

TWEET SUCCESS

How to Make Money with Twitter



Mastering the
Art of Internet
Income will Set
You Free

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Everything You Need to Know to Make Your Site a Success!

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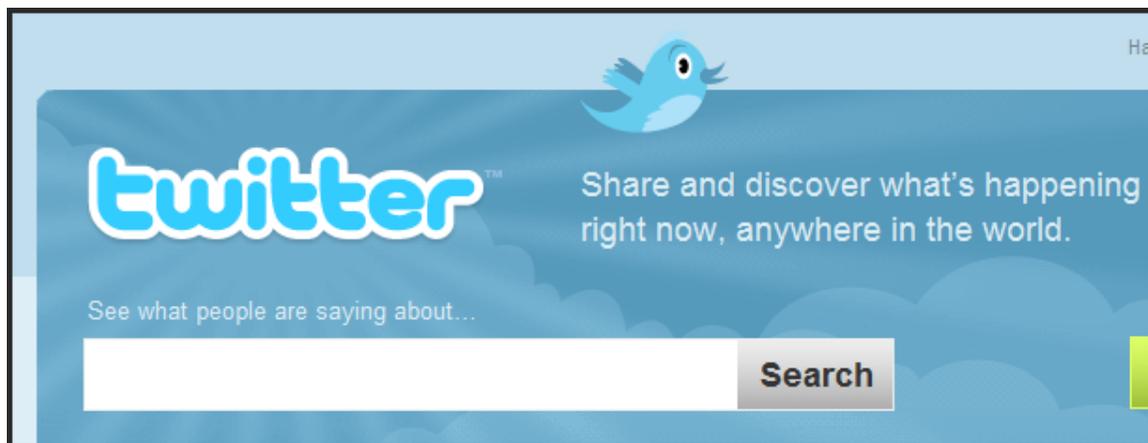


Introduction

It is one of the fastest growing social networking tools, and the most perplexing. People are left scratching their heads when it comes to Twitter. They know the site has money making potential. They just don't know how to turn their ideas into cash.

How do you leverage Twitter to make the most money possible?

If you are going to leverage your Twitter account and make money, you need to find a way to reach mass numbers of people and get them interested in products and services. The first step in doing that is creating a large following.



Once your following is created, though, what do you do next? How do you go from chatting about topics on Twitter to making people take out their credit cards and make a purchase?

How you go about it will depend on what you are selling.

Are you selling your own products, affiliate products or allowing a third party to use your account for advertising?



You can make money all three ways with twitter. There are several tools you can use to turn your Twitter account into cash.

In this book, we will discuss:

- Building a following
- Creating a core audience that is interested in your niche topic
- Advertising affiliate links
- Advertising for others
- Payment plans
- Joining an advertising network
- Mixing non advertising posts with advertising posts
- Keeping your audience engaged

Each of these can help you make lots of money on Twitter.

Lastly, we will discuss how the iPhone allows users to stay more engaged with their Twitter accounts. Many readers likely have iPhones, and will be happy to know they can use their phones to leverage Twitter.

No matter if you are tweeting on the go or at home, you will have the power to convert your tweets into cash.

In the first chapter, we are going to discuss building your following. You will learn you cannot simply jump into Twitter and start making money. You need to have followers. In order to be a success at making money on Twitter, you need thousands of followers.

The great thing about Twitter is you can get thousands of followers in a relatively short period of time. You simply need to know how to set up the best account and start making friends.





Build Your Following

In order to make money on Twitter, you have to have a following. Your followers will be your golden ticket to cash. Therefore, before you start trying to make money, you need to generate a following.

When you are generating a following, you need to think about:

- Categories
- Trends
- Your Profile
- Who you want to follow
- Being sociable

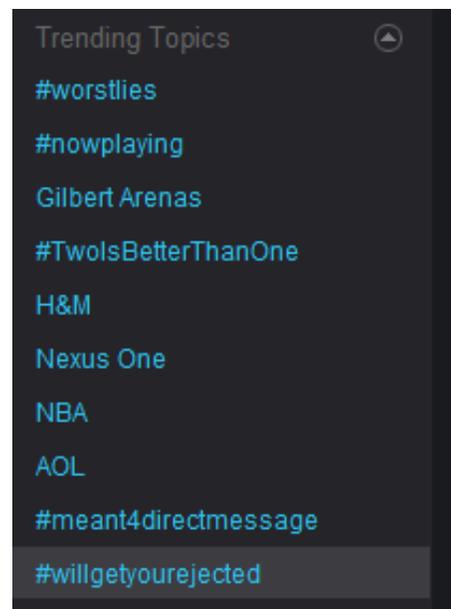
With the right amount of work, along with some thought, you will build a strong Twitter following that will allow you to make lots of money.

