published within 60 seconds)

Publish hour(s) from now 

Or publish at this exact time:

 **Select the date in which you want your post to appear.**

mm/dd/yyyy hh:mm am/pm - [Change your date format](#)

Recurrence: *With [TweetLater Professional](#), you can schedule recurring tweets (with spinnable text) and @replies, plus the 12 tweets per hour limit does not apply. Make your tweeting even more effective and productive.*

Account(s): 

[_RSSFeed marketchick](#)

Publish tweet on these accounts 

If using multiple twitter accounts, choose which one to publish the post on.

Enter in your future post, assign a specific date in which you wish for it to be published and choose to retain a copy as a draft.

You can also choose which twitter account you want the post to be featured on, in the event you manage different twitter accounts.

With Tweet Later's auto tweet option, you are limited to 12 tweets per house, which is plenty for the average marketer, however if you would like to be able to send an unlimited number of auto tweets, you can choose to subscribe to their professional version.

You will also want to log into your twitter account and access the settings options.

From within this area, place a check in the "new Follower Emails" option.

This way, you will be notified when new followers start to follow your tweets and can keep on top of how well your auto DM and scheduled tweet system is performing.

Spend some time creating 10-15 messages that go out automatically on specific dates, so that you can begin focusing on building your following and driving fresh, targeted traffic to your website using twitter and your automated broadcasts.

In the next chapter, we'll cover some quick start methods of growing your following base.

Growing A Targeted Following Base

Before you can generate traffic to your websites, build mailing lists or make money with twitter, you need to build a following of relevant leads.

After all, only those following you will receive your messages and become part of your communication channel, so the more targeted followers you have, the more exposure you'll get, it's as simple as that.

The one thing you want to avoid however, is building a large following of mix-matched people.

The entire point of marketing within twitter's community is so that you are able to reach into your targeted customer base and broaden your outreach, maximize profits and build brand awareness.

If your following base consists of random users who aren't genuinely interested in your market, you will struggle to convert these followers into buyers.

So, how can you begin to build a highly targeted following base?

It's actually quite simple, and just by following the steps below you will be able to quickly generate a

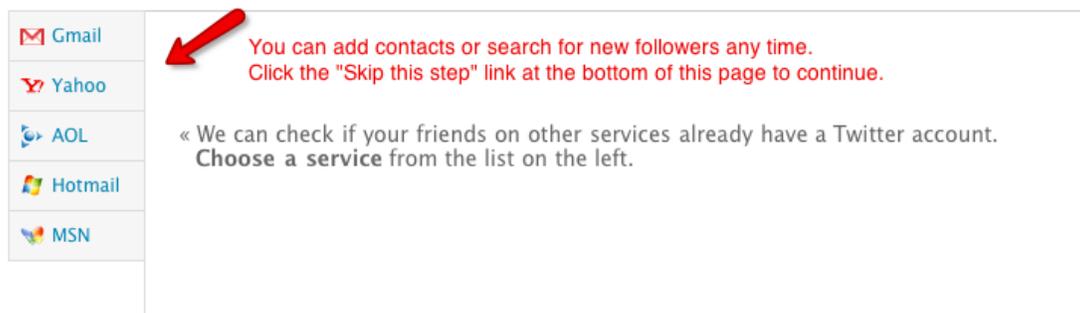
solid base of thousands of relevant leads!

Step 1: Add Existing Contacts

If you communicate through gmail, hotmail or even MSN, odds are that some of your contacts also use twitter and with twitter's built-in contact center you can connect to your email programs and determine who is currently using twitter.

From within your twitter account, click on the second option in your profile area, "Find On Other Networks".

See if your friends are on Twitter



Twitter will instantly sort through your email programs and external communication channels and locate potential followers based on existing twitter users as well as allowing you to send out invitations to those within your contact list that are not currently using twitter. Just enter in their email address and the email invite will be sent out within minutes.

Most people will instantly follow you back, with some people setting their twitter accounts on auto-follow, where they automatically add people to their following base who have added them in return.

Step 2: Search within Twitter

Simply enter in a keyword phrase or individual keywords that describe your niche market and browse through the results window, following people who share the same interests.

twitter Home Profile Find People Settings

Find people. Follow them.

Find on Twitter Find on other networks Invite by email Suggested Users

You can search for people you know who already have a Twitter account.

Who are you looking for?

search

Search for a username, first or last name

General Search based on keyword entry.

Step 3: Using Free Directories

There are a number of twitter directories and groups

online that feature twitter users based on category, interests and location. You can browse through these directories, targeting those containing specific keywords within their profiles.

