

## Part 1 – The Ethos of Twitter

Twitter! Stupid name but suddenly the 'it' word on everyone's lips! Many who scoffed at it a few years back when it first came into fruition are now reluctantly admitting that Twitter is a powerful marketing tool and that it is here to stay – period!

But how do we use it correctly? There are so many guides and blog posts out there telling us what to do and how to do it, that the whole thing just becomes a noise in the end. So let's break it down simply – we'll look at all of the tools available to make using it easier – as it can become time consuming – but initially I'd like to address the ethos of using Twitter as I see it.

In the past, building a list of people that are interested in your niche was one of the hardest things to do, now, with Twitter – the game has changed. Not only can you tap into like minded people on other peoples lists – DFY – **Done For You** – but the content you put out there can be passed on to more people that you would never have been able to reach at all – achieved by the power of retweeting!

So, before we start to look at the power of Twitter and what it can do for our business, let's just take a moment to **think** before we do anything rash and focus on getting ourselves in the right mindset.

Twitter is a real-time, interactive community – abuse it – and lose it – it's as simple as that.

The beauty of Twitter is that, unlike unwanted mail in our inbox, we can follow (subscribe) to someone and then switch off whomever we choose – in a nano second! They don't get to keep our email – we just blot them out of our life and move on. It's easier, safer and far less hassle to 'follow' someone than it is to subscribe to their blog and newsletter only to find they are hollow.

Twitter is like the 'litmus' test – we can easily filter out the stuff we don't want to see and focus on the stuff that we do. And then we start to build some trust and this leads on to a business relationship.

But before you and I get to that 'magic' place – what do we need to do?

# GIVE

Yeah, you read it or heard it loud and clear – you need to give first – never take!

Twitter is your place to just give stuff away – be it *your* thoughts or someone else's – it's a place where you just give immense value.

If you take nothing else away from this course – please take that!

If you only ever tweet about your stuff, your life, your offers, your thoughts, your opinions, your blog, your products – then you are on a fast track to nowhere.

### **Be Credible – Don't Just Do This – Believe in it!**

It's really important at this stage for you to really get behind the ethos of Twitter or else you just won't see the benefits of it at all. Don't do what I am suggesting....because I told you to – do it because it *makes sense to you* – because you *want* to give great value and because your intentions are good.

If you can really grasp that, then you are over the first hurdle and way, way, way ahead of your competitors!

### **Twitter and Blogging**

If you're a blogger – you're in luck! The majority of the info that gets passed about on twitter is blog posts. That and 'quotes' which can get a bit tedious at times – unless it's something fresh and new!

If you don't yet have a blog, you should really think about setting one up. There is a famous saying 'The eyes are the windows to the soul' and I kinda think of a blog in this way. It's the eyes to the soul of your business – it's the welcome mat, the comfy waiting area where people wander about reading the notice board before they decide if they want to enter your 'office'.

If your blog is your 'office' then – happy days!

But again, I can't stress enough the importance of doing this right.

If you are a business and you are on Twitter, then you really should be directing folks to your blog rather than your place of business. You've gotta build the relationship first.

There is an excellent saying that is so true of human nature;

“People like to buy stuff but they don't like to be Sold at”

Think of Twitter as a bit of an informal party, whereby you have been graciously invited. If your opening line on introductions is 'This is my company, buy my stuff' how successful do you think you are going to be?

Answer: Not very!

When used for good intentions, Twitter will pay you back ten-fold – and if this still isn't making enough sense for you – don't worry, by the end of this course you will truly grasp the power of Twitter and exactly what it can do for your business.



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Where they will be able to register for their own free course – please don't share your login details, many thanks,

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