5 TOP TWITTER TIPS

The user base and traffic of Twitter is still steadily increasing. Having said that, it would smart to use it as one of your platforms to help grow your business.

Below are just 5 of the many ways to use twitter to market and grow your business.

1. **Be Yourself** - Your tweets should convey to others the person you are. They should be written as if you are speaking to another person. After all, you are speaking to another person.

   You are going to want to tweet relevant content. This can be your own or someone else that you share. The key here is not always sound like a commercial.

   Everyone has a timeline that is moving fast, you are going to want to stand out and want others to read your tweets.

2. **RT RT RT** – Retweeting is the twitter form of sharing. It's a way telling other that you agree with what they are saying and you want to share it with others.

   When you retweet what others say, it lets them know that you read their feed and that you want to share it, and also that you would like them to read what you have to say. It shows that you have an interest in them and not just yourself.

3. **Unfollowed Oh Well** – Do not let it bother you if you are unfollowed. You are going to want to search for people who are in your business field. Not everyone will agree with what you have to say. At the same time, you don't want to just randomly follow anyone. Many will follow you back, and others will find you by the people that they follow.

   The best thing to do is to consistently grow your network everyday with people who have an interest in what you have to say.

4. **A Good Timeline** – A good timeline is a combination of interesting content, interesting personal tweets, RTs, good conversation, and links to your personal sales info.

   Strive for a balance. These have been put in order of importance. Your personal sales info should be the least percentage wise of all your tweets.

   Remember people do not want to be sold. They want you to have an interest in them before they will buy from you.

5. **Actually Care** – Reach out, ask questions, give answers, and actually care. Your twitter feed should be a resource for your audience. These people may not be your clients right now but they can potentially be in the future. You should treat twitter like the amazing town or city in which you live. The more you give to others, the more the universe will return to you.

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