It's an easy way of locating potential leads in your niche market, quickly and easily.

One of these websites is located at <http://www.TwitDir.com> and it features a search tool as well as the top 100 people being followed on Twitter, the Top 100 updaters (who updates their Twitter status frequently), the Top 100 followers and the Top 100 favorites.

You can check out the Top 100 Followers to find people who are willing to follow you, and the Top 100 Followed to find people that you would be interested in following.

Another popular Twitter directory can be found at: <http://www.twitterholic.com>

One of the best methods of finding relevant leads is by using the Twellow.com online directory. With Twellow, you can literally locate hundreds of relevant leads to follow just by entering in keywords or browsing through their categories and groups.

Here's how to get started:

Visit <http://www.Twellow.com> and use the search box in the top navigation area to search for people by category or by keyword:



You can also target people with who are extremely active within twitter, and have a high ranking.

In my example, I am targeting: Small Business/Freelance

» **Small Business**
Entrepreneur, Freelance, Small Business
Owner...

This is a great way to locate hundreds of people covering any niche market imaginable. Once I enter the Small Business/Freelance category, the listings reveal

over 300 current twitter members who are part of this market.

You are given a snapshot of their twitter stats, including their current following, location, URL, and bio. You can add people directly from these results.

If you want to keep tabs on how many people follow you each day, as well as how people people stopped following you, you can create an account at:

<http://www.SocialToo.com>

And finally, you can check out online blogs and networks that feature listings of twitter users based on specific niche markets.

Marketing Pilgrim features over 500 internet marketing twitter users:

<http://www.marketingpilgrim.com/2008/01/internet-marketing-experts-twitter.html>

Monetizing Your Twitter Activity

Once you have your profile set up and optimized, your automated direct messaging system and tweet schedule set up, and you have begun to generate a listing of relevant followers and leads, it's time to harness the

power of twitter and generate fresh, targeted traffic to your websites and squeeze pages that can be transformed into ongoing profits.

When it comes to monetizing your twitter activity, there are a handful of incredibly effective methods that will work with any niche market online, including:

Affiliate Marketing

CPA Marketing

Email Marketing

Blog Marketing

Twitter Advertising Programs

Sell Resell And PLR Products

When it comes to affiliate marketing within twitter's community, you need to go about it in a very clever, indirect way.

For example, just posting affiliate links within your tweets is likely going to cause a massive number of followers to stop following you, so instead of direct advertising, you need to model your tweets after the most successful online marketers and blend in promotional links with entertaining or useful messages.

If you've ever paid attention to the twitter gurus like

Joel Comm, you'll quickly discover just how they go about doing this.

Every day, you'll see multiple posts within their time line, most of them seemingly focused on purely entertaining their followers or offering links to valuable, free content.

If you look closer however, you'll see exactly what's really going on. These links to free content are featured on blogs or websites that advertise paid products. The free reports or guides that are given away require an opt-in to a newsletter or ezine.

Regardless how they choose to funnel traffic to their websites, whether it's by offering a free product or giveaway or simply posting a link to an informative article or blog post, they always focus on increasing the value of these visitors by either capturing their information within an autoresponder account, selling products, or promoting their websites and brand.

You never want to promote an affiliate product directly within your twitter message (tweet) but rather by directing potential customers to your blog by offering them free information, where your affiliate links are embedded into the content or website's navigation menu.

And there's an even easier method of sniping commissions from within the twitter community.

One savvy method of staying on top of current topics within the twitter community, and subsequently, promoting affiliate products relating to these hot topics is by using the free tool available at <http://www.TweetBeep.com>

What Tweet Beep does is alert you to current discussions based on specific keywords that you enter into your Tweet Beep account.

Consider the possibilities of being alerted each time someone discusses a recent product launch, and being able to drop by quickly, and post a link to your website or blog where you showcase a review on the product in question.

This is an incredibly simple method of generating commissions from affiliate products without directly marketing to your following base.

Think about it. These people are asking about a specific product, so it's likely that they are already interested in purchasing it but simply need a bit of reassurance before taking that final step.

By creating a review about this product and directing potential customers to it, you are able to passively market the product while giving the impression that you are simply trying to help.

When promoting affiliate products, especially within direct tweets, you should always track your stats to determine the types of products that are effectively converting within your twitter promotions.

To do this, you can sign up for a free account at <http://www.budURL.com>

Bud URL is a fantastic tool for managing your affiliate links enabling you to set custom alias's for each link that you use, as well as being able to set up a temporary or permanent redirect.

