Hello,

Below you will find your customizable messages.

To edit the messages quickly and easily just copy the code phrases below into the "find/replace" feature in your text editor. This is usually found under the "edit, replace or search" menu at the top of the page.

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Instructions

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Here is a link to a quick video that will show you how to

customize all of the messages in this set at one time:

http://www.lisamcope.com/customizing-messages

- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the “replace all” button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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Copy and paste phrases

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"your name here"

"your email address"

"your URL here"

Best of luck with your ventures,

Lisa M Cope,

If you need help or have questions, please visit the help desk:

http://www.lisamcope.com/help

http://www.plrnewsletters.com

http://www.plrjunkies.com

http://www.contentcollectorsdream.com

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in receiving our emails

It’s very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first tip as soon as we receive

your conformation.

Remember we value your privacy. We will never rent,

share or sell your email address.

"your name here"

----------------------------------------------------------------

Message # 1

Subject line: Your First Issue of Twitter Marketing for Beginners

Hello "autoresponder code here",

Welcome to your first issue of Twitter Marketing for Beginners. In each issue of this newsletter, you will learn valuable information on how you can successfully use this massive social network to get more exposure for your business, products and services online.

In this issue, we are going to talk a little bit about what Twitter is and how you can take advantage of everything it has to offer. If you use the internet and stay current with the happenings online, then chances are you’ve heard of Twitter, which is ranked one of the top 10 sites in the world today with over 200 million registered members.

Making it one of the most popular social sites online today second only to Facebook. One of the things that makes Twitter so popular is that it’s extremely easy to use even though it is a very powerful platform. With Twitter, you can follow other users, make connections and tweet updates, which makes it a fun and interactive form of communication.

When it comes to marketing any type of business, product or service online it is always good to have a social media presence and Twitter makes that very easy. It gives you the opportunity to interact with your consumers on a more personal level.

In case you aren’t familiar with Twitter it’s a cross between a micro-blog and a social networking site. It’s free to use, which makes it an excellent tool for advertising. Once you become a member, you can share updates with other members. These short updates are called tweets, which are limited to 140 characters or less.

Depending on your personal preferences, updates can be sent via multiple devices like your PC, Mac or mobile devices like laptops, tablets and phones. There are also array applications that you can use to manage your account like Hootsuite, InTweets and SnapBird. If you’re Mac user, you can use the Twitterrific desktop program. It allows you to send from your computer without first logging into the Twitter.

For the most part, Twitter is used for social networking. Members can message their friends with fun and interesting updates on any given topic. Although popular with teens and adults of all ages, Twitter is very popular with college students. It allows them to stay in contact with their family and friends back home.

As a business owner, there are many ways you can use Twitter to your advantage. Whether you operate a large business or a small one, it can give your business an edge over the competition. Although most users frown upon blatant advertising, there are roundabout ways for you to market your business, which we will discuss in upcoming issues.

Whether you’re selling a product, service, or a combination of the two, you can use Twitter to spread the word about what you have to offer. For example, if you’re a web designer you can post tweets to your followers about you latest projects and designs. In the event a follower needs a website developed, they will most likely remember your messages and the services you offer first because you’ve developed a rapport with them.

As you can see, Twitter is more than just a social networking site. If you aren’t already one of the 200 million users who have tried it, now is the time. All you have to do is go sign up and start tweeting. Since it’s free, you have nothing to lose and a lot of free exposure to gain.

Make sure you look for your next issue soon. We will be talking about some great reasons to use Twitter to market your business.

Thank you again for joining,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 2

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue we talked about to get using Twitter to market your business. In this issue, we are going to go over some great reasons to use Twitter to market your business.

Are you already using Twitter? If you are than chances are, you’re only using it to communicate with a few followers, friends and family. As we discussed in the last issue, this is the most common use of this massive social network; however, it has the potential to be so much more. When properly managed, it can be very effective marketing tool.

