



Time and time again our sweet dreams have lofted us into great, buoyant flights of the subconscious where achieving the desires of our heart becomes easy, and even effortless as success floats to us, easily within our grasp. It seems as if we can fly, as if we can do ANYTHING our heart desires, and all our friends are amazed!

When little blue birds of happiness come light in our garden, it's an event we want to share. Cheerful thoughts warble on the air from the blue jay, and the mocking bird; all seems glorious, light, and right in our world. It's an event we want to share.

You can tweet, and retweet your way to a richer, full experience on Twitter, by singing the praises of others, and warbling a sweeter tune in all your posts.

Turn the page then, and open up the door that leads us along a rich forest trail where blue birds sing from dark to dawn, and back again too. Let the rising moon light your way, let your dreams carry you lofted high, across the meadow, and off --- off into the sky.

A BrowserBooks Book Club Edition

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Most everyone has or wants a Twitter account these days. Whether you use it for business or pleasure doesn't matter; all of us have these lofty ideas – we want to help others, **and we want to help ourselves.**

When Twitter came along it made helping ourselves by helping others much easier. New hand, or old.. this little book will help you increase and improve the circle of your influence for good.

I'm going to lift off by assuming that you can know - or learn - the basics of setting up your Twitter Account and you're anxious to get right in to the singing part that will be your guide to a lift off of your very own. Naturally, I will explore the basics to greater depth in the back of the book where you can polish up the bread crumbs that lead a whole flock of followers your way.

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Your First Few Tweets



On your Twitter home page, it asks “[What's happening?](#)” Quite frankly most people won't care what is happening in your life until they figure out what you want to be happening. Let's face it, most people get on Twitter so that they can help themselves. Once you have built up a relationship with them, then they might care a little bit, but usually they just want to find some good bread crumbs to feed the little tweeple at home, same as you. If you can start right out by singing up a new song of sweet bread crumbs then you will be on a flight path that glides around their suspicions.

So, let's look at some good ways to get started.

First, don't worry if you have already been at this for some time; On the Internet, there is no truth whatsoever to that old saying to the effect that you only get one chance to make a good first impression. Every time you make a tweet you are starting over.

You can start all the way over with a new name or a new account if you want to, you'll probably be better off lifting off from right where you are though. Just pretend you are just now starting.

First step.. IF you have a web site, or a blog, I suggest you create a link from it to your Twitter account. Yes, the only reason you are on the Social sites like Twitter, LinkedIn, and FaceBook is to siphon traffic off of them. But, you can probably forget that for a while.

These sites are through the struggling to survive stage and now have millions of devotees signed up. The odds are 9:1 against you having anything singular enough to yank visitors to your site just because you start Tweet, tweet, tweeting your new song of "Happy Bread Crumbs On My Pillow." **But your visitors ALREADY know you, and if 10-15 of them FOLLOW you, that's a BIG start!**



Follow me and we'll have some fun!

Here are just a few people that you can start following straight away. They are included here because they are great exponents of Twitter and you will learn a lot simply by watching their tweets. You will see their style of using Twitter and can emulate the good points and leave out what you don't like in developing your own style. They will all follow you back too usually, so you will build your own follower base.

All these people have large follower bases which they have built by being active, engaging and providing value to others on Twitter.

@angesbiz Mother of two, addicted to my MacBook! I trekked the Kokoda Trail in June 2008! Social Networking Daily Addict who loves chocolate! Have an excellent day!! ☺

Our friend Ange (and some of her friends) will be only too glad to help you learn more.. Let's get going then..

"Ange Recchia aka @angesbiz
Ange Recchia here better known as

@angesbiz on Twitter and many other Social Networks. I'm a Social Media and SEO Consultant/Coach for WebVision2020 Pty Ltd and write about Twitter at

<http://socialnetworkingnewsdaily.com/> I also love to write about Personal Development at <http://angesbiz.com>

You should follow me because I am on the most incredible journey of my life at the moment, I love to meet new tweeps and share interesting links while engaging in conversation. In other words, I like to be **Social!** You can learn a lot by following Ange's tweets at <http://twitter.com/angesbiz>

Here's another sample..