Categories

Often, people make a fatal Twitter error right from the beginning. They simply dive into Twitter without having any direction. When you look at Twitter as a business tool, you understand the need for categories.

If you are interested in computers, that can be your niche topic. If you are a marketing guru, talk about marketing.

The trick is, you have to talk about something. You cannot be all over the map or you will have a difficult time generating a core group of followers.



People will follow you based on their interests. When interests align with one another, you gain followers. These followers will help you make money on twitter. Never discount the power of the follower.

Stick with a subject and gain a core group of followers. These followers will be loyal to you and your brand, as long as you use Twitter in the best way possible.

Twitter Trends

Be sure to visit www.twitter.com/trends. This will tell you what people on Twitter are talking about. That will help you appeal to an audience.

When you visit the site, type in keywords related to your topic. You will then see what is hot right now.



Twitter moves fast and is constantly changing, so you would check this once a day. It will help you stay on top of the biggest trends on Twitter.

If you see a trend you are interested in, post something about it. Get in on the biggest trends so you can reach people and talk to them about the things that interest them. If you are going to build a following, you must reach out to the people. Twitter trends are a great way to reach out to people quickly.



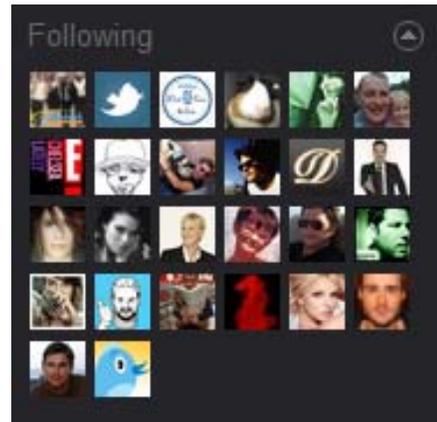
Following People

You must follow people when you are on Twitter. Following the right people will let you get into the best networks on Twitter.

Use the search tool and find posts by people. Follow those people who will be interested in your topic.

Once you follow people, they will start to follow you as well. It takes time and patience, but this is a good way to build a Twitter following.

One thing you want to keep in mind, though, is you want a core group of followers. That means you should not go through Twitter profiles and just follow anyone.



Follow the people who will help your cause. Find people who are not only interested in your subject, but those who are active on Twitter.

If someone is known to engage on Twitter they are much more likely to help your cause than someone who never signs on. Find people who update often and follow them.

Your Profile

Those who provide the most personalized Twitter experience will gain the best following. In order to personalize your experience, create a profile that tells who you are. Have a tagline, along with a link to your website.

Not only that, but you should include a picture. If you use a default picture, you will not be taken as seriously as you would be if you used a real picture. Find a picture where you look approachable and professional and use that for your Twitter picture. You will find more people follow you once you put your picture on Twitter.

You can also wallpaper your profile. Consider a wallpaper that will help brand you as a company. A logo or picture related to your company is a great background.

If you don't have a background to use, browse through the wallpaper Twitter supplies. You will find one that will look great on your profile.



Socialize

As you build followers, interact with them. Retweet when you can, as a retweet is the biggest form of Twitter flattery.

As you interact, you will end up with followers who are engaged. Engaged followers are necessary if you are going to make money at Twitter.

Remember, when you socialize on Twitter:

- Stay on topic
- Be personable
- Let your personality shine through
- Remain professional

The words “personable” and “professional” might seem like a contradiction, but they are not. You can be both, but you have to walk a fine line.

Remain professional by refraining from slamming other products or services. Also, do not use foul language. You want to be on your best behavior while still allowing your personality to shine through so you can be engaging.

Show personality through humor, as well as a genuine interest in others. If you can master this, you will gain a solid following.

In order to do this:

- Remain authentic
- Reach out to others
- Find great tweets from others and retweet them
- Post items that will cause people to converse



Questions, as well as interesting topics, are perfect when trying to engage others. Use these methods to get people engaged. As you become more engaging, your Twitter stock will grow. As your Twitter stock grows, you will gain more followers, and then be able to make more money on Twitter.

As you gain more followers, do not forget about your account. No matter how many followers you get, you can always get more.

Not only that, but in order to keep your Twitter stock high, you have to continue to post on your account. That is the best way to remain at the top of Twitter.

Now that you know how to become the next great thing on Twitter, it is time to start making money. First, we will go over affiliate marketing with Twitter. Affiliate marketing is one of the best, and most popular, ways to make money on Twitter.





Tweet Your Affiliate Links

Affiliate linking is often debated in the Twitter community. The reason affiliate linking has been such a point of interest is because so many affiliate marketers go about the process in the wrong way.

