

SAMPLE CHAPTER

21 Days To Twitter Leadership

“The Step-By-Step Guide For Using Twitter To Position Yourself As The Leader In Your Industry In Less Than 10 Minutes Per Day - Even If You Know Nothing About Computers.”

***By Joel Mark Witt
with Nicole Fincham***

Introduction

Why Twitter Leadership

It's simple really. Leaders, in all walks of life, have more money, success, fame, and recognition than others. Something about the boldness and effort it takes to make it to the top of a business or industry attracts amazing success into your career and personal life. Those that come behind can only wish after the success you've achieved as a leader.

What Twitter Leaders Can Expect

Twitter is built for leadership. When someone begins to "follow you" on Twitter they are recognizing you as a leader. This book will show you step-by-step how to leverage your leadership on Twitter to position yourself as a leader in your industry.

How To Get From Zero To Leadership In 21 Days

There is an art and science to Twitter. The science is simple. Create an account, gain followers, update them with useful information and look for ways to make connections with more people.

The art is also straight forward. Balance your self-promotion so you don't turn off your followers, always be looking for ways to subtly draw people to you, become a trusted source for people in your industry to find relevant and helpful information and get recommended by the top Twitter users. It's easy for us to claim the simplicity of using Twitter to create leadership since we've both had success in this area. But our success gives us a unique perspective and insight into how Twitter can be used.

Start Now

So what are you waiting for? Plan on spending the next 21 days reading each chapter and doing the 10 minute exercise at the end. Then let us know how it is going. We'd love to hear your feedback.

Joel Mark Witt (www.Twitter.com/joelmarkwitt)

Nicole Fincham (www.twitter.com/nicolefincham)

Day 1: How To Sell Twitter To Yourself (And Your Boss)

Why You Should Be Using Twitter

Ask any professional or business owner why they use Twitter and you will get many different answers. Here are a few ways people are using Twitter.

Distribute Company Info

Every organization has information they need to get out to the public, employees, stockholders, or constituents. These include press releases, memos, news items, etc. Twitter is a great mechanism to use for these short, informal alerts.

Get feedback

Twitter can be used as a feedback loop for your organization. It is great for asking for comments and responses from clients, customers, and prospects in real time.

Search the current conversation

Twitter is a giant public text conversation. The text is short, concise, and searchable. When you have the power to search what millions of people are talking about right now, you wield power for your organization's marketing and communication efforts.

Twitter automatically lists the current top trending topics on your main page. You can scan over these and begin to see trends and how they catch on with Twitter users.

Search your industry or competitors

You can bet that other businesses and organizations are harnessing the power of Twitter. Because of Twitter's powerful real-time search features, you are able to keep track of your industry including your competitors. Also you can search for product announcements, company news, and key leaders in your industry.

What The Heck Is Twitter Anyway?

Twitter is sort of like a hammer

Much like a hammer, Twitter is a tool.

It is an online tool for posting short messages (140 characters in length) to the internet. That's it. Nothing more - nothing less.

But like any tool, Twitter can be used for various purposes. The same hammer can be used to hang a picture in your living room or build a house. The tool itself is neutral. It is inanimate.

Twitter is the same way. It can be used to keep in touch with friends or family, get on-the-ground breaking news from reporters, or be used to market products and services.

You can watch a short video on Twitter helping explain its use here:
<http://www.FolkMedia.org/what-is-twitter>

Twitter is more than a tool - it's a platform for leadership

For the smart PR professional or marketer, Twitter is a PLATFORM that gets your ideas and thoughts to the world. Much like Oprah uses television to reach her audience or Stephen Covey uses books, you can use Twitter to become a thought leader in your industry. This is powerful.

Twitter Is A Distribution Platform

Simply put - Twitter allows you to DISTRIBUTE information to people who follow you. This information can be links, resources, tips, ideas, questions, etc.

Twitter Is A Discussion Platform

But Twitter is also a feedback platform. You can get response, in real time from those who you are connected to online.

How You Can Sell Twitter To Your Boss

You must first sell to yourself

It goes without saying, that you must first realize the power of Twitter before you can boast the virtues to others. Spend the time absorbing the benefits.

Understand Twitter and its power for yourself

Twitter is where the people are. That's worth repeating. Twitter is WHERE the PEOPLE are. If your business reaches out to people - then this is the platform you need to be using.

Show your boss metrics

Metrics are key to showing your boss the value of Twitter and social media. There are many tools that you can use to track Twitter click through rates - and online mentions.

Feedback

Imagine having a superpower that allows you to listen when people talk about you behind your back. It is possible. Twitter Search will allow you to do just that. It is easy to work up searches that show your boss what people are already saying about your business or industry. People are most likely talking about you or your industry. Show your boss the data.

Highlight some key organizations who are using Twitter

There is nothing like good old competition that will motivate bosses at any level. Show your boss the competition and how they are using Twitter. Search for competitors and industry leaders. They are out there. Your boss won't be able to resist.

Show your boss how people are engaged with online media

Don't forget - social media is more about engagement than numbers. You may launch your official company Twitter and end up with low numbers at first. But, keep in mind, the people who are visiting may tend to be targeted and more valuable. Plus when your audience is engaged, they end up becoming long-term readers and customers.

It is important to explain this to your executives. Success in online social media takes time and investment. Your biggest role as “social media champion” for your organization is to educate those around you. They may not understand the power and value of social media like you do.

You need to give them statistics, examples, case studies, and proof that social media is not a waste of time. In fact, in the current economic climate, social media may end up saving many businesses who can't afford to advertise like they once did. Who knows - maybe you'll be the hero who took some risk and saved your company. That's worth a raise and promotion - right?

Consider risking your job for the sake of your career

If all of the above suggestions fail and your boss won't budge, consider risking your job for the sake of your career. Most likely if your boss is that opposed to Twitter and social media, then he/she has no clue about how it works. So you can probably get away with posting to Twitter and they will never know. At the same time, you will be building up your company and your own career in the process. It is risky - but what good things in life don't involve some risk?

Today's 10 Minute Exercise: Show Your Boss “The Jones”

Spy on your competition

Your first exercise is to use the whole “keeping up with the Jones” principle with your boss. We want you to find three organizations in your industry or similar industry and study their Twitter pages.

Search for organizations

Head over to Twellow (www.twellow.com) and look down through the business categories. Pick your industry and start browsing around the profiles to see some of the businesses that are using Twitter.

Cook up some data

Now pick three organizations with a lot of followers and postings and show these to your boss. Don't try to press too hard the fact that your company should be on Twitter. Just make him aware. Trust us - competition is your answer.

READY TO GET STARTED WITH TWITTER?

“The Step-By-Step Guide For Using Twitter To Position Yourself As The Leader In Your Industry In Less Than 10 Minutes Per Day – Even If You Know Nothing About Computers.”



[X] Yes! I want to be a Twitter Leader in the next 21 days.

**Instant Download
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“Here Are Some Of The Secrets You’ll Learn Inside Our Informative eBook”

Here’s a sample of some of the great things you’ll learn:

- **The “Oprah Effect.” How Twitter gives you the power of Oprah to move people. We all know how Oprah speaks and people act. Learn how Twitter can empower you to do the same – pg. 20**

- **How to sell Twitter to your boss. Skip this step and you can forget about using Twitter to further your career or market your business – pg. 22**
- **The thing almost all new Twitter users do when selecting a username that actually *repels* people from following them – pg. 24**
- **The two places you can find the most influential people (like top level CEOs) in your industry using Twitter – pg. 71**
- **We read all the books, went to the seminars, and tried everything. It wasn't until we learned THIS ONE THING that it all started to happen for us. On page 73 we'll share the single most powerful thing you can do to become more successful in using Twitter to market and promote your business, and why almost no one starting out really does this.**
- **Why you may not want to have huge numbers of followers on Twitter – pg. 21**
- **On page 76 we answer the first big question everyone asks when starting on Twitter – “How do I get lots of followers.” The secret is probably not what you'd expect.**
- **The single best way to attract the attention of a high profile Twitter users that can potentially bring you attention from their hundreds of thousands of followers – pg. 83**
- **What you must do if you want people to re-send you Twitter messages to their networks (this technique will increase your potential follower reach by the thousands) – pg. 85**
- **Why the so-called Twitter “experts” are dead wrong in their ridiculous theories of “building followers” – Here's how you can create a powerful, instant connection with your followers by doing *the exact opposite* of what these “wannabe gurus” tell you – pg. 120**

- **The 4 questions you absolutely MUST ask before writing your Twitter bio. (Most people miss this entirely... and end up paying for it when people don't recognize them as legitimate professionals) – pg. 53**
- **How to use the most underrated part of Twitter (The favorites area) to get other people to promote you as a leader. You can sit back and have other people do the talking for you – pg. 90**
- **The single most important thing you can do for you boss to get him to agree to let you try anything with Twitter – pg. 97**
- **How to save hours of time and still leapfrog your competition on Twitter. We give you one simple tool that will be the secret to avoiding the Twitter time suck – pg. 101**
- **Learn how key organizations and businesses (like Dell) have literally made over \$2 million in sales – DIRECTLY from Twitter with no other traffic source – pg. 118**
- **And much, much, much more...**

The best part is you don't have to wait for this book to come in the mail, or drive to a store to get it. You can download it to your computer right now.

Twitter Art & Science

There is an art and science to Twitter. The science is simple. Create an account, gain followers, update them with useful information and look for ways to make connections with more people. The art is also straight forward. Balance your self-promotion so you don't turn off your followers, always be looking for ways to subtly draw people to you, become a trusted source for people in your industry to find relevant and helpful information and get recommended by the top Twitter users. It's easy for us to claim the simplicity of using Twitter to create leadership since we've both had success in this area. But our success gives us a unique perspective and insight into how Twitter can be used.

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Twitter is built for leadership. When someone begins to "follow you" on Twitter they are recognizing you as a leader. This book will show you step-by-step, how to leverage Twitter to position yourself as a leader in your industry.

We've written a simple book in plain English that will walk you through the process of setting up your Twitter account from scratch and becoming a leader in your industry.

So what are you waiting for? Plan on spending the next 21 days reading each chapter and doing the 10 minute exercise at the end. Then let us know how it is going. We'd love to hear your feedback.

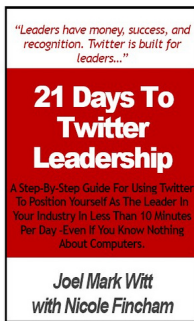
~ Joel Mark Witt & Nicole Fincham | Authors

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