

**LIZ EVANGELATOS**

# TWITTER *for* BUSINESS

Grow Your Business  
By Giving Everyone  
The Bird

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HANDBOOK DESIGN AND CONTENT: LIZ EVANGELATOS

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Maybe you've been thinking about getting a Twitter account. Maybe you have one but aren't sure how to really use it.

Whatever your situation is, this handbook will help you. ***The reason that it's so important to build your Twitter account? Because it's the easiest platform to grow your audience and the bigger the audience the more brand awareness you have.*** Not sure what brand awareness means in this context?

## Secret Recipe

**Brand Awareness = More People Hear About You = More People Are More Likely To Listen/Follow You = The More Likely They'll Become Customers**

As I sit here and right this, I'm hovering around 80,000 followers and generate about 90% or more of my business as a social media manager all from Twitter. And yes, I make a good living.

But it wasn't always that way. I started out at zero followers just like everybody else.

I setup up my Twitter account in early 2009. Every once in a while, I'd go back and look at it.



**Hmmm...I couldn't figure out if nobody was talking to me, or if everybody was talking to me.**

So, in early 2014, as I sat and looked at the two followers I had since 2009 (two friends that had forgotten they had Twitter accounts), I thought I should learn how to do Twitter right or close my account.

Luckily for me, someone gave me a big dose of inspiration. I was talking about learning Twitter to a former boss. He looked at me like I was crazy and announced loudly to anyone within hearing distance, "Who would follow you?". Indeed. Thank you former boss. I made it my mission to figure out this platform and in the 30 days I had 1,000 followers.

As my Twitter account grew, an interesting thing happened. People started contacting me to manage their social media. Not only that, but I discovered my social proof on Twitter seem to open doors (and gain followers) on other platforms. I also found friendships with people I would never otherwise have met, business offers I would never have otherwise been offered and more fun than I could ever imagined.

And the beauty of this is that Twitter is the easiest social media platform to grow your business all across the internet.

**Unlike Facebook**

- You don't have to wait and hope someone accepts your friend request
- You don't have to figure out how to reach out to potential customers from your Facebook business page (cuz it won't let you unless you're paying for ads)

## **Unlike Instagram**

- You don't get cut off at 7,500 followers
- You don't have to have a pretty picture to post something
- You don't have to be famous to get a lot of people finding your account

## **Unlike LinkedIn**

- You can definitely show the more relaxed side of yourself

By starting out on Twitter, you can quickly grow your account organically, (in other words, without paid ads or buying followers), show yourself as an authority in your field, and the best part...you can DRIVE all those new contacts to ... well, where ever you want to make a splash. A couple of examples:

- Do you have a landing page on your website where you collect email addresses?
- Do you want to grow your following on LinkedIn?
- On Instagram?
- Are you using a sales funnel and want to direct people to the beginning of it?

## **LET'S GET STARTED**

When



**Username**

Search and use a username that is identical or as close as possible to your name on other platforms for consistency in brand recognition



**Profile Pic & Cover Photo**

Upload a friendly headshot and a high quality cover photo that reflects your brand.  
No graphic skills?  
Try Canva or Adobe Spark.



**Bio**

Your bio is a key component to getting the type of followers you're looking for. Give a clear snapshot of who you are and what you want to convey to your target audience



**Profile Pic & Cover Photo**

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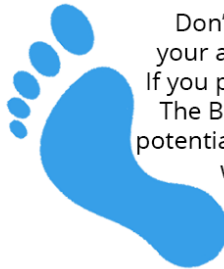
**Location**

You'd be surprised how many people forget to fill in the location field. You only have 160 characters for your bio, so you don't have to use up that precious space adding your city. But don't forget to fill in your location in the next field.



**Bonus Tip**

Don't assume people outside your area know your local slang. If you put The Beach, Northside or The Bay for your location, many potential customers still won't know what city you work in.



**Link**

Make it easy for people to contact you and find out more about you by adding a link to your website. If you don't have a professional website, don't waste the link! Put in a link to another one of your social media sites or your email address.



**Your Phone**

Twitter is a real time social media platform! So download the Twitter app onto your phone and turn on notifications, and respond to your customers quickly!



Now that you've completed A-G above it's time to get tweeting!

## **MINIMUM DAILY ACTIVITIES – or near daily 😊**

1. Send out an original tweet
2. Share a link to an article that you think your audience will find interesting or [benefit from in some way and add your own comment about it](#)
3. Find 3 tweets you can ReTweet with comments
4. Hit like (the little heart) on as many tweets as you like
5. Follow 50 people (Choose one day a week where you unfollow people that didn't follow you back)

## **WHAT TO POST AND RETWEET**

I'm not really into math, but roughly 50% of your tweets should be tips or information of some kind that your ideal customer would find helpful. Information that lets people know you're an expert in your field.


The other 50% can be a mix of articles about things that complement your primary goal above. As an example, if you're a Realtor, you might retweet tweets you find about interior design, or landscape design. If you're a fitness trainer, you might retweet tweets that emphasize a healthy diet, or the best types of shoes for various exercise routines.

Balance that out with personal information that gives people an idea of what kind of person you are. You might include community events you attend, clients you've helped, behind the scenes part of your work, that kind of thing.



## **THE DIFFERENCE BETWEEN LIKING AND RETWEETING**

# 30-Day Planner

						 AskForLiz.com

## **COMMON MISTAKES YOU SHOULD AVOID**

### **MISTAKE #1**

Don't follow people that are never going to follow you back. Like celebrities, or people that have 1 billion followers and are only following 3 people. Put them in a list instead.

### **MISTAKE #2**

When responding to a tweet, make sure you're not sending that tweet out into the world alone. Either hit Reply, or Retweet with Comment. If you're sending a tweet to someone but in response to theirs (just reaching out) be sure to put their @mention at the end of the tweet so they see it in their notifications.

### **MISTAKE #3**

Don't auto-post Direct Messages (DMs). Use your Direct Message feature on Twitter just like you use it on Facebook. When you want to have a real conversation but the whole world doesn't need to know about it.

### **MISTAKE #4**

When you create your Twitter name, don't incorporate your boss's name into it. If you change jobs, that Twitter account is your asset and you should be able to take it with you.

#### MISTAKE #5

Waiting for later to create your social media strategy. As the old saying goes "If you don't know where you're going, any road will take you there." Until you have an online strategy, you're efforts will be hit and miss and you'll have wasted a lot of time. If you're not sure how to put one together, hire a qualified person or agency to help you.

#### MISTAKE #6

Don't start tweeting and retweeting and following prior to getting Steps A-G above completed. That would be like inviting everyone to your place for a BBQ before you moved in! Without all the components of your account filled in, your account will look more like a spammer or bot than a real person's account.

### **REMEMBER**

Regardless where you are on your social media journey, Twitter will help you reach your goals faster than you could ever imagine.

Do you have questions about Twitter? Ask me at <https://twitter.com/AskForLiz> or ask them in my closed group at <https://Facebook.com/groups/Twitter4Business> .

Be sure to invite others that you think would have fun joining us in the group!



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