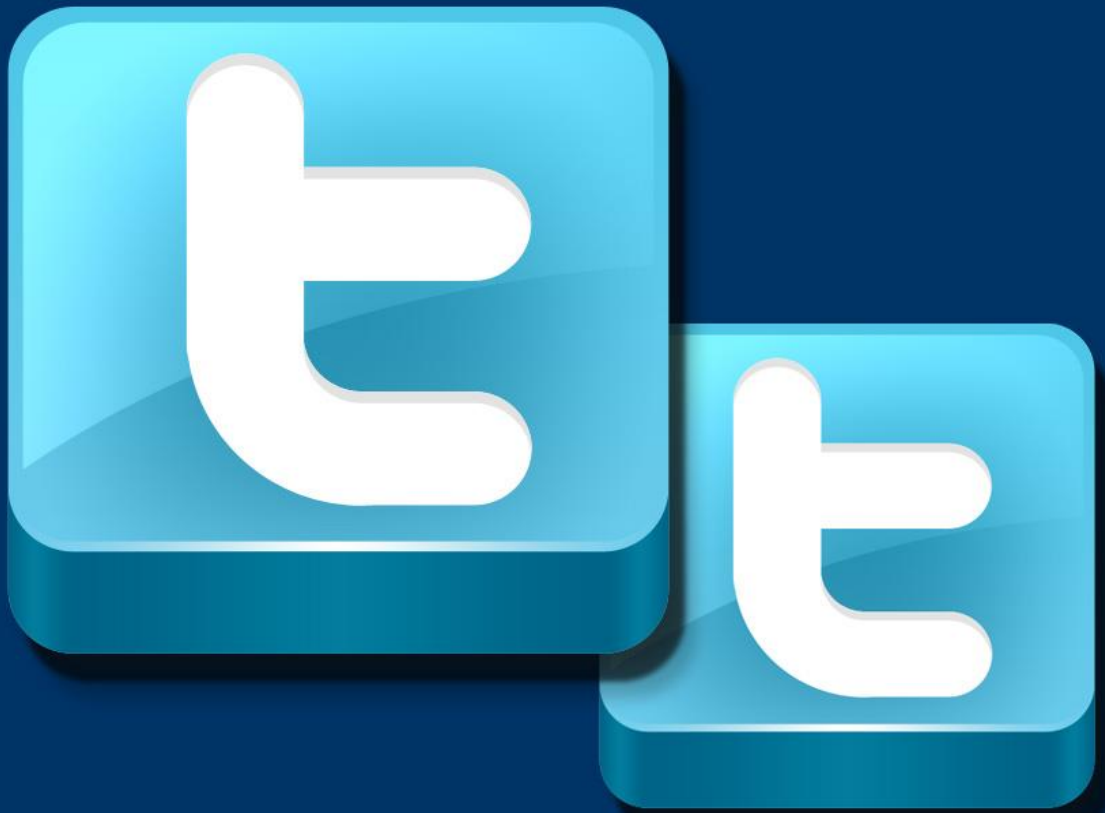


Creative Ways

on How to Use

Twitter For Business



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Table of Contents

Introduction.....	4
Twitter Apps.....	5
Know How Twitter Relates to Other Social Networks You May Use.....	11
Getting Creative... All by Yourself	12
Ten Branding and Business Mistakes to Avoid on Twitter	14
Creative Twitter Brainstorming 101	20
What We Look For In Tweets	28

Introduction

New social networks are shooting up all the time, but Twitter has held on to its eighth-place global and U.S. Alexa ranking. Twitter just celebrated its 7th birthday, and continues to grow in use and popularity.

Here are some recent stats to get your blood flowing:

Number of tweets per day: 500 million (according to **Twitter** CEO Dick Costolo in October 2012 – up from last official number of 400 million in June 2012, so now likely to be a lot higher. But Twitter are still giving out the 400 million stat - maybe they are keeping their tweets close to their chest until they hit the billion mark)

Number of users: 500 million (ie the number of existing accounts - Twopchart estimate, Twitter won't say)

Number of regular users: 200 million (this is Twitter's own figure, although **Global World Index** places it at a precise 288 million, so maybe they know something Twitter doesn't)

You don't need to tweet to be on Twitter: 40 per cent of users worldwide simply use Twitter as a "curated news feed of updates that reflect their passions" (source: Twitter)

The time it took from the first Tweet to the billionth tweet: 3 years, 2 months and 1 day: (source: Twitter)

There are several reasons why Twitter is firmly embedded in the top ten. Chief among them:

- Twitter aligns perfectly with **modern mindsets** and **virtual habits**, fulfilling a real need
- Twitter is **fast, interactive and immediate**, with a real-time feel
- Twitter can be used for **business networking**
- Twitter is **seductively easy to use**

Twitter has also been diligent in looking for ways to cut out the spam and keep Tweets entertaining, relevant and real. For example, they almost immediately parted ways with wildfire-popular new social network, Pheed, over the latter's spamming Twitter user with unauthorized, self-promoting Tweets. (Twitter later forgave Pheed.)

And Twitter also recently split with LinkedIn and Ifttt, allegedly over similar policy-violation issues. While this has led to a small tornado of criticism by those who liked being able to share with more than one social network from the same single click, others have applauded Twitter for sticking to its principles.

Says Twitter user Isobel H.: “Who wants fifteen Auto-Tweets saying somebody’s started using an App, filling up your browser?”

One fact of cyber life today: People have become less and less tolerant of anything that distracts them from their online goals. They want focused results immediately – and they want things easy to use.

Twitter fits the bill on all counts.

Twitter Apps

Before you can decide how creative to be with your Twitter account, you need to know which tools and resources are available. Let’s take a quick tour of the basics...

