

# **Twitter Mania Manual**

**The Secret to Building an  
Incredibly Fanatical Following  
on Twitter**

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# Twitter: The New Social Network

**Twitter is a growing microblogging network where people answer the question: What are you doing now? And write their answer in 140 characters or less.**

**Originally designed for text messaging via cellphones (which have a limit of 140 characters for text messages), Twitter has become a whole lot more than the answer to What are you doing now?**

**40 million people belong to Twitter right now. More than 7,500 people join Twitter every day.**

**The average tweeter probably has 1,000 followers or less. 35% of Twitterati have 10 or less followers; 9% have none. Alas.**

**Those numbers will change as people begin to realize the true value of Twitter for helping to create relationships, forge partnerships, and engage in meaningful conversations.**

# Twitter Links

**Twitter:** <http://www.twitter.com> — Go to this link to sign up for Twitter if you don't already belong. It's easy to set up a user profile, which includes your username (in most case, use your real name or brand name), location (generally, city and state), a website URL, and a short description of who you are and what you do. Be sure to upload a photo or image to your profile.

**Twitter Search:** <http://search.twitter.com> — Use this Twitter service to search for tweets as well as people to follow (including many celebrities) and to monitor what people are writing about the subjects and concerns you like to follow. Follow those people who are writing about the things you want to track.

**Twitter API Wiki:** <http://apiwiki.twitter.com> — Twitter encourages people to create new Twitter apps using their API. You can follow this wiki to read about all the different ways you can get data out of Twitter.

**John Kremer on Twitter:** <http://www.twitter.com/JohnKremer>. Check out John's profile to see how you might set up your page. Note that you can include a background image with more information about you, or more links to your blog, your email, your social media pages, etc. Be sure to follow John while you are there.

**One of the more recent developments with Twitter is that hundreds of users have developed applications and websites to make it easier to use Twitter and to do things the founders of Twitter never intended. These outside applications, based on the Twitter API, allow you to tweet without ever visiting Twitter.com once you've set up your profile.**

# The 30-Day Twitter Challenge

My <http://www.BookMarket.com> website Alexa rank was 169,425 in late January. On May 10th, BookMarket.com's Alexa rank was 87,352! That 82,000 improvement was due to my Twitter activity.

As a bonus, on most days 10 to 25% of the visitors to BookMarket.com now come directly from Twitter. That's hundreds of new visitors to BookMarket.com every day.

**Note:** It's highly unusual for an old website (BookMarket.com became active on August 7, 1995) to get dramatic movement in its Alexa ranking, yet BookMarket.com's Alexa ranking has almost been cut in half due to my Twitter activity.

Why not join Twitter yourself and take the 30-Day Twitter Challenge? See what a difference Twitter can make for your website, even in just 30 days.

Here are a few of the things that I've been doing on Twitter that I believe have impacted BookMarket.com's ranking:

**1. I actively seek to follow interesting people, especially authors, publishers, publicists, and Internet marketers. Many of them, in turn, followed me. I now have over 10,500 followers and follow as many.**

**2. I welcome every follower with a link to one of my Twitter tools pages: <http://www.bookmarket.com/twitter.htm>. This welcome is automated via TweetLater.com. Some people don't like such automated DMs, but I only do it for the welcome message. And I provide something useful in that message, not a sales message. Very important.**

**3. I post at least 10 tweets per day. I always try to include some useful tips. If you have trouble think of things to tweet about, here are 126 Ways to Tweet: <http://www.bookmarket.com/50WaystoTweet.htm> (or see the chapter later in this book). People are more likely to follow and interact with active tweeters.**

**4. I include three or four great quotations each day. These get retweeted more than anything else. People like to retweet quotes. They also like to retweet links to interesting blog post and useful websites.**

**5. I retweet other people. Retweeting is one of the ways to build relationships via Twitter. For tips on retweeting and getting retweeted, see the next chapter of this ebook.**



**6. I actually read the tweets of other people. I don't spend a lot of time doing that, but whenever I scan the tweets of the people I'm following, I always discover interesting websites and blogs to visit.**

**One of the things I like most about Twitter is the opportunity to read the insights and experiences shared by tweeples from around the world. I've discovered so many new things simply by reading the posts offered by so many other people of varied experiences.**

**7. I visit websites and blog posts referred to by other tweeples. I comment on many of those blog posts.**

**8. I answer people's direct messages (DMs) and @johnkremer reply questions and concerns. Participating in such conversations is essential to building and maintaining good relationships.**

**9. About one in ten posts might point to a blog post or web page update at BookMarket.com. I also post my upcoming teleseminars, speeches, and conferences.**

**That's the essence of my Twitter activity. It takes about 30 minutes per day to manage my Twitter profiles. The key benefit of this activity has been the incredible jump in the Alexa rank for BookMarket.com -- an 82,000 jump in less than four months.**

**If you don't regularly check Alexa rankings, you might not know how incredible that jump is. An 80,000 jump when your site ranks in the millions is nothing, but such a jump in the top 200,000 is unusual, especially for an older website.**

**Alexa ranks reflect how many people are visiting a website. A jump like BookMarket.com has seen is incredibly dramatic. It means many more people are visiting BookMarket.com. Prior to my renewed Twitter activity in late January, BookMarket.com was hovering in the 160,000s for many many months. No significant movement despite my other online marketing activities. The 80,000 jump has occurred over the past four months with the only change in online activity being the points noted above regarding my Twitter activity.**

**This is why I've been encouraging people to join Twitter and get involved. I don't know if you'll get the same results, but I provide you with all the tools at <http://www.bookmarket.com/twitter.htm> and linked pages.**

**Why not take a 30-day Twitter challenge? Join Twitter, spend a little time each day on Twitter, follow interesting people, make some new friends, and grow your business (or reputation as an author).**

# How to Get Retweeted

Here are three great blog posts on how to get retweeted on Twitter.com.

How to Get Retweeted by Guy Kawasaki: <http://www.openforum.com/idea-hub/topics/the-world/article/how-to-get-retweeted>

The Science of Retweets by Dan Zarrella:  
<http://mashable.com/2009/02/17/twitter-retweets>

Nine Scientifically Proven Ways to Get Retweeted on Twitter by Dan Macsai: <http://www.fastcompany.com/blog/dan-macsai/popwise/report-nine-scientifically-proven-ways-get-re-tweeted-twitter>

And here are some of my basic tips for getting retweeted on Twitter:

- 1. Ask to be retweeted. Say please. E.g.: Please RT or Please retweet. People will often respond to being asked.**
- 2. Link to a great blog posts. People like to retweet great blog posts - posts that are interesting, funny, useful, or newsworthy.**
- 3. Post a funny joke or great quotation. People like to share jokes and quotations. Most of the quotations I share each day are retweeted anywhere from two to ten times.**
- 4. Post a list (or a link to a list). Lists are very popular.**
- 5. Offer a freebie. Tweeple like to pass along freebies.**
- 6. Share breaking news or timely content. The hotter it is, the more it gets retweeted.**
- 7. Tweets about Twitter get retweeted. Tweeple love Twitter. So anything you post about Twitter in the news, Twitter tools, Twitter celebrities, etc. will get retweeted.**
- 8. Keep tweets to 120 characters or less so people have room to add RT @username in their retweets. If you push to the 140 limit, people will**

have to edit your tweet in order to retweet it. When it's really hard to edit a tweet, it doesn't get retweeted.

## **9. Encourage retweets of your blog posts and web pages.**

To have people retweet any content on any page with your special message insert the following code to the top and/or bottom of your blog post or web page: `<a target="_blank" href="http://twitter.com/home?status=140 CHARACTER MESSAGE HERE">Click Here</a>`. See the sample below:

**[Recommend this blog post in a tweet, by clicking here](#)**

**Note: You can edit the tweet before you send it out.**

# Twitter: The Ins & Outs of Following & Unfollowing Tweeples

**At some point in the life of any active Twitter user, you have to make decisions on how you are going to handle following and not following other tweeples. In my case, I want to follow anyone who follows me, but I've found that's not possible. Too many spammers, sexual come-ons, and other scams.**

**I've also found that when I follow someone, I do expect them to follow me back. When they don't (even though I'm a worthwhile person to follow), I find myself wanting to unfollow them because otherwise it's only a one-sided conversation and I'm looking for two-way relationships.**

**I think that some celebrity tweeters (i.e., Oprah or Ashton) don't get the value of following people on Twitter; they use Twitter only as a broadcast medium. That's their loss.**

**Personally, I value the insights, laughs, thought-provoking ideas, emotional boosts, differing perspectives, etc. that I get from following tweeples from around the world. I wouldn't give that up even if no one followed me.**

**I believe it's more important who you follow than who follows you.**

## **Do Not Follow: The Rules :))**

**Here are some of the reasons that I don't follow people on Twitter, even when they have followed me. Perhaps you'll find these guidelines useful in your own use of Twitter. Note that I also include the Do Follow Rules later in this post.**



**1. Don't follow people who still have a generic user avatar. Generally I don't follow people who haven't taken the time to put up a photo of themselves or another image that represents their brand. I figure I can wait to follow them after they get around to that. It's really simple to upload an image to your Twitter profile so I don't know why people skip this step when they set up their profiles.**

**2. Don't follow people who have not yet tweeted. I don't follow people who have never tweeted unless they are a friend I know well (I**

give friends a little latitude here). The purpose of following people is to enjoy their tweets. If they haven't tweeted, why follow?

