

SPECIAL PREVIEW

Book available soon on Amazon Kindle
Stay tuned!

TWITTER MARKETING 4 CREATIVE SOULS

You are already
"AWESOME"
My job is to make you
"WORLD FAMOUS"
@KeithKeller

(Meet the Authors)

Keith Keller & Liz Wilson



I'm Keith Keller, the "Twitter 4 Business" specialist. I founded my business, [Global Social Media Coaching](#) in Melbourne, Australia in 2007 and now I have clients all over the world. I live and breathe Twitter and have created this collection of Twitter resources for you with my good friend Liz Wilson.

Follow me on Twitter [@KeithKeller](#)
[www.Twitter.com/KeithKeller](#)

I'm Keith's co-writer [Liz Wilson](#). Keith is too busy coaching to write down all that he knows about Twitter. That's where I come in. Keith calls me his "content supergirl" because I take his ramblings and turn them into brilliant content. I'm British and live in Lausanne, Switzerland, where I like nothing better than hiking up a mountain. Follow me on Twitter [@LizWilson2](#)
[www.Twitter.com/LizWilson2](#)



Crack The Twitter Code

You're new to Twitter and wondering how people get 20,000, 50,000 or 100,000 followers - you're feeling like you'll never get to 2,000.

You've been on Twitter for a while, but no-one's taking notice. You're a great singer or a talented actress. You take stunning photos, or you're building the next killer start-up. You are awesome at what you do but not world famous (yet).

Twitter is about much more than setting up your account and tweeting that you're having a sandwich on the beach.

If you want to use Twitter *professionally*, you have to *be professional*. We're still working on the book, but this *special preview* means you can start marketing yourself with Twitter right now.



LET'S GET
STARTED!

TWITTER

The Information Network

Social media is a magnificent way to reach out to the people who will make you or your business a success.

But Twitter is the one of the most powerful platforms for sharing information because of it's "reach".

REACH is the number of people who see your tweets when they're retweeted by others or when they're discovered because they have hashtags* in them.

Just like this: **#Creative #Twitter #Marketing #Success (etc)**

I have 30,000 followers but by getting retweeted by others I have on occasion reached more than 2 million people. One of my tweets was retweeted by a follower (@DjKingAssassin) who has well over 2 million followers himself. Making my tweets almost 70 times more powerful than they would have been otherwise. Exciting stuff!!!

* A hashtag is a powerful way of drawing attention to your tweets. Just place the hashtag (#) before a word and people searching those hashtags (*Power Words*) can find your tweets.

(More about this in the upcoming book)

TWITTER MARKETING 4 CREATIVE SOULS

Let me explain what happened here. I tweeted something for @DjKingAssassin, he then retweeted it to his followers (just like forwarding an email to someone) @982TheBeat & @Twylah also shared the tweet.

When added together, our collective followers added up to 2,050, 939 people (Very cool - love those numbers!!)

The impressions figure is a slightly more complex calculation but based on the same idea.

This is what we call "Tweet Reach"
You can measure yours here: www.TweetReach.com

Check out the new look!

TweetReach for KeithKeller

Reached 2,050,939 people via 50 tweets

Searching a maximum of 50 tweets as of April 10, 2012 at 12:31AM UTC

Tweet Types



Exposure: 2,520,978 Impressions



Each pie slice shows how many people saw how many tweets



KeithKeller: #SocialMedia #Marketing #ROI <http://t.co/uXYPRc5t>
@DjKingAssassin "TWITTER REALLY WORKS" Tweets reached 2 Million
people @TweetReachApp
27 minutes ago

Impressions Contributed by 30 Twitterers

DjKingAssassin	1,937,667
982thebeat	535,560
KeithKeller	30,353
Twylah	14,597

Know Your Brand

Get your brand right *before* you go on Twitter, this is very important. Twitter works really well if you already have something to say and/or something to offer.

If you haven't defined your brand yet, then Twitter could be a waste of time for you at this stage.

Before you start on Twitter, create your message and think about what you do and "WHAT MAKES YOU UNIQUE"

Be very clear about what you do and what you offer, because you want to give a consistent message with your tweets.

Some great "BRANDS" that I like

@MariSmith

www.Twitter.com/MariSmith

@GuyKawasaki

www.Twitter.com/GuyKawasaki

@Mike_Stelzner

www.Twitter.com/Mike_Stelzner

(More about branding in the upcoming book)

Be Authentic Find Your Niche

There are very important reasons to be authentic, especially on social media.

You need to be yourself so that people you're trying to build relationships with will trust you. Don't invent an extrovert persona if that's not really you.

It's also very important to find your niche.

How are you different to the other people in your field?

What specific things do you do really well?

Twitter is so vast now that if you come across as a copy of others you simply won't get noticed.

Make your niche as specific as possible and authentic to you so that you truly ***"STAND OUT FROM THE CROWD"***.

Twitter Is For Meeting People That You Don't "YET" Know

Twitter is a great way to meet NEW connections, don't confuse using Twitter in a personal way with using it for marketing and branding.