Mike Wesely aka @Mike_Wesely

Hello, I sure hope ur having a "Twonderful Day". Mostly Smart People Follow Me!!! If You're Not, You probably Wouldn't Like Me Anyway. Also, if your Smart, you should go to and watch <http://TwitTalk.tv>, were we teach people how to use twitter more effectively. Check Out the Achieved shows at bottom. If for some reason You get bored there, Liven up your day by going to

<http://VideOptin.com>. **Oh but most importantly, say hello to me using the @Mike_Wesely at the beginning of your**



post. I always try to respond. That is the Respectful way :-)

Follow Mike at

http://twitter.com/Mike_Wesely

Michele Price aka @ProsperityGal

Michele gives some great advice:

Twuccess twith

<http://www.blogtalkradio.com/TwitterToday>,

you learn twit tip and we showcase Tweep every week, who you are and what you do so you can build a strong networking well. I am a heartfelt business woman who shows you easy ways to connect and succeed, oh I cook a mean pot roast too, giggle. p.s. love to tweet inspirational quotes to get you to thinking in a focus that takes you where you want to BE.

Follow Michele at

<http://twitter.com/prosperitygal>

Wayne Mansfield aka @WayneMansfield

After many years as a Internet Marketer I have come late to Twitter. My business is the staging of seminars in Australia, NZ, India and the Middle East on business and personal education.



Twitter is something else... there is a level of engagement on Twitter that allows the meeting new people. To get the best from Twitter, I always follow you back and try yo respond to your messages.

Fun is Twitter and you will see the banter between myself and quite a few people. Real friendships are built on Twitter. **Retweeting is the ultimate compliment to the posts of others** - when you RT RT you are sharing inspiring words - great quotes are vitamins for the brain....I retweet good tweets all the time and enjoy a good quote or two. Make sure you say hello so we can get to know each other.

Follow Wayne at

<http://www.twitter.com/waynemansfield>

Ivy Clark aka @IvyClark

I'm a freelance web generalist (web designer/developer/information architect) passionate about usable web design and I guess I'm geeky as I love new toys. My hobbies are varied depending on my mood - gardening, nature walks, jewellery making, scrapbooking, surfing the web, reading or just basking in the sun.



I'm still relatively new to Perth, having moved here from Singapore just 6 months ago, so I'm really enjoying the newness and excitement that everything brings .

I love making contact with like-minded folk and love how we can share ideas, knowledge and learn from everyone we connect with in Twitter.

Follow Ivy at <http://twitter.com/ivyclark>

Well, that should get you going with a few good people and every time you do follow or think of following someone, look at the **SIMILAR TO** tool on your right. You will find a good cross section there of people and styles.



On the next page we'll look at some of the great wonder tools..

Twellow

Twellow, at <http://www.twellow.com> is another great way of finding people to interact with. People here are categorized into all different areas and you can search for those with similar interests to your own.

The main page shows you all the categories, which then have sub categories as well. You just click on a category and the list of people in that area are displayed.

The good news is that you don't have to be registered with Twellow to be displayed, but at the time of writing there were nearly **two million people** showing on the site, so you will have many new friends to choose from. By all means though, register yourself and set up a profile so others can find you.

When you click on a category, Twellow displays a list of people in that category and they are ordered by the number of followers they have. If you are already logged into Twitter via the web, (not Tweetdeck), you will be able to follow people directly from the screens where the profiles are displayed.

Mr Tweet

Mr Tweet at www.mrtweet.net is another way



of gaining new followers. All you have to do is follow Mr Tweet on Twitter and your tweets will be monitored for content and then you will get a Direct Message from "him". You then go to the site and login and you will get a list of suggested people.

You will also get a list of people who are following you that you aren't following so you can then follow them if you choose.

It's a really nifty little site and worth registering at.

Grader

Grader is on Twitter as @grader, but also online at <http://twitter.grader.com/> and Grader is a site of some interest. As you get going on Twitter, you can get "ranked" by Grader on a score out of 100. It is based on some secret algorithm apparently so people can't game the system.