**3. Don't follow people who tweet excessive promos. If all you are tweeting is the same message over and over again, I don't follow you. There's no reason to follow you. For example, @Yenova's last 11 tweets before following me were: Check out my blog! xxx.blogspot.com. Where's the content? Something interesting? Here's another example:**

**@hadbiz tweeted the same post over and over again: help the earth buy all organic cleaning products at <https://xxx.biz> and help support an American business.**

**Now, I support buying organic products, but I do not support such Twitter spam. Not interesting. Why not tell me something wonderful about your products, product by product. You could do hundreds of really useful tweets rather than spamming.**

**4. Don't follow people who have nothing to offer you. I get followed by a lot of different people, but I'm really not interested in real estate sales in Kansas City, hotels in Myrtle Beach, tiles of any sort, or whether hospitals are U.S. Final Pass certified.**



**I can appreciate that some tweeples might want to follow me because they have a book or Internet promotion coming up, but unless they tweet about those things and not just their own business focus, I see no reason to follow them.**

**5. Don't follow people who tweet in a language you can't read. Why follow someone you can't read. For me, that means if they never tweet in English, I don't follow them because I'd never get any value from their tweets. I wish I could read Chinese, Portuguese, etc., but I can't. My loss. That's the only reason I didn't follow @fatovix, even though they seem to have something interesting to say.**

**6. Don't follow sex come-ons. As with any popular site on the web, eventually the sex spammers join in. I actively block these people rather than just ignore them. I'd like to keep Twitter clear of these come-ons. The same is true for betting sites.**

**7. Don't follow people who list no location. I tend to avoid people who give no location. I feel like they have something to hide. If they offer good tweets, I might follow them despite this lack. But, if they are on the border line, no location means no follow.**

**8. Don't follow people without a bio. I will often follow people simply because they sound interesting (as described in their profile bio).**

**If they don't have a bio and their tweets are at all suspect, I won't follow them. I prefer to know something about the person I'm following.**

**9. Don't follow people who don't follow back. If a person's following/followers ratio is way out of whack, I will tend not to follow them. I make exceptions for Oprah, Peter King, and very few others, but I won't follow most celebrities who don't follow tweeple.**

**I'm a firm believer that the greatest value of Twitter is in who you are following (and the relationships that can be built from people following each other). So I avoid following people who don't follow back (as measured by their following/follower ratio).**

**But I do understand the other side, as noted by Tim O'Reilly (a person I do follow who doesn't follow me):**

***If you're even a minor-league celebrity like me, there are way more people who are interested in what you are doing or thinking that you can possibly keep up with. I can't even keep up regularly with the 500+ people I do follow on Twitter; keeping up with the 400,000 who follow me would be impossible.***

***Asymmetric follow is why I use Twitter regularly and Facebook much less often. With Twitter's model, I can find people I'm interested in,***

*whether or not they know me, and learn about them and their lives and thoughts. Others can include me in their lists. You become "friends" with complete strangers over time, by communicating with them (responding with @messages for example), perhaps by mutual following. In fact, Twitter's wonderful system of @ messages means that anyone can address me - and so I find myself having conversations with complete strangers as well. I actually follow my @ messages more faithfully than I do my planned Follow list.*

For Tim's complete post on this issue, see <http://radar.oreilly.com/2009/05/goodreads-vs-twitter-asymmetric-follow.html>.

**10. Don't follow people who follow too many people.** One of the signs that someone is going to be a spammer is that their following/followers ratio is way out of whack in the other direction. They are following 2001 people and have 25 followers. I avoid these people, especially if they don't have interesting tweets.

**11. Don't follow people who think Gary McCaffrey has a crazy idea.** I actively avoid people who follow me only to build their own lists. I stopped auto following people when the spammers started to take over. I now review everyone who follows me and decide who to follow back. I'd love to follow everyone back, but I don't want to follow people who don't really understand the relationship building nature of Twitter.

**[Notice that @garymccaffrey only follows 183 people but has 36,853 followers. He doesn't get the relationship thing.]**

**Here are some of the other tweets that will stop me from following you:**

***Generate thousands of followers for your twitter profile with this easy tool: xxx.com.***

***Internet marketers, "The Twitter Trick" was just revealed. Find out more.***

***Friends, just thought some of you may want to know about "The Twitter Secret"***

***Nearly 3,500 people have joined the RETWEET.com movement, thats not b: ad.***

***Can you get 87,000 Twitter followers? @ViralURL wants to give you that chance...***

**12. Don't follow people who tweet only what they are doing. If you are one of those people who only answer the basic Twitter question: What are you doing?, I'm not likely to follow you. I'm not interested in what you are eating, what the weather is like outside your window, etc. I**

want to know what you think, what you feel, what makes you laugh, what makes you cry, what makes you sing, what turns you on. I'm also interested in what you've discovered, blog posts you find interesting, pages on your own website that might interest me, things you can teach me.

**13. Don't follow people who repeatedly ask you to please retweet.** For example, @followmetools's first words are always Please RT. Sorry, I'm not interested in doing your promotions. If you have something interesting to say or point to, I'll retweet you. If one in ten of your posts asks me to RT, I'll still follow you. But every post is excessive. You lost me.

**14. Don't follow people who are all about money.** I avoid anyone who only talks about money. They are boring. For example, @megzz123.

**15. Don't follow people with unreal profile names.** For example, @megzz123 or @timonthyucducd or @2Gy7ug (whose account was suspended due to strange activity).

**16. Don't follow people who use TwitAd excessively.** I avoid anyone who is using TwitAd or similar services excessively. It's not worth it for them or for me. They're not likely to make much money from such

advertising schemes, and they will offend me by posting such advertising excessively.

**17. Don't follow people who use someone else's photo.** When I noticed that @wealthsites\_ used Joel Comm's photo for their profile image, I did not follow. Never will. If it had been one of Joel's profiles, he would have said so.

**18. Don't follow people with nonexisting websites.** When someone lists a URL like this: <http://yjhsqtyy>, I don't follow. An obvious spammer.

**19. Don't follow people who think Twitter sucks.** Here's an actual post from someone: twitter sucks actually. Their other posts were just as uninteresting.

**20. Avoid network marketers whose only focus is network marketing.** I think network marketing is a legitimate way to sell anything, but I don't like tweeters who only tweet their network marketing. For example, @qivanahealth.

**21. Don't follow people who only tweet cryptic messages to others.** Here are some posts from one such person. Note how boring his

**tweets are for anyone else to read. It's okay to respond to other people, but once in awhile, make an original contribution.**

***@anonymous Good to know***

***@anonymous ROFL***

***@anonymous Do it! Do it! You'll love it.***

***@anonymous LOL @ House Party***

**22. Don't follow Twitter's suggested users unless you really want to follow them. Most of them aren't all that interesting anyway. Do follow PeteCashmore @mashable. Very interesting and a good sharer.**

**23. Don't follow people obsessed with followers, whose most recent tweets make continual reference to getting more Twitter followers. Twitter is not a popularity contest.**

**24. Don't follow people who are rude, swearing constantly, argumentative, or otherwise combative. It's not worth your time to deal with people who have on-going issues.**

**25. Don't follow people who use RSS auto posts 90% of the time. With Twitter, you can use services like TwitterFeed to feed your blog posts or other RSS feeds into your Twitter stream. If your tweets consist primarily of such RSS feeds, I'm not likely to follow you because there will be no opportunity to interact with you.**

**26. Don't follow people who really don't matter to you. Simple rule of friendship or potential friendship.**

**27. Don't follow people who make rules for you. Except me :))**

**Here are a few other signs that have caused other people not to follow tweeples:**

- **All you ever do is retweet. No original contribution.**
- **Your Twitter username is something like magicmillions or creditwonder or some other obvious salesy name.**
- **Your Twitter updates are private.**
- **You don't include your real name in your Twitter profile.**
- **You use a MySpace page as your web URL.**
- **Your location is something like east of the second star past midnight or everywhere but here.**
- **Too many tweets. Some users don't like to follow tweeples who dominate their Twitter stream with flighty posts.**



## **Do Follow: The Rules : ))**

**1. Follow those who follow you.** Generally I want to follow anyone who follows me. The exceptions are listed in the above rules. I believe that if someone is interested in following me, I should follow them. I've made some wonderful friends and interesting discoveries by doing so.

**2. Follow interesting people.** Anyone who has an interesting bio and interesting tweets is worth following. Here are a few examples of interesting bios (at least of interest to me) from recent followers:

**@shellykramer - Marketing strategist, writer, idea generator, creator of buzz 'n awareness, social media enthusiast + information junkie. Wife+mom+friend to many**

**@bikerdreamlady - a dreamer who dreams big dreams and likes to learn and experience new things**

**@bevanwilde - Very driven and loves helping others grow and succeed. The key to financial success isn't about things but about the relationships you develop and cultivate.**

**@rototillers - My name is James - gardening is my favorite hobby. I started RototillerStore.com as a way to 'fund' that hobby. :) Hope you enjoy my tiller Tweets! :)**

**3. Follow true friends. I follow all my friends and family once I know they are on Twitter. It's one more way I can keep in touch with them.**

**4. Follow people with similar interests. I follow writers, publishers, booksellers, Internet marketers, social mavens, dog lovers, content creators, quotation lovers, etc. These are all among my major interests so I want to follow such people because they will usually have something interesting to say to me.**

**5. Follow people with similar values. If you are conservative, you can follow other conservative people even if you have no other mutual interests.**

**6. Follow people with dissimilar interests. I like to discover things on Twitter, so I follow many people who don't share my major interests. They are the people who often introduce me to new ideas or new ways of looking at things.**

**For example, I just followed a man writing about rototillers and someone else writing about training for triathlons. Now I don't have**

**a big enough garden to need a tiller and I don't run triathlons, but I expect these people to be interesting nonetheless.**

**7. Follow people with dissimilar values.** If you are liberal, follow some conservatives as well. You could learn something from them. If you are conservative, there are things you could learn from liberals as well. I follow Christians, Buddhists, Wiccans, and more. There is always something more for me to learn. I love having my own ideas be challenged by other people's outlooks.

**8. Follow those who can help you.** I follow some people who do not follow me because they have something useful to contribute. Among the top people I follow that way are @mashable and @timoreilly.