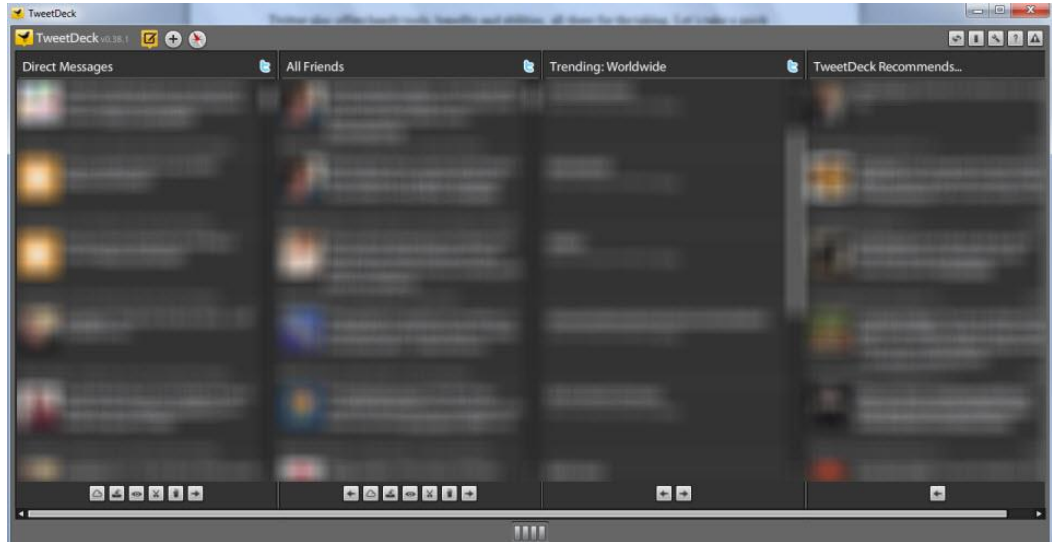
1. ***Hashtags*** – These powerful keyword-based tags allow business users to take advantage of popular trends or nail their intended audience – all without having to entice Follows. A hashtag typically looks like this – a word with a “#” sign in front:



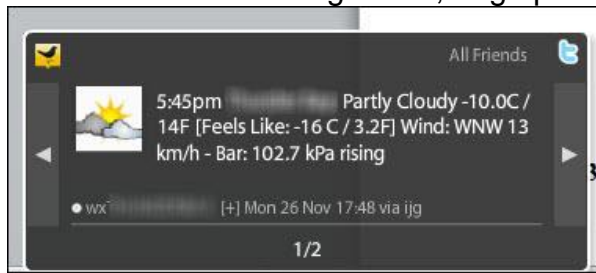
Including a hashtag ensures that your Tweet will be served up to every member of the Twitter public who is following those particular hashtags. But use them with discrimination – it’s possible to hurt your brand by overusing them, or making other breath-taking hashtag mistakes (more on those later).

EDITORS NOTE: Make sure to get the special [Hashtags Report and Tools on JonRognerud.com](#) (click for direct access)

2. ***Social Media Managers*** – These apps and programs allow you to preschedule Tweets, as well as filter and manage all your Tweets from within one Dashboard, allowing you to monitor Twitter while getting on with other work.



Popular social media managers include [HubSpot](#), [HootSuite](#) and [TweetDeck](#). (The latter also allows you to see Tweets individually for a brief second, as you're working in other applications. You can then decide whether or not the new Tweet is worth breaking off for, to go pursue on Twitter.)

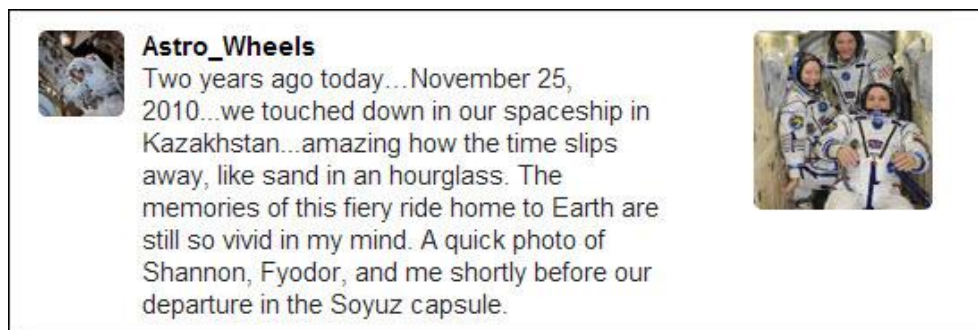


Some social media managers like HubSpot and HootSuite also offer analytics functions. Don't underestimate the power of analytics data, when it comes to quickly gaining a better feel for your Tweet targeting. You get to see what has been working and what isn't. And that's just to start with.

Analytics can be tailored to serve up the data you want. And you can also compare the effectiveness of your Twitter campaigns against other social media where your business has an active presence.



3. **Photo Sharing Apps** – Twitter has built-in ability to let you add photographs to Tweets, so why would you want to use a third-party App such as [TwitPic](#)? (Even if it does provide an Android and iPhone version, and feature your latest stories in their front-page feed.)



Let's see what actual readers had to say on why they still use TwitPic...