If you share your affiliate links in the wrong way, people will be put off and they will not trust you. They will not click on your links, and worse than that, they will stop following you.

You have to remember to be useful with affiliate linking.

If you are going to make money with affiliate links, you must:

- Pick solid products
- Remain relevant
- Use personalization
- Use indirect links
- Don't overdo it
- Keep your ears open

If you follow these tips, you will be able to make money via affiliate links on Twitter. However, if you ignore any of the tips, you will end up having a hard time making money on Twitter, or online.



Thus, make sure you keep the tips handy so you can review them so you can:

- Make money
- Keep your Twitter following
- Be respected on the social networking tool
- Build a bigger following
- Become a powerful and successful affiliate marketer

Pick Solid Products

When you are marketing something on Twitter, you need to pick products that are solid. When looking for affiliate products, you can read reviews and do research. If a product has positive reviews and is popular, it will likely be a solid product.

However, if a product has poor reviews you should move onto something else. If you recommend poor products to your followers, they are less likely to trust you. Remember, you don't want to have a customer once and then lose him. The best customers are repeat customers. Build trust with useful products and then continue to sell to the same people.

As you gain a reputation for having good products, more people will follow your links. However, if you gain a reputation for throwing out a link for everything, people will ignore you and find products from someone else on Twitter.

Remain Relevant

Your followers on Twitter follow you for a reason. You normally tweet about a topic they are interested in, which is why they have clicked on the follow button. If you remain relevant, you will keep your followers happy and make sales.

However, if you go off topic and talk about something that has nothing to do with your followers, you will lose out.

For example, if you normally talk about computer software, mentioning a new registry cleaner would fit in. However, if you suddenly talk about tooth whitening, you are going to leave a lot of people scratching their heads.

Worse than that, they will stop following you. They don't want to hear about teeth whitening from you. They will see through your sales pitch. People don't want to feel as if you are actively selling to them.



What happens if you have products that fall into different categories? If that is the case, you need to create separate Twitter accounts.

By creating separate accounts, you will stay on topic, which is essential. That will allow you to remain authentic and stay on topic. You will make more sales by creating separate accounts.

Use Personalization

One of the biggest mistakes Twitter users make is they fail to get personal. Personalization will increase your sales dramatically. Thus, you want to make sure you personalize your tweets when dropping affiliate links.

For example, if Joe tweets, “computer running slow-frustrating,,” you can tweet @joe,”had the same prob, could be registry. Try this (link)”

This works because it addresses Joe’s problem, and it offers a real solution. A registry cleaner can help with a slow running computer. You just so happen to profit if he buys it. Everyone wins.

Most importantly, Joe feels as if you took the time to help him. This is very important in marketing.

In order to make this work, you need to stay in tune with your followers’ tweets. Check your account several times a day and see what people are tweeting about. If you see an opening, take it.

By taking openings when they come up, you will convert lots of people into customers.

In addition, if they have a positive experience, they might send a tweet about how you helped them out. That is how viral marketing begins.

Use Indirect Links

One of the biggest mistakes people make when marketing their affiliate links on Twitter is the use of direct links. When you use direct links, you are not able to effectively sell your product, and you will put people off.



If you send them to your website or blog where they can read reviews of the product, they are much more likely to follow the link and make a purchase. However, if you just give them a direct link to your product, they will know you will make money off the sale. It will seem less helpful and more like you are trying to earn a buck.

Indirect links will help you make a sale. Be sure to include balanced reviews on your site or blog so you look like a reputable business and make real sales.

Don't Overdo It

It is easy to get excited and see dollar signs when you are marketing on Twitter. That excitement can easily lead to you overdoing it. When you overdo it, you will come across as an overzealous marketer who is sending out spam.

Don't feel the need to blast people with links to your products every day. Instead, wait for the right moment and work it into a conversation. Remember, if you personalize your tweets, you will not overdo it. Don't blast the tweets. Personalize them.

In addition, it is a good idea to switch up your marketing efforts so you don't seem like a broken record. Just as you don't want to overdo the links, you don't want to overdo how you package them.

Think of creative ways to submit your links. Share personal stories about the products, and submit links to blogs and other posts.

By sending the links out in different packages, they will seem unique. This will help you reach more people. If people think you are sending out the same link over and over again, they will ignore you. However, if they see the different packages, they are more apt to remain interested.

Keep Your Ears Open

Read the tweets of your followers and find out what they want. If their interests change, you want to know. You also want to know if they are talking about products similar to yours.

This is the best way to deliver your followers with the information they want. Listen to them and it will pay off.

Next, we are going to talk about advertising for others. While this is similar to affiliate marketing, it does have some differences.





Advertise for Others

If you have a solid Twitter following, you can become the go to person for advertising. Suddenly, you can be a professional marketer.