**9. Follow strangers.** I follow many people simply because I discovered an interesting reply they made to someone else. @shellykramer noted this value so well in her comment on Tim O'Reilly's post (noted above):

*People is what makes Twitter so infinitely interesting. Engaging, often with complete strangers, is what makes it fascinating. And finding friends and common interests, sometimes where completely unexpected, whether of a personal or a professional nature, is what is so amazing and unique about the community that is the*

***Twitterverse. Facebook and LinkedIn are definitely more clunky and the permission-based applications become annoying after dealing with something as wonderfully seamless as Twitter.***

**I have found that many of my richest experiences on Twitter came from people I did not know but followed because they followed me (or had tweeted someone I am following).**

**I really enjoy that discovery process where strangers lead me to places I would never have discovered on my own. So I follow a lot of people, just for the joy of happenstance discovery.**

**10. Follow foreign. Be sure to follow people from other countries. Twitter is one of the best ways to gain exposure to thousands of people from all over the world. I follow people from Australia, Spain, Japan, Indonesia, Mexico, Brazil, United Kingdom, Norway, Iceland, Russia, India, South Africa, Kenya, and dozens of other countries. The perspective I gain from them would alone be worth my time spent on Twitter.**

**11. Follow people who are entertaining. Another way of saying interesting. If someone makes you laugh or cry or shout for joy, they are worth following.**

# 155 Ways to Tweet

## What to Tweet, How to Tweet

Here are a few ideas on what you can write about when you use Twitter. If you can't figure out what to tweet, start using ideas from this list.

**Note:** Many of the URLs featured in this report have been shortened by one of the URL shortening sites ([tinyurl.com](http://tinyurl.com), [budurl.com](http://budurl.com), [bit.ly](http://bit.ly), [is.gd](http://is.gd), etc.).

I'm now trying to add the new ways at the end of this report. That way people who have already read this page once can follow the new ways I add.

**1. Be helpful.** At least 50% of your tweets should answer people's questions, respond to others' remarks, or be involved in helping others or creating relationships. Less than 10% of your tweets should involve any kind of direct selling.

**2. Be supportive.** When people are having a rough day or dealing with a negative comment, support them.

**Sample tweet:** @annkeelerevans:

@JohnKremer my thoughts and prayers are with you. may it go well.

### **3. Be interesting.**

**Sample tweet @skinnyjeans:**

**Interesting concept: Beauty = weapon of mass attraction.**

**4. Be shocking.** It works for the news, but I'm not sure how to do it in Twitter. I haven't seen a good example yet that I can showcase here. Perhaps these would be considered shocking:

**Sample tweet @bekamop:**

**Forget Ustream. Two of their guys just RTed @Pogue's accidental tweet of his cell #. The only creeps to do that so far. Go Mogulus instead.**

**Sample tweet @johnkremer: TweeterGetter, as far as I'm concerned, is spam. They say it's white hat, but I find them offensive.**

### **5. Be funny.**

**Sample tweet @RoseannHiggins:**

**RT @JohnKremer Messy women make good lovers. — Patrick Jane, The Mentalist RH: There you have it. Why my office is a zoo! That's funny. :)**

**Sample tweet @KCBooks:**

**@JohnKremer Messy women do make great lovers...when they can find their significant other in the clutter ;)**

## 6. Share a joke.

**Sample tweet @CoachMarryam:**

**When gas stations start charging for air--that's inflation.**

## 7. Share a fact.

**Sample tweet @FamilyHomesNet:**

**Did you know that 1200 years ago there were probably 12 million kiwis in New Zealand. Today there are only 70,000. <http://tinyurl.com/cz39pv>**

## 8. Write a brief update on your product or service.

**Sample tweet: @CleansDoc:**

**The 7 Things You Absolutely MUST Know Before Attempting ANY Cleanse Or Detox. FREE REPORT--> <http://bit.ly/mGmH4>**

**Note: Too many capital letters in the above post, to my taste. I'd never click on the link. Too salesy.**

## 9. Share a recommendation or observation about another product or service.

**Sample tweet @MichaelHyatt:**

**Daughter says too many updates for Facebook, so I am testing Selective Twitter: <http://bit.ly/pg4tY>**

**Sample tweet @masroora:**

**Strongly recommend everyone to see the movie "One Week" - eye candy all around, and I don't mean just the gorgeous Canadian landscape!**

## **10. Ask for a recommendation of a product, service, person, etc.**

**Sample tweet @steveclouthier:**

**Need a great red wine recommendation for under \$15. Anyone want to suggest?**

**Sample tweet @christinabruno:**

**i need to learn the hoedown throwdown. anybody have a recommendation on what video to use on youtube? something easy please. Haha**

## **11. Get customer service.** Many companies, such as Whole Foods, Dell, Zappos, Network Solutions, etc., keep a presence on Twitter to answer customer questions (among other reasons).

**Sample tweet @jesirose:**

**@WholeFoods Speaking of packaging, does Whole Foods let people bring their own containers for bulk products like flour & oats?**



## **12. Answer customer service questions.**

**Sample tweet @wholefoods:**

**@summerneal10 Yes, you can find pancetta in many of our stores. Check with your local one for selection/availability.**

## **13. Complain.** If you have a problem with a product or service, you can publicly complain about it. Chances are they'll notice and come to your aid.

**Sample tweet @Packard\_Sonic:**

**Is anyone else having a problem with Twirl?**

**Sample tweet @oldergirlbeauty:**

**Is anyone else having a problem with Google Reader? Stopping me from logging in, but will let me see my mail....**

**Sample tweet @thatothrgirl:**

**Is anyone else having a problem with Google Reader? Stopping me from logging in, but will let me see my mail....**

## **14. Find JV partners.** One of the great reasons to tweet is to create relationships with people who can really make a difference in your business. Tweet for joint ventures.

**Sample tweet @frankparker:**

**Join/participate as a JV Partner/Contributor in Peter Cottontail Easter Giveaway** <http://easter.freegiftsgiveaway.com/contributor.php?id=160>

**Sample tweet @D\_Patrick:**

**hey everyone, if anyone out there wants to promote a new product or is a JV partner, here's my affiliate page** <http://tinyurl.com/cdw65a>

**15. Find speakers for your events. Post requests for people to come and speak at your events.**

**Sample tweet @zenithawards:**

**are you a great public speaker? we need YOU for our awards ceremony April 24! DM if interested!**

**Sample tweet @knotty\_nurse:**

**balls! I have to find a speaker for a staff training at the Center for youth for Wednesday. Need a miracle.**

**16. Get speaking engagements. Ask directly.**

**Sample tweet @AnnHawkins:**

**@alexparr Thanks Alex! Good to hear about your WIRE meetings. If you ever need a speaker, let me know.**

**17. Retweet someone else's post that you found interesting. Retweets are the way to build influence in Twitter and start relationships with people you want to get to know. So retweet what you like and you think would be useful to others.**

**Sample retweet @bertdecker:**

**RT @ChrisSpagnuolo: Really cool insight into "the creative process":**  
<http://is.gd/lidx> (And nice insight for SXSW)

**Sample retweet @jeroldwebb:**

**RT It takes 5 bottles of water to make the plastic for one water bottle.**  
**@TwilightEarth**

**18. Tell a customer-centric story. Describe how one of your customers is using your product or service.**

**Sample tweet @FernReiss:**

**Linda Gradstein, NPR correspondent, just got a major speaking gig via AssociationofWriters.com.**

**19. Make a point. Do a little teaching in 140 characters or less.**

**Sample tweet @JohnKremer:**

**All of marketing consists in creating relationships.**

**Real relationships: friends, lovers, partners, warriors, fans.**

## **20. Create a tweet when you upload a new blog post.**

**Sample tweet @danschawbel:**

**Best post I've written in my days as a blogger**

**<http://tinyurl.com/85hdra> (Great research!)**

## **21. Share someone else's blog post.**

**Sample tweet @garrymunro:**

**Seth Godin: How far away is your emergency? <http://tinyurl.com/bhm3hs>**

## **22. Share someone else's website.**

**Sample tweet @johnkremer:**

**Check out this site: <http://twitterisnotacompetition.com>.**

**It makes a big point very quickly.**

**Sample tweet @johnkremer:**

**Checking out TrafficCafe.tv. Wonderful succinct tips in video format here:**

**<http://www.trafficcafe.tv>. Enjoy. You'll be glad you visited.**

### **23. Tweet about new pages you've added to your website.**

**I've tweeted about the new Twitter pages I created and drew a lot of interest and retweets as a result.**

**Sample tweet @johnkremer:**

**Added a page featuring Floating Action Buttons.**

**I pushed the limit on using this piece of software.**

**<http://www.bookmarket.com/floating-action-button.htm>.**

**24. Tweet about changes you've made to previous pages on your website. I continue to update these pages so I tweet whenever there are major changes to any of my Twitter resource pages.**

**Sample tweet @johnkremer:**

**Alert: new blog post Twitter Tools and Resources updated:**

**I've just added a ton of new resources: <http://twurl.nl/xxbyne>**

**25. Publish a newsletter, one tweet at a time.**

**Sample tweet @romenesko (shares short excerpts from his online column):**

**Josh Prager resigns from WSJ after 13 years;**

**says he and the paper are no longer a good fit. <http://is.gd/qAeb>**

**26. Ask for new subscribers to your newsletter or blog. Generally, you can't come right out and ask for subscribers. You have to give them a reason to sign up for your newsletter or blog.**

**Sample tweet @modernmom:**

**Trails.com is planting trees for each new subscriber!**

**Join today: <http://bit.ly/17e8z8>**

**Sample tweet @kalamana:**

**Hot New Bonus Before I End The Subscriber Special..**

**<http://www.keywebdata.com/?p=266>**

**27. Do a mini-press release.**

**Sample tweet @skincarececd:**

**The Health Of Women And Teens Affected By Mothers' Military Deployment Medical News Today (press release), UK ... mskincare.com**

**28. Announce something new in your world.**

**Sample tweet @johnkremer:**

**BookMarket.com's Alexa ranking on 1/12: 169,421.**

**Today (March 6<sup>th</sup>): 134,528. That's 35,000 change because of Twitter (only difference in promos).**

## **29. Congratulate someone.**

**Sample tweet @KathyIreland (response to above post):  
@JohnKremer Congratulations... That is wonderful...  
Twitter friends MAKE A HUGE DIFFERENCE! Thank U...Kathy**

## **30. Wish Happy Birthday! Send birthday and anniversary greetings to your friends and followers.**

**Sample tweet @LesleyDewar:  
RT @johndipietro Hi from Boston.....gonna hit 60 today,,,horray!  
HAPPY BIRTHDAY JOHN.**

## **31. Send holiday greetings. Wish someone happy new years, merry Christmas, or other holiday greetings. Note: You can celebrate New Years all year long: <http://www.manyhappynewyears.com>.**

**Sample tweet @StevenHudson:  
To All The Ladies out there.....  
Happy International Women's Day!!!**

**Sample tweet @johnkremer:  
Happy Saint Patrick's Day to all of you. I wish the luck of the Irish**

for all those who follow me, plus the blessings of God. Enjoy.

