

How I Create Traffic and Revenue from Twitter

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First Things First

Before you send your first tweet you need to make your Twitter account look like someone who's serious.

Upload a Photo of Yourself

You can also use a photo of your business, product, or other image that is representative of what you do, but it will never be quite as successful as a photo of yourself.

People connect to other people. They respond emotionally to another human face. It doesn't matter what you look like, as long as you're real.

Write a One Line Bio

Are you a private detective? If so, say it. Do you sell pumpkin carving kits? Say it. Whatever you do, you're automatically an "expert" in that niche in the eyes of the world, even before you open your mouth.

Include a Location

Like a face and a bio, a location makes you into a real person and not just a troll living under a bridge or in a basement somewhere. If you're uncomfortable giving exact directions to your home or office, be general. If you don't want to say that you live in San Diego, Southern California is good enough.





Change Your Background

Switching from the default Twitter design for your profile page is an easy way to set yourself apart. Upload a new background image. I use my logo, and it appears on the top left of my page.



Increase Your Twitter Followers

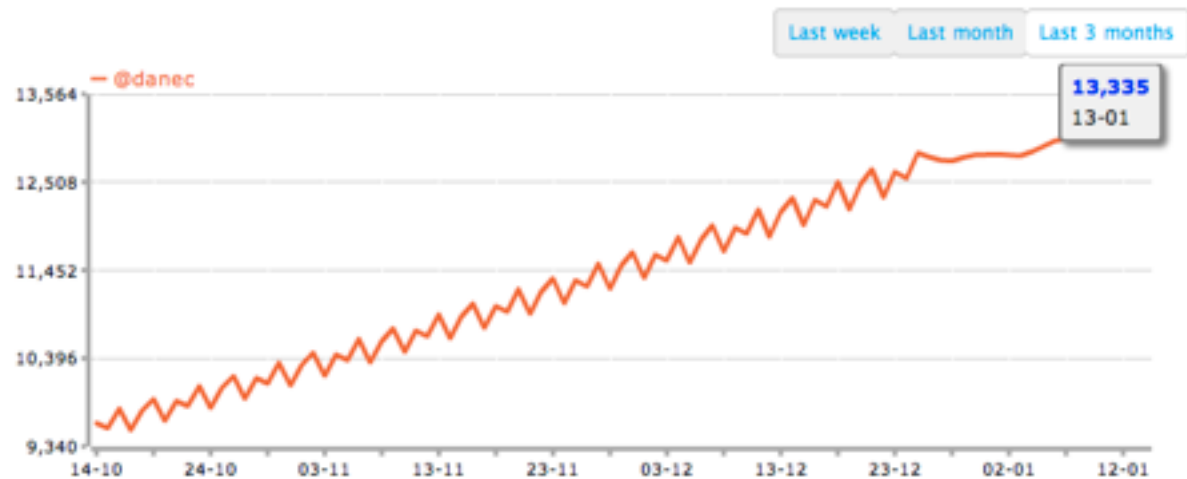
The trick to quickly increasing your Twitter followers is to follow other people.

It's almost counter intuitive until you consider how Twitter works. Every time someone logs into Twitter, they see two numbers: The number of people they're following, and the number of people following them.

The average Twitter user only has [126 followers](#). The idea that someone cares enough about what they're tweeting is exciting.

If you follow someone, it is very likely that they will follow you back almost immediately. If you're in their niche, the probability that they'll follow you back is nearly 100%.

So, the real secret to growing your Twitter followers is to follow other people in your niche.