Apart from that aspect of Grader, you can have a look at who the top Tweeples are in a particular area or even by topic using the search function.

When you use the search function, it will list the Tweeples by their score in descending order. For example, if you search for "gardening" on Grader, you will get a list of

all the top 100 people interested in gardening on Twitter. You can see their "bio" from their Twitter account and if you click on their Grader score, it will take you to their Twitter account from where you can follow them. Naturally, you must already be logged in to Twitter yourself to follow anyone.

The first thing you want to look for is something to tweet about? Well, no. The first thing you want to look for is the RIGHT way to do your tweeting. There's simply no sense and no excuse in doing it wrong.

Go to <http://digg.com/news> and you might read something like: [12 Movie Remakes That Were Better Than The Original](#)

1. You could just link to it and make it a tweet dream.
2. You could ask that as a question, "what 12 movie remakes were better than the original?" and get some guesses
3. Or you could get specific. "What made the second Ben Hur movie better than the first one?" and post answers on your blog.. Then, Tweet a link to the comments. This brings people (a few) to look at your blog.

You could also follow some blogs that you are interested in via an RSS feed to a feed reader such as Google. [Search these out](#) for a lot

more information.

You can also create your own review of the stories you find or books you read on your own blog or web site. Then Tweet it.

Now consider the reason I'm telling you to Tweet your blog or web site is NOT for the traffic that comes, but for the link or rating you get on the [Search Engines](#) for your Tweet.

For world wide service, the days of Search Engine power is just about gone. But when it comes to LOCAL power searches they are still a great power and resource. But then, if you are promoting Paul's Pizza in Philly PA, you really don't need to reach those hungry people in Paris, Texas – do you? So, be proud to point out your actual location and the services you can provide there.

One other thing you can Tweet About on Twitter is inspirational quotes. Since a major portion of the world has forsaken God and went lusting after pep talks, quotes are hot.

Fortunately, [starting with my own batch](#) of excellent quotes, there is an inexhaustible supply of quotes you can Tweet up on Twitter for those people with ego engines that only run on someone else's virtual steam.

When you go straight to Twitter's main page you will discover a trickle of Tweets that have caught the public fancy at the moment. Let's say the subject is something like "blackbirds" to give you an example. Do an Internet search for some quotes of interest about "blackbirds" and repeat them as your own Tweet and tweet these. In your very next Tweet you might Tweet up your source of quotes – with a LINK to it.

Personal development quotes are always received well and also quotes falling from the lips of famous people. There are thousands of these scattered all over the Internet that you can use – and you'll notice that some lazy people just keep on Tweeting the same ones over and over again.

Yet another tack is to start reading the sweetest Tweets on Twitter and make friends by singing out about them. While RETweets are nice, actually saying something neat and constructive about another Tweeter will net you some gratitude from the other party, as well as people following you.

By all means, skim through the list of tweeples that are smart enough to be following you, and say something nice about them. Give everyone on Twitter good cause to visit your

designated friends – and many of them will become your friends if you point them out.

Posting links to random, but interesting posts on Twitter -- with a link to their blog post. –

For example: “Interesting post on pest control in your tomato patch. Link – “. Make sure you always include http:// in the link and not just start with www, That way, the link is clickable in the Tweetstream. A TIP: If you run over your limit you can usually remove the WWW from the url.. not always, but yes, usually it will work.

I have a whole book of **59 short cuts** you can take to speed up your keyboarding and computer work.

If your link is inordinately long, [Tweetdeck](#) has a facility to shrink it down to a tiny little url.

Whatever you do --- at no stage of your Twitter career start posting sales tweet after sales tweet. Your career will be shortlived if you do and people will unfollow you very quickly. Twitter is about engagement, value and a social experience. A constant flow of sales links is just not on. By all means post links to your products or sites, but keep

them to around 5% of your total tweets at the most.

Another good idea with your tweeting might be to keep religion and politics out of them. I just finished UNFOLLOWING one guy for making fun of someone's religion. Religion and politics subjects can alienate followers and you can lose them forever.