## **32. Say thanks!**

**Sample tweet @johnkremer:**

**@JoanSotkin Thanks for the tweets about me and my Twitter resources at <http://www.bookmarket.com/twitter.htm>. Much appreciated.**

## **33. Ask for prayer.**

**Sample tweet @johnkremer:**

**I'm off to Taos District Court on a personal matter. Please pray for me. Thank you.**

## **34. Create a product via tweets. Write a book, create a tips booklet, write a movie script.**

**Sample tweet @pauletteensign:**

**78th way is to create a tips product while simultaneously marketing by tweeting. Product dev. & marketing all in one.**



**Sample tweet @tweetamovie:**

**We're writing the first all-tweet movie! Follow us at TweetAMovie to help us write it.**

### **35. Write a short report, one tweet at a time.**

**Sample tweet @denadyer:**

**How I Got a Book Published in 20 Tweets--#4 Began sending short pieces to magazines, anthologies, etc. Gained credits.**

### **36. Repeat. It's okay to repeat your important tweets. Just do it in moderation. Or, better yet, add a comment.**

**Sample tweets (one or two days apart) @bertdecker:**

**Speakers - Be Aware and Beware that Twitter is coming to your speeches:**

<http://budurl.com/BeAware>

**Speakers - Be Aware Twitter is coming to your speeches!**

<http://budurl.com/BeAware>

**Speakers - Be Aware Twitter is coming! <http://budurl.com/BeAware>**

**#sxsw will be a laboratory**

### **37. Share new studies.**

**Sample tweet @johnkremer:**

**Weber Shandwick study reveals that 58% of participants in executive conferences are now twittering. Details: <http://TwitPWR.com/twitter56>.**

### **38. Link to new videos you upload to YouTube, TweetTube, your website, or other video-sharing sites. For a great list of video-sharing websites, go to: <http://www.bookmarket.com/videosharing.htm>.**

**Sample tweet @johnkremer:**

**<http://tweetube.com/9N> - I'm looking for someone to record this song and make it a hit. Are you that special singer?**

### **39. Share someone else's video.**

**Sample tweet @johnkremer:**

**If you want a quick pick-me-up each day, check out TED's video page at <http://www.youtube.com/user/TEDtalksDirector>. Great stuff here.**

### **40. Link to a song you like.**

**Sample tweet @vipvirtualsols:**

**As requested by my 5 year old son "She's Like A Rainbow" -  
The Rolling Stones :)) ♪ <http://blip.fm/~2rh4g>**

**Sample tweet @johnkremer:**

**Angels Watching Over You, a song by Tim Peterson that I really love.  
Watch the video at <http://www.bookmarket.com/angels.htm>.  
Rights available.**

## **41. Provide helpful Twitter tips to newbies.**

**Sample tweet @johnkremer:**

**17 Ways to Use Twitter: <http://www.doshdosh.com/ways-you-can-use-twitter>.  
Provides a good summary.**

## **42. Comment on someone's Twitter photo or avatar.**

**Sample tweet @skinnyjeans:**

**@robsteadman I think the look on the face of your avatar says it all :)  
"What. Huh? Weapons of mass attraction? Donuts anyone?"**

## **43. Comment on someone's Twitter profile.**

**Sample tweet @johnkremer:  
@oldhat I like your profile bio. Short and to the point.**

#### **44. Comment on someone's Twitter background.**

**Sample tweet @johnkremer:  
@AYoungOne I love your background pattern. Very dynamic.**

**Her response:**

**@JohnKremer thank you. It is a picture of a street in Philly last yr. They have amazing street art & I loved how much is going on in it.**

#### **45. Make a prediction.**

**Sample tweet @jwolf23:  
Kobe's droppin 40+ tonight ... You heard it here first!**

**Sample tweet: @JohnKremer:  
You heard it here first: The economy has begun to turn the corner.  
People are beginning to trust themselves again. Good times coming again.**

#### **46. Give something away free. Give away free reports, books, audios, or anything else that can be delivered electronically.**

**Sample tweet @maxcrace:**

**anyone who wants a Fujix 3000 Pictography printer, come and get it. I need the space.**

**47. Ask for something free.** If you need a new printer, ask if someone has one they want to give away. If you need anything, product or service, ask. You might be surprised who has what you need.

**Sample tweet: @NY\_freebies:**

**I need a Free printer: My son's printer just broke and I can't afford to buy him a new one.**

**Sample tweet @OrganicDC\_rap:**

**Need a new computer and I want it for free. Strategy??? lol..**

**48. Raise money for a charity.** Twestival on February 12, 2008, raised \$250,000 to help make clean water available in other parts of the world. Tweetsgiving raised \$10,000 to build a classroom in Tanzania. And Joel Comm's Tweet-a-thon raised several thousand dollars for Water Is Life.

**@BertDecker has raised more than \$1,000 for his favorite charity, the Salvation Army.**

**Sample tweet @bertdecker:**

**Twitter people have much, many are homeless and hungry.**

**Help Salvation Army at Twitter Red Kettle <http://budurl.com/6t4e>**

**Sample tweet @megfowler:**

**<http://firstgiving.com/sm4scnyc> we've raised \$286 online tonight!**

**if you have \$1 or \$10 or \$100, hungry families need you.**

## **49. Write about others more than yourself.**

**Sample tweet @johnkremer:**

**Real neat video from @scobleizer <http://budurl.com/luut>.**

**All about how he uses Twitter efficiently. Great stuff.**

## **50. But be yourself.**

**Sample tweet @johnkremer:**

**I follow only interesting people, and not one of the 3,279 people I am now following is boring. Fantastic. I love the surprises I find here.**

## **51. Be philosophical.**

**Sample tweet @Pogue:**

**Tonight's meditation: I am a Nobody. Nobody is Perfect.  
Therefore I am Perfect. :)**

## **52. Link to new photos you add to Flickr, Twitwall, or your website.**

**Sample tweet @johnkremer:**

**<http://twitpic.com/1b5lw> - Here is an interesting children's book publishers click-on ad featured in Twittermoms.com.**

## **53. Invite followers to an event (online or offline). Events can include teleseminars, online radio shows, webinars, media coverage, seminars, book signings, talks, conventions, meetings, and more.**

**Sample tweet @johnkremer:**

**Working on my Birthday Bash teleseminar coming up on Friday  
at 8:00 p.m. Eastern. Details at <http://www.bookmarket.com/birthday.htm>.  
Yippee!**

**Sample tweet @samdecker:**

**Webinar tomorrow: How Customer Feedback Impacts the Entire  
Organization: <http://budurl.com/gknd>**

## **54. Alert them to an event happening now.**

**Sample tweets @johnkremer:**

**Join me live NOW for the Words Matter Week teleseminar on book marketing. Go here to log in: <http://budurl.com/nupm>.**

**Words Matter Week teleseminar with me (John Kremer) in 45 min. To listen in for free, go here: <http://budurl.com/nupm>.**

**Words Matter Week teleseminar on book marketing with John Kremer; specific time: 3:30 p.m. Eastern: <http://budurl.com/nupm>. Coming in 1/2 hr**

**Words Matter Week teleseminar on book marketing with John Kremer; specific time: 3:30 p.m. Eastern: <http://budurl.com/nupm>. Coming in 5 mins**

**55. Solicit questions from the audience via Twitter for live conferences, streaming video, teleseminars, etc.**

**Sample tweet @socialpga:**

**Getting ready for the SCPGA Super Seminar! Submit your comments and questions live on Monday afternoon for the Open Session!**

**56. Ask questions via Twitter for a live conference, teleconference, etc. Questions were accepted via Twitter for the JV Alert Live conference.**



## **57. Tweet ideas from a meeting, seminar, conference, etc.**

**Sample tweets @johnkremer:**

**JVAlert Live live: Ray Edwards: You're just one sales letter away from financial freedom. A sales letter brings wealth.**

**JVAlert Live live: Ray Edwards: A friend told me once: Nothing human is alien to you. -- That means you can do anything.**

**JVAlert Live conference live: Ken McArthur: What you do has an impact. What you do matters. What you do really makes a difference.**

**JVAlert Live conference live: Carrie Wilkerson of Barefoot Executive: Fail fast, fail often, and success will not elude you.**

**JVAlert Live conference live: Carrie Wilkerson of Barefoot Executive: Every 4th grader is a god to a 3rd grader.**

## **58. Ask a question.**

**Sample tweet @jimkikral:**

**Nutrisystem or WeightWatchers? It's time to lose some weight and get back in shape.**

## **59. Ask a provocative question.**

**Sample tweet @joelcomm:**

**What would you do if you discovered \$100,000 hidden away in your basement?**

**One hour later:**

**Wow, 3 1/2 pages of @joelcomm replies for my \$100,000 question. Provoking, eh?**

## **60. Answer someone else's question.**

**Sample tweet @johnkremer:**

**@jimkukral Weight Watchers is great but self-directed. NutriSystem has a system (a no-brainer). But I prefer Weight Watchers.**

## **61. Reply to others who ask you a question.**

**Sample tweet @johnkremer:**

**@andrewbuckman Traffic increased, but I haven't checked if search engine traffic has increased. But 90% of my traffic comes from Google, etc.**

## **62. Ask for help.**

**Sample tweet @cookbookgirl:**

**Any animators out there in Tweet world? Having an animation problem. My artist keeps making me fat. Need new artist.**

## **63. Provide a timely daily tip.**

**For example, @skinnyjeans reminds her followers every day to get up and drink a glass of water and gives a much-needed pep talk in the middle of the afternoon.**

**Sample tweet @skinnyjeans:**

**Hydration nudge: Enjoy a tall cool drink of water. The water habit will help keep your skin supple. Vibrant skin is a wonderful thing.**