- “Because Twitter decided to be completely oblivious to their own product and created the longest possible URL to be used with their photo-upload feature.”
- “The main reason I use TwitPic is because they show the view count for my photos.”
- “The graphical interface ... and the ability to create albums based on hashtags, so that I can automatically group

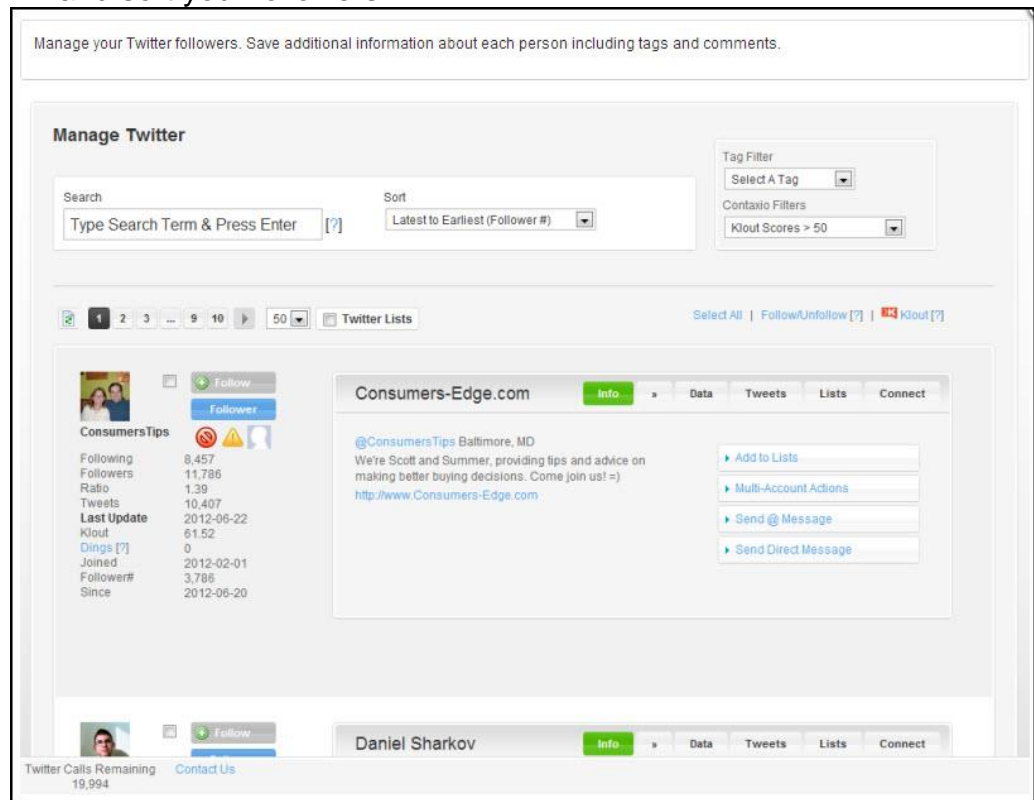
together photos taken at a conference, concert, weekend retreat, etc.”

- “With Photobucket (Twitter's partner), I don't see the view, and I don't get a dedicated URL (link) that goes directly to the photo. Instead, the link is to the Tweet on Twitter.”¹

Just remember that third party Apps get developed usually because there is a crying need that actual platform developers seem to ignore.

4. **Other Twitter Apps** – Here are two other random Apps that don't quite fit into any pigeonhole, but nevertheless carry a loaded punch...

- [Contaxio](#) – Sign in with your Twitter ID and manage, filter and sort your followers



¹ <http://www.quora.com/Why-do-people-still-use-Twitpic-after-Twitter-launched-photo-integration>

[Bufferapp](#) – Lets you pre-load posts to share with a broad variety of networks.

[TweetCaster](#) -- Allows you to group people into lists; enhance photographs with filters, captions and effects; saves article links so you can easily find them again later, when you've got time to read.

It's most unique features? You can color code your Tweets and customize with ringtones. The ringtones would be a personal choice, but color-coding your Tweets (and replies) might prove to be a key factor in setting your Tweets apart.



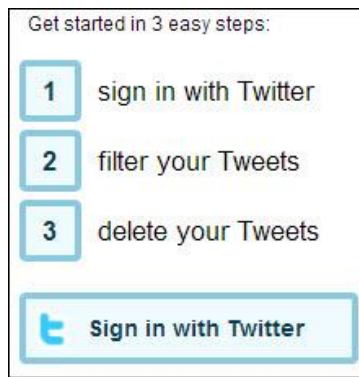
[TweetEraser](#) -- This App lets you filter, search and delete old Tweets. Their FAQ states that "unfortunately... only up to 3,200 Tweets" at a time can be deleted. And once deleted, the erasure is permanent.

[Manage Flitter](#) – Helps to manage multiple accounts, assists with growing your business on Twitter and it lets you bulk remove followers by special criteria. (It may be time to clean up your "low grade" followers.)

You can search by hashtag, date, text strings – and this goes for DMs too. You can use it via your mobile; and you can delete one single Tweet.

In the States, the Library of Congress is apparently planning to archive all Tweets, so if you ever Tweeted that embarrassing DM² by mistake, now is the time to locate it and get rid of it.

² Direct Message



There are many more Twitter Apps!

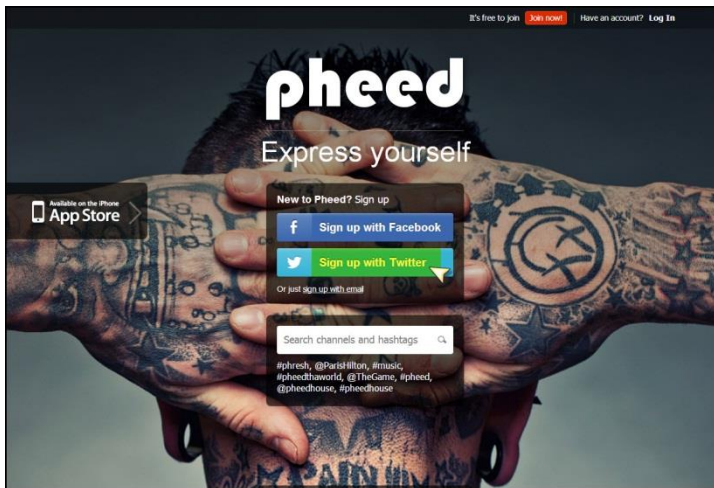
Know How Twitter Relates to Other Social Networks You May Use

It's possible to integrate Twitter with other social networks – but you should know that Twitter is sticking to its guns and being very picky about what these other social networks can and can't do.

