

TWITTER TREASURE CHEST



'FOLLOW ME!'

**THE ULTIMATE GUIDE TO
TWITTER PROFITS**



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Please do not spam Twitter or any other website mentioned herein, the information provided in this guide is for you to responsibly use Twitter as part of your marketing arsenal, to provide value to your followers as well as gain traffic to your website!



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Introduction

Twitter is a global phenomenon with hundreds of thousands of people joining it every month, that is hundreds of thousands of eyeballs that you have the chance to get to your blogs or websites!

As with anything online then you need to make sure you are not spamming the site, the internet certainly does not need any more spammers! But I'm going to teach you in this guide how to go about it the right way and be seen as a trusted advisor rather than a ruthless salesman.

It will require some work, this is not some spammy automatic traffic system that you can turn on and forget about - then again neither is it low quality spammy traffic (if you do it right). Using these techniques you can get high quality, qualified traffic eagerly heading over to almost any link that you send.

Forget open rates on email messages, in Twitter every message is already 'opened' for your audience to see!

Let's get straight into this guide by talking about exactly what Twitter is...

To your profits!



What is Twitter?

Unless you have been living under a digital rock for the past year or so then you can't help but notice the meteoric rise of Twitter into the public limelight, it is being talked about everywhere now!

Almost every blog has applications active for it, the news adores it, people are addicted to it, and as always, new ways to market with it are born.

For instance Namecheap, a popular domain registrar, did a Christmas competition where they would ask a question every hour on Twitter, and the first couple of people who gave the correct answer as a reply in Twitter would get a free domain registration. I know this bagged them a lot of followers, which is a captive audience they can now market to again and again!

So what is Twitter?

Well the owners say:

"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?"

But Wikipedia gives us a clearer idea with its definition:

"Twitter is a social networking and micro-blogging service that allows its users to send and read other users' updates (known as tweets), which are text-based posts of up to 140 characters in length."

So it is a micro-blog where you make micro-blog posts called tweets. Its popularity stupefies most people, you either love it or you hate it, and most of the world still cannot understand why anybody would want to know that you are 'having breakfast' or any of the incredibly mundane things that people post.

Yet it does have a silver lining, 'simplicity' is a word I see the guys behind Twitter use a lot, and that is definitely part of the appeal, no groups, no clicking around constantly to find things, nobody changing the text to huge red letters as they type...

Just a window when you go in where all the messages pop up so you can see what you want to read, and the length of them (140 characters) makes people get to the point quickly!



This is the end of the
preview – please visit
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