## **64. Review a book, product, or service. For example @FilmBuzz reviews movies.**

**Sample tweet @John\_Hinds:**

**@johnkremer Thanks for the follow, John. Your book "1001 Ways to Market Your Books" is awesome. A must read for authors. God Bless.**

**Sample tweet @mrfire:**

**1,000 Ways to Market Your Books is THE BEST book marketing book of all time. No question. My all-time favorite.**

**Sample tweet @RyanSeacrest:**

**watching tv. i love 60 mins. no music, no special efx but such compelling stories. andy rooney bitching about stuff at the end is the best!**

**65. Find a great place to eat. Ask your followers to recommend restaurants and meals in your local area.**

**Sample tweet @TomWhittaker:**

**From my blog: I am looking for a great restaurant recommendation in Denver.**

**Sample tweet @Hypatia0102:**

**I'll be in Denver next week. Anybody know of a good vintage book store and a great restaurant?**

**Sample tweet @stevegasser:**

**Any recommendations for a great place to eat in St. Louis?**

**66. Schedule to meet a friend or fellow fans. Or organize a tweet-up in your local area.**

**Sample tweet @webnex:**

**@jamesorlowski Let's do a tweet up in Pittsburgh in about a week.**

**Sample tweet @CGBrummund:**

**PLS RT! Timberwolves Tweet-Up Sun, Apr 5! Join us @ Champps dwtn @ 5PM before the game- it's on us!**

## **67. Tweet your location for business.**

**Sample tweets @omgwtfkogibbq (Kogi BBQ):**

**is at 291 S. Av. 52 x Pasadena FY First 10 peeps get free Samsung Building Melon-y Quesadilla**

**is at 915 E 10th St peeps be lovin our new Alaskan King Blackened Tamales**

**is at 5439 N. Hermitage Av. First 10 peeps get free Alaskan King Spicy Tacos**

## **68. Toot someone. Write a few words of praise for someone else online who you admire. Tweet a testimonial.**

**Sample tweet @johnkremer:**

**My book cover designer? George Foster of <http://www.fostercovers.com>. He is the best: creative, varied, sharp, fun, easy to work with.**

**Sample tweet @TomJustin:**

**@JohnKremer Is one of the greatest examples of long term successful niche marketing I know. You have a book or want to write, check him out!**

**Sample tweet @MaryannMcFadden:**

**I used POD Aventine Press when I self-pubbed. My novel THE RICHEST SEASON then sold at auction to Hyperion. Highly recommend AP.**

**69. Solicit guest bloggers.** Many tweeters also write blogs and require fresh new content. One way to get that content is to ask others to be guest bloggers. You get fresh content; they get exposure to your blog visitors.

**Sample tweet @sandravalaine:**

**Do you want to be a guest blogger on <http://yourshelflife.com>? Success & sanity for writers. Check it out. email me [sandravalaine@gmail.com](mailto:sandravalaine@gmail.com)**

**Sample tweet @smheadhunter:**

**I own blogcasestudies.com, which is a first page search on Google for, uh, blog case studies. Would love guest posts if you want exposure.**

**70. Run a contest.** This is one of the best ways to build followers.

**Sample tweet @joelcomm:**

**Win a Flip Mino HD video camera! <http://twitpwr.com/mino>**

**- Please RT to all tweeples!**

**Sample tweets @chelseagreen:**

**30 Minutes to Contest Time. 3PM EST. Pick a book. Win a book. 1st and 15th Tweepers win! <http://is.gd/IKE6> Don't leave your desk! Be there!**

**7 Minutes until the Weekly Twitter Contest! Flag drops at 3PM EST. Pick a book. Win a book. 1st and 15th Tweepers win! <http://is.gd/IKE6>**

**2 Minutes! Go pick out the book you want to win! And remember the 1ST! and 15TH! Tweepers win today! So get your clickers ready!**

**71. Participate in a contest. Answer questions, click on links, etc.**

**@CatholicTravel (answering contest question):  
dunkin, dominos pizza, quiznos, zeroes juice, TLC ice cream, dominos  
pizza**

**Sample tweets: @skydiver (asking contest question):  
For the Fairmont Two Night Stay: Name, in order, each brand of food that  
was delivered to us today, starting with 6:30am. :)**

**71. Tweet your follower or update counts, especially as you get near a milestone.**

**Sample tweets @joelcomm:**

**Looks like 20,000 follower milestone will be hit today. Yet, every one of them is an individual with value!**

**Ding! 20,000 followers. Yippee.**

**72. Celebrate milestones in your company. Have you an anniversary? Has something special happened?**

**Sample tweet @johnkremer:**

**BookMarket.com's Alexa ranking on 1/12: 169,421. Today: 104,528. That's 65,000 change because of Twitter (only difference in promos).**

**73. Share inspiring quotes. When I have nothing special to say on Twitter, I'll share a great quote. That way I keep the conversation going, but don't have to invent something.**

**@JustinGlover noted that the following quote got him more RT's than all others: "Don't tell God you have a big problem. Tell your problem you have a big God!"**

**Sample tweet @mequote:**

**My grandfather always said that living is like licking honey off a thorn. —**



**Louis Adamic**

## **74. Share a word of the day or other trivia.**

**Sample tweet @joelcomm:**

**The word of the day is "crepuscular" - any guesses on definition? No peeking! <http://twitpwr.com/wotd> - #wotd**

## **75. Write a very short story. Problem, solution, climax in 140 characters or less. Learn how to write flash fiction (very short stories) here:**

**<http://www.howtodothings.com/hobbies/a4518-how-to-write-flash-fiction.html>.**

**Check out the one-sentence stories at <http://www.onesentence.org> for ideas. For example:**

**When I was 14 I saw a gang of younger kids killing a wild rodent, so I went behind the apartment building and cried.**

**Sample tweet @heymarci (true story):**

**Just interviewed Joshua Persky, the guy who stood on Wall St. & gave out resumes while wearing a sandwich board. Got a job 5 months later.**

## **76. Tell an anecdote.**

**Sample tweet @johnkremer:**

**Barbara Harris sold over a million copies of her self-published book, Let's Cook Microwave, without paying 1 cent for advertising.**

## **77. Tell a secret.** You can post secrets via @TwitterSecret by sending an IM to [secret@torgorama.com](mailto:secret@torgorama.com) on Google Talk to have your secret posted anonymously.

**Sample tweet @post\_secret:**

**"I have more imaginary friends as an adult than I ever did as a child. I have more need of them now."**

**Sample tweet @TwitterSecret:**

**I know my boyfriend is a narcissist, but I'm staying with him because he's so good in bed.**

## **78. Write a poem. Or write a haiku.**

**Check out: TwiHaiku: <http://www.makeliterature.com/twihaiku/twitter-poetry> — A free Twitter app that lets you share your thoughts, feelings, views, or ideas in a poetic manner. Entries are reviewed, discussed, and rated by users and then retweeted to Twitter.**

**Sample tweet @johnkremer:**

**Last two lines of a poem: In every touch there is war. And something more. And something more. Read: <http://allbooksfree.com/rose.htm>,**

**Sample tweet @Boiarski:**

**Clouds flicker with fire. Light contained within leaks out. Distant thunder rolls.**

**Sample tweet @PhoenixDanny:**

**Secluded white sands/Tampa Bay's cyan calmness/Warm, caressing breeze.**

## **79. Share a poem.**

**Sample tweet @quotesnack:**

**Tell me how many beads there are / in a silver chain / of evening rain -  
Thomas Lovell Beddoes #poetry Doesn't this make you sigh?**

## **80. Write or share a limerick.**

**Sample tweets @LimerickLover:**

**In a Bikram Yoga class/I almost gave up, alas/The heat was so high/I  
thought I would die/Torture Chamber? Perhaps I should pass**

**The crowd in NY with ambition/Came to the Top Model audition/It got ugly-none tested/Some hurt-some arrested/Tyra Banks aborted the mission**

**"1001 Ways to Market Your Book"/A book quite worth its price/Loaned to a friend/Was cause to spend/I had to buy it twice!**

For more about *1001 Ways to Market Your Books*, see  
<http://www.bookmarket.com/1001ways.htm>.

**81. Find a job. Use Twitter as a tool to find a job if you need one. Tweet about your job search. @hirechelsea found a job using Twitter. Twitter Job Search reports almost 30,000 job posts in the past 7 days.**

**Great post about finding jobs via Twitter:**  
<http://mashable.com/2009/03/13/twitter-jobs>.

**Also:** <http://blog.duoconsulting.com/2009/01/20/job-hunting-in-140-characters>.

**Sample tweet @fanihiman95376:**  
**Attended a Biotech Job Fair today in S-SF. Found potentially 3 good gigs (contract-only) but better than 0**

**Sample tweet @monicalinhardt:**  
**Did I mention I have another interview? Seriously! Two in one week! How awesome.**

**82. Post a help wanted notice.** If you are looking for someone to help you, post a notice. Looking for a virtual assistant, post a notice. There are tons of virtual assistants on Twitter. If you are looking for a freelancer, post a notice.

**@microjobs posts help wanted notices for anyone: Recruiters begin their tweets with @Microjobs, and then submit. The @microjobs account automatically tweets out requests to its network of job seekers.**

**Sample tweet @electra:**

**About to meet with 43 local high school students to talk about Zappos culture and hiring.**

**Sample tweet @alchemicdream:**

**We are hiring German, Chinese and Russian CSRs and GMs for several online game projects <http://www.mmojobs.info>**

**83. Share job offers or seeks with others.** If you see someone else looking for a job or looking for help, retweet it.

