

Get ready...get set up...and start Tweeting in no time.

Ready...Set... Tweet!

A Speedy Guide
to **twitter**[™]

by Lou Belcher

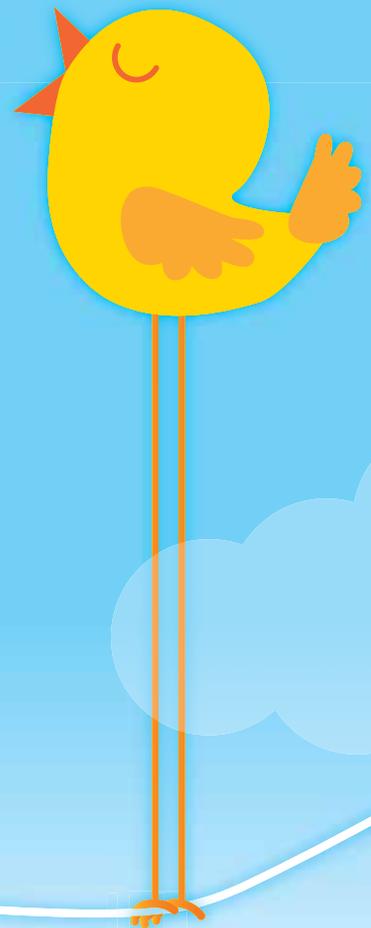


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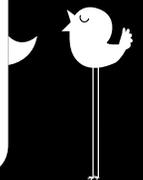
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Introduction

Why this book?

Just a little background

Technology today



Introduction:

Why this book?

For some strange reason, I took to Twitter like a cat to litter. You cat owners know what I mean. For the rest of you: you plop a kitten in litter once and it's good to go. That's the way it was for me and it surprised me. I know others haven't had that same experience.

So, I decided to share the mechanics of Twitter through this book. I'm going to keep it as short and sweet as I can. No need for long explanations, right? You just need to know what to do. And that's what I'm going to tell you. The rest you can learn with experience.

Just a little background

The emphasis on using Twitter to promote a website, product or service or to communicate with others on a formal or informal basis seems to be justified. People are gaining positive results from it. They are connecting with potential customers, clients or colleagues they would never encounter without Twitter.

Merely putting up a Twitter site and just leaving it there isn't enough. As with all good things, some work is involved. You can't put yourself on Twitter and hope people will come to you. They probably won't. You need to make yourself Twitter-worthy. It's not hard to do, but you need to commit yourself to it.

Twitter is a social media site. Marketing using social media is the hot topic of the moment and is liable to last a while. Without participating in it, you are missing out on one of the best, free-marketing tools around. However, it can be time consuming, so you must understand how to get the most out of it in the least amount of time. And, that's what I'm here to show you.

What's in *Ready...Set...Tweet!?*

Ready...Set...Tweet! is designed to help you get up and going on Twitter. To that end, it covers:

- how Twitter works
- how to set up and design your Twitter site
- page-by-page instructions on Twitter features
- how to Tweet
- followers and following
- putting it all together
- terminology



Chapter 2: What Twitter Can Do for You

Common uses for Twitter

Yesterday at lunch, a friend brought in a printed copy of a random page from Twitter because he wanted to show me something. Another fellow eating with us asked to see it. He had never been on Twitter and had determined from our talking about it that it was probably more intrusive than helpful. He likened it to being accosted by 25 or so co-workers in the hallway at work and not being able to hear any of them over the din of their collective voices.

I have four Twitter sites of my own and I manage a couple more for others. Two of my sites have over a thousand followers and are devoted to promoting writers and artists. The other two are for me. From the outside world, I have to admit that my friend might be right. Twitter might look like a bunch of folks throwing random thoughts to the wind. And to some, that perception remains because they don't delve into it far enough to see or reap the benefit of it. So, let's talk about the uses of Twitter and some of its benefits.

I, of course, can't go into all the specifics of uses people find for Twitter, but we'll hit the broad categories here. Within one or more of them you will, no doubt, see yourself.

Marketing

One of the most common uses of Twitter is to market a product or service. Businesses, large and small, use it to get the word out about what they do and to acquire customers or clients. Essentially, Twitter is a good place to put your name and the essence of your product or service before potential customers or clients. By Tweeting about what is happening with you and your product or service, you will keep potential customers up to date on what you are doing and about the possibilities of what you are presenting to the world. You may develop some sales just from these short messages you are sending into cyberspace.

Here is an example. If your company has a new product to present, write a blog post about it. Then go to Twitter and Tweet about your new post and your new product. Through your Tweets, you can also offer specials or discounts.

You would market a service through your Tweets in a similar manner. First, blog

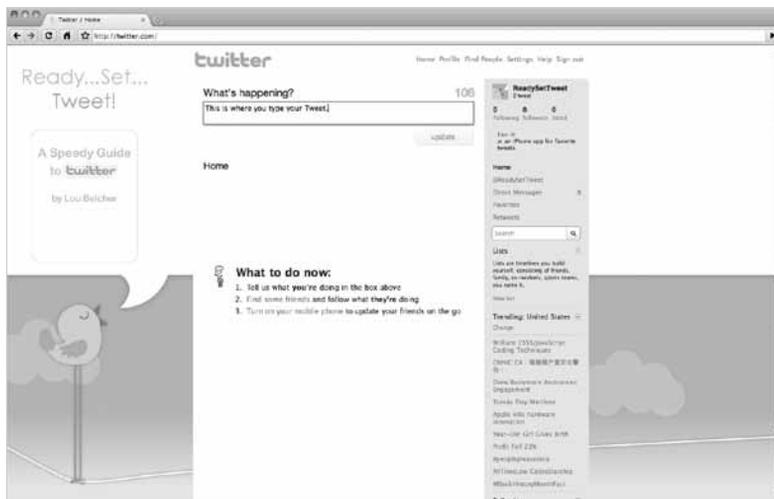


A Tweet is the 140-character message you send out from your Twitter page. Tweet is also a verb that means the act of sending out the Tweet.



Chapter 9: Functions on Each Part of Each Page

Until you sign on and begin using your Twitter site, this information may seem confusing. Read through it now just to become familiar with what is offered. After you have started to work on your Twitter site, read through it again carefully while looking at your computer screen. It'll make more sense then, and knowing what is offered on each page will help you get going faster.



Home Page

Tweets

You will send most of your Tweets from your *Home* page. When you want to send a Tweet:



- Click on *Home*. Type your Tweet (140 characters or less) into the *What's happening?* box at the top of the page.



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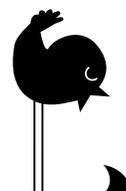
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