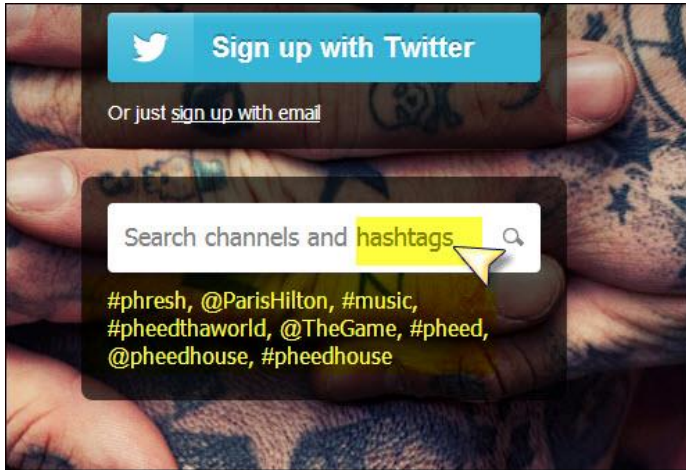
For example, it apparently didn't like the way [Ifittt](#) allowed users to free-form assign Twitter as a “trigger” in a series of actions, auto-posting based on this formula; so it dropped Ifittt.

New, hot social network [Pheed](#) brashly sent out auto-Tweets on behalf of unsuspecting Twitter users who logged into Pheed using their Twitter IDs.

Twitter ruthlessly responded to this violation of its “no spamming” rules by dropping Pheed like a hot potato, though Pheed must have made some changes – the Twitter log-in option is back.



Notice that Pheed – which has been called things like “the new, improved Twitter” and “Twitter on steroids” – also allows hashtags; as well as longer Pheeds (the equivalent of Tweets) at 420 characters.



This means you could conceivably integrate your Twitter and Pheed hashtag campaigns – especially since feed allows you to share posts with Facebook, Google Plus and Twitter; or just post directly to Facebook or Twitter from within Pheed, bypassing Pheed posting altogether.



Pheed also allows sound files as well as other media such as video. Its demographic is currently young – eighteen to late twenties – but that may change. Its startup (only a couple of months ago) was fueled by young celebrities so it attracted much of the MySpace crowd – but now that others have realized this network's potential, dynamics are starting to shift.

(Also works with Facebook, Google and LinkedIn, as well as Android, iPhone and Blackberry.)

Getting Creative... All by Yourself

Now that we have explored some of Twitter's capabilities, it's time to put your thinking cap on.

How would you integrate it with your campaigns?

How can you use it to boost your visibility?

There are a variety of clever examples, and Eric Brantner of the SEM-group blog in particular does a wonderful job of showcasing a wide variety in its post, "[10 Examples of Creative Twitter Uses](#)".

1. **Laundryroom**- The laundry room Twitter account helps residents at Olin College's West Hall check on the availability of washing machines at the campus Laundromat. Anytime a washer or dryer is available, a Tweet is automatically sent out to the local residents following the Laundryroom account. Not only is this pretty neat, but it also improves the overall efficiency of the Laundromat.

2. **Coffeegroundz** Fundraiser- The Coffee Groundz is a Houston-based café that uses Twitter to interact with the local community. However, they recently had a very creative use for their Twitter account when they asked their followers to donate non-perishable food items to the Houston Food Bank. Their Twitter-based fundraiser helped them collect over 260 pounds of food to donate to the Houston Food Bank.

Too often, however, creative people don't feel creative; and non-creative people forge ahead with spectacularly disastrous ideas they think are brilliant. Till the "you-know-what" hits the big blades whirring overhead.

Take "upscale" U. K. supermarket, Waitrose. They started a campaign whose goal was to engage the public, by asking them to finish the question: "I shop at Waitrose because—".

This is the sort of replies that came flooding in³:

TWEETS THAT MOCKED MIDDLE-CLASS SHOPPERS

Waitrose invited Twitter users to finish the sentence 'I shop at Waitrose because...' Here are some of the replies it received

Jill Tyrell
I shop at Waitrose because I hate poor people

AngryBritain.com
I shop at Waitrose but re-pack it in Tesco bags so the rest of the estate doesn't know I won the EuroMillions

Ben Jones
I shop at Waitrose because I once heard a 6yr old boy in the shop say 'Daddy does Lego have a "t" at the end, like Merlot?'

Tom Scorza
Do I shop at Waitrose? Don't be silly. I've got servants who do that for me

Toby D'Olier
I shop at Waitrose because their colour scheme matches my Range Rover

Helen Redding
I shop at Waitrose as it's the only place where my kids' tantrums are classed as splendidly Montessori, darling

Elin Roddy
I shop at Waitrose coz I once heard a man say to his son in the crisp aisle 'No, darling, these are the food of the devil'

Super Free Bingo
I shop at Waitrose because I was once at the Holloway Rd branch and heard a dad say 'Put the papaya down, Orlando!'

Majortom
I shop at Waitrose because if you buy a full tank of helicopter fuel you get 10% off champagne. It is a recession after all

Barnaby Walter
I shop at Waitrose as Tabitha and Tarquin only eat phoenix eggs that have been collected by wizards who share their values

Polly Courtney
I shop at Waitrose because Clarissa's pony just WILL NOT eat ASDA Value straw

Alistair Coleman
I shop at Waitrose because... you say 'Ten items or fewer' not 'Ten items or less', which is important

David McAndrews
I shop at Waitrose because Jocasta simply WON'T eat any other supermarket's sun-ripened guava

³ <http://www.dailymail.co.uk/news/article-2205975/Waitrose-Twitter-backlash-I-shop-Waitrose--I-dont-like-surrounded-poor-people.html>

The most common replies were overwhelmingly all the variations on “I shop at Waitrose because I hate poor people”.

