

LIZ EVANGELATOS

TWITTER *for* **BUSINESS**

**Grow Your Business
By Giving Everyone
The Bird**

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Social Media Agency

Create one week's worth of tweets and schedule them at different times during the day. The easiest way to start becoming known for the thing you do (aka 'becoming an authority in your field') is by simply answering questions people outside your industry often ask inside of a tweet. Example: ***"You probably don't need 20% down to buy your first house but you still need closing costs. Ask me for more details. #RealEstateTips"***. Or ***"I'm excited that 2 of my fitness students are running the Boston Marathon again this year. If you're training for a marathon, call me for help getting ready for it #FitnessCoach"***. Or ***"@StagingSally chose two of my paintings to brighten up this new office space #Paintings #Art #OfficeStaging"***

[Tidbit: Notice the period in front of the @ sign in the last tweet. If you start a tweet with an @, only people following you and the people following the person mentioned will see the tweet. Twitter said they fixed this, but my experience says different.]

	Tweet #1	Tweet #2	Tweet #3
Sunday			
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			

Name of 3 accounts that are either in the same niche as you or in a complementary business. Basically, accounts that would have followers that would want to follow you as well. Example: if you're a fitness trainer, an account that talks about healthy meals would be complementary. If you're a real estate agent, an interior designer or stager or lender would be complementary.

Account Name

Account Name

Account Name

	DAILY	DAILY	DAILY	WEEKLY	DAILY		WEEKLY
	Scheduled Tweets	@Mention Tweets	ReTweets w/ Comment	Twitter Chat Or Follow Friday	Follow Those That Followed You	Follow 100 or more accounts	Unfollow all accounts not following you
Sunday							
Monday							X
Tuesday						X	
Wednesday						X	
Thursday						X	
Friday						X	
Saturday							

DAILY

- ❑ Check your notifications and respond to all (See red arrow in Image 1)
- ❑ Go through your lists and retweet/likes as appropriate (See red arrow in Image 2)
- ❑ Follow people that have followed you (you can use your discretion as to which accounts you might not want to follow back) (See red arrow in Image 3)
- ❑ Follow 100 people or more in addition to the step above (4 days a week)
- ❑ Engage with 5 people (minimum), with the @mention, preferably to potential customers or beneficial contacts



Image 1

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Image 2



Image 3

WEEKLY

Participate in at least one:

- Follow Friday
- Twitter chat
- Unfollow everyone that hasn't followed you back.

Join the free community at <https://www.facebook.com/groups/Twitter4Business>
for more details on using Twitter to market your business effectively