While you can certainly advertise your own products, as well as affiliate products, you can also act as a third party advertiser for others.

While this is similar to affiliate marketing, you will likely not get a payment every time someone makes a purchase. Instead, you will need to focus on getting people to click on the link. The bigger the click through ratio, the more successful you will be.

If you are going to do this, you will need:

- A strong following
- Followers that are engaged
- A link tracking service such as bit.ly
- Someone paying for advertisement

Strong Following

Twitter is a numbers game. You need followers to be taken seriously on Twitter. Thus you have to have lots of followers if anyone is going to come to you to do their advertising.

They are coming to you because they feel you can do something they cannot do. Thus, you have to have a strong following so you can sell yourself.



Engaged Followers

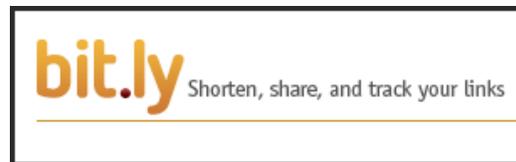
Followers must be engaged in what you are doing if you are going to have someone willing to pay you to advertise for them. You need followers that respond to your tweets, click on your links or show some other form of engagement.

Companies will assess your account before they hire you for advertising. If your followers are not engaged, they will not write you a check.

Bit.ly

You need bit.ly in order to track your clicks. Bit.ly is a free tracking service. Once you sign up, you can enter a URL and see how many clicks it has. This is the best way to check and see your conversions.

If you have lots of conversions, the advertisers are more likely to keep you around and pay you well. However, if your clicks are weak, you will likely get dropped by the company.



Paying Company

You will find lots of companies are willing to pay for advertisements. You can advertise in order to find companies, or approach them and offer your Twitter services.

It will be most successful, though, if you can use your own networking skills. Seek people out who need some help with their advertising.

Find companies that have products similar to ones you have promoted in the past. Then, approach them with the offer.

The types of companies that are likely to do this are startup companies, as well as small businesses. If you can explain to people who they can leverage their business with Twitter you are likely to find people willing to hire you.

You might even have people who come to you and ask for advertising. There have been occasions of companies approaching people to help them break into the social networking world.

What if you can't find anyone who is willing to pay for advertising? If you can't find anyone, there is a way to still get paid for advertising.

Next, we are going to discuss Twitter Sponsored Links.



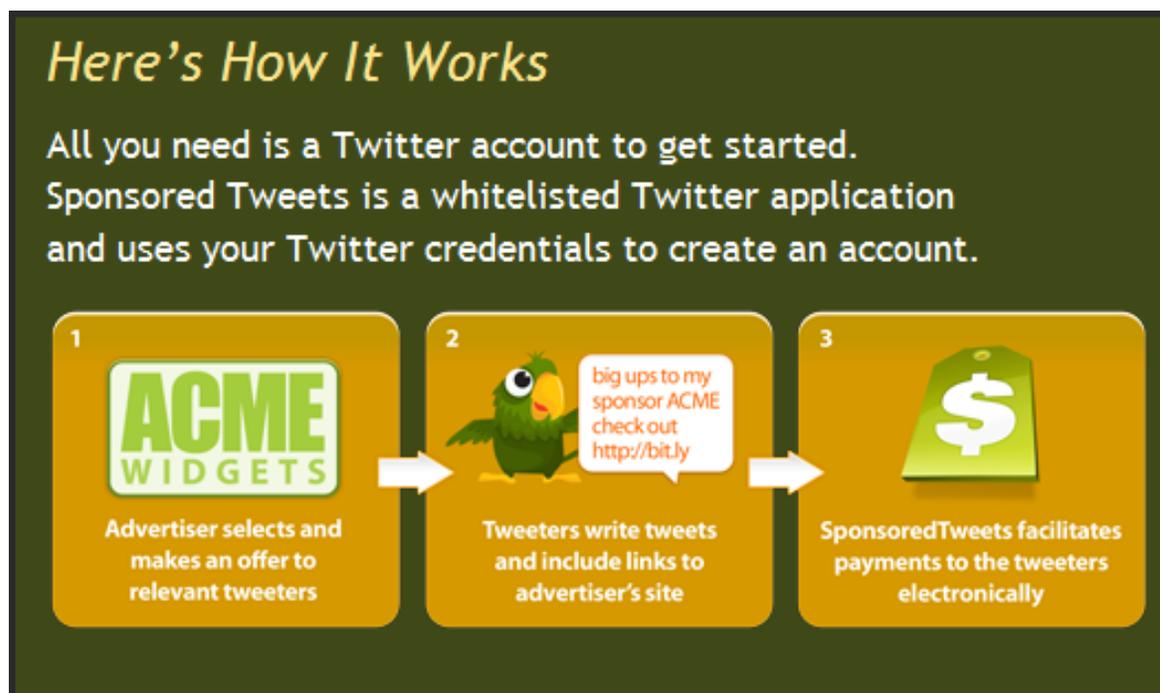
Twitter Sponsored Links

Sponsored links have changed Twitter. They are much like AdWords, but unlike AdWords, users are paid for submitting the sponsored links.