If you subscribe to the old maxim, “any publicity is good publicity”, Waitrose certainly succeeded – perhaps even more so because they definitely found out what they are almost universally reviled for.

The biggest mistake they made? Not apparently realizing that their target market was only a small minority of those who would see the Tweets.

And that is the risk you run, when you use hashtags (which can be seen by anyone search for the hashtag keyword) or bombard the Twit sphere.

Let’s look at more...

Ten Branding and Business Mistakes to Avoid on Twitter

One great way to avoid making mistakes on Twitter – watch for, identify and analyze all the Tweets that really annoy you. Then make sure you don’t do these things.

But to help save you time, here are some common mistakes even the most professional or well-meaning businesses and Tweeters make...

1. **Bombarding your followers with multiple Tweets** – one after the other. What this does is fill up their browsers and screens with your Tweets, making them have to scroll down to see Tweets from others that they might regard as more interesting. Even if they have subscribed to you, multiple-Tweet barrages constitute a sure-fire way to make sure your followers speedily unsubscribe. (You might be able to get away with barrage-Tweeting if (a) you turn it into a once-a-day habit (b) you do it consistently at the same time every day, so people understand you’re running an update, as this job-bank for differently-abled people does:



2. **Overusing Hashtags** – Stuffing your Tweets with multiple hashtags makes your Tweets illegible (also difficult to Retweet or reply to). Can feel aggressive (and occasionally ridiculous)



3. **Assuming Your Hashtags will be Taken the Way You Meant Them** – Just as it's a good idea to read potential domain names aloud or type them as they'll appear, to see if the format unintentionally produces a different meaning or double entendre, it's also a good idea to think about hashtags you're about to create.

Take the case of squeaky-clean opera singer, Susan Boyle: Her PR people created the hashtag “#susanalbumparty”. Unfortunately it seems a large portion of the population did *not* read it as “susan-album-party”. The hashtag quickly exploded into an embarrassing scandal... but it also meant that it began trending like wildfire.

Before you muse about “unintentionally” creating a “gaffe” hashtag, however, consider two things:

- Will it really help your business to have people laughing *at* you, rather than *with* you? (Celebrities might get over this: Your business most likely won't.)
- People have an uncanny instinct for “staged” gaffes. If they think someone is intentionally trying to fool or manipulate them, your audience will turn on you quicker

than a feral cat. (Just think of Kim Kardashian's incredibly short marriage.)

Wonderland Magazine had the ultimate word on the Boyle mini-scandal:



4. **Not Leaving Room to Reply or Retweet Comments** – Also called “the quick way to make sure no one Retweets your comments.” Tweet limit is 140 characters. If you use most of these up, you give no one a chance to include high-quality comments to endorse or recommend your Tweet, should they wish to Retweet using “RT”.
Several studies over the last few years have all come to a common conclusion: That the most engagement and sharing occurs with Tweets limited to 120 characters.
5. **Publishing Tweets Meant for Your Personal Account on your Business Account** – There have been several embarrassing scandals when employees of major corporations who had access to business Twitter accounts did this. Moral: If you have virtual contractors or employees, make sure you train them in the difference between direct messaging and Tweeting, plus what’s not permissible in company Tweets, before you give them access to your Twitter account.
6. **Not Thinking Before Tweeting** – Also known as “temporary suspension of common sense”. Some comments aren’t bad in themselves, but can mean things you didn’t intend; and some are just plain disastrous.
7. **Multi-Tweeting the Same Link** – Bombarding people with links to your blog post or special offer just annoys everybody. There are other ways to get your message heard without jumping up and down, doing the virtual equivalent of interrupting and yelling: “Lookitmeeee! Lookitmeeee!”
8. **Being Lame** – also known as “really, *really* reaching in a desperate attempt to turn your brand keyword into a Tweet”. Case in point: Snapple, as reported by Digiday.com⁴:

⁴ <http://www.digiday.com/brands/5-embarrassing-brand-twitter-tactics/>



Moral: Never leave your audience groaning (unless it's in a genuinely affectionate way and they're your BFFs).

9. **Lecturing people** – We've all seen those holier-than-thou Tweets. In their zeal to position themselves as experts, some people take it a little too far. Enough said

10. Not Publishing Tweets that are Relevant to your Followers

– If everyone you know is Tweeting about the Grey Cup, excitement is at a fever pitch and you decide to start auto-tweeting links to your new blog post, "Why I Love Organic Vegetables", at the very most you'll irritate people (particularly if you're multi-Tweeting the same link).

At the very least, your Tweet will be totally ignored. (On the other hand, if you Tweet a link to "Grey Cup snack 2-minute recipe – great with beer" and don't mention the words "organic" and "vegetable", you might score a goal.)

What Makes a Great Twitter Campaign?

Rather than suggesting things like "create ten Tweets that will arouse your Followers' collective curiosity", let me put a question to you.

- What really does make a great campaign?



Let's look at one that went horribly wrong, because it started out with Mistake # 5, "Publishing Tweets Meant for your Personal Account on your Business Account" – and the perpetrator was, of all things, an employee of the Canadian Red Cross.

This employee tweeted publicly (instead of privately, via DM) under the American Red Cross' Twitter profile.

