

# A Simple **twitter**<sup>TM</sup> Checklist

## Twitter Beginner's Guide

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### **Some simple tips to help you make the most of your time and efforts with Twitter:**

#### **Create a brief but interesting profile free of a sales pitch.**

The goal is to build relationships and network, not sell to your followers.

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#### **Upload a real photo to your profile.**

A real photo is far better than a cartoon or logo. People want to know they're communicating with a person, not a company (or fictional character!).

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#### **Add your website or blog to your profile.**

Letting people know where to find you is fine, but stuffing your site down their throats will alienate you fast. Add just one link to your site in your profile.

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#### **Before you start marketing yourself, get ahead and write out 10-15 messages or "tweets."**

Start off by communicating about yourself or joining the conversation. It's a good idea because it will give people a great impression of who you are and why they should follow you.

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#### **Follow people who catch your interest and respond to their tweets whenever relevant.**

Don't just pitch your website, but actually discuss your interests, hobbies and ideas. Doing so will get your name out there and build your own followers.

### **Want More Internet Marketing Tips?**

Check out the [PLR.me](http://PLR.me) blog.

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### **More simple tips to help you make the most of your time and efforts with Twitter:**

**For every one “promotional” tweet, you should have at least 10 conversational tweets.**

If you think that a series of promotional pitches will drive you traffic, you're wrong. Remember, Twitter isn't about selling, it's about building relationships and entering into the conversation that's already happening.

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**Use a desktop or mobile version of Twitter.**

Once you get comfortable with how Twitter works, use desktop or mobile phone applications to keep up. Take a look at: [Twhirl](#) or [TweetDeck](#) for your computer, or [Tweetie](#) for the iPhone.

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**Know when others are talking about you.**

To keep track of the conversation, there are a number of tools that will alert you when someone tweets about you, your keywords, or your website. Use tools like [TweetLater](#), [TweetBeep](#), or [TweeTree](#).

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**Start or join the conversation.**

It's easy to find something to tweet about, just ask questions, answer other people's questions, or join conversations that are already going on. Soon enough, you'll build your reputation and following.

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**Limit your time.**

Twitter may be addictive, but don't let it waste your day.



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