If you want to make money, you can offer to tweet sponsored links. You can then get paid every time one of the links is clicked on.

How it Works

If you want to use Twitter Sponsored links, you can sign up at <http://sponsoredtweets.com/>. Once at the sponsored tweet website, you will be able to click on the section for Tweeters.



With sponsored Tweets you will:

- Set your price
- Add category
- Add keywords
- Choose your offers
- Receive your payments

You will then see how the process works.

Set Your Price

How much do you want to make per click? You can decide. Remember, if you set it too low, you will be giving away your services, but if you set it too high, you will not get anyone to use your services.

You can click on “Sponsor These Tweeters” to see what people are charging for their tweets. This will help you set a price that is fair and competitive.



The screenshot shows a dark-themed interface with two input fields. The first field is labeled 'charge per tweet' with a dollar sign and contains the value '1.00'. Below it, a small note says 'the above is a suggested price based on your Twitter stats.' The second field is labeled 'charge per click' with a dollar sign and contains the value '0.15'. Both fields have a small orange icon to their right.

Add Category and Keywords

Pick a category that fits what you talk about on Twitter. That way you will stay relevant to your audience. You don't want to turn your followers off by using sponsored links.

You will also need to add keywords. Simply add keywords that are relevant to your category.

Choose Your Offers

As offers come in, you will have to choose if you want to advertise for them. If you choose to advertise for them, they will supply you with a message or you will be asked to create your own.

No messages are displayed on your account without your approval. Therefore, you do not have to worry about messages being displayed that will turn your followers off, as you can monitor each message.

Payments

You will be paid within 24 hours of the sponsored tweet. After your account reaches \$50, you can cash it out.

Disclosure

Twitter Sponsored Links uses full disclosure in its paid tweets. Because of that, you will have to actually put a disclosure at the end of the tweet. The company will give you ideas of the disclosure.

Whatever discloser you decide to use, you will have to make it clear to those who have clicked on your link that it is a paid link.

Next, we are going to go over a viable advertising option that takes minimal effort from Twitter users.





TwittAd

If you want to make money with Twitter without putting in much effort, TwittAd is a viable option. Of course, you do need to put in some effort prior to signing up for TwittAd. As with most things with Twitter, the more followers you have, the more attractive you will be to advertisers.

Thus, make sure you have a strong following and then sign up for TwittAd.

What is TwittAd?

TwittAd matches people with Twitter profiles with advertisers. The advertisers are allowed to put an ad on the user's profile page. In addition, a Tweet is sent announcing the ad in the beginning, and one Tweet is sent before the ad is taken down.



Users are able to set the price they want from advertisers. When they set their price, they will be asked how many followers they have.

Users also need to set the length of time you want to run the ad. People can run the ad for seven days, fifteen days, one month or three months.

Users can only run one ad at a time, so you might want to start with a short amount of time in the beginning to try it out.

Problem with TwittAd

There are limitations to TwittAd that cannot be ignored. When you use TwittAd, you are counting on people to visit your profile. While there are two Tweets that are sent on the advertiser's behalf, the real money making opportunity comes from the profile.

In most cases, your followers will not access your profile. They simply don't need to in order to see your tweets. Your tweets show up on their home screen when they log onto Twitter.

You can remedy this by sending out a Tweet asking people to visit your profile. They may comply, or they may not.



Benefits of TwittAd

While TwittAd is certainly not a perfect advertising program, one cannot deny it has a very large benefit. It is incredibly unobtrusive. Users don't have to worry about bombarding their followers with advertisements.

Since the ad is on the profile, most people will not be bothered by the advertisement. Because of that, TwittAd is a good service to try.

TwittAd is a good service to try for unobtrusive advertising. However, one cannot expect to become wealthy with TwittAd. What they can expect, though, is to earn some money on the side while they use other methods that will make more money.

In the next chapter, we discuss Magpie. Unlike TwittAds, Magpie has very good money making potential.





Magpie

Magpie is currently a hot trend in the Twittersphere. People are using Magpie to make money, and the best part is, it does not take a lot of work on the part of the Tweeter.

How Much Will You Make?

There is probably one thing on your mind right now. How much will you make? One good thing about Magpie is it gives you an idea of how much you will make prior to signing up for the services.

Go to <http://be-a-magpie.com/twitterers/>. Once there, you can click on the button that says “Click here to see how much you could earn!” You will then get to put in your Twitter user name. It will look over your site and immediately give you an idea of how much you can earn.

If you tweet on a regular basis about a certain topic, you will likely be able to earn a fair amount.



You will also need to be popular in the Twitter world. That means you need to engage your followers. This will give you serious points with Magpie.

How it Works

When you use Magpie, you will be:

- Matched with an advertiser
- How to tweet
- Choose how many tweets you want
- Choose how you want to earn money



Matched with an Advertiser

The first step of making money with Magpie is getting matched with an advertiser. The Magpie network recruits twitter users and advertisers. Then, it analyzes the needs of the advertiser, along with the qualities of the Twitter user.

In doing so, it is able to match up advertisers and publishers. It finds publishers, or Twitter users, who tweet about topics that are similar to the product or service the advertisers is trying to sell.

How to Tweet

You can approve the tweets provided by the advertisers. In addition, you can put them in your own words if you would like so they match up with the content of your page.

You also have the option to go on autopilot and let Magpie do the work. The system can automate the process for you, or you can be involved with all of the tweets that occur on your account.

How Many Tweets

It can be difficult for people to decide on how many Magpie tweets to allow. On one hand, the more tweets, the more chance they have to make money. On the other hand, the tweets run the risk of alienating followers if there are too many sent out.

The default settings on Magpie are one Magpie tweet for every ten tweets. You can change the settings and have more or less magpie tweets.

In the beginning, it is best to use the default settings. You are safe with having 10% of the tweets as advertisements. That means you still offer 90% of the tweets your followers signed on to read.

Over time, though, you can play around with the ratio and see which one works best for you and your followers.



Earn Money

You will get to choose how you want to earn money with Magpie.

You can select from:

- Pay per sale
- Pay per lead
- Pay per click
- Pay per view

Pay per Sale

Pay per sale and affiliate marketing are very similar. When your account submits a link from the advertisers and someone clicks on it and makes a purchase, you will get a percentage of the sale price.

Pay Per Lead

With this model, you will receive a payment if someone signs up for more information, opts into a newsletter or email or does some other action that will make them a viable lead.

Pay Per Click

If someone clicks on one of your advertising links, you will be paid. You will receive a set amount of money for every click.

Pay Per View

Every time you display a tweet from your advertisers, you will receive a payment. There are different payment amounts for this service. The number of followers you have, along with the hotness of your tweets, will factor in to the amount of money you will make from this.

The hotness of your tweets is simply a phrase for how many people are competing for a certain set of keywords. If you are advertising for someone in internet marketing, you will be considered hot if hundreds of others are advertising for internet marketing as well. Think of the basic rules of supply and demand to understand this.



Using Magpie

If you are going to use Magpie, there are certain things you must keep in mind.

Remember, with Magpie, you must:

- Keep your account active
- stay on topic
- Work to increase your followers
- Engage with followers

Keep Your Account Active

You need to make sure you post frequently on your twitter account. If you do not post frequently, there will not be many ads posted on your account.

For example, if your account displays one Magpie ad for every ten posts, you need to make sure you post several times a day so the ads are displayed. If you only post a few times a week, this will not be a profitable service.

Stay on Topic

You have to stay on topic so the advertisements will be relevant. If you are advertising for a software company, keep your posts related to software. Then, when an advertisement comes up, it will fit into the rest of the posts.

Advertising will only appear natural if you stay on topic. If you deviate from the topic, the ads will be too obvious. They should blend so you do not alienate your followers.

Increase Followers

You should always be working to increase your followers. The more followers you have, the more people will use your services.

Follow people who are interested in the same topics and invite them to follow you. Build strong relationships so you can increase your followers.



Engage Followers

You have to be willing to engage your followers. Talk to them, retweet their posts and make personalized recommendations.

By engaging your followers, you will be seen as a more powerful advertiser. You will get paid more by Magpie, and you will also build a solid following.

Next, we are going to discuss Ad Cause. Ad Cause is a unique advertising company.





Ad Cause

Ad Cause offers the standard business model of supplying ads on Twitter feeds, but it offers a twist. Users can cash in on their bucks and they can make a charitable donation as well.

For some, this makes advertisements easier to swallow. You can let others know you are helping charity by displaying ads. That will make you seem less like an advertiser and more like a humanitarian.



What is Ad Cause?

With Ad Cause, publishers and advertisers are matched up. This works much like Magpie. You decide how often you want the advertisements to appear. You also have control over which businesses advertise with you.

There are some differences, though.

Finding Advertisers

When you sign up with Ad Cause, you will create your own ad. With this ad, you will sell yourself. You have to give advertisers a reason to use you for your ad space.