Here's where things *didn't* degenerate: The Red Cross didn't try to ignore the Tweet that shocked and titillated. They didn't gloss over it or fire the employee. Instead, they promptly responded with this Tweet:



Before the Red Cross could blink, their full acceptance of responsibility and rueful touch of humor triggered a generous response... as people pledged to donated blood in Tweets like this one:



They finished their candid blog post⁵ off with:



Why did they come out of an embarrassing gaffe much better than poor Susan Boyle?

The flip answer is “better PR” – but the real difference was something mentioned in Mistake #3: People respond generously to an **authentic, direct and honest voice** – and become merciless if they sniff out

⁵ <http://redcrosschat.org/2011/02/16/twitter-faux-pas/>

pretension, deviousness, dishonesty, blaming, whining, self-pity or any other self-serving positioning.

So no matter how successful your creative Twitter campaign becomes, what people will respond to the most is that spark of *you* – not your business – but you, personally, that connects with them.

They want to hear somebody real and human they can identify with. Someone who makes mistakes but says, “Here, guys, at my expense, is what not to do.” Someone who isn’t afraid to be authentic and unique.

Three final points:

1. **Think of children in the school yard.** They are merciless to the kids with no self-confidence, who want too badly to “belong”. But the kid who struts around with genuine self-confidence attracts admiration (and a little envy). Everyone wants to be his friend.

We’re all just big kids on Twitter. If we’re honest, we’ll admit it’s our inner child that often lets loose with the flippant comment or gangs up on the pompous or over-earnest. (The adult is too busy trying to come up with Meaningful Blog Post Titles.)

As one sixteen-year-old was recently overheard advising a crestfallen friend: “Don’t be too needy – but don’t come off like a jerk either.”

2. **Make sure you know your audience thoroughly.** If you’ve got them wrong – as Waitrose did when it ignored the overwhelming majority of people who were not Waitrose aficionados – you won’t be treated with sympathy
3. **Learn from your mistakes** (and admit them). No matter how disastrous a mistake you publicly make, it’s there holding up a bright mirror, showing you a truth. It may not be your truth – but it’s how the public perceives you.

That’s the sort of lesson true entrepreneurs relish. They feel it shows them:

- What they did wrong
- What they need to fix
- How they to fix it
- What the truth *really* is

To quote another oldie but goodie: “The only failure is someone who never tries.”

Creative Twitter Brainstorming 101

That being said, let’s finally do a little creative brainstorming. The following four suggestions are precisely that – suggestions. No one is expecting you to copy them word for word, but it’s hoped that one or two will trigger an idea for your unique business in the quest for customer engagement.

1. **Replace your Twitter Profile photo or logo – temporarily – with a QR code.** (Better yet, make sure your logo or name is still attached to the code.



Again, don’t do this because it “looks cool”, everyone else is doing it or you’ve just learned how to create free QR codes at free code-generating sites like [Kaywa](#).

Do it because...

- Your target audience are addicted to their Smart Phones
- You have a really cool destination to send them to
- There’s a real reward awaiting them, when they scan your QR code with their Smartphones
- It’s something that is really going to entertain and please them

Also make sure you’ve thought your campaign goal through thoroughly; and that a QR code really *is* the best way to achieve it. Make sure your reward is accurately targeted to your follower (or those who follow any hashtag you decide to use).

And be sure to include a “call-to-action”, telling readers to scan the code!

(HINT: Your reward should feel like Christmas!)

2. **Share a secret resource.** You might have one go-to Twitter list or link you glean valuable information from. If you think your followers would find it as useful as you do – share it with them. Tell them why you think they'll like it.

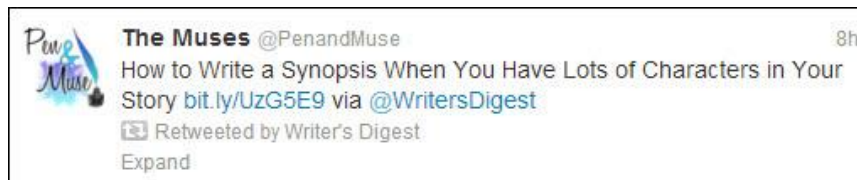
Better yet, show them.

Just remember, however: People don't use Twitter so they will "learn something". They just want to find "something neat". And see what people they know or admire (or hate) are saying today.

3. **Be creative – and dead on target – in finding “magic” keywords.** Take this Tweet from @Pen and Muse, for example. If your passion in life is running marathons and cross-training, you might find it a “nothing” Tweet: It will go right over your head and you'll wonder why anyone would ever click on its link.

Fiction writers, however, have only to see the word “Synopsis” and you can hear necks snap like bullwhips as they spring to attention. Why? Because synopses are a common bugbear in the fiction-writing world: Those who can do them well never seem to want to share the secret with those still struggling to figure it out.

Nothing can get away from you quicker than a Synopsis that is supposed to fit on “less than a page”. And nowhere is this more true than in situations where your novel has “lots of characters”.



This Tweet is highly successful in that – with one simple keyword – it hooks the person it's aimed for: The fiction writer.

You really can't top anything more “creative” than that.