Simply hearing that Twitter is a great marketing tool is nice, but like many business owners and entrepreneurs, you may be a little lost and confused when it comes to understanding why. That’s we are going to discuss some of the best reasons why you should start using it to market your business, products and services right away.

- Reach a large market

As we already know, there are well over 200 million active users on Twitter and it is rapidly growing in popularity every day. When it comes to marketing, this gives you almost instant access to a large audience of consumers who are interested in what you have to offer. While you won’t be able to communicate will all the members, the potential of reaching a targeted percentage of them is very powerful.

The first place to start is by making connections and building a list of followers. One place to start is to search Twitter for other users who are interested in the types of products and services you offer. You can also search for members based on email address, name, and location. Of course, you can add anyone to your list of contacts, but it’s more effective to aim for your targeted market.

- Build a following and your brand

If you are new to Twitter, you may not realize that you can create your personal or business brand and virtually dominate your market, simply by setting up a profile and building a list of followers.

Once you've set up your Twitter account you’ll want to work on your profile. Take time to customize the look and feel of your page so that it reflects the products and services you offer. Pay close attention to your bio, because this is what people will read before they decide whether they want to follow you.

You only have 160 characters to describe who you are and what you do, so you have to make it good! You’ll also want to add a good profile picture and header photo to make your business attractive and memorable.

To find out more about properly setting up you profit go here:  
[https://support.twitter.com/articles/127871-customizing-your-profile#](https://support.twitter.com/articles/127871-customizing-your-profile)

Next, you’ll want to start growing your list of followers. If you already have a list of business contacts, you can jumpstart the process by that are inviting them to follow you. Start by putting link's in your emails, on your websites and blogs asking people to follow you. You can take it a step further by putting your Twitter url on your business card, so that you can gather followers offline as well.

- Discreet advertising

While there are no rules against advertising on Twitter, there are rules against spam. For that reason, avoid sending large, bulky unsolicited advertisements. For example, encourage people to view your latest blog post, but do so no more than twice a day. Any more and your Tweets may be classified as spam.

To increase your success, cleverly write your tweets. It’s easy to make ads appear as if they aren’t even advertisements at all. As I mentioned above all you have to do is briefly discuss your products and ask for feedback. This still gets consumers to view the product, but without the pressure to buy and it will get much more positive results than simply listing products with their selling price.

Keep in mind that when you tweet about a product or service that you have to offer, it’s an easy way to create a buzz and generate interest. The more interesting you make your product or service sound in your tweets, the more buzz you can generate and the more likely it will be that people comment and share your tweets with others.

These are just a few reasons why you should give marketing on Twitter a try. While others use it solely for social purposes, you can easily turn it into an effective promotional tool for your business.

Make sure you look for your next issue soon. We will be going over some beginner marketing tips that you can start using on Twitter right away.

Until then,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 3

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue, we talked about some great reasons why you should use Twitter for marketing. In this issue, we are going to go over some beginner marketing tips that you can start using on Twitter right away.

Whether you run a full-fledge online business or if you only sell a few products online, your success depends on marketing. After all, if consumers don’t know what you have to offer, you’ll never make a profit. For that reason alone, internet marketing is crucial aspect of your success. The good news is that you have many options, including social media marketing on networks like Twitter.

Before focusing on how you can use Twitter to market the products and services you sell, it is important to understand how the system works. As we know, it’s an online service that is defined as a social network or micro-blog. Users join the site to make connections online. Then, messages or updates (called tweets) can be posted from your desktop, laptop or just about any mobile device with access to the internet.

The first step in using Twitter for marketing is to join. If you aren’t already a member, it is easy to get started. Visit Twitter.com and register for a free account. This involves creating a username, password, and providing your email address. Then, you’re ready to get started.

The next step is to develop a list of friends, also known as contacts and followers. While this may take some time, it is a fairly easy process. As I mentioned in a previous issue, you can start by inviting your existing list of contacts.

You can also search for contacts based on location, name, and email address. If you belong to an online forum or community, create a post asking the other members to check out your Twitter account. Offer to follow them on their accounts. This way they have something to gain by following you and both parties benefit.

Once you have registered for a free account and started building a following, you can start posting message that are related to the products and services that you want to promote. Your first thought may be to create a short message outlining the products you have for sale, their price, and a link to buy. Yes, you can do this, but keep in mind that even though advertising isn’t prohibited most users frown upon it.

Tip: It’s better to make your tweets sound like you aren’t selling anything, even though you are. This way your twitter feed won’t look like you’re spamming.

The goal of your first few messages shouldn’t be to sell, but to rather to introduce yourself and your business to the network. For instance, your first message could be something like “Still trying to learn my way around the Twitter. Thank you for joining me on the journey.” Then, you can work your way into marketing your products. This first personal message gives the impression that you aren’t just interested in making contact to sell.

Marketing on any social network is all about being subtle. Instead of saying “Buy a leather office chair from my online store,” try something more creative. For example, say, “I just added a new leather office chair to my inventory. Isn’t it pretty, what do you think? [www.officechairs.com](http://www.officechairs.com)”. It’s short, to the point and invites your followers to join in the conversation.

Yes, you’re advertising a product and your message implies so, but you aren’t outright asking for a sale, only an opinion. The way you word your tweets can make a huge difference in the response you receive.

Twitter members don’t want to be bombarded with direct sales offers, but you will find that many like to express their opinions or give feedback. In the end, the results are the same. If someone likes what you’re selling, they will buy.

Make sure you look for your next issue soon. We will be talking more about tapping into the power of using Twitter for marketing.

Until then,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 4

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue, we talked about some beginner marketing tips that you can start using on Twitter right away. In this issue, we are going to talk more about tapping into the power of using Twitter for marketing.

It doesn’t matter whether you have a traditional brick and mortar business or sell products and services online, internet marketing is necessity these days. If you don’t have an online presence you’re missing out on the opportunity to connect with potential customers. Think about it, what is the first thing you do when you are thinking about buying something new? For most of us, it’s go online and do some research, right?

Well, if you don’t have an online presence and in this case a social media presence chances are you’re missing out on easy sales. Did you know that Twitter profile and posts (tweets) often show up in the search engine results? It’s true, so that means you have the potential to reach a very large and targeted consumer group just by posting useful and relevant tweets.

While this issue isn’t about search engine optimization (SEO) I would like to share this article I found on Mashable with you. It has some great tips you can use once you are ready to optimize your Twitter account: <http://mashable.com/2009/06/25/twitter-seo-tips/>

Before we dive into the rest of this issue, I want to reinforce the importance of understanding that Twitter, is first and foremost a social networking site and should always be treated as such even when you’re using it for marketing.

After signing up for an account, it’s important to start to developing a list of followers and cultivate a relationship with them At first, this will be a list people that you follow in hopes of reciprocation.

Once you start following people many will return the favor, becoming your follower and that’s when the magic starts to happen. As your following grows, so will your opportunity to share your marketing messages. Discreetly of course!

There are no limits on how many tweets you can post a day. However, there is a 140-character limit, as we well know. You can also send a direct message (DM) which is a private message sent via Twitter to one of your followers. You can only send a DM’s to users who are following you and you can only receive them from users you follow.

As we have discussed before the key to using Twitter as a marketing tool is to market without directly advertising. You can do this through your tweets and by responding to other peoples tweets. Which is a great way to expand your reach and grow your following at the same time.

When it comes to finding other peoples tweets to comment on you can use the

built in Twitter at Search.Twitter.com (<https://twitter.com/search-home>). From there you can type in keywords and search terms related to the types of products and services you offer.

After you type in your query, you will be presented with a list of updates almost like you get when you use Google, Yahoo or Bing. This list will contain various information that you can use to hunt down popular tweets and users to help grow your presence.