Replies

You can reply to someone's Tweet simply by putting the @symbol in front of their name. This makes the tweet stand out to them as it appears in their reply column or page instead of in the general [Tweetstream](#).



It is a very useful way of starting conversations with people in order to build relationships. Simply comment on one of their tweets.

Tweetdeck has a feature when you hover over the user's avatar to put their name and reply symbol straight into the posting area.

Retweeting

People appreciate retweets and it is a good way to get noticed by others as well, as all of us want to be retweeted. All you do is put RT

in front of the @username. Using Tweetdeck, hover over the user's avatar and it will put the whole thing in the posting area.

Separate their tweet from your comment if you have one. I usually put two pipes, which is **holding down the Shift key on the \ character**. This will produce “||” which clearly shows the end of the other person's tweet and your reply or comment.

If other people retweet your tweets, make it a habit to thank them. It's common courtesy. Simply tweet @username Thanks for RT :-) and send.



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If you are into marketing, then quantity of followers will be important to you. It's like building a list. But if you want to keep things personal, then the quality of your followers will be what you need pay attention to.

Gaining Followers

You need to first be aware that rushing out and following a heap of people can make you look like a potential Twitter spammer.

Consequently, you want to build your following base slowly. As time goes on, if you are chasing quantity, then you will be able to add more at a time, but initially I would suggest you stick to 50 for a start.

The reason for this is that when you follow people, many of them may be tempted to follow you back. Some people will follow you back automatically, particularly in the Internet marketing space.

Cautious people will actually go and look at your Twitter home page to decide if you are worth following or not in their eyes.

This is where the settings on your profile become of paramount importance; the very reason that you took all the trouble to get it right will now stand you in good stead.

Advanced Tweeting Tips

Now that you're all set up, let's get into some advanced Tweeting tips and applications that can really power your Twitter usage up.

Twitter Backgrounds

We discussed earlier about setting up your Twitter background so that it didn't look like just one more default Twitter page. Leaving it like that shows a lack of care on your part. You need to distinguish yourself from the crowd and that attracts more followers, or at the very least impresses people with your professionalism.

Now if you're a bit of a Graphics Designer whiz, then you can do your own background, packed plumb full of bells and whistles and load it up to your Twitter profile. But if you're not, or you just want to save time, then there are some sites out there that will do backgrounds for you auto-magically.

Twitbacs at <http://www.twitbacs.com/> has some great backgrounds as well.

However, all bragging aside and left behind, if you want to do your own fiddling in Photoshop, you can get some great layouts in PSD format at <http://www.twitterbacs.com/>

Twitdom

Twitdom at <http://twitdom.com> would have to be the greatest site relating to Twitter. It is a repository for all Twitter related applications and it is just absolutely amazing what there is in there.

Twitdom has nearly 500 Twitter related applications in its database. Quite amazing when you think about it that there has been so many third party applications written and is a pretty powerful indication as to the value of Twitter. It also indicates the confidence of the market in that Twitter will become very much the mainstream.

SocialToo at <http://www.socialtoo.com> offers yet another automated tool for Twitter. At Social Too, you can set your account up to do some autopilot things for you.

First of all, you can set SocialToo up to automatically follow everyone who follows you. This can take the drudgery out of checking all your new followers and then going and adding them to your own list in order to reciprocate.

You can also set up SocialToo to send an automatic Direct Message to people who follow you. **Don't do it!**

Automatic Direct Messages are absolutely hated by most of the Twitter community, particularly by experienced users because they can pick them a mile off. It's a sterile and rude way of starting out a relationship with new followers.

The backlash against this has largely been caused because many newbies, and some old hands too, were setting up an auto Direct Message that basically said,

“Hello, thanks for following me. Now go and visit my sales page at <http://.....>”.

I'm sure you get the picture. I can't think of any worse way to start a relationship with a new follower on Twitter. In any sort of business, it is best if you build relationships **before** you try and sell someone something and this is even more relevant in the social media space.

SocialToo will also provide you with an email every day of all your new followers and those that have unfollowed you as well.

Another function of SocialToo is that you can set it up to automatically unfollow anyone who unfollows you. “Cross me off your list, will you? Well, Phooie on you!”

A lot of people deliberately follow you for a short time, then – 2, 3 weeks down the line, they will UNFOLLOW you – even if you have followed them back. This keeps their ratio of Followers to Followed in better shape and this boosts their ranking. If people aren't interested in me any longer the first thing I wonder is, “Have I done anything to offend someone?”

If not, then I look to see if they are professional hoppers – you can spot them by their big numbers almost matching – and then, if they are, I simply forget the matter. I am not really interested in acquiring them as followers anyway. If you really want to keep the updates from someone, just go and follow them back when you see their name on your unfollows email.

HEALTHY SMILES!

ENTER YOUR ZIP CODE:



[Finding Cheap Health Insurance](#) * [Doctor's Visit Only Insurance](#) * [Essentials](#) * [Women And Health Insurance](#) * [Men's Health Insurance](#) * [The Gender Gap](#) * [Health Insurance For Seniors](#) * [Health Insurance For Children](#) * [Unhealthy Kids](#) * [Uninsured Children](#)

TweetLater

My best thoughts will wake me up somewhere between shortly after midnight and an hour before breakfast.

Tweeting at that time of day is likely to slide off the UP staircase by the time anyone else wakes up. What to do?

Tweetlater at <http://www.tweetlater.com> is a fantastic tool to use with Twitter in such circumstances. It allows you to schedule tweets for various better times of the day. So how can this be of use to you?

Well you need to remember that the Twitter audience is constantly changing and the tweetstream rushes past quite fast. The more people you follow, the greater the number of tweets appearing on your page and the same thing holds true for the pages of anyone that you are following. Most people won't be as courteous as I am and scan them all, I promise you. Besides, it just isn't possible.

By using Tweetlater, you have a much greater chance of catching people's attention throughout the day and in different time zones. Let's say you have written a post on your blog and you want to drive some traffic there. Rather than tweeting the link and subject once, you can do it every hour for 24

hours if you like using Tweetlater. I'm sure you can see the power of this in terms of driving traffic or getting noticed.

There is a free and a professional version of Tweetlater. Start out with the free version and then if you see it is helping you, upgrade to the professional version later.



Use Your Writing Skills To Open Up
A Proven Road To Making More Money

Twitterfeed

Twitterfeed at <http://www.twitterfeed.com> is also a very handy tool. It is far more secure to log into than the other sites I have mentioned as it uses Open ID which is a bit of a pain. However, it is worth persisting with in the absence of an alternative tool.

Twitterfeed helps you set up your blog to feed directly – via RSS – to your Twitter account. So every time you make a blog post, it gets tweeted automatically on your behalf. You can use this in conjunction with Tweetlater with the first post coming through Twitterfeed and then subsequent ones at times that you specify – via Tweetlater.

SplitTweet

SplitTweet at <http://splittweet.com> is a great tool if you have a number of accounts on Twitter. Rather than switching between them from time to time in order to Tweet, you can set an account up here for free and bring all of your accounts under the one roof.

Splittweet will display the Twitter feed from all your accounts at once, or you can turn individual accounts off and on. When actually tweeting, you can pick an account to tweet to, or you can do a broadcast message across all your accounts at once.

Some very flash technology this and very useful for handling multiple accounts.

Friendfeed

Friendfeed at <http://www.friendfeed.com> is an automating tool you can use in conjunction with Twitter. Friendfeed is a bit of a hub if you like where you can set up links to all your other accounts. Friendfeed collects information from those accounts and publishes it in your Friendfeed feed.

Although Friendfeed is a topic almost in itself, I mention it here particularly because of its ability to link your Twitter and Facebook accounts among others. If you have a

Facebook account and you link it and your Twitter accounts in Friendfeed, then what will happen is that all your posts in Twitter will be posted on your wall at Facebook. It means you are running two social media accounts via one and saves you time.