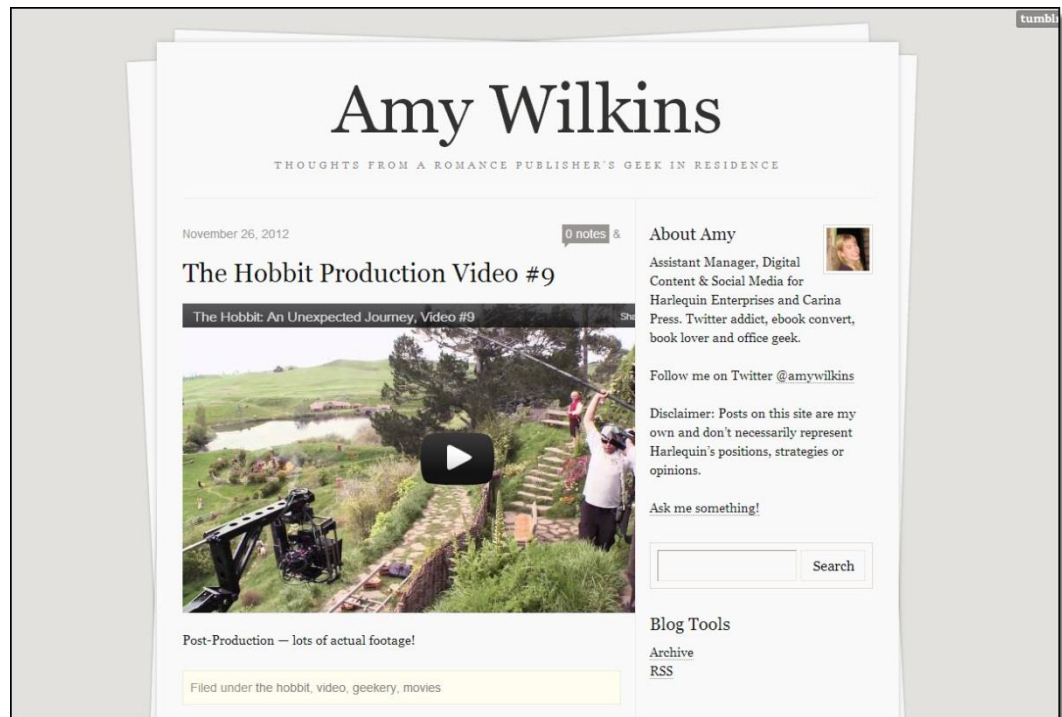
4. **Create a “Series”** – People don’t always follow a person: Sometimes they follow a series. You can try giving your Tweets cohesion and identity by labeling them in a consecutive manner... providing it actually makes sense to do so.



The “down” side of creating a series? **Your Tweet is only as good as the point before:** Bomb out on #3 and your viewers may never read #4.

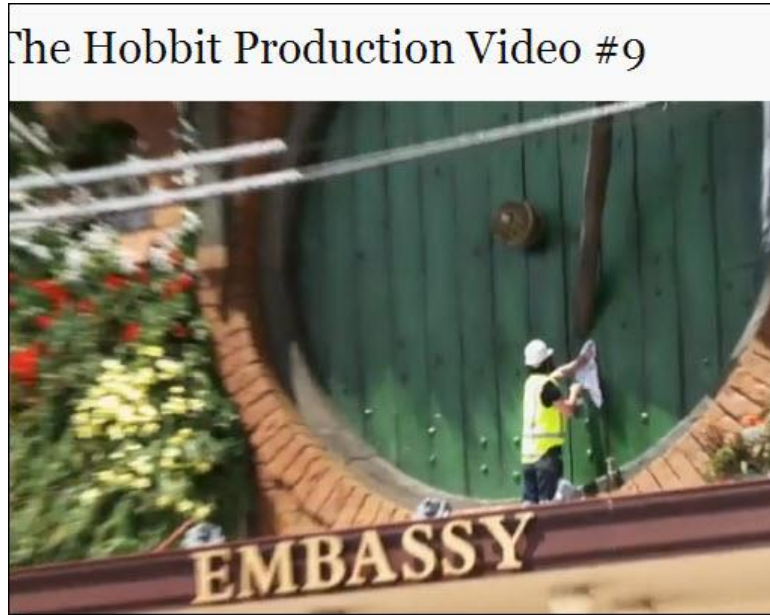
Series Case Study: “The Hobbit”

One way to make sure your Series succeeds? Base it on a Topic that is trending almost universally. In this case, about-to-be-released movie and long-awaited “Lord of the Rings” sequel, “The Hobbit”.



Of course, the down side to feeding your audience something hot is that (a) your morsel has to be really unique and (b) the topic you pick also has to **be relevant to your own topic specialty**.

(Just make sure the people who fit into this category are the people you want to attract in the first place. And that you are the first one supplying the information.)



Notice that the case study we're using here shows several desirable delivery "treats" brought into play. Blogger Amy Wilkins...

- Picked a universally hot topic – filming of the yet-to-be-released (as of this writing) movie, "The Hobbit"
- Used lots of "white space" and other easy-to-"read", attractive, visual elements in her site presentation
- Distinguished her design from looking like "just another blog" by using the irregular background, making it memorable (as in "sticking in your memory")

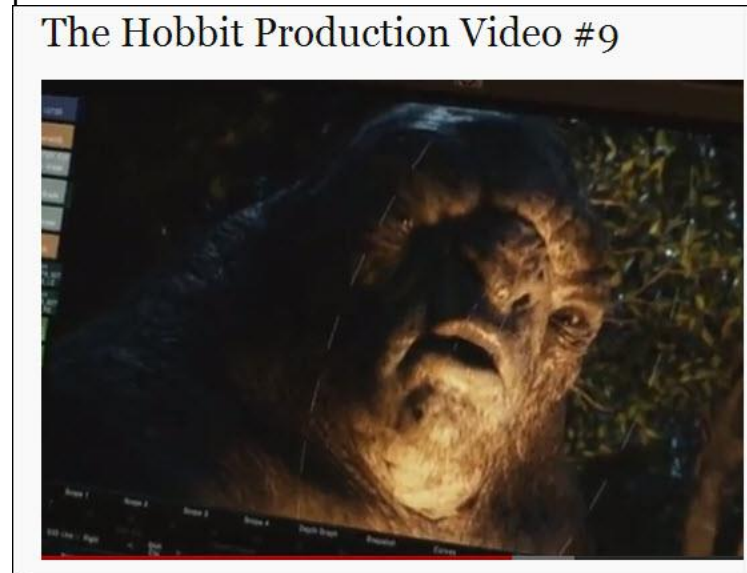


- Prominently displays her name more than once on the page
- Includes a call-to-action indicating the outcome she wants



- Used [Tumblr](#) -- noted for its exceptional artistic, visual creativity among members – as her blogging platform

- Over-delivers on the ‘pleasurable surprise’ principle by bringing the reader to a page presenting rare video footage not many others have access to – a real “sneak preview”



The video itself – behind-the-scenes footage of actual “The Hobbit” production – is highly (a) revealing, (b) entertaining and (c) fascinating

The Hobbit Production Video #9



Post-Production — lots of actual footage!