Start by telling them a little about yourself. You will get a description box in which you will tell advertisers why they should buy ad space on your Twitter account.



You want to give them solid reasons. Remember, business think in terms of value. They want the best value for their money. Thus, you need to explain to them how you will offer them a great value. Then, they will be much more likely to make a purchase.

The duration is also different. With Ad Cause, you will need to choose between one to three months. You will include the duration in the mini ad you create for companies.

You can also get hired based on your profile. Advertisers can seek out those who meet their needs. They might look by number of followers, as well as other Twitter information.

Once an advertiser and publisher connect, they can negotiate price or the advertisers can simply pay to hire the publisher.

At that point, ads will begin to run based on the frequency chosen by the publisher.

Banking on Charity

When you get paid, you can choose to donate some of the money to charity. If you choose this option, be sure to let your followers know.

People respect charitable donations. If you are advertising with charity in mind, your followers will applaud you.

They will also take you seriously as a businessperson. So often, people in advertising are seen as only caring about themselves. By throwing charity into the mix, you can break out of that mold.

Of course, if you are not donating any of the money, you should not mention charity. Only talk about the donations if you are donating the money.

In the next chapter, we discuss Tweet ROI. Tweet ROI is the last advertising opportunity we discuss, and it is also the most exciting.





Tweet ROI

Tweet ROI is perhaps the most fascinating way to make money on Twitter. This is the new business model, and it gives tweeters more power than the other companies we mentioned.

With this company, you will get to tweet about products and services in your own words. This makes it more authentic than automated services.

You will have a hand on the wheel at all times, so you do not have to be as concerned with alienating your followers as you would with other services.



How it Works

When you sign up for Tweet ROI (<http://tweetroi.com>), your twitter account will be assessed. This will influence the amount of money you make per tweet.

Your account will be assessed by analyzing a variety of variables, which are:

- Talk rank
- Conversion rank
- Viral rank

Talk Rank

The more often you update your account, the better talk rank you will have. You want a high talk rank, as it is an easy way to move up and receive more money per tweet.

Thus, prior to signing up for Tweet ROI, prepare your account with frequent posts. That way, you will receive a solid talk rank as soon as you sign up.



Conversion Rank

How many people reply to you? If you don't have a lot of replies, start to engage your followers more. This will help you move up in the ranks, and it will make your followers more apt to follow links you post.

This is one of the most difficult parts of Twitter for people, but in reality, it is very easy to do. Just remember to approach people first. When you start approaching people on Twitter, they will start approaching you.

Consider Twitter to be much like a game of Follow the Leader. Once people see you going out and commenting to people, they are more likely to follow suit. Show them that you are a sociable tweeter, and they will become sociable as well.

Viral Rank

Retweets are important on Twitter. The viral rank accounts for the number of retweets your account has.

If you are low on the retweets, change up your posts. Make sure your posts are interesting and on topic. You want a topic that is hot.

When you tweet about a hot topic, people are much more likely to retweet. In addition, post links to videos and articles, as they are often retweeted.

Finding Advertisers

The Twitterer tab lists the businesses that are available. You can look at the businesses and see which ones you would like to advertise. Tweets can be between 25 cents and \$75. It depends on what type of ranking you have.

It is important to keep in mind tweets can be denied. If the business does not approve of what you have tweeted, they will have to say why. You can then retweet.

Because the tweets can be denied, you want to take the time to make sure your tweets sound good. You want them to sound natural and also talk about the benefits of the product or service.

This is a good way to make money on Twitter. It takes little effort, and you can remain engaged with your audience.

In addition, you don't have to disclose you are advertising. This makes the tweets appear much more authentic.



Things to Remember

When you use this service, you need to tap into your passion. Advertise for companies you are passionate about so you can be successful.

If you are not coming across as authentic, people will not buy. This service allows you to sound authentic and excited about products and services.

You should take advantage of the fact that you can write the tweets in your own words. By writing them in your own words, you can use the same tone as your other posts.

This will keep you from alienating followers, and it will also help you move up in the ranks and make more money.

If you are having problems with your tweets, assess what you are tweeting about. Are you tweeting about things you are interested in? If not, you will have trouble.

Tweet ROI is a great way to make money on Twitter. You can get started with it immediately and start cashing your checks.

In the next chapter, we are going to discuss the ways you can use your iPhone to keep track of your Twitter account so you can make money while on the road.





Monitoring Your Campaigns on the Road

If you are an iPhone user, you can easily monitor your campaign while on the road. The iPhone has several applications that will allow you to continue making money and checking your status while on the go.

When you take Twitter with you when you are not at home, you are able to push products and services, as well as monitor your progress. You can also keep your account active, which is something advertisers love.