If you choose products from within the Clickbank marketplace, you can take your existing affiliate link and plug it into BUD Url's system where you can track all commissions and traffic from your twitter promotions.

In fact, you can see the exact number of clicks from every single tweet you send out by disclosing your affiliate link with Bud URL.

Email Marketing

Twitter is also exceptionally valuable when it comes to list building. Even if you are brand new to email marketing, by funnelling twitter users onto your squeeze or landing page, you can begin to build massive email lists of targeted leads that you can send affiliate based promotions to.

First, create a squeeze page exclusively for Twitter followers and be sure to thoroughly explain exactly what they will receive in exchange for subscribing.

(You want to really emphasize the benefits of joining your list, as well as offer a 'bribe' (giveaway product) that ties into your main niche.

Remember, it's about the quality of your subscribers, not the quantity. You want to develop laser-targeted mailing lists so that you can send out relevant product promotions, so try to offer a giveaway product that relates to the types of products or services you will be advertising within your email campaigns.

When it comes to the quality of your giveaway, you want to do your best not to offer products that are over-saturated. Instead, consider outsourcing a report to a

seasoned writer so that you are able to offer exclusive content available only to your list.

That way, you can emphasize the exclusivity of your product on your squeeze page, as well as within your tweets.

Blog Marketing

If you want a quick and easy method of driving targeted traffic to your new blog, twitter makes it exceptionally easy to do.

To start, download the free plugin available at <http://alexking.org/projects/wordpress>

This plugin will link your blog with your twitter account so that each time you post on your blog, your twitter account will be alerted and an automated tweet will go out notifying your followers that you've recently updated your blog.

This is a fantastic method of driving fresh traffic to your blog, all on complete autopilot!

Another way of streamlining your blog updates with your tweets is by using twitterfeed, available at <http://www.twitterfeed.com>

With twitter feed, you can automatically send out tweets each time your blog is updated with fresh content, but best of all, you can choose how often your feed is monitored, so that in the event you are updating your blog multiple times a day, you can choose to minimize the number of tweets that are sent out.

You can also choose to send out tweets from external blogs other than your own, as long as the blog provides you with a RSS feed link.

Paid To Tweet

There are networks online that will pay you just for sending out tweets promoting their company, products or services.

One of these programs can be found at: <http://be-a-magpie.com/> and it works like this:

1: Advertisers create campaign providing the ad message and some keywords.

2: Magpie identifies key influencers for your brand based on the content of their message streams.

3: The ad message is blended into the message streams of the best matching Twitterers.

The compensation models are set up based on pay per sale, per lead, per click and per view.

Here is a quick overview of the different formats:

- **Pay-per-Sale:** Here you get a cut of the sale price when one of your followers buys something on one of Magpie's customer's sites through one of your tweets. This is perhaps the most lucrative of the compensation models.
- **Pay-per-Lead:** Every time one of your followers enquires about a service or joins up for a subscription or the like, you get compensated (compensation rates tend to be 15% greater than Pay-per-View, depending on the campaign)
- **Pay-per-Click:** You get paid every time one of your followers clicks on a link. Currently Magpie's click rate is double that of any other online advertising.
- **Pay-per-View:** You get paid a base amount for allowing a tweet to be placed in your stream -

this amount depends on the number of your followers and the hotness of your tweets.

You will also earn 30% commission when an advertiser signs up to Magpie by clicking on your referral link.

Another method of monetizing your twitter account from automated tweets is available through

<https://www.twittad.com>

With TwittAd, your account will automatically serve up ads every hour, and you'll be paid a flat rate based on the number of times the advertisement is sent out from your account.

You can sign up for a free account and review the process at: <https://www.twittad.com/index.php?task=how-twittad-works>

Be Tweeted offers yet another opportunity to make money with twitter as you grow your following base. With BeTweeted.com you are paid for tweeting about specific advertisers, and are able to select specific sponsors that are relevant to your own market.

<http://www.betweeted.com/twitterers.asp>

You should also sign up for a free account at <http://revtw.com/> where you can post Cost Per Click (CPC) ads into your Twitter timeline.

When other users click on the ads you post, you get paid for each valid click.

You can also earn a fixed fee by posting Cost Per Thousand (CPT) ads into your Twitter timeline. You need to have the minimum number of followers specified by the advertiser in order to post a CPT ad.

You can also choose to include Cost per Action (CPA) ads in every email you sent, or post them in your forum post, blog comment, social network status update, wall post and make money from and every social conversation you have on the Internet.

When other people complete an action, typically submit an email or zip code, you get paid yet again.

These are great strategies for monetizing your twitter account if you don't yet have a product of your own to promote, and with programs like "Be A Magpie", I've managed to earn over \$200 just from a handful of automated tweets sent out to my following base.

The greatest thing about these services is that you

don't have to sell anything in order to get paid. Just by showcasing a series of advertisements within your tweets, you can drive in profit automatically.

Selling PLR and Resell Rights Products

The great thing about selling private label or resell rights products is that you will earn 100% of all profits as well as not having to wait for a commission check to be sent out from affiliate marketplaces like ClickBank.

The one thing about selling private label products with twitter is that you want to make sure that you are promoting the highest quality packages possible.

One of the best resources for exclusive PLR packages can be found at <http://www.ContentGrab.com> where you can download packages from within the Internet Marketing niche as well as other niche markets including relationships, personal improvement and weight loss.

Making Money With CPA Offers

You can drive in targeted traffic from twitter to CPA based landing pages and offers.

The key with this is that you need to select CPA programs that feature low resistance, are highly targeted and feature PPL (pay per lead) rather than pay per sale.

Example would be a prospect signing up for a free trial subscription to a magazine service where the only action required is a short registration form in order to receive credit for the lead.

Whether you choose to monetize your twitter account with affiliate marketing, CPA marketing, blog marketing or by building your email marketing lists, there's a few free tools and resources available to help streamline the process and maximize your results.

Twollow, available at <http://www.twollow.com> offers the opportunity to receive alerts whenever specific keywords are referenced within the twitter community, and to auto follow people who have entered in these keywords.

The free account provides you with 5 keywords while the upgraded premium account enables you to enter up to 20 keywords to be consistently monitored, adding you as a follower each time someone references the keywords you select.

You can also receive instant notifications of unlimited keyword references by signing up for a free account at <http://www.Google.com/alerts>

Here's exactly how to automate your twitter activity:

You add relevant keywords into your Google Alerts account based on the keywords that are relevant to your market. Then, within your Google Alerts account, you can choose how you want the alert to be delivered.

Rather than deliver it by email, choose to deliver it by Feed, where each alert will be sent to a RSS feed.

Copy the feed URL and enter it into your www.budurl.com account and shrink it down to a smaller URL that can be added into your twitter feed account.

Once you've entered in the new feed's URL into your www.TwitterFeed.com account, every time you receive a new update from Google Alerts based on your chosen keywords, it will automatically post the update to your twitter account!

Tools & Resources

<http://www.tweetpages.com>

<http://www.tweetscan.com>

<http://www.tweetwire.com>

<http://www.tweet140.com>

<http://www.twhirl.com>

<http://www.twitbuttons.com>

<http://www.twitku.com>

<http://www.twittpoll.com>

<http://www.twittearth.com>

Misc Tools

<http://www.twittergallery.com>

<http://www.twitterator.com>

<http://www.twittercal.com>

<http://www.twitterim.com>

Taking Notes With Twitter

this application enables you to jot down notes or ideas that can be made visible only to you or the entire community. <http://www.TwitterNotes.com>

Twitter Directories

<http://www.twibs.com>

<http://www.trackingtwitter.com>

<http://wiki.beingpeterkim.com/>

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

Email Twitter

This site allows you to post Twitter updates and retrieve your Twitter timeline via your mobile phone or other email enabled devices without incurring SMS fees.

<http://www.EmailTwitter.com>

Free tool that will provide suggestions on who you should follow based on your current followers and messages: <http://mrtweet.net/>

Twit This

<http://www.TwitThis.com>

Twitter Badges

<http://www.Twitter.com/badges>

Twitter Glossary

<http://twictionary.pbwiki.com/>

External Twitter Management Tool

<http://www.TweetDeck.com>

Twitter Directory

<http://www.twitterholic.com>

<http://www.twitterdir.com>

Twittangle

<http://www.twittangle.com>

De-follow Tool

<http://www.Huitter.com>

Retweeter

<http://www.Retweetrank.com>

UnTweeps

<http://www.untweeps.mobeezy.mobi>

Fire Fox Plugin for Twitter

<https://addons.mozilla.org/en-US/firefox/addon/9591>

Wordpress Plugins:

<http://www.deanjrobinson.com/wordpress/twitt-twoo>

Sidebar Widget: <http://www.velvet.id.au/twitter-wordpress-sidebar-widget/>

Twitter Conversation Tracker:

<http://sideline.yahoo.com/>