It really does deliver authentic, behind-the-scenes insights into post-production – peppered with entertaining shots and lively dialogue..

“The first we have to do is release the animators”...

“It was apparently a reform school, and supposedly people tell me they see ghosts here, and that there are claw marks down in the basement...”

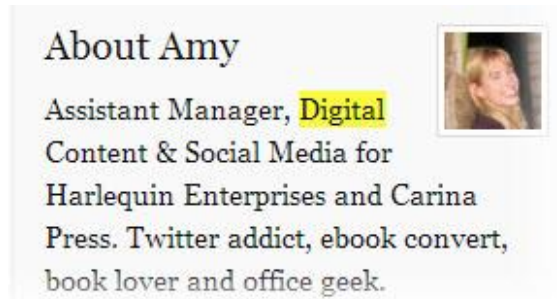
“Goblin claws are just banjo picks”

“Here’s one [microphone] that John Lennon sang into...”

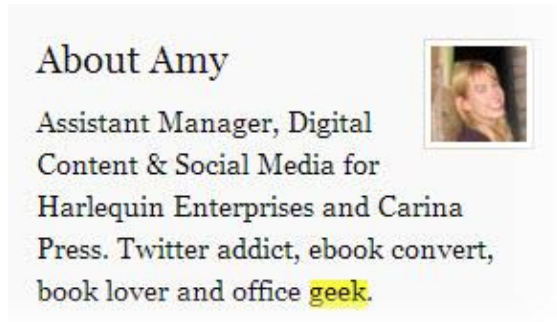
But how does this non-romantic movie footage help Amy Wilkins, romance publishing company representative, attract a stronger Twitter following and brand herself?

Even if you hate Romance as a genre and don’t know what “The Hobbit” is all about, you can pick up a clue by looking at her **keywords** – and **topic**.

- a) Her specialty is **digital content**. Since she is giving the reader a look into the world of digital content, her “Hobbit” foray now makes perfect sense.



- b) Her primary keyword is **“geek”**. She uses it three times on her blog page:



In short, this lady knows what she is doing – and delivering. She knows exactly who she is trying to capture. She has just branded herself as a digital industry queen, with access to knowledge mere mortals could never dream of possessing.

She also shares an important lesson with those of us who want to grow our business using Twitter: Namely, your Tweet only does half the job (if that much) of hooking the viewer and establishing a strong brand identity.

It's **the content at the other end of your Tweet** that has to deliver the creativity – the pot of gold at the end of the rainbow.

What We Look For In Tweets

To help you clarify your objectives and something that's never talked about – how others perceive you – let's look at common reasons people follow Tweeter "Types"...

1. **Celebrity Tweeters** – People follow celebrities not just because of the endless fascination with how the other half lives, but because they simply want to see if said celebrity will say "anything interesting". When asked what they meant by "interesting", people informally polled responded with:
 - "I want to see who's mean and who's nice"
 - "I want to see what [Famous Person A] has to say about [Famous Person B]. If they're friends off the screen, or mortal enemies like the tabloids say."
 - "I want to be her."
 - "I don't know. I suppose it's got something to do with convincing myself they get dressed in their pants one leg at a time or something."
 - "They give me a look into a world that's way outside of anything I'll ever know"
 - "Wanna see the train wreck. It's fun when they start making [bleepity-bleep] of themselves."
 - "She's hot."
 - "He's cute."
 - "I hate him."
 - "I love him!"

Here's a classic example of the second point – seeing whether or not Famous Person A hates or likes a long-time professional partner:



Yes, folks. Out of his own (Twitter-verified) mouth: British comedian and ex-Python alumni, John Cleese is apparently at war with fellow ex-Python, Eric Idle. If the Monty Python troupe was one of your entertainment passions, this sort of bickering might be thought titillating.

2. **Successful people in your own profession or niche** – There's only one reason we follow really successful people in our own profession or niche. We're looking for **magic secrets into what they've got that we don't.** (Yet.)

And then again, there are a very few, rare soles who fit the avatar/role model category who are followed, not because they're successful, but because they **genuinely do share secrets that lead to niche success.**

3. **People who are incredibly entertaining** - The definition of "incredibly entertaining" is entirely subjective. What appeals to one group of people doesn't appeal to another. Nevertheless, it is a valid definition, since many people use it to self-filter Tweets.

The ultimate? To have people Retweeting your Tweets because *you* made them: Not even because of your truly amazing content.

But the most powerful reason to get into the habit of using Twitter for your business?

You can listen-in, real-time, to **what your target audience is actually saying.** Hearing their complaints, enthusiasms, recommendations, questions, jokes, frustrations, needs, and **watching their reactions** (and more) is the best market research and creativity playground you can have.

So how can *you* be creative and fascinate (and attract) more Twitter followers for your business?

Looking forward to your unique results!

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Hey, I sincerely hope you enjoyed this SPECIAL report!

Onwards,

Jon Rognerud

NOTES / ACTION STEPS I WILL MAKE FOR MY TWITTER SUCCESS: