

# Twitter White Knight

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# What You'll Get Out Of This Guide

## Welcome!

Danny Fikes here and I want to say congratulations for taking action on the great opportunity of getting a rush of traffic from Twitter.

You know, by taking action you're already ahead of 99% of everybody else out there...and ahead of 100% of the 'wanna be' Internet Marketers.

You've shown that you're serious about having an online business. So I'm here to help you with that in every way possible.

In this manual, you're going to discover the secrets of the Twitter Masters. You'll discover how to tap into a massive community of followers that almost no one else even knows is available to them – and you'll be able to do it as fast as you can make a friend (fast!).

Plus, you'll discover how to leverage these already-existing communities to build your very OWN gigantic community in just a few days.

I don't talk much about Twitter basics here. I cover just what you need to get started. If you're new to Twitter, you'll want to read every word in this guide. If you're a little more experienced you may want to skip the 'getting

started' section...but then again I always pick up some good tips when going back to the basics. Your call.

I've packed a ton of insights into this little book. As you can probably already tell – I like to get straight to the point, so there's no fluff here. I want you to be able to read through this in one or two sittings so you can start putting these powerful strategies into action right away.

If you do this, you could have a mad rush of buyers flocking to your site from Twitter by the end of the week.

Let's get started then, shall we?

# Getting Started

Twitter is absolutely everywhere these days. It's on TV, on the radio and everyone's talking about it. Even the technophobes are starting to use Twitter. You've probably already been exposed to Twitter, but if not, then read on and I'll show you how to get started on it.



Twitter is a social networking site where users can "Tweet" (post a short message) about what they are doing at a particular point in time. Or communicate some other short message to the people who have followed them.

A "tweet" can be up to 140 characters long, so these "tweets" are really short. They call this micro-blogging. Because it's like blogging, but the posts are tiny...or micro ;)

Tweets can include words, numbers and even links. They can be messages to all of your followers, or you can tweet at one person. I'll show you how in a minute.

As you probably know, twitter is used by all kinds of people – regular people keeping track of their interests and friends, to celebrities interacting with fans, to businesses promoting their services – anybody can use twitter.

When you think about it, it doesn't take a genius to work out why Twitter is good for business.

Any tool that allows mass communication with tons of customers is super powerful. And Twitter is definitely being used successfully to communicate with customers...it's happening right now. This helps businesses build stronger relationships with their customers, and encourages customers to engage more with these businesses.

That's why Twitter is so great for business – and for Internet Marketers.

But...with that said – you need to make sure you use Twitter the right way. If you end up spamming people, you're reputation will take a serious hit. Social networking provides a great business opportunity, but also has the potential to damage your business and hurt your reputation. We'll chat a bit more about that later though. Next, we'll chat about how to sign up for Twitter.



# Sign Up To Twitter

The first stage is obviously to sign up to Twitter and create an account.

Since this is so straightforward I won't go into a huge amount of detail but there are some important things to note.

To get started go to <http://www.twitter.com> and you can sign up right on the home page or click on the "sign up" button. Note that the Twitter homepage does change from time to time but it should be pretty obvious where you need to go.

You will then be taken to a page similar to below:

The one thing to mention is that your username will become your Twitter address (<http://www.twitter.com/username>) and also your @username, so make sure that you choose something appropriate and easy for people to remember!

A lot of people choose either their own name or the name of the business.

If the username you had in mind isn't available try a variation on it, for example by adding an underscore between words or by adding a number 1 after the username.