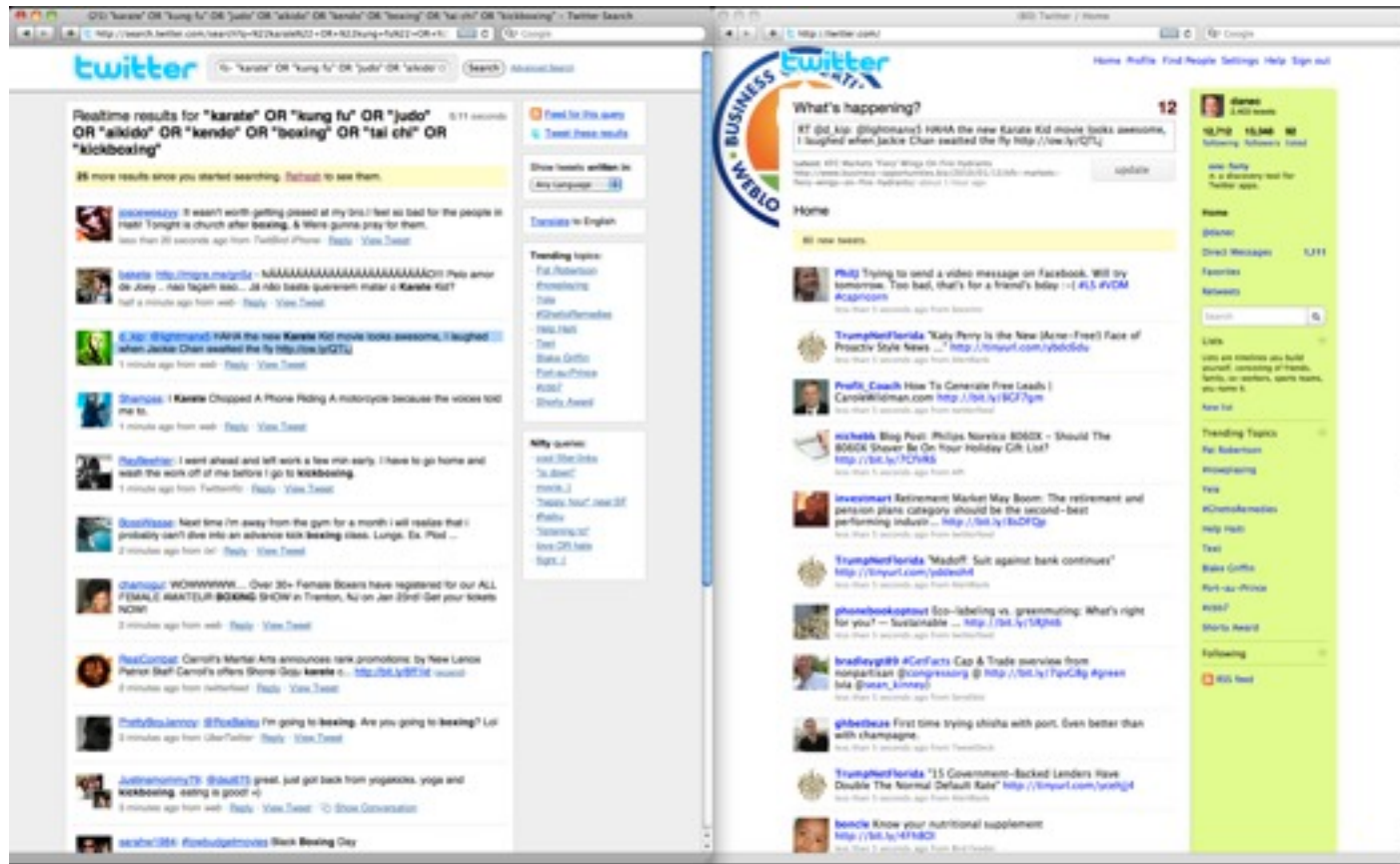


How Do You Find People in Your Niche?

One way is to use [Twitter Search](#). Enter a word or phrase that is relevant to your niche. If you blog about Yellowstone National Park, try "Yellowstone". If you're selling a product related to Mixed Martial Arts, use "MMA".



How I Create Traffic and Revenue from Twitter



This method of finding people to follow is very labor intensive. For each result you'll need to click on the Twitter username. Their page will open up and then you'll click follow. Then you'll have to close their page and go back to your Twitter Search results.



There Is An Easier Way

[Tweet Adder](#) is an program for Mac OSX and Windows that automatically finds and follows targeted Twitter users.