**Sample tweet @smheadhunter:**

**Just DM'd a recruiter an introduction from a candidate who used LinkedIn to find connections after hearing me speak on web 2.0.**

**Sample tweet @microjobs:**

**From @Darnellmills: Level 3 is Hiring for Content Delivery Network professionals <https://recruiting.level3.com>.**

## **84. Share the news.**

**Sample tweet @bloodandmilk:**

**Guinea Bissau assassinations, who did it? <http://tinyurl.com/d4ates>  
(also: bomb is not "traditional" in West Africa)**

**Sample tweet @zrosen88:**

**BEST. NEWS. EVER. Obama to reverse embryonic stem cell ban.**

## **85. Share a very short excerpt from your book, your website, a teleseminar, a report, a short story, etc.**

**Sample tweet @johnkremer:**

**Excerpt from 1001 Ways to Market Your Books: We can all make friends.  
It's a talent we've had since we were little children. Use it.**

## **86. Run a survey. Do a poll.**

**Sample tweet @johnkremer:**

**Added a poll at <http://twtpoll.com/r/qsoxiy>. What's working for you in  
Internet marketing? Check it out. Get current results.**

## **87. Monitor what people are saying about you, your product, or your company. Reply when it feels right.**

When he was president of Sling Media, for instance, Jason Hirschhorn constantly monitored the keyword *sling* on Twitter. "It's an up-to-the minute temperature of what people are saying about your brand."

## **88. Get feedback on your book cover, your sales page, anything you create.**

**Sample tweet @cookbookgirl:**

**Thank you for all the voting help on my site on the book covers. Any ideas: [Crackingthecode@comcast.net](mailto:Crackingthecode@comcast.net). Deadline for me decide is soon**

## **89. Offer feedback to others.**

**Sample tweet @johnkremer:**

**@Cookbookgirl Cover #6 is the only cover I would make public. The rest, my apologies, are terrible book covers. Even #6 isn't that great**

## **90. Comment on other people's tweets.**

**Sample tweet @royblumenthal:**

**@johnkremer I love the forthrightness of your tweeting. Transparent. No pulled punches. Great stuff. Thanks for the follow.**

## **91. Comment on offline media (TV shows, newspaper story, magazine article, radio show, etc.).**

**Sample tweet @skinnyjeans:**

**Today's Dilbert about pie charts reminded me of ridiculousness in powerpoint presentations. So funny! <http://twurl.nl/dchtai>**

**Sample tweet @johnkremer:**

**Just saw a great TV ad from True North featuring a man who collected \$7 million worth of pennies for charity. What's your true north?**

## **92. Make a connection.**

**@johnkremer connected with a *New York Times* business editor simply by following his tweets and engaging in a conversation. As a result, the editor asked him to be interviewed for an upcoming story. Twitter is all about creating relationships. Make a few great connections every day.**

## **93. Say Hi! to someone you are following or who is following you.**

**Sample tweet @bertdecker:**

**@Pistachio Thanks Laura, appreciate the comments! You're the best.**

**94. Participate in #FollowFriday by recommending to your Twitter stream tweeples they might want to follow. There are also follow events for other**



days of the week such as #TweepleTuesday, but #FollowFriday is the most popular and most recognized.

There's also #MeowMonday for finding and recommending cats on Twitter and #WoofWednesday for finding and recommending dogs.

Sample tweet @shelhorowitz:

Some smart marketers @AdamUrbanski @kathleengage @shama  
@JohnKremer @perrymarshall @barefoot\_exec @marismith #followfriday

Sample tweet @bertdecker:

#followfriday @AlohaArleen @barefoot\_exec @marciahoeck @thomsinger  
@Booher @Barb\_G @OwenGreaves @Lotay

## 95. Ask for followers for another.

Sample tweet @theexpert:

Hey gang, the hell with 1,000 followers by her birthday, let's get  
@afwife08 a thousand in a coupla hours. Come on. Let's dance (RT)

## 96. Participate in #MusicMonday. Share music on Mondays using the hashtag #MusicMonday.

Sample tweet @kimmee0424:

Taylor Swift "Fearless" <http://twt.fm/45215> #musicmonday

**96. Participate in #RTTuesday.** Make a special effort to retweet someone on Tuesdays.

Sample tweet @filmscoregeek:

RT @ChadEII : Take this quick twitter survey and get a free gift! - at <http://ericstips.com/twittersurvey> #rttuesday

**97. Participate in Wine Wednesday.** Enjoy some wine on Wednesdays.

Sample tweet @lisa\_parent:

just got home from wine wednesday. now going to sleep.

**98. Participate in Fun Fact Thursday.** Share a special odd fact on Thursdays.

Sample tweet #gwardys:

#funfact Twilight is on Sparknotes. I thought that the site was for books of literary merit?

**99. Participate in #SexySaturday.** Feel a little sexy on Saturdays.

Sample tweet @bigteazetoy:

@ErotiquePress Yes. Yes. Yes. Smart women are hella sexy!  
#SexySaturday

**100. Tell us what you are having for dinner, when you are going to bed, what your cat or dog is doing now, anything personal that adds a touch of humanity to who you are.**

**Sample tweet @cathybrown:**

**Lovely dinner at Burgoo with @bsainsbury. Wonderful well-wishes from Twitter friends. Such a good day:-)**

**101. Share a recipe.**

**Sample tweets @cookbook:**

**Rhubarb Upside Down Cake: butter6ramekin;+T sug/4T fruit e. +beaten5T buttr&sug/egg/9T yogurt/c flour/t bkgpdr&zest/.5t salt. 25m@350F/176C.**

**Whisky Apples: boil2c h2o&sug; +5 slicedapple/5stk cinnamon. Simmer4m; put solids in 5jar. Boil syrup5m; +9T whisky. Fill/seal/boil jars10m.**

**Scalloped Tomatoes: score Xs on 8toms. Blanch/peel/slice. Layer3x w mixed 2c brdcrumb/mince onion/3T oil/t s+p. Top w cheese. 25m@375F/190C.**

**102. Get a recipe.**

**You can send a tweet to @twecipe with the ingredients you have on hand, and they will DM back a perfect recipe.**

**Sample tweet:**

**@twecipe chicken, carrots, celery, basil**

### **103. Talk about the weather. Provide weather updates.**

**Sample tweet @bluelimemedia:**

**The weather up in Whistler is fantastic. Lots of white stuff falling down and really cold.**

**Sample tweet @chriscornell:**

**Its raining like a bitch now. I am practicing "Kentucky Woman" for Neil Diamond tribute at a Music Cares event tomorrow.**

### **104. Offer travel tips.**

**Sample tweet @singe:**

**#TravelTip Placing white underwear strategically stained with coffee at the top of your bag reduces theft and search time.**

**Sample tweet @MAMK:**

**If you ste alone Sit in the back and in the middle seat of the plane, great way to have a row to yourself #traveltip it really works!**

## **105. Share your travel itinerary or actual trip.**

**Sample tweet @taylorswift13:**

**Driving through Scotland in a double decker tour bus. Incredible.**

**Sample tweet @ztnewetep:**

**I love paris. Eiffel tower acting like a super tourist. Zero paparrazzi.**

**Sample tweet @chriscornell:**

**Just arrived in Paris. Haven't been home in a long time. Feels nice. We missed all of the cold weather!!! What a great city.**

**106. Get reminders.** Send a DM to @timer (e.g. d timer 60 call Tom), where d stands for direct message, timer = @timer, 60 = the number of minutes, and call Tom is your reminder message. When the minutes are up, @timer will send you a direct message with your reminder message.

**Before you can use this service, of course, you have to follow @timer so they can direct message you.**

**107. Track packages via @TrackThis.** You must send a direct message (DM) of your tracking number to @TrackThis. They will DM you back when your package moves.

**Before you can use this service, of course, you have to follow @trackthis so they can direct message you.**

## **108. Share things you should know.**

**Sample tweets @EzekielCode:**

**Things you should know: The ice cream bars in my freezer are 8 months old.**

**Things you should know: I have a block of wood with Asian coins glued to it.**

**Things you should know: My car door squeaks.**

## **109. Send love notes.**

**Sample tweets @ztnewetep:**

**I miss you baby blue. Not sure I can stomach this. Pnb**

**i got the chemistry wrong. right when im sure i dont care at all- i care more than i ever could.**

**Sample tweets @freddurst:**

**Great news- I'm getting married to Esther in July!!!! It's on!! Break out the bubbly!!**

**I am the happiest man alive!! I'm so excited for our wedding!! I've never known true love until now. So grateful. <http://twitpic.com/3jjpc>**

**Every new day with Esther is a better day for me. This day is an absolute blessing. Sincerely.**

**I love you Esther. Come meet me at the photoshoot.**

## **110. Do the unusual.**

**Check out @TheMime's Twitter stream: ...**

**Check out @FluffyTheCat's Twitter stream: meow**

## **111. Let your pets tweet.**

**Sample tweet @spencer\_puppy:**

**squirrels in my neighborhood R on steroids. no way they should B that big. one of 'em tried to bench press Brinkley. looks like a gladiator!**

## **112. Be short.**

**Sample tweet @bertdecker:  
Texas!**

## **113. Talk trash.**

**Sample tweet @courtneylover79:  
i loathe interior designers, all in. end of. Rape. If you want to be broke hire one. but i desperately need an organiser/prettifier who knows**

**Sample tweet @trent\_reznor:  
You know that feeling you get when somebody embarrasses themselves so badly YOU feel uncomfortable? Heard Chris Cornell's record? Jesus.**

## **114. Share deep thoughts.**

**Sample tweet @johncmayer:  
Us humans can't even fathom the concept of the speed of light because it's really, really, really, really, really, really, really fun.**

**Sample tweet @aplusk:  
I often ponder as to how similar the name Adam and the word 'atom' are.**



**115. Bubble tweet.** Adds video to your Twitter profile. For some really funny examples, check out: <http://www.bubbletweet.com/channel/theexpert>. Funny stuff here.

Sample tweet @johnkremer:

eConVERSE before eComMERCE: <http://bbtwt.com/5j0eo>.

Great advice (and funny) for Twitter activity.

**116. Organize a protest.** New York Times April 7, 2009 headline: **Protests in Moldova Explode, With Help of Twitter.** TO check the protest tweets, search for the tag #pman. Most posts are in Moldavian (or whatever language).

Sample tweet @Zalmox3s:

Actually today and the following days , the communists and manipulators will come in here and provoke everyone to violence #pman say NO!!