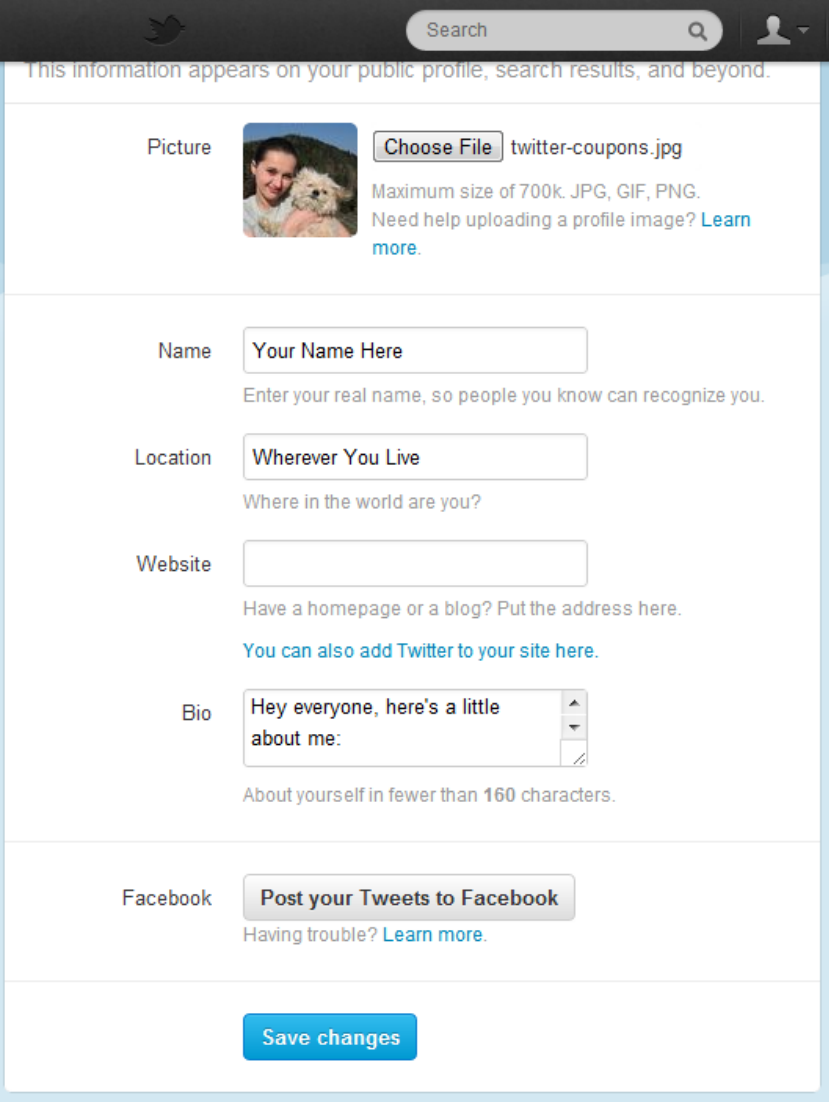
Once you've signed up it's time to move onto the next part...

## Edit Your Profile


Click on “Profile” at the top and you will see it on the screen.

Since you have just created a new account this shouldn't have much on it yet apart from the details you created at sign-up.

Click on “edit your profile” and you will be taken to a screen like the one below:



This information appears on your public profile, search results, and beyond.

Picture   twitter-coupons.jpg  
Maximum size of 700k. JPG, GIF, PNG.  
Need help uploading a profile image? [Learn more.](#)

Name   
Enter your real name, so people you know can recognize you.

Location   
Where in the world are you?

Website   
Have a homepage or a blog? Put the address here.  
[You can also add Twitter to your site here.](#)

Bio   
About yourself in fewer than 160 characters.

Facebook   
Having trouble? [Learn more.](#)

Let's look at each field in turn:

•**Your profile picture.** It is generally a good idea to upload your own profile picture rather than using the standard default Twitter pic. Doing so makes your profile seem more personable and memorable to other users. People just naturally like to put a face to a name. If it's a company profile then you could upload your company logo for example instead.

•**Name.** This should already be filled in from the information you gave when you signed up. If it's blank then add your name.

•**Location.** Again people like to know whereabouts you are so make sure you fill this in.

•**Web.** Enter your primary website address here. This can be any website you choose – so it could be your blog or a link to a product you sell. Do make sure that you fill this in though because it can provide you with an excellent source of traffic.

•**Bio.** This is your chance to sell yourself. Type out a few words describing who you are, what you do and why people should follow you. This must be less than 160 characters so you need to keep it short but sweet. An example would be:

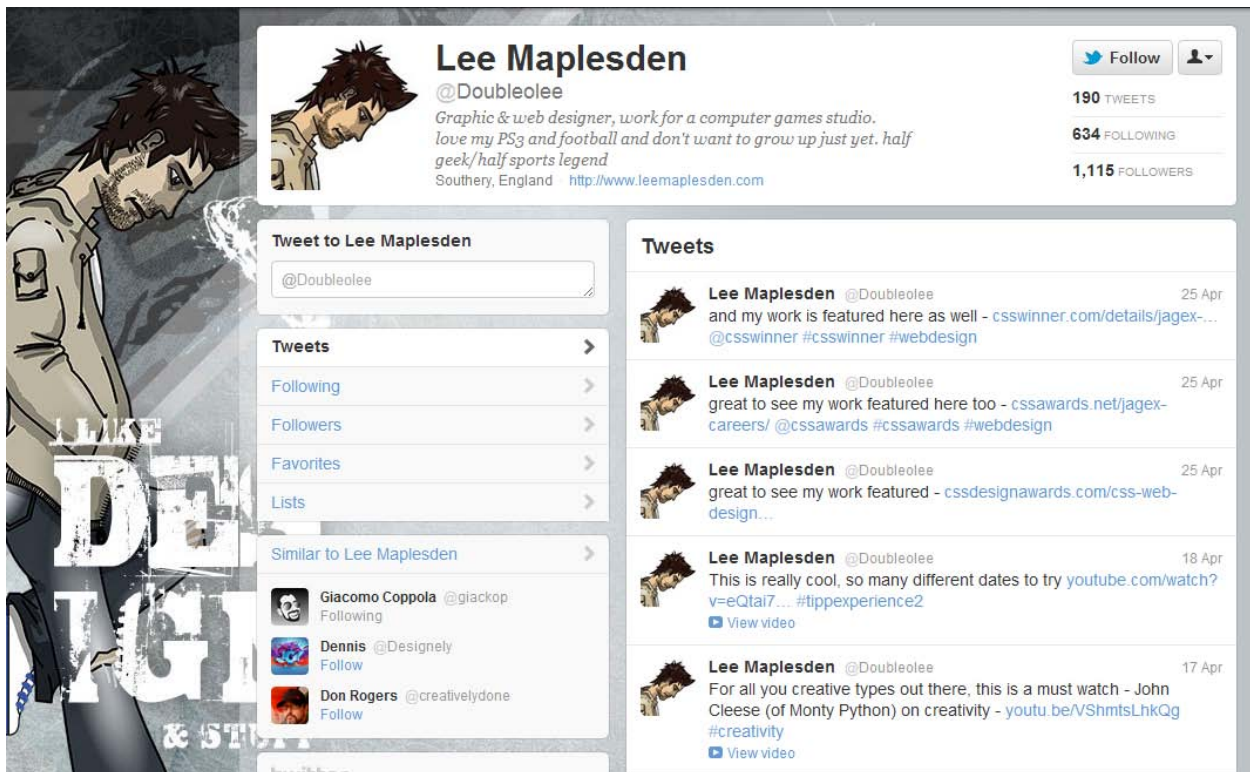
*UK based internet marketer, entrepreneur and techy. Lover of fine wine, good company and business opportunities.*