When browsing through the list of messages pay close attention to the little icons below the tweet. From there you can tell how many time it has been retweeted (shared), added to favorites and when you click the “more” icon you can do other cool things like send the tweet via DM or email.

Look for tweets that are getting a lot of response from other users in terms of retweets and comments. You’ll notice the popular tweets come from users who have a lot of followers and post a lot of updates, these are the people you should engage with.

Start by following them and responding to their tweets with helpful information. This will get your profile in front of their followers, which will naturally grow your following. Remember, people are curious by nature and you can use that to your advantage by posting interesting information that will make them want to check out what else you have to offer.

Make sure you look for your next issue soon. We will be talking about the pros and cons of using Twitter for marketing.

Until then,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 5

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue, we talked about tapping into the power of using Twitter for marketing. I n this issue, we are going to go over some of the pros and cons of using Twitter for marketing.

As we well know Twitter can be a great marketing tool, but you still may be wondering if marketing your website, blog, products, or service through Twitter is a good idea. In most cases, it is, but as with any new method you try, you should first familiarize yourself with the pros and cons.

- The pros

Twitter is massive and it’s free to join, which is a definite plus. All you need is an internet connection. If you don’t already have a profile set up I highly recommend that you go over to Twitter.com and sign up. The process is very easy. All you have to do is select a username, password, and provide your email address. Unlike many other marketing methods, it requires no investment other than time.

As we discussed in the last issue, before marketing your business on Twitter, you need to develop a list of contacts. You start by looking for other members to follow and grow your list from there. Since Twitter has over 200 million members, this can be relatively easy using the search feature, I mentioned in the last issue. Here is that link again:

<https://twitter.com/search-home>

Tip: To improve your results, always aim for your target market when you are looking for people to follow.

Your tweets always go to your followers. Unlike other forms of marketing like email, banners ads and even other social sites like Facebook, every tweet goes to all of your followers and posts directly to your Twitter feed for everyone to see. Unless you send a direct message (DM) or tweet directly to someone using the @ symbol, which is used to call out usernames in Tweets.

Here is an example: "Hello @cooluser". You can use anyone’s @username to mention them in Tweets.

Here is a link to the Twitter glossary, where you can find out more about using symbols:

[https://support.twitter.com/articles/166337-the-twitter-glossary#](https://support.twitter.com/articles/166337-the-twitter-glossary)

Tweets are easy to create. They take less than a minute to write and send. But, don’t let that fool you they can still be very effective when it comes to getting your products and services noticed.

Twitter has global reach. You can advertise your website, blog, product or service to people all over the world. In terms of marketing, this gives you a lot of potential. You can use it to build brand recognition, drive traffic, generate interest, as well as increase sales.

- The cons

The biggest con I have found while using Twitter is that it can be addicting and distracting. Yes, your main goal is to use Twitter for marketing, but you may find yourself easily distracted when you start reading other peoples messages. The more interesting conversations you join in the more time you may want to spend tweeting.

Many people use it incorrectly and they end ups sounding too spammy. If you don’t proceed with caution and the majority of your messages sound like advertisements you won’t receive the response you’re hoping for. Twitter is about connecting with other users, not solely for soliciting sales online.

Twitter is full of activity. Did you know that users generate over 300 million tweets a day, and most users follow hundreds if not thousands of profiles? This means if you if you only tweet once or twice a day, your tweets are quickly lost in your follower’s feeds.

Twitter isn’t great for visual content, while it is evolving to include other forms of media it’s still mostly text based. If you want to share a lot of photos, Pinterest or Instagram may be a better idea for hosting them and then sharing them with your Twitter followers in a tweet that includes a link.

And of course you are limited to 140 characters, which can be a challenges if you have a lot to say. If you have trouble expressing your thoughts in just a few words you can try braking up your messages into individual, sentences that you tweet in a row almost like a story. Just make sure your individual tweets make sense or your followers will get lost in the conversation and loose interest.