If you have a smart phone, you can always log onto your twitter account and tweet. However, an iPhone will give you an added advantage.

TwitterFon

The technologically challenged can download TwitterFon in order to get the basic features without the bells and whistles. TwitterFon has four screens that allow you to see tweets, replies and direct messages, as well as perform searches. For the basic user, this will give them enough power when they are on the go. However, advanced users will likely prefer something with a little more meat on it.



Tweetsville

This is a simple app with a lot of features. You can tweet, retweet, search for trends and follow users. However, you can only use one account at a time, which can be a serious limitation for those advertising across different markets.

If you have one account, this is a solid app, but if you are using multiple accounts, you will have more success with an app that allows for multiple accounts.



Tweetie

While this might not be the most visually appealing Twitter app, it is a useful tool that will get the job done. You can access multiple Twitter accounts, follow users and check trends. You can also retweet with this app. You can stay in touch with your account when you have this app on your iPhone.

Retweet

While this will not be the only Twitter app you need, it can be helpful. If you want to go viral, retweets are key. Find out what people are retweeting with this app. You will find out what people respond to by seeing what they retweet. This will help you focus on sending viral messages out to your Twitter followers.



With these apps, you can stay productive when on the go. You need to update your Twitter account and stay in tune to what is going on every day. If you travel a lot, these apps will help you stay connected.

Remember, with Twitter, staying connected is important. Take out your iPhone and download some apps so you can be a success.

Now that you know how to stay on top of your Twitter account, it is time to take a look at how to keep your followers happy. In the next chapter, we will discuss how you can hang onto your followers, even when you are trying to sell products.



Advertising Without Alienating

As an advertiser, you have to learn how to push products and services without turning off the public. You need the public to buy from you. Thus, if you turn them off, you will lose that opportunity.

When you advertise on Twitter, you have to walk a very thin line. On one end of the line, you will remain in good standing with your followers but you won't advertise any products or services. On the other end of the line, you will lose those followers, which is something you cannot afford to do.

The question is how can you advertise to people and make them interested in what you have to say? How do you walk that line?

If you are going to advertise effectively, you must:

- Remain authentic
- Offer useful information
- Mix non advertising related tweets in

Remain Authentic

It is easy to lose yourself in the sale. This will not only kill the sale, but your reputation as well. You need to remain authentic, even as you advertise.

If an advertising campaign does not go with your Twitter account, your reputation will suffer. People are very observant. They can tell if a campaign is authentic or not.

Great advertisers believe in what they are selling. They are genuinely excited about the products or services. They are authentic, and their customers see that.

Borrow a page from the book of the great advertisers and remain authentic.



Offer Useful Information

When something is useful, your followers are more likely to respond positively. We discussed useful information earlier, but it was from an advertising standpoint. Now, we are going to talk about it from a social standpoint.

Socially, you have to give your followers information that is useful to them or they will stop following you. If they feel you are constantly trying to make them buy products that are of no use to them, you will become very annoying.

People need to see how the items you are selling will help them. They have to believe you are selling something that has a strong purpose.

Not only that, but they need to feel as though what you are advertising speaks directly to them. That is where personalization comes in.

You need to make a point of personalizing your tweets so people will respond to them. The more you personalize your advertisements, the less chance you have of alienating people. They will be much more inclined to be open to your advertisements.

Non Advertising Related Tweets

Make sure you tweet about things not related to advertising. If you advertise constantly, you will turn people away.

Instead, mix in tweets that stay on topic, but are not selling anything. Your followers will appreciate it.

When you mix in tweets that don't have anything to do with advertising, you will not seem like an advertiser. You will seem like someone who is using social networking to make friends and share information. That is an important distinction.

If you keep these things in mind, you will be able to make money on Twitter.





Conclusion

Twitter is a great money making tool. When you use Twitter to make money, you must make sure you always use the best practices so you will stay on top.

In most cases, you have to put hard work in before you can start making money. Building up your Twitter profile is essential if you are going to make money on Twitter. Thus, you have to take the time to create a profile that will entice advertisers.

That means you need lots of followers, as well as followers who are engaged in what you are saying. Invite people to converse with you. Be personable so you can make it to the next level.

Also, update your account often. If your account is not updated, advertisers will not be interested.

After your account is built, you will have lots of options for making money on Twitter. Remember, while you are not limited to one, you need to be careful. If you only send tweets that are advertisements, you will turn people off. You need your followers in order to make money on Twitter. Without your followers, you are nothing.

Thus, be responsible and err on the side of caution. You want to engage your followers, even as you advertise.

By balancing the social aspect of Twitter with advertising, you can be a success. You can make money on Twitter, and it will not take a great deal of effort.