Once you've filled everything out make sure you click "save" at the bottom.

# Change Your Background

If you so desire it is also possible to change the background of your profile. There are several pre-designed ones that Twitter provides or you could upload your own.

Uploading your own background image has the advantage that you can make it unique to yourself. Many people incorporate text or advertising into their background (so you could list your products or services or show your website address for example). Such a background can be seen being used on the profile in the image below:



# Tour Of Twitter

If you're not familiar with Twitter there are some things to get your head around:

## **General Tweets**

A tweet may be up to 140 characters in length. It can contain any character type, including hyperlinks.

## **@Username Tweets**

By typing @ and then the person's username (@username) followed by your message, you can send a tweet directly to another user. Your tweet will be visible to everyone (not just the person or people you are sending it at) but enables you to include them in the conversation.

## **Following**

When you follow another user (you do this by clicking "follow" on their profile page) that user's tweets will appear on your home screen.

## **Followers**

These are the people that follow YOU. Your tweets will appear on their home screen.

## **The home screen**

The tweets of the people you are following will appear here.

## **Your profile**

Every tweet you make will appear on your profile.

## **Messages**

It is also possible to send people a 'private message' which will be seen ONLY by the person you are sending it to. You will notice that inside your account you have a "messages" tab at the top which allows you to send and receive messages. Do note however that in order to be able to send a message to another user they must be following you themselves.

# The “Miracle Twitter Traffic Formula”

Twitter is a powerful tool. But I haven't seen very many marketers actually using it effectively.

All the 'gurus' are telling us to follow EVERYBODY, then send out tweets to every single person who has ever tweeted on our subject. Plus all these Twitter software packages make that kind of stuff so easy...some of it is even 'set it and forget it'.

Ok, so everyone's telling how to use Twitter...right?...what's the big deal?

The 'big deal' is that these techniques suck.

I've read my fair share of Twitter spamming guides. Why? Because they were pitched as legitimate guides for getting targeted traffic from Twitter, and lots of it. However when I opened 'em up to browse through, most of them recommended things like mass replies, mass follows (with specific details to help you avoid getting your account banned...which were effective for about 1 week until Twitter updated its security to detect these deceptive tactics...again), and other spammy techniques.

This tells me that there's tons of people out there who've read these guides and think that they are legitimate ways to get traffic from Twitter...and that's just plain scary. Sure, these poor souls could use the techniques to get SOME traffic from Twitter, but at any second Twitter could ban their accounts for spamming. Destroying hours and hours of effort and hard work.



They have no idea that this dagger is hanging over their heads, ready to fall at any second.

If we can skip over the fact these techniques are borderline spam. These techniques are just plain not effective. They turn Twitter into a numbers game, a very small numbers game.

A game where only a teeny tiny percentage of the people you contact on Twitter will ever respond to you or take the action you're asking them to. And often, these 'gurus' tell you to use deceptive tricks to get people to click through your link on Twitter. Again, not very effective. And won't build your business.

These 'gurus' have the Miracle Twitter Formula upside down and backwards.

They're not targeting specifically who they want to interact with. Most of the time they leave it up to the software program to help them out, and maybe they'll throw in a keyword or two to help it along. This is the 'spray and pray' strategy. Where they spray their message out there to every single person they can, and then pray that a few of them are the right people and are willing to respond.

Nuh uh...not gonna work.

Next I'll show you how we fix this.

# Flipping The Equation

Here's where we flip the Magic Formula back the right way.

The Miracle Twitter Formula is: **quality + quantity = profits**. Putting all your focus on quantity is a good way to get your followers to unfollow and to get your account banned.

It's a little counter intuitive, but the secret to massive floods of Twitter traffic is to focus on quality. Quality of your messaging (to build trust) and quality of the people you select (not the quantity).

Here's why this works:

Imagine standing in front of about 10 people. 10 people standing in front of you in a semi-circle. Standing side-by-side, probably filling your entire field of vision. Then try 50 people. Alright, that's a lot more people. You can see them going standing behind your first 10 people, all packed in tight trying to see and hear you. Ok, now let's make a big step up and imagine 500 people. That's a lot of people.

That's more people than I could fit in my house...

Now try to sell them on something. Tell them about the best movie you've seen lately and then recommend that they go see it too.

Go ahead.

Try to persuade each and every one of those people to take your advice. I think you'd find that to be pretty tough... to get all 500 of those people to follow your advice and take your recommendation.

But imagine your best friend. With everything that you know about them. With the trust that exists in your relationship. Imagine sitting and chatting with your friend, and using that trust and that knowledge of what kind of things they like to persuasively recommend they go see the movie.

It probably wouldn't be that hard...it'd probably only take you 3 or 4 minutes.

Trust is one of the most important elements of an online business. When your audience trusts you, you get closer and closer to become that trusted advisor figure in their lives.

This is a concept I first learned from Dan Kennedy and have heard over and over again from the likes of Frank Kern and so many others. If you've been in the internet marketing arena for any amount of time, I'm sure you've heard it too.

Trust is vital to your business.

Trust rules over almost everything else...

The Tweeters who are most trusted have the most power to command their followers. And I mean 'command' here in the gentlest way possible of course ;)

In the next section, I'm going to share how you can borrow trust from some super high-profile Tweeters. And then I'll show you a strategy you can use to become one of those super high-profile Tweeters yourself.

# The TED Formula For Going Viral

Before we get into the tactics that I want to teach you. I want to set the scene with an amazing formula for getting things to go viral.

What you're about to see is a formula discovered by the Trend Manager at YouTube. His job is literally to watch videos all day.

There's over 48 hours (2 days) worth of video uploaded to YouTube every minute. There's so much video on YouTube that it's impossible for ANYONE to watch all of it in their lifetime.

Here's the thing...some videos stand out and get watched millions of times while other videos get lost in the clutter. What does it take to make something go viral?

Watch this short video to find out:

[http://www.ted.com/talks/lang/en/kevin\\_allocca\\_why\\_videos\\_go\\_viral.html](http://www.ted.com/talks/lang/en/kevin_allocca_why_videos_go_viral.html)

And make sure you apply what you see to everything that you do online from now on.

# How To “Borrow” Followers

This is the most powerful strategy I have to share with you. And the best part is that it's also the simplest.

Wouldn't you like to have a huge mass of Twitter followers who will jump at the chance to do anything you ask?

Well, the harsh truth is that you're probably not in that position...(Well, not yet anyway. I'll show you how to get there in the next section.)

So the fastest and simplest way to tap into this massive group highly interested followers is to...

Make friends.

By becoming friends with the mini-celebrities in your niche, you can tap into the incredible audience they already have just about any time you want.

These are the 'taste makers' in your industry. And they are powerful.

They're the mini-celebrities. Probably unheard of outside whatever niche you're in. But highly influential among the people in it.

Remember all the talk about trust from before? Well these are the people that have it...a lot of it...from a lot of people. And they are the ones we're going to 'borrow' it from.

In this section, I'm going to walk you through how to become friends with these people and damn-near 'force' them to promote your stuff. This is psychology at work here, so if something seems a little slow or indirect, look at the principles I'm using and it should make sense. If you still don't think the method makes sense, try it. And you'll see the power of real psychology principles applied to the real world ;)

First though, you have to know:

## How To Find These Special People

**Think** – you probably already know who most of these 'taste makers' are. Just take a few minutes to make a list of the people who are popular.

This means anyone who is well known, does podcasts, runs a big site or has a big product/course or coaching program out there. It doesn't just have to be individuals either, your list could include big companies too.

**Google** – search for sites and products in your niche. The loudest people on Twitter are usually the loudest people on the web too, so they're usually not too hard to find. Search Amazon for popular authors. Search iTunes for podcasters. Search the forums for references to the mini-celebrities, maybe they even post at the forums themselves.

Again, you're just making a list here of the most popular people in your niche.

**Niche-Specific Stuff** – If there are popular TV shows in your niche or magazines, look for those too. TV show guests and magazine covers are great places to find niche celebs.

**Twitter** – We're going to take this one in 2 steps.

*Step 1:* Search for your niche on Twitter. Pretend you're a consumer and that you're looking for info on some topic within your niche. Who's talking about it? Are they helping/teaching people? How many followers do they have? What do they do in the niche outside of Twitter? Start following the Tweeters who have a lot of followers, say interesting things and have other things outside of Twitter (like a popular blog for example).

*Step 2:* Take the big ol' list you've got now from your brain, Amazon, Google, etc and look for everyone on Twitter. Search for the people and search for the companies. Follow whoever you find.