Your Twitter Karma at

<http://dossy.org/twitter/karma/> is a really useful site for having a look at your followers and who you are following. It's great for managing your account from a followers/following perspective.

Unfortunately it doesn't seem to load a fair few times and it can be unreliable, but when it is working it's great. It shows you all you all the people you are following and all those that are following you. Underneath each avatar it tells you if you are following them and if they are following you.

You can also sort by people that you are following who aren't following you back. This is great for management as you can decide whether or not to unfollow them.

By checking the boxes, you can actually do a bulk unfollow of a heap of people at once as opposed to going to every individual Twitter account and clicking on "unfollow".

You can also list those that might only be following you and decide if you want to follow them back. Again, this can be done in a bulk manner.

[Finding Cheap Health Insurance](#) * [Doctor's Visit](#)
[Only Insurance](#) * [Essentials](#) * [Women And](#)
[Health Insurance](#) * [Men's Health Insurance](#) *
[The Gender Gap](#) * [Health Insurance For](#)
[Seniors](#) * [Health Insurance For Children](#) *
[Unhealthy Kids](#) * [Uninsured Children](#) * [The](#)
[Uninsured](#) * [Insurance Fraud](#) * [Self-](#)
[Employed](#) * [For Teachers](#) * [Health And Life](#)
[Combinations](#) * [Catastrophic Insurance](#) *
[Health Savings Accounts](#) * [Managed Care](#)
[Management](#) * [Dental Insurance Information](#)
* [The Tooth Fairy](#) * [Finding a Doctor](#) *
[Maggot Therapy Coverage](#) * [Gastric Bypass](#)
[Surgery Insurance](#) * [Risks And Rewards of](#)
[Physical Activity](#) * [Private Health Insurance?](#)
* [Inexpensive Health Insurance](#) * [Preferred](#)
[Provider Organizations](#) *

I'm sure you realize by now that you have a whale of a deal towards making TWITTER the tweetest dream you've ever had when it comes to social networking.. so let's take a good look at how you should be setting it up. When you do it right, your Twitter account will be just about the best thing in the world in your tool kit.

So, the first question newbies have is: **What Is Twitter?** What **is** Twitter? It would have to be the fastest growing site on the web today. It is taking the Internet by storm and there are around 10,000 new users per day signing up to participate in this Internet revolution.

Twitter is best described as a micro blogging platform. One limitation you should address immediately is that your TWEETS are limited to 140 characters in length each time you do an update, which initially, may seem a small amount. That may seem incredibly small at first. However, as you become more experienced, it's just amazing what you can fit into those 140 characters. 1 **shrinker is to put just 1 space after a period.** 2, You can eliminate quotation marks around quotes you tweet by using the ~ key after the quotes and before the author's name. This is found just left of the number ONE above your Q key. Some other space-saving symbols are @ & + and the = keys. I've already told you about the pipe symbol, but remember it too.

Anything more than these will cost you some comprehension, so stick with them for at least the first 3-4 weeks.

Keep it firmly in mind that Twitter is one huge global chat room ready for you to play games to your heart's content, but then again, **you don't have to hang your welcome mat out to everyone in the world** unless you just want to.

If you let your followers run into the thousands, then your "Tweetstream" will be running fast and furious with everything that's coming in. If you are only following a few hundred, or so, then subjects and messages are much easier to keep up with.

You can also approach Twitter as a great way to meet new people online, particularly those with interests similar to yours. I will show you more information about this as we progress through the rest of this report.

Setting up on Twitter to have your own account is easy, but there are a few things that you should be aware of when organizing your account. This information can still apply even if you already have an existing account too, so consider these aids and they can improve your entire Twitter experience.

The first thing to do if you don't have an account is go to <http://www.twitter.com> which is the home page of Twitter. Off on the right, you will be asked to either **login** or **register**. If you don't have an account, then of course you will need to register. So let's go through the registration process and explain it all here.