**117. Join in a scavenger hunt.** Check out <http://www.tweethunter.com> for upcoming and on-going scavenger hunts.

Sample tweet @tweethunt:

CLUE: Between 2 buildings a road descends, an orifice you will find with outstretched hand. - FOUND - Keyword peekaboo

**118. Don't be boring.** As @ brucewagner once noted: Twitter users don't do boring.

**119. Share your Squidoo lens, Yahoo answer, Google knol.**

**Sample tweet @vita\_hub:**

**I just updated my Squidoo page: Health Benefits of Turmeric /**  
<http://tinyurl.com/djolgs>

**Sample tweet @exback:**

**How Do I Get My Ex Back – Step By Step**  
<http://www.squidoo.com/howdoigetmyexback2>

**Sample tweet @donreeding:**

**Diabetes question! Please help and answer!?! - Yahoo! Answers: I would like to know a few things about diabetes. ...** <http://tinyurl.com/c5rgnq>

**Sample tweet @windowmobile:**

**@AaronAdrian - here's my brief Twitter list on Google Knol**  
<http://cli.gs/q6merv> & the giant list on Twitter Fan Wiki <http://cli.gs/J3Tp1Q>

**120. Have your child solicit money for your project.** Children can be very effective promoters of their parents' work. And cute. That's why you might want to use a BubbleTweet video to do the solicitation.

**Check it out: My daughter's video about my movie:** <http://bbltw.com/9ys95> from @Nominated.

**121. Share your favorite** YouTube video of the day, quote of the day, recipe of the day, blog post, color, song, etc. It's one thing to share videos, etc. It's another thing to share a favorite. Favorites are highly recommended, special, worth checking out.

**Sample tweet @JenCuringa:**

**Between How I Met Your Mother and Chuck, Monday is my favorite night of television!**

**Sample tweet @Rebecca\_Reece:**

**My favorite band (for the moment; I tend to have a touch of musical ADD!)  
<http://blip.fm/~4nlfq>**

**Sample tweet @namaste\_vayo:**

**I love Thunderheart. My favorite movie!**

**122. Ask others for favorites.** If you need help in making a decision, ask others for their favorite.

**Sample tweet @thpeppermntleaf:**

**Any favorite recipes? I'm a new vegan. I'm living off salads, beans & rice and hummus.**

**Sample tweet @KellyAlvarez:**

**Dreaming of Maui....do you have any favorite Maui spots to share with fellow travelers? <http://mauiluxuryvacation.info>**

## **123. Reveal you don't have a clue :))**

**Sample tweet @lillyroseallen:**

**I've just been on wikipedia and still can't figure it out.  
What is a mormon?**

## **124. Do a twitterview.** Interview someone via tweets or be interviewed via tweets.

**For 20 questions on book marketing featuring @johnkremer, see <http://www.bookmarket.com/BookMarketingTwitterview.htm>, a full-page re-creation of a twitterview.**

## **125. Make a wish.** You can post wishes to the following hashtag #wish2009 to be reposted at @wish2009.

**Sample tweet @RayHeddy:**

**I wish the Internet in China in 2009 will be a complete success!**

**Sample tweet @emgula:**

**Just wanted to say congrats to the class of 2009. To everyone who graduated this year I wish the best in future endeavours.**

## **126. Propose marriage. Or any other significant proposal.**

**Sample tweet @maxkiesler:**

**To @emilychang - After fifteen years of blissful happiness I would like to ask for your hand in marriage?**

## **127. Respond to a marriage proposal. Or answer any other proposal.**

**Sample tweet @emilychang:**

**@maxkiesler - yes, i do!**

**128. Tweet from the womb. When his wife was pregnant, Corey Menscher rigged up a device and created a Twitter account (@kickbee), which sent out tweets anytime the 6-month-old fetus kicked. The baby Tyler was born on January 19th, 2009. Corey has offered the Kickbee to others to use to encourage their babies-to-be to tweet.**

**Sample tweets @kickbee:**

**Wow I'm being very active! I kicked Mommy 13 times at 03:44AM on Thu, Dec 11!**

**I kicked Mommy at 12:04PM on Thu, Dec 11!**

**I kicked Mommy at 12:18PM on Thu, Dec 11!**

**129. Tweet from another planet, especially great discoveries. The following sample tweet was tweeted by the NASA JPL team responsible for the Mars Phoenix Lander who broke the news about water on Mars via a tweet on June 19th, 2008 (even before featuring the news on a blog, TV news networks, or any newspaper).**

**Sample tweet @MarsPhoenix:**

**Are you ready to celebrate? Well, get ready: We have ICE!!!! Yes, ICE, \*WATER ICE\* on Mars! woot!!! Best day ever!!**

**130. Get out of jail. When graduate student James Karl Buck and his translator were arrested by Egyptian police while covering an anti-government protest, Buck was able to tweet one word before being taken away. His friends noted the one word update and went into action. His university eventually hired an attorney and got him released a day later.**

**Sample tweet @jamesbuck:  
Arrested**

**131. Prevent a tragedy.** When a woman tweeted a suicide threat to actress Demi Moore, Demi responded saying *Hope you are joking* and retweeted it to all her followers. Her followers were able to track the location of the woman and alerted rescue teams who brought her in for hospitalization and psychological evaluation.

**Sample tweet @mrskutcher:  
Hope you are joking RT @sandieguy getting a knife, a big one that is sharp.  
Going to cut my arm down the whole arm so it doesn't waste time.**

**Note: Thanks to Mashable.com for some of the latest ways to tweet outlined here, adapted from the following post:**

[http://www.mashable.com/2009/04/10/extraordinary-twitter-updates.](http://www.mashable.com/2009/04/10/extraordinary-twitter-updates)

**132. Recruit people.** According to *Sports Illustrated* online, college coaches are now using Twitter to increase the visibility of their programs and connect with prospects. As LSU football coach Les Miles noted, "If we can reach some people who know the prospect or is across the street from a great fan, it creates a conversation that spills into their lives, and makes LSU closer to them."

**Sample tweets @TomCrean:**

**Being in Merrillville last night was great. The Radisson was the perfect host and all of the IU ALUMNI who made it special.**

**We need to have a major presence in that area and we will. If time spent and relationships built means anything it will go well.**

**Remember to keep wearing all your Indiana gear. People need to see that visible pride.**

**Tomorrow night we are in Ft. Wayne. I expect that will be fantastic as well.**

**Sample tweet @LSUCoachMiles:**

**Just had a dinner with members of LSU staff in Destin. Had great conversation and lots of laughs. LSU is a great place with great people.**

**133. Connect with fans.** Many major sports, music, TV, and movie celebrities are now using Twitter to connect with their fans. You can do the same, even if you are not so famous.

**Sample tweets @serenajwilliams:**

**I would like to know some of the most interesting names you all have seen on twitter. I see some crazy names...**



**@tennisdeva!!! I am well.. What's wrong??? I hope that you get better soon...**

**@p84wrđ! I love you all as well. You guys inspire me. Ppl always tell me that I am an hero but you all write me & keep me laughing. Thanks.**

**Sample tweets @daratorresswims:**

**Hey, r you Mom's out there writing essays for the Moms for Simplicity contest?? Check it out cuz I want u 2 come cheer me on in Indy & Rome**

**Just dropped T off at school. Crazy busy day 4 a day off! Starts w/ a photo shoot for my next book...an exercise book that's due in April**

**Leo wanted all u milfs to see his sexy bod!!!! We just finished swimn, on 2 dryland cords & weight rm!! <http://yfrog.com/7dtx1j>**

**134. Create a holiday. Let's have more holidays. Tweet a holiday, and make it so.**

**Sample tweets @johncmayer:**

**This Friday and Saturday night will be known around the world as Pedamundo. The second weekend of June every year.**

**Petamundo takes place the weekend before father's day. 7 days apologizing for the year's indiscretions, culminating in a nice garden salad.**

**@wenyeelo Pedamundo is coming... The official kickoff to Summer partying. For the people, by the people, in the people.**

**You know that buzz you have 2.5 drinks in where everything in the world feels achievable? That is Pedamundo.**

**When the lyrics to Sweet Child O' Mine describe your life story, that is Pedamundo.**

**The official start time of Pedamundo is 5pm, EST.**

**30 MINUTES TO PEDAMUNDO!!! Please be safe and get a designated blood donor!**

**I'll be on Larry King Live tonight to talk Pedamundo along with adult film star Peter North and the cast of "Benson."**

**Pedamundo has begun for this man!!!! WOOHOOOO!!! 10 songs in. A great day & tonight off. Hold on-(faint sipping sound)-Ahhhh. Anyway, YAH!**

**@joshgroban come celebrate Pedamundo at My House!**

**135. Report on sports events from the inside. Report on games, races, and more as a participant.**

**Sample tweets @lancearmstrong:**

**St14 done. Sounds like there's quite a bit of confusion over this one... Noone, and I mean noone, wanted George in yellow more than me.**

**Our team rode a moderate tempo to put him in the jersey by at least 2 mins. Ag2r said they would not defend then they started to ride.**

**Until 10km to go he was solidly in yellow until GARMIN put on the gas and made sure it didn't happen.**

**And I reiterate. @ghincapie deserves to be yellow tonight. He deserves more than that. Look to who pulled the last 50k to see who to blame.**

**Good morning from the out skirts of Besancon. Won the TT here in 04 & stayed in this same hotel. Great place/great people. Slept like a rock.**

**St15 done. Ouch! Verbier was as hard as I thought. Alberto - super and had great punch/power. A heartfelt congrats to him. Rest day 2morrow!**

**136. Test out new jokes and comedy routines.**

**Sample tweets @hotdogsladies:**

**If I investigated sex crimes, I'd always start by questioning the guy in Adidas shower sandals. Because this job's all about instinct.**

**Some things are like fine wine and need to age. Others are like cheap wine, so finish quickly. If everything seems like wine, get a sponsor.**

**Business Tip: Always ask your Mom's permission before using her good scissors to make "serial entrepreneur" cards.**

**Sample tweets @paulfeig:**

**Accidentally attended Convict-Con. Already took a shiv to the thigh and am dating a guy named Daytona. Still no Iron Man 2 screenings. WTF?**

**"When I Am Old, I Shall Wear A Purple Diaper" #badneedlepoint**

**If chewing on ice means you're horny, does drinking hot water mean you're frigid? (Feig waits for laugh, is escorted from comedy club stage)**

**137. Write a 6-word memoir. For example, here are a few sample 6-word memoirs from the book, Six-Word Memoirs on Love & Heartbreak:**

**Married by Elvis, divorced by Friday.**

**It's like my heart has sciatica.**

**She defines happiness, I defy gravity.**

**It's worth it, despite your mother.**

**138. Get insider information on travel destinations** before you travel. You can ask for help from your followers, or you can find help by following the experts already on Twitter. For example, the tourism bureau of Portland, Oregon, as set up a Twitter profile @travelportland to answer traveler questions and offer recommendations from their staff.