**Next**, you'll also want to keep track of how many followers each of these Tweeters has. Then get a general feeling of how much they tweet and how well they engage their followers. (You can do this by searching for their @name. This will give you an idea of how often they have conversations with people. More interactions/engagement = good)

Now, in a perfect world I could give you exact criteria for what makes someone a 'taste maker'...but this ain't a perfect world. There are no exact criteria because each niche has a different number of average followers and different levels of average engagement.



Some knitting 'taste maker' might have 100,000 followers who they interact with personally every week. Whereas a marketing 'taste maker' might have 100,000 followers who they talk AT and don't interact with very much.

You've got to look at what you've got in your niche and compare 'em. That's the only way to do it.

Once you're following your 'taste makers', it's time to:

## **Make Contact**

This is a lot easier than it may seem, because you're going to be doing 2 things at once:

1. Be different than all the 'other guys'...
2. But be like them.

You've got to position yourself as a friend. Someone who's in it with them, and not just another consumer follower.

The best way I've found to start this is to compliment their stuff to your own followers. You want to take on the voice of expertise in your niche, and you're reviewing or critiquing their stuff(stuff = products/site/Twitter feed/etc).

So make a couple Tweets saying you've just discovered them, think their stuff is good, and that you recommend it to anyone looking to do [whatever their stuff does]. Obviously you have your own tweeting style, but this type of tweet adds a little authority to your voice here.

Don't be lazy with your compliment. Pick something they've actually done well or that you actually like, and then say it. Simple as that.

Now that you've completed the foundation, it's time to:

## Make Direct Contact

Before you interact with these 'taste makers' you have to understand a couple things. These should guide your every interaction:

**-be friendly** and casual (You want to legitimately become their friends. Friends do things for their friends. It's been said that 'a man is only as powerful as his network'.)

**-be respectful of their time** (They've got tons of stuff going on, they may not have time to just chit chat. Be sure to stay friendly and casual though.)

**-make them an offer they can't refuse** (Stack the offer in their favor if you want them to do something for you. Give them a bigger-than-usual chunk of the commissions because of the volume they can potentially give you. Would you rather have 100% of nothing or 50% of a lot?)

**-be honest** (They often have finely tuned 'BS Detectors' because of the people that approach them with pitches. Remember that you're different though, you're focusing on the friendship first.)

**-make it easy for them** (Again, they're busy or maybe just lazy. Doesn't matter. If you want access to their followers make it dead-simple for them

to help you out. If you're asking them to promote something to their followers, give them some pre-written tweets they can use for inspiration...or just copy if they want to.)

**-make them look good** (Remember they have a reputation to protect. So if you're asking them to promote your product, make sure it's a good product.)

So with that in mind, it's time for a direct message.

Remember, you want to be friendly and casual. It really helps to compliment them again. Don't be shy here, a little praise (and a little sucking-up) goes a long way. Then offer to help them with some problem they're having or a project they're working on. This will skyrocket your relationship by creating a huge amount goodwill with your 'taste maker'.

If you've done your homework and have been reading their tweets, you're probably aware of some problem they have or something that they're working on. If you relevant skills, offer to help. Otherwise, Google for an answer to the problem and then let them know what you found. For example, let's say one of your 'taste makers' is trying to do some graphic design stuff for their site and are having trouble getting it finished. If you're good at graphic design, offer your skills for free or super cheap. Or maybe you know a pro designer who could help or give advice.

This behavior (offering to help without being asked) helps to invoke the law of reciprocity. The law of reciprocity is the natural human wiring that says if someone does something for you, you feel obligated to do something back. Basically, they'll owe you one. And all you had to do was be super nice.

So now that you're in contact with them, I don't recommend asking for favors right away. Instead I recommend that you first:

## Build The Relationship

All you have to do is continue what you started when you made direct contact. Just keep offering up helpful tips to your 'taste maker'. You can also tweet out some interesting videos or articles that they would find interesting too.

If you think of them as your new best friend, this will all come natural. When you come across something that you think they'll find interesting, share it with them. It's as simple as it sounds.

Alright, so now it's time for the big one. I know you're probably asking yourself "How does all this 'nice stuff' translate into my flood of traffic?!"

Good question, glad you asked 😊

After you've built up the relationship past the point of being strangers (wait at least 1 week after first contact to start this next step), you can:

## Ask Them To Promote You

It works like this:

**Step 1:** Have your awesome product/site/thingy you want to promote done, finished, complete. Oh, and make sure it's awesome.

**Step 2:** Email or Direct Message a free review copy to your new best friend.

Again, lay on the praise here. It's ok to suck-up (in fact, it may help you). Let them know you respect their opinion on your niche topic and ask them to take a look at your site/product. When you do this, don't just offer the review copy for their feedback. Let them know that you'll think they'll really enjoy it too...and so will their followers.

Make sure you call it a 'review copy', but let them know that there's no obligation to post a review about it.