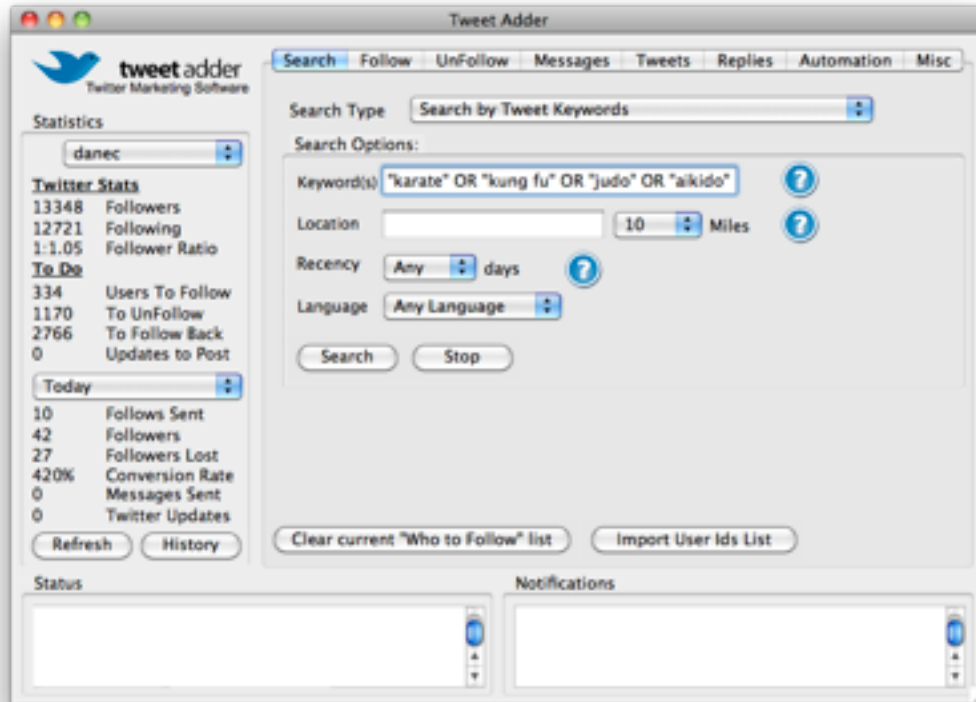
It works like this:

For each twitter account setup in the program, I enter a set of keywords into the “Search by Tweet Keywords” section.

If I was promoting a website about martial arts, I might use the keywords:

**"karate" OR "kung fu" OR "judo" OR
"aikido" OR "kendo" OR "boxing" OR
"tai chi" OR "kickboxing"**

Tweet Adder searches through the last few million tweets and finds users who've mentioned my keywords in their tweets. The program presents me with a list of users and then I select all of them. Tweet Adder filters the users that it found against the users that I've already followed and adds them to my “Users to Follow” queue.



I then enter the same keywords into the “Search by Profile Data” section. Tweet Adder finds and then filters users with my keywords in their bios and adds the new users to the “Users to Follow” queue.

I have the program setup to follow up to 500 users per day. Any users in the “To Follow” queue that aren't followed today will be followed eventually. I just keep adding new users to the queue every day.

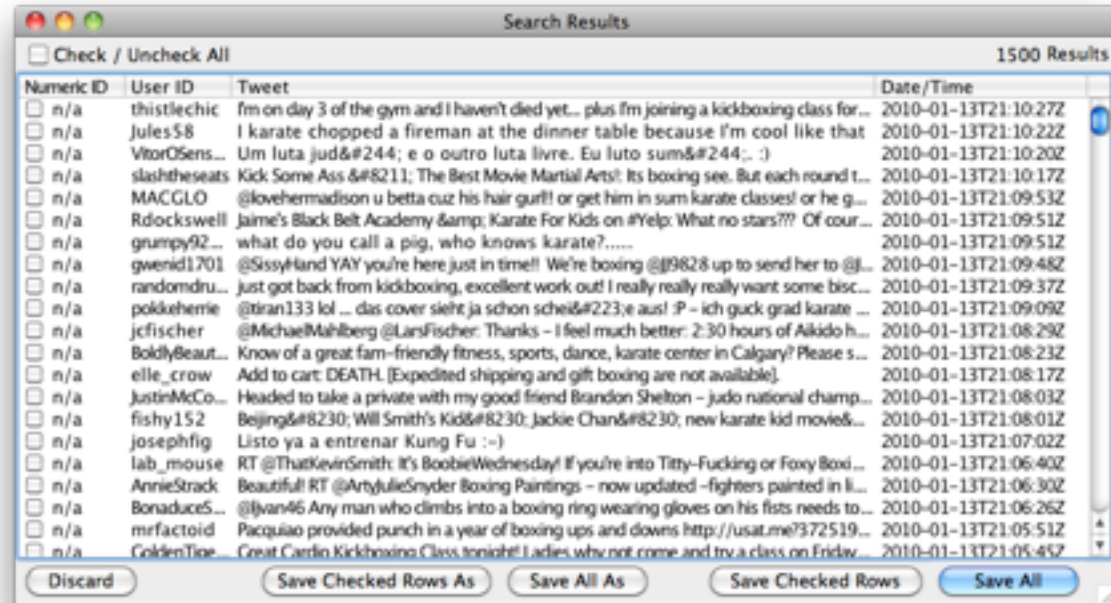
Until you use an automated system like Tweet Adder, you typically won't come up against Twitter's followers limits. You're not restricted to following only a specific number of people. Instead, there's a ratio between the number of followers and the number of people you follow that is enforced.