Registration

The Twitter screen will ask you for your first name and last name and will then let you check that this is entered correctly. Do take the time to check as it is so easy to miss a key or tap an extra letterd in, see that? I told you it could happen. **So, really check!**

The next box asks you for a user name and this is where you need to give some thought to how you are going to represent yourself on Twitter. You want to remember that you can set up more than one account on Twitter, **but you will need a different email address for each one.**

Now this is where the thinking bit comes in. The first account you register should probably be in your own name if you can still get it. I got LinStone and I got TaleWins, but I was lucky there.



Naturally, the other common names like JohnSmith (Remember – there must **not** be any spaces in your usernames) but you can count on it, JohnSmith will already be taken, as will Jsmith and John and even JaySmith. But W. Clement Stone taught us a trick there. “There may be a million William C. Stone-s out there, but how many W.ClementStone user names are there? In other words, use an initial for your first name, and write out the second one. Add a period after the “W” and you have yet another option.. so let's swing back to JohnSmith and do it slightly different.. John+Smith, John*Smith, John/Smith, John~Smith, John>Smith, John{Smith, John\$mith, John\$Smith, and of course, JohnESmith.. Anyway, you do get the message here, don't you? Personally I never did like things like JohnSmith#2,316 but I guess anything that works well is wonderful. While you can use an underscore in your username, hyphens are not permitted in the field.



It isn't absolutely critical that you register your own name, but I would advise you do so if you can, particularly if your name is an unusual one.

I'm sure the last thing you want is someone else impersonating you on Twitter, or anywhere else for that matter. I know that if I go to a new area and TALEWINS is already taken, I don't play in that ballpark.

If you wish to register a business name, then you can do that of course, but still, make sure you use your own name in the sign up process so that you will be identifiable and connected with the business name you do register. The concepts and reasons for operating under each type of registration will be discussed later.

In the next space you will be asked for your email address. Email addresses are linked to accounts and you will only be able to use your email address once. For every account you register, you will need a different email address.

The last thing to do is to fill in the Captcha letters and then click on "Create My Account."

A completely new screen will appear and it will ask if you want to add any of your friends from the popular web based email programs.

You can put this off until later if you wish.

Me, I never have sent a letter to anyone.

The next screen presents a short list of people who Twitter asks if you would like to follow. Choose some if you like, but I wouldn't bother. I always prefer to find my own friends, even on Twitter. Every time you log in more friends will be suggested. I ignore them too.

When you click **“Finish,”** you will be swept off your feet and wake up with your very own Twitter account. You are logged in and ready to go!



Your Settings

Next thing we are going to do is fill out our settings and this is very important on Twitter. You will find the access to this at the very top right of the screen. Just to the left of it is your user name. Click the tick and down will drop some important options.. SETTINGS, HELP, and SIGN OUT, for example.

Click on the SETTINGS option. ACCOUNT, PASS WORD, PROFILE, DESIGN, CONNECTIONS, and so forth.

Let's concentrate on the Account tab first.

The information you entered on joining is already entered here, but now it's time to pad this out so people can find you on Twitter and you will also want to make yourself a personality interesting enough to be followed. People will use the information you enter, or re-enter here to make that decision. Not only that, but much of what is entered here is also searchable on Twitter and, I might add, through various third party applications.

One thing to note is that you can change your username at any time on this screen. You just have to enter your password to do so. Although it can be done, it can confuse your follower base, so I wouldn't recommend doing it on a weekly basis.

Next, let's change your time zone to your own and then move on to the next page PROFILE, and work on that all-important, one line bio. You can start nibbling on your pencil point now and make every space count towards whatever reason you have entertained for joining Twitter.

Your Bio

You have **160 characters** here to "sell" yourself. Take some time over it and do it well. Don't simply enter a bunch of keywords as they will appear totally uninteresting to people, although they may get you found. Use keywords by all means, but start your Bio with the words "I am" and then describe yourself. So you might put – for example:-

"Lin Stone Writes and Webs for businesses to produce streams of customers. Makes QR codes and sets up cell phone customer contact list 4 Instant Sales"

or – "I am a keen white water canoe fanatic with a passion for birding in the great outdoors, Internet marketing and affiliate marketing. I also love social media."

What have I got in the last one? White water, canoe, birding, outdoors, Internet marketing, affiliate marketing AND social media...