Again, by being super nice you're breaking their expectations of that 'pitch person' who gives them a review copy and then tries to pressure them into reviewing it. By being extra nice you're breaking that expectation, and inviting them to be nice back to you. The law of reciprocity again.

Now you can come from a few different angles here, but I believe it's best to let them know it's either about to launch for the first time or that you're planning to do a big update and release a 2.0 or 3.0, etc. That way you can politely give them a deadline and imply that there will be a launch for the new/improved product/site/etc.

**Step 3:** Since you've already planted the seed that their followers would really enjoy your new product/site, it's now time to sweeten the deal.

If you have a product, offer them a free chapter to share with their Twitter followers only. Remember when we talked about making them look good? This will do it for sure. They get exclusive, interesting content for their followers. And you get promoted. It's win-win.

If you're just promoting your site and don't have a product, you can still do this. You can offer your 'taste maker' some exclusive content for his site. Not only does he look good for having other experts featured on his site, but you're making it really easy for him too.

If they're reluctant to take you up on the previous deals, offer them an affiliate commission. I say this as the last thing you should do because often, since you're friends already and making them look good, they'll promote you for free.

This is a great deal for you, considering that you've already put the time and effort in to be friends with them. There's no sense in giving away commissions if they'll do it for free.

## **BONUS – My Sneaky ReTweet Strategy Revealed**

I'm going to share how you can almost 'force' the taste makers in your niche to retweet your links if you simply can't get them to help you out in any other way. Here's how it works:

Step 1: On your blog, either write a review of their product/service/site or give an overview of what they do and then call them out to answer some questions about it.

Step 2: Tweet your post @tastmaker and let them know that there are many people on your blog awaiting their reply. Do this in a nice way obviously. As this is a win-win situation. You're both promoting each other here.

Step 3: Interact with them and with your blog readers in the comments. This could be a hot post for you that will drive tons of traffic to your site and create quite the buzz there for up to a few weeks. It could last even longer if this mini-celeb sticks around to keep interacting.

That's all there is to it. By getting very personal with this person on your blog, they're almost forced to come by your blog and say hi. And while they're doing it, they'll bring their Twitter followers with them.

Again, it's a win-win-win. You get traffic, taste maker gets promoted, and your readers and followers get great content and maybe even a little entertainment.

## The Math

Alright, lets run some super quick numbers here.

These are conservative numbers that are in the ballpark of what you should be able to expect from this method.

Let's say you find a taste maker in your niche with about 10,000 followers. (Depending on your niche, that can be a really conservative number or maybe it's about average)

If they retweet your message or write their own tweet recommending you, you could between 700 and 1,000 visitors to your site almost instantly, according to my experience.

That's roughly between 7% and 10% CTR. The percentages will differ according to the niche you're in and the taste maker's relationship with their followers.

Also remember that, since these are taste makers, their retweets are going to encourage other retweets by many of their followers. So you'll probably get another 20-40% more traffic from unexpected retweets.

In this example that brings the total up to about 1,000-1,300 visitors to your site. And most importantly, these visitors have all been referred to your site via someone they know, like and trust.

That's powerful stuff, and that's just the tip of the iceberg.



Imagine what would happen if you could get that taste maker to retweet something every week for you. That's a pretty nice chunk of traffic you wouldn't have had otherwise.

Not to mention ...that's just 1 taste maker with pretty conservative numbers. Imagine the traffic you could get if you had 5 or 10 of these partnerships. And if you're persistent, I don't see why you couldn't get even more than that.

The possibilities, my friend, are endless.

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## Action Steps For 'Borrowing' Followers

1. Figure out who the biggest names are in your niche and follow them on Twitter
2. Give them a good first impression of you by tweeting positively about them (not TO them). Use the @ and they will see your nice Tweet
3. Once they're following you, direct message them. Compliment whatever they're working on so they can see that you're smart and nice.
4. Offer helpful advice or resources for whatever they're working on or having trouble with. Do this without being asked and you'll accelerate the bonding process and invoke the law of reciprocity.
5. Tell them what you're working on and get them in early and free. Plant the idea that you think their followers would like it to, but do not put any pressure on them to promote you. This is what friends do and it will actually make them more likely to promote your stuff...because you're cool about it. This is how you 'borrow' their followers.
6. Whenever they have new stuff coming out, promote that to your followers. You are friends now and this is what friends do. It's now a win-win relationship, where you're both helping each other out.

# How To Build A Staggering List Of Followers On The Cheap And With Little Effort

(or – Twitter Trust Building)

In the last section I showed you how to tap into existing communities of followers to drive massive amounts of traffic to whatever it is you're offering. Wouldn't it be great if you had a large and loyal community of your own?

I'm going to share with you how to do that now.

By using the strategies in the last section, you'll get a tiny amount of people who will follow you just because your name was mentioned in their feed. This is good, but we can do better.

We're going to build trust with your current followers at the same time that we get you more followers. We're going to be taking advantage of Twitter's openness by encouraging word-of-mouth. This includes encouraging retweets, talking about hot topics and becoming a source for great information in your niche.