**Sample tweets @travelportland:**

**Grab a stool and settle in at one of the city's Top 50 Watering Holes:**

<http://budurl.com/vf5d>

**Forest Park's wooded acres & 70 miles of trails are loved by mountain bikers, dog walkers, hikers & runners** <http://budurl.com/uapd>

**We apologize if the line at these sushi bars gets longer, but they are too good to keep to ourselves:** <http://budurl.com/pgdz>

**139. Find travel deals.** Many airlines, hotels, and travel companies use Twitter to broadcast discounts and deals, especially last-minute deals. Again,

**you can ask your followers for leads or you can follow various corporate Twitter profiles to uncover deals.**

**Sample tweets @MarriottIntl**

**@MarriottHawaii kicks off "Tweet yourself" social media contest with 25 free trips for two to the Hawaiian Islands. <http://budurl.com/68kd>**

**Staying in Northern NJ 4 business before Labor Day? Get brkfast, high-speed & local/long distance calling for a buck. <http://budurl.com/l2vj>**

**Springsteen fan? Wknd Hall Pass package @ Cleveland Marriott Downtown includes R&R hall of fame tix. \$235/nt [www.marriott.com](http://www.marriott.com) code P50**

**140. Become a twitchhiker. For example, Paul Smith relied on the kindness of his Twitter followers to help him find places to put him up for free as he traveled from the U.K. to New Zealand. You can follow his adventures at @twitchhiker.**

**141. Host a regular twitterchat in your field of expertise or passion. Host a chat once a week or so.**

**Sample tweets @DavidRozansky (he hosts a science fiction chat ever Friday):**

**@yislash I would say, don't expect editors to find your fanfic, but it can be good for your portfolio links, as a sample of work. #scifichat**

**RT @daytonward: Re: Tie-ins - Editors won't do open calls, because prefer to work w/ known quantities. Deadlines, approval, etc. #scifichat**

**@JasonMHardy Not so much about not reinventing the universe, but rather, showing you know the universe intimately. #scifichat**

**142. Do a Twitter Book Tour.** For example, @JoeFinder set up a three-day book tour via Twitter where he would be on Twitter for one hour each day to respond to reader questions for his new thriller, *Vanished*. @thebookmaven served as the moderator for the discussions, which used the hashtag #josephfinder. Specific instructions for participating in the tour were posted on Finder's website.

**Note: When running book tours, use shorter hashtags whenever possible #joefinder would have been better, or #joefind (saves 5 characters in a 140-character tweet).**

**Sample tweets #josephfinder:**

**@roncharles: Here's our blog item about this morning's spy panel hosted by @joefinder in DC. #josephfinder. <http://tinyurl.com/kw5ab5>**

**@thebookmaven: Getting started at #josephfinder for last event of @JoeFinder's Twitter Book Tour for #VANISHED. Giveaways today, too!**

**@thrillers: thank you guys so much! Buy vanished before Sat...and I'll send you a free paperback signed to you. #josephfinder**

**@thrillers: Hard writing makes easy reading #josephfinder**

### **143. Share a blunder. If you mistake, share it with your followers.**

**Sample tweet @shawnonline:**

**Tried making shrimp scampi for the first time, well it sucked!  
Send me a tweet about a blunder u have made.**

**144. Do a reverse Q&A. Example: If you'll introduce yourself, I will ask you something about your work. It's a great way to meet new people who are interesting. In less than 24 hours using this reverse Q&A technique, publisher @DavidRozansky "found 4 hot manuscripts needing a publisher," and his follow list shot up.**

**Sample tweets @DavidRozansky:**

**Let's do something different today. Introduce yourself to me,  
I will ask you a question about your work.**



**Sample response tweet @rileymagnus:**

**@DavidRozansky** Introducing myself ... Debbie Riley-Magnus, writer, publicist, poor.

**@rileymagnus** And on your publicist card, what types of books and authors do you represent?

**Sample response tweet @ClaudiaC:**

**@DavidRozansky** Claudia Hall Christian - Denver, Colorado - author, serial fiction writer, beekeeper

**@ClaudiaC** 2 Questions: Will you be at the Colorado Gold Writing Conf. and will you bring honey? I'll be there, and I love honey.

**145. Sell books via personal recommendation.** In September 2009, actor and author Stephen Fry caused a major increase in sales for David Eagleman's *Sum: Forty Tales from the Afterlives* after tweeting a recommendation. This one tweet led to a 6,000% increase in sales for Eagleman's book and a jump in rank on Amazon.co.uk from 3,629 to #2!

**Sample tweet @stephenfry:**

**You will not read a more dazzling book this year than David Eagleman's Sum. If you read it and aren't enchanted, I will eat 40 hats.**

**Followup tweet @stephenfry:**

**When I promised to eat 40 hats if you weren't enchanted by "Sum", I hope were aware that "hat" means "cashew nut" in a rare Papuan dialect.**

**146. Hitch your wagon to a star.** In September 2009, M.J.Rose called on Twitterers to tweet suggestions of books people should buy in addition to Dan Brown's *The Lost Symbol*. As she noted, "I want to remind the world that when they walk into the store this week to buy Dan Brown's latest that there are thousands of other wonderful books to buy too."

**Here's what she wrote in her Buzz, Balls & Hype blog (<http://mjroseblog.typepad.com>):**

**At Twitter I'm starting #buyplusbrown**

**I'm asking everyone who Twitters to tweet suggestions what people should buy in addition to Dan Brown on 9/15.**

**I want to remind the world that when they walk into the store this week to buy Dan Brown's latest that there are thousands of other wonderful books to buy too.**

**So go over to twitter and do your own #buyplusbrown**

**My first was:**

**#buyplusbrown: The Promised World by Lisa Tucker**

**Sample tweet @mjrose:**  
starting #buy+brown: Suggest what people should buy in addition to Dan Brown in 9/15. so #buy+brown The Promised World by Lisa Tucker

**147. Sell your house.** Tweet to sell a house.

**Sample tweet @joelcomm:**  
I've got a home for sale in Oklahoma. Thinking about listing it myself and using Twitter to sell it.

**148. Break up with your lover.** Here are some suggested tweets from *More* magazine on breaking up or getting a divorce.

**Sample tweets (suggested):**

**It's not you, it's me. And my personal trainer.**

**The house is worth half what we paid and so is our 401(k). That's why I want both.**

**I raised our kids and supported your career. Now it's my turn.**

**You've let yourself goo. And I haven't.**

**149. Tweet a hit TV show.** Tweet for comedy, and perhaps you'll get a TV show.

Sample tweets @shitmydadsays:

Remember this: you're just a luck f\*\*\*ing guy. If people start telling you your d\*\*\* looks bigger, remember that it's not.

Mom and I saw a great movie last night...No, don't remember the name. It was a guy or, no, wait..f\*\*\* getting old sucks.

You look just like Stephen Hawking...Relax, I meant like a non-paralyzed version of him. Feel better?... Fine. Forget I said it.

**150. Auction something off for charity.** Tweet a charity auction each week. Check it out via the sample tweet below.

Sample tweet @LitChat: #bagg auctions off a book for charity each week.

**151. Reprint tweets.** Encourage your followers to tweet in response to articles and interviews in your newsletter, magazine, newspaper, TV show, radio show, or syndicated column. Reprint some of the best tweets.

**152. Feature tweets in your advertising.** Bioré Skincare asked its Facebook fans to fill in this blank: *In honor of getting our pore strip on tonight,*

***fill in the blank: I think Bioré Pore Strips are \_\_\_\_\_. Here are a few of the responses to this request:***

**addictive! they work so well, I HAVE to have them!**

**words enemy of my comedos**

**a salvation from pesky blackheads**

**the best invention ever**

**pore-shrinking-forest-creating-fascinations! - to the point that my nose actually looks smaller too! I love it.**

### **153. Create a # meme.**

**Sample tweet @EmmaPerryCole: Let's go all the way tonight, no regrets, just spuds... #replacelovewithspud**

**Sample tweet @Syncophant: Come for the funeral, stay for the all meat buffet. #funeralhomeslogans**

**Sample tweet @AlfredoFlores: #mysuperpowerwouldbe Teleportation! NO MORE TRAFFIC! NO MORE WAITING AT THE AIRPORT!**

**154. And, of course, answer this question: What are you doing now?**

**Sample tweet (many users):  
Good night, tweeple!**

**155. It's okay to repeat your most important tweets. Just do it in moderation. :))**

**If you'd like to add an idea to the above list, please email John Kremer at [johnkremer@bookmarket.com](mailto:johnkremer@bookmarket.com). Or tweet me [@johnkremer](https://twitter.com/johnkremer).**

**Perry Belcher, an Internet marketer with 105,000 Twitter followers, shared his formula for the content of his tweets.**

**30% tips that help people make their lives better**

**30% anything funny (jokes, funny quotes, etc.)**

**25% compliments and praise for others (includes RT)**

**10% information that keeps them informed**

**05% what you are doing**

**5 Practical Things You Can Do with Twitter:**

<http://www.bloggingtips.com/2009/04/02/5-practical-things-you-can-do-with-twitter>

**12 Solid Tips to Enhance Your Twitter Reputation:** <http://www.makeuseof.com/tag/12-ways-to-use-free-tools-to-enhance-your-twitter-reputation>

**50 Content Ideas That Create Buzz:** <http://www.conversationagent.com/2009/04/50-content-ideas-the-create-buzz.html>. **Great ideas for tweets as well.**

**101 Ways to Rock and Be Rocked by Twitter:** <http://clicktoclient.com/101-ways-to-rock-and-be-rocked-by-twitter>. **Tip 101: Strive to provide value in every tweet. Think before you tweet!**