Make sure you look for your next issue soon. We will be talking about using Twitter to build your email list.

Until then,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 6

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue, we talked about the pros and cons of using Twitter for marketing.

In this issue, we are going to talk about using Twitter to build your email list.

Building a list is one of the most important things you can do to help grow your business and market your products and services. What many people don’t realize is that Twitter is a great way to get more subscribers.

Any time you are marketing on a website that you don’t own, you’re running the risk that your account could be deleted or the site could change its terms and terminate your campaign.

When you build a list, you will be able to market to that list for many years to come. Best of all, you won’t have to worry about breaking Twitter’s terms, even if they change the terms later. You can market to your own list any legal way you want!

If you aren’t already building an email list the first thing you will need is an autoresponder account in order to manage your list effectively. While there are free autoresponder’s available paid account with a reputable company is well worth the investment, and you won’t have to worry about losing your list of contacts while you are growing your list.

Here are few of the top providers available:

<http://www.GetResponse.com>

<http://www.Aweber.com>

<http://www.mailchimp.com>

<http://www.constantcontact.com>

All of these services are very good and which one you use will depend on your needs and personal preferences. Once you sign up for your autoresponder account, you will need to add the code to your squeeze page. This form will allow users to enter their name and email address to join your mailing list.

A squeeze page is similar to a sales page, but it’s shorter and simpler. You need to make sure your squeeze page tells people why they should sign up to your list.

You might give away an incentive like a free report, a video tutorial, or a free course that is delivered daily to their email. You can set your autoresponder up to deliver the freebie automatically after they sign up.

Just make sure the incentive you offer is relevant to the products and services you are promoting. For instance if you sell golf clubs you could offer a short report on choosing the right set of clubs or 5 ways you can improve your golf swing over the weekend!

Once everything is set up, you can start tweeting about what you have to offer on your squeeze page. The best part about setting things up this way is that it allows you to tap into the massive amounts of Traffic that Twitter receives in a more permanent way than just growing a list of followers on the network.

Make sure you look for your next issue soon. We will be talking about a few more ways that you can improve your results when marketing on Twitter.

Until then,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 7

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue, we talked about the importance of discreet advertising on Twitter. In this issue, we are going to go over a few ways that you can improve your results when marketing on Twitter.

When it comes to improving your marketing results on Twitter, the most important thing you can do is always provide valuable content. In fact, providing information that has value is one of the best ways to grab attention and gain more followers.

It could be something as basic as a famous quote or a tip on how to improve one’s life. People are more likely to follow somebody who has some helpful words and can be converted to customers once a bond has been established in the community.

You can leave your links in some posts where they’ll look good so followers can find out what you’re offering. Always remember that spamming the link in each post can annoy people and they can unfollow you just as fast as they followed you.

- Hashtags

Observe what is currently trending on Twitter and include the hashtags in your post where applicable. Of course, they will have to match your tweet, but having a popular hashtag can send your post trending and can be re-tweeted by others, which is what it’s all about. Using this as a marketing strategy can increase your post’s viewership apart from those who are following you.

If one gets off the ground, create another one that has the same tag and add a link. Many people will gain access to your promotion if you are still popular. Avoid following thousands of people with the prospect of arousing interest. Instead, you’ll want to increase the number of people beating a trail down your promotional path and to accomplish this, you have to grab attention with the proper use of hashtags.

- Don’t overuse links

On a regular basis, you can post a link to your blog or product site, but don’t get carried away. People who pepper their posts with marketing links will soon lose their following as tons of sales pitch choking up their page irritate people. They don’t want to wade through all that much to find interesting posts. They will just block you and you’re finished. Get attention through interesting posts, and insert your links at random to get more chance of success.

- Giveaways

Offering some giveaway or holding a contest that will require people to follow you is a smart way of boosting the number of those linking to you. Be nice enough to respond to those who have contacted you or replied to your tweets. They are prospective clients so don’t lose time in getting back to them.