We're going to start by making your Tweets so irresistible, that you begin to collect followers by the power of your messages...essentially creating your own marketing channel.

Remember what we called the mini-celebs from the last section? ...right, 'taste makers'. That means you'll be taking a thought leadership position and sharing some really cool stuff with your followers.

Then we'll also build in some interactive elements to your Tweets that allow you to grow your follower list at a cheetah's pace.

And finally, we'll cap it off with some special offers to your followers only. This makes you look good, builds up some goodwill and of course gets you even more followers.

In order to get more followers, you've gotta give people a reason to follow you. We're going to start by:

## **Tweeting Out Some Really Cool Stuff**

The idea here is to share a good mix of news items, your opinion on hot topics, a little entertainment and even educate or give a little insight into some aspect of your niche. It's important to show your personality in most of your Tweets. To let your followers know you're a real person, just like them.

This part is almost effortless. Just search some news sites in your niche every morning, and make a few posts throughout the day about things that are going on. Again, act like you're talking to your best friend.

What funny or cool videos/articles would you share with your friend? Share that with your subscribers too. Make some jokes or even tease some of your followers if that's your style.

What would you teach them about? What do most people do wrong, but you know the right way? Go ahead and make a blog post and send your followers over to read it.

I recommend between 3 and 10 tweets per day. Again, go for quality over quantity. If you can only come up with 2 great tweets every day – that’s much better than 10 really crappy ones. These rules aren’t set in stone of course. Check out the ‘taste makers’ in your niche. Ask yourself: What are they doing? How well is it working? What could you do better?

The point here is to become a source of good info about your niche, along with some good education and entertainment.

Next, to get your followers more involved (and to get even more followers):

## **It’s Time To Interact**

There’s a few different ways to do this.

**-ask a question** – just ask a question, get a conversation going. It’s a good way to get more people talking about you and get yourself more exposure to your followers’ followers.

**-respond to your followers’ tweets** – answer their questions, clarify their point, retweet what they’ve said, etc. Every once in a while search for your name, and reply to anyone who’s talking about you. Thank them for their kind words, or just chat with them. Again, become part of the conversation.

**-run a contest** – use your imagination here. Ask your followers to take some action in return for an entry into some contest. It could be a charity event to build up some goodwill, or maybe you want to let everyone know you offer a coaching program. In that case, have your coaching program as the prize. A good contest is to ask them to retweet your contest announcement tweet, in return for an entry into the contest. This leverages the snowball effect to get many more eyes on your contest. Again, use your creativity to come up with something that's win-win for you and your followers.

**-let them know where you are** – if you go to any industry events or conferences, let your followers know about it. During the event, tweet about where you're hanging out and about some of the cool stuff you learn or find. Hang out with your followers. Building a relationship in real life is a fantastic way to build up the online relationship.

Those are the 4 methods of engagement that I recommend you start with. As you can imagine, there are infinite ways to engage your followers and get them participating with you. Start with the simple methods listed above, then use your imagination to come up with more.

Finally, we're going to entice people who are on-the-fence to take the plunge. We're going to:

## **Make It Irresistible**

To do this, we're going to provide exclusive content to your followers.

By doing that you build a closer bond with the followers you have, build massive amount of goodwill and get people who don't follow you to start following you.

I believe the best content to give out is a simple report that provides great educational content about your niche. This could be a report you put together yourself, some PLR stuff you've polished up or maybe it's a report from a JV partner that you'll share commissions with.

If you're not sure what content to share, here's some title ideas to get your creative juices flowing:

"Top 9 ways to \_\_\_\_\_"

"Top 3 mistakes almost everyone makes when trying to \_\_\_\_\_"

"How to do \_\_\_\_\_, without \_\_\_\_\_"

"How to \_\_\_\_\_ in just \_\_\_ minutes"

"One simple trick to \_\_\_\_\_"

Get the point? Good 😊

Then simply share this content on your blog and share the curiosity-inducing titles via Twitter with a link. This works super great if you can get your celebrity friends to retweet this and recommend it. If you can get that down, it'll spread like wildfire (AKA – you've just gone viral)

Now, after learning those 3 tactics...there may be one question on your mind:

## **What If I'm Just Starting Out And Don't Have Any Followers Yet?**

So glad you asked.

It's true... The tactics I've shared in this section count on you already having a few followers.

These first few followers will trickle in when using the methods outlined in this section. It's like a snowball - small and slow at first, but gets bigger and faster like nobody's business.

But do you want to know how to start out with a half-way finished snowball?

Using the tactics I've shared in this section along with the tactics I outlined in the last section...will turn you into a complete Twitter powerhouse.

No one in your niche will be safe...they'll all have no choice but to follow you.

...Alright, I may be overstating things a little...but just a *little*. The truth is that these two sections, working together, will grow your follower count (and their trust for you) with *outrageous speed* and give you a huge head start in your quest for Twitter domination.



# Action Steps For Building Twitter Trust

1. Become an opinion leader in your niche by Tweeting out:

--News

--Insights about the news from your perspective (like why it's important, wrong, misleading, etc)

--Cool or funny entertainment related to your niche

--Good educational pieces related to your niche

2. Interact with your followers by:

--Asking a question and starting a conversation

--Jumping into existing conversations via the 'hot trends' tags

--Run a contest

--Let them know when you're at conferences/etc so you can meet up and hang out

3. Build trust and goodwill with your followers by offering great and exclusive content. This should be some kind of edutainment on your own site (not a typo, it's a combo of entertainment and education. So teach 'em something but make it fun). This is how you siphon your followers off of Twitter and onto your site.

4. Once you've done this for a few days, you will begin the snowball process of good word-of-mouth and viral marketing. Also, you should combine these techniques with the "follower borrowing" techniques from the last section to turbo charge your number of followers.

# 18 More Ways To Explode Your List Of Followers

1. Explain what retweeting is to your followers and encourage them to retweet your tweets. This can get you more clicks from social graphs.
2. Tweet about your passions and use #hashtags when you do. You'll catch the attention of people who are searching for those topics. They can't follow you if they can't find you.
3. Fill out your bio. Nobody trusts a shadow. The more of your personality you share, the more likely people are to add you.
4. Link to your twitter profile from all of your other web presences. If you've got a blog, a site, FaceBook...tell people there to follow you on Twitter too.
5. Put your Twitter account on your business card, and mention how people can find you on Twitter whenever you go to a conference, do a podcast, a talk, interview, etc.
6. Follow top twitter users and watch what they tweet. Pay attention to how they address their audience, and how they engage them. Don't be shy to join in their conversations. You can model your Tweets after what they Tweet.
7. Reply and get involved in hash tag memes. Use the 'trending topics' list at [search.twitter.com](http://search.twitter.com) and jump in on conversations about those hot topics.

8. Track your results with something like: [TwitterCounter](#)
9. Start a contest. You can get people following you like crazy if you offer the chance to win a prize for following you.
10. Add pictures to your tweets. Pictures get shared and retweeted a lot. For iPhone you can use [Tweetie](#) or [Twitterrific](#), both support on the go uploading.
11. Tweet when people are online. Usually the peak times are between 1pm and 2pm, local time. You can also use [Tweriod](#) to send out your tweet when most of your followers are online. You can also check out [BufferApp](#) to schedule when you want your Tweets to go out.
12. Follow other people. Lots of people simply follow back anyone who follows them. Find tweeters in your niche to follow by searching for niche-related keywords. This can be a good strategy for building up followers in you niche.
13. Do not automate too much. Too much automation can lead to accidental spam or simply annoy people with follow/unfollow requests. This may lead to a banned account. So be careful.
14. Tweet other people's stuff. If it's good, it deserves to be tweeted. Your followers know that you're smart...and that other people are smart too. So spread the love and karma may come back to you.
15. Double tweet. You can tweet the same thing out at a few different times. Think about the time zones here. If you tweet at 4pm and 4am, half of the

world will be awake during your first tweet and the other half will be awake during your second.

16. Don't tweet too much. If you tweet 200 times a day, every tweet after that first tweet just pushes it down the feed and reduces the likelihood of it being seen by any of your follows.

17. Entertain and inform. People live boring lives! Give 'em something entertaining, but informative about the subject they're interested in and you'll make it impossible for them to ignore you.

18. When linking out of twitter, test out the curiosity appeal. See if your followers respond to being teased a little about what you're linking to. Tell them a tiny bit, but don't tell them the whole story and really hit their curiosity button.

# What To Do Next (And by 'next'...I mean NOW)

I hope you've enjoyed our time together here.

We've covered a ton of twitter techniques that can take your business to the next level and explode your traffic and profits.

Nothin' to it, but to do it.

If you haven't been working along with me throughout this guide, now's the time.

Now's the time to put these tactics into action and reap the rewards. I know you can do it and I know you're going to love the results you get. I hope you sent me your success story when you reach your Twitter traffic goals.

I welcome and encourage feedback. Please contact me at [dannyfikes@live.com](mailto:dannyfikes@live.com) with your thoughts, comments and success story 😊

-Danny Fikes

# Bonus - Your Twitter Insurance Policy

Remember those spammers who got sued by twitter near the beginning of April 2012?

Well they got sued because they ignored Twitters Terms of Service (TOS). I think we can both agree that getting sued is not something we want to do.

The TOS is basically a contract between you and Twitter that tells you what you're allowed to do and what you're not allowed to do.

It's pretty short and pretty easy to read. Stating things like "don't spam". Pretty straight forward right?

This is your insurance policy with Twitter...

If you abide by the TOS, it's going to be tough for them to ban your account. I'm not saying that you'll NEVER have your account banned EVER. I'm just saying that if Twitter doesn't want you to do something, they're most likely going to put it in their TOS.

So if you follow it, you should be fine. They're going to go after the people who are breaking it first. Like the spammers they sued.