According to Twitter the follow limitations work like this:

Twitter enforces a following limit of 2000 people per account, unless you have more than 2,000 followers yourself. If you have more than 2,000 followers, you're able to follow a number that is different for every account, based on the number of people who follow you. You can always follow 2,000 people -- if more than 2,000 follow you, you can follow a number higher than 2,000 that is determined by the number of people following you.

Everyday, Tweet Adder checks to see whether someone I followed two days ago has followed me. If not, it unfollows them. In the future, if they post another tweet with my keywords in it, the program will follow them again.

Twitter also allows private messages. Personally, I haven't had extraordinary luck with them, because most of the messages that people receive tend to be spam. Tweet Adder allows you to send these, and



I typically send a short one asking a question related to my keywords. If, for instance, I had a karate related site that I was promoting, I might ask “What do you think of the new Karate Kid trailer?”

When I started using Tweet Adder in March 2009, I had 626 followers. In January 2010, I had 13,581 followers. The Tweet Adder system really works.

[Tweet Adder](#) is \$55 for one account, but is free to demo.

How I Get Traffic from My Tweets to my Blogs

The second part of using Twitter to create traffic and revenue for your blog is generating and posting Tweets.

Promoting Other People's Content

It sounds strange, but in the Twitter world, it's almost more important to retweet other people's tweets than it is to post your own. If you are liberal in your reposting, people will republish your tweets and spread your links to their followers.

Especially when you have hundreds or thousands of followers, it can be almost impossible to find quality tweets to retweet. I open the Twitter Search website in one window, and my Twitter feed in another. Then I enter in one of my keywords or phrases into Twitter Search and find a bunch of related posts. If I see something I like, I'll copy an entire tweet, including the name of the poster. In the other Twitter windows, I'll type "RT @" and then paste the copied tweet. The @ sign will make the user's name into a link back to him.

What's happening?

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RT @Sheq New Ghostbusters, new A-Team, new Karate Kid, new Yellow Submarine. Is my generation completely devoid of new ideas?

Promoting Your Own Content

On my Wordpress blogs, I use the Twitter Tools plugin from Alex King. Alex's plugin will automatically grab your tweets and post them to your blog. I don't use this functionality at all. The plugin will also tweet all of your blog posts directly to your Twitter feed and you publish them. This feature is awesome. The plugin is free, and easy to install and setup.



Twitter Tools Options

Twitter Username:

Twitter Password:

Create a tweet when you post in your blog? ▾

Create a blog post from each of your tweets? ▾

Create a daily digest blog post from your tweets? ▾

Bonus: Find Things to Blog About from Twitter

The third way I generate traffic and revenue from Twitter is when I use Twitter to find topics to post about.

Similar to how I used [Twitter Search](#) to find people to follow, I use it to find topics to post about.



One idea is to do something like I do in my [Business Ideas from Twitter](#) posts. I'll search Twitter for "business idea" and then peruse through the listing for great (or funny) business ideas to use in my round up post.

Another way would be to create entire posts from people's Twitters. Here's an example of that from the site [Yosemite](#).

Conclusion

I hope that you've enjoyed this quick little ebook. If you have any additional questions about using Twitter to it's fullest, please contact me at dane@danecarlson.com or call me at 209-379-5371.