Using the right terms in your bio will have you coming up in search results for those exact terms when people are looking for other like-minded individuals to follow. It is definitely worth taking some extra time to get your bio exactly right.

Balance of Screen

Enter your web site name or blog here if you have one. **Make sure you include the <http://> prefix to any url address.**

Your location is next and this is also very important as it lets people search and find you in their same area. Like I said, Pete's Pizza in Philly PA ---- It will also be important to you if you are chasing rankings on Twitter as users are ranked **by their locations.**

Protect Updates

This option is included if you want to have a private account and you have to approve followers. NEVER turn this on if you intend to use Twitter to meet new people. They just couldn't be bothered requesting permission to follow you unless they ALREADY know you personally.

You can now save your settings, but note here that there is also a link to delete your account should you ever wish to do so.

Devices

You can enter your mobile phone number here if you want Twitter updates to your phone. Personally, I can't think of anything worse, particularly if you have a couple thousand followers.

Notices

You can have Twitter “nudge” you with a text to your mobile phone if you haven't updated in 24 hours. What a pain!

The Replies function is an interesting one and will determine what tweets you see that are prefixed with the @ symbol. This is how you direct a tweet to a particular individual. There is a great help screen explanation on this, so go there to make your decision.

The rest of the notices are self explanatory. It is worth noting that the Direct Messages possibly needs a bit of explanation though as to what they are if you are new to Twitter. If you are following someone **and** they are following you, Direct Messages can be sent that won't appear in the Twitter timeline.

They are essentially private messages between two people. If you are an infrequent user of Twitter, it may be worthwhile to switch on receiving notifications by email so

you can respond. Otherwise leave it off as it will just fill up your mail box with more clutter.

Likewise, the notifications that you have a new follower just adds to your email and I would leave it off unless you like the buzz of being told someone new has followed you.

Picture Tab

This is really important. When you open this page you will see the small avatar on the screen which is the default for Twitter. If you want new followers, posting a photo of yourself in this area is imperative. Pictures are easy to upload, and they are resized, if necessary. If you are running the Twitter account for your company or business, then your company logo is ideal. But just put something so you can be identified in the Tweetstream by your followers. The graphic is often more important than your name when people are scanning Tweets and you will stand out for yours.



Design Tab

This is where you can really enhance your persona. Here you can change the background of your Twitter page from the default. Twitter provides a number of alternatives that you can select – or you can upload your own background.

You can also change all the colors if you wish. Again, whatever you do, just change it so you are not running the default. This shows you have taken some time and care in setting up your account.

A note here worth mentioning is that with the plethora of Twitter client applications out there, many people don't even look at your web page anymore. Still, it is one component of your presence on Twitter and is worth doing well.

Well, that's it for the setup. The last thing to do now is to click on Home at the top of the screen and send your first Tweet. Something like, "Hi, I've just joined Twitter and am looking forward to meeting interesting people" is a good first one to send. Just type it in and click the Update button.

Twitter Client Applications

The biggest problem with the standard Twitter web application is that you have to keep an eagle eye on your replies and Direct Messages as you only see the main Tweetstream on the screen. It is also limited in that it only displays about the last 20 tweets, so if you want to see older ones, you have to keep going back pages. So what is the best thing to do?

Easy, download Tweetdeck from <http://www.tweetdeck.com> The first thing you will probably notice is that you will need to change the settings as the default is white text on a black screen. I've found that makes it hard to read, but each to their own.

Tweetdeck is brilliant in that it displays the Tweetstream, your replies and your direct messages all on the one screen. The message columns allow for 500 tweets as a default, so scrolling down allows you to go back a fair way or search for tweets you may want to refer back to.

The screen has a continuous right hand scroll, so you can set up different groups and their tweets will appear in that column. You might have a group called best friends and another for gardeners for instance.

That way you don't miss important tweets from people who are more important to you than others. Tweetdeck is probably the most widely used application for Twitter and I would highly recommend it to you.

By this time you are as wrung out as I am. Just hang on for a few more seconds, okay?

The End

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