Your aim here is to bring yourself to the attention of a huge world of possible fans, supporters, readers , viewers, joint venture partners or anyone else who will help you in your career.

It's fine to do occasional tweets about what you are doing, this shows your human side, just remember that this is an exercise in branding and marketing, not telling everyone what you are having for lunch.

There is a subtle difference but with a little bit of practice you will get the hang of it and attract a loyal following.

On Twitter we call this your "TRIBE"

Sharing Is Better Than Chocolate

The principle of Twitter marketing is:

“Give, Give, Give, then ask” (@GaryVee)

That’s why I say sharing is better than chocolate.

But what do you share?

You share content that is useful to your followers. These people will become your greatest asset and they will “SING YOUR PRAISES” for the content that you share.

They will only do this, however, if you share useful information that’s of interest to them.

That could be news articles, how-to tips, interviews, videos, podcasts or photos. If possible, these should be related to your area of expertise.

Sharing information first creates a trust factor as well as building interest in you and your brand.

“People like doing business with people that they like”

You Don't Have To Write All The Content Yourself

Many people I talk to worry about where the content to share is coming from.

If you're a prolific writer and you have a blog, then you can write an article a day and tweet it. But if you're not a prolific writer, you can still share great content.

The trick is to find content created by others that's useful to your tribe.

You are the "CONTENT CURATOR" (Someone who collects useful material together and makes sense of it).

This is a great solution, just make sure that you link back to the original source and give them due credit.

You'll need some sources of content. This can come from from blogs, websites, Twitter, Facebook, YouTube (etc) Choose the best to share with your followers, they'll love you for it and tell others.

My favourite site for collating content is **PAPERLI**

<http://Paper.li>

Be A Resource NOT A Salesperson

When I said share content, I DID NOT mean content directly promoting your products or services. You won't be successful on Twitter by overtly selling your wares.

This may sound counter-intuitive but it is the essence of social media marketing.

I recommend that 4 out of 5 tweets should be useful, relevant content not directly promoting you or anything to do with your business.

A maximum of 1 in 5 tweets should be related to promotion. One in 10 is even better, if you can manage it.

Be Patient!!

Twitter marketing takes time to show results. The question I hear most often is, Is it working? Is it worth it?

Every joint venture (collaborations with like minded people) I've undertaken in the past year has been with someone I met on Twitter.

Some recent joint ventures:

TWITTER 4 ACTORS

(With @EricaChestnut in London)

TWITTER 4 LIFE COACHES

(With @CoachCrystal In New York)

TWITTER 4 THE ENTERTAINMENT BUSINESS

(With @Keri_Mellott in LA)

Keep on sharing information and communicating with your Twitter connections. They're real people, so treat them as if you were having a coffee together or in a meeting.

When someone follows you, say "Hello". When someone retweets your tweet or mentions you, say "Thank You". Twitter etiquette is based on politeness, consideration and helpfulness. Just how you'd treat business contacts, potential customers or clients in the real world.

Keith's Story: How I Built A Business Using Twitter

In 2007 I went back to university to train as a career counsellor and instead of printing leaflets and running around putting them in letter boxes to market myself, I decided to start an internet radio show with Annemarie Cross.

Career Success Radio: www.CareerSuccessRadio.fm

We used Twitter to promote the show and it worked!!

By December 2010 the show had been listened to in 120 countries and podcasts had been downloaded over 80,000 times.

Twitter was so successful in generating interest for the show that I decided to start teaching others how to use it to market themselves and build their brand.

Liz's Story: Twitter Is Giving Me A Global Network

Life can be lonely for a freelance. Clients and projects can be hard to find if you stick to your own geographical area.

Once you arrive on Twitter, the world is your patch.

I've been using Twitter for less than a year and already I have met around 500 like-minded people and found several new projects.

This book is one of them. Being on Twitter helped me get my freelance job as Editor of the [Paper.li Community Blog](#).

For me it's not just about work. The best thing is the interesting, funny, kind, knowledgeable, crazy, happy, helpful, diverse people I meet every day.

(If you want to know more about me please drop by my [website](#).)

5 Bonus Tips You Can Use Today

1. Write a strong Twitter bio that will inspire potential clients and joint venture partners to follow you.
2. Add a photo or company graphic.
3. From this moment on:

“Be a resource not a salesperson”

4. Check out the great scheduling tools available to help you manage your tweets.

Some sites to try:

www.Timely.is

www.BufferApp.com

5. Share, share, share. Share great articles and interact with your followers. This is the Twitter 101.

(Much more on all of this in the upcoming book)

TWITTER MARKETING 4 CREATIVE SOULS

Some Resources To Get You Started



SOUND CLOUD (MP3s)

www.SoundCloud.com/KeithKeller

YOU TUBE (VIDEOS)

www.KeithKeller.tv

PAPERLI (ARTICLES)

www.Twitter4Creatives.com

Stay tuned for the full book!



We hope this special preview version of
"TWITTER MARKETING 4 CREATIVE SOULS"
helps you to build your brand and find your niche.

Would you like to know more?

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