Twitter is a potential goldmine if you know how to use it. Don’t come off as a spammer who isn’t concerned with what people think. Remember that you are building a community of interested followers. Be active online, re-tweet other posts, reply to people but don’t overdo the links and the sales pitch.

Make sure you look for your next issue soon. We will be talking about how to raise brand awareness with Twitter.

Until then,

"your name here"

"your email address"

"your URL here"

------------------------------------------------------------

Message # 8

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue, we talked about a few ways to improve your results when marketing on Twitter. In this issue, we are going to talk about how to raise brand awareness with Twitter.

Many types of businesses these days rely on the power of social media as an effective marketing tool. One of the more popular social media sites is Twitter, which is known for uniting an immense number of individuals in one enormous online community. With some Twitter marketing skills, you can advertise your website, products and/or services in less time at a very low cost.

- Use good keywords

Search your niche for important keywords and choose the ones which you can seamlessly include in your bio. The chosen keywords should look natural. If keywords or phrases are hard to find for that purpose, choose words that are associated with your niche or subjects to discuss. Construct your sentences in relation to these words. One possibility is to add in two of these words as you talk about your work experience or special skills.

Links to your videos or articles should have a sentence or phrase that serves as an introduction for them. It can describe a solution to your target’s long-standing problem. Use a personal tone, not a sales pitch, in your technique. Add the keyword that you used in your video or article into your tweet but don’t make it sound like you’re selling something. Nothing can make you lose your followers faster than this.

- Ask for re-tweets

Don’t be ashamed to ask for re-tweets. You hear this marketing tip a lot but many don’t put it into practice. Don’t expect your followers to automatically re-tweet your message no matter how great they appreciate them. Simply request them to re-tweet any of your posts that they think will be helpful or interesting.

- Use inspiration

Twitter users who frequently post words that empower or encourage people to face life’s challenges attract a large share of Twitter traffic. Let’s say for instance that you are campaigning for a consulting company for small scale businesses. Share a couple of amazing quotes that will drive small business owners to push harder to reach their goal. You can also post advice on how to succeed in their undertakings. They would definitely want to ‘follow’ you to learn more.

- Take a Stand

Many people are inclined to ‘follow’ people who post daring statements. Don’t be afraid to disagree with the opinion if you have to. However, you can present your opposition without using strong words as they can offend your followers and hurt the brand you’re trying hard to promote.

- Connect

Even if you are using your Twitter account to promote your brand, nothing should prevent you from sharing your ideas, hopes, and dreams with your followers to allow them to connect with you in a more personal manner. You can gain their trust as they get to know the real you.

You can apply all the techniques described above or maybe some of them that will fit your promotional strategies. Bear in mind that constant practice of these techniques can increase your chances of succeeding in the future.

Make sure you look for your next issue soon. We will be talking about the power of re-tweeting.

Until then,

"your name here"

"your email address"

"your URL here"

--------------------------------------------------------

Message # 9

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue, we talked about how to raise brand awareness with Twitter. In this issue, we are going to talk about the power of re-tweeting.

Now that you are getting the hang of marketing on Twitter let's talk about how you can get your tweets to spread even further thereby increasing your chance of connecting with more people to grow your following.

Re-tweeting is a common practice on Twitter, which I’m sure you have noticed by now. It’s where you re-post someone else’s tweet that you like and you think your followers will like.

With this method, you take the original twitter message someone else has posted, and rebroadcast that same message to your followers. To do a re-tweet, simply type in RT at the beginning of your tweet and then a @ before the original tweeters username followed by their original tweet. Now Twitter will let you click the Retweet button on the Twitter website, which will set up the RT function automatically.

Whenever you are broadcasting a message, you should definitely give credit to the original poster in the way I showed you above. I know at first it may sound like this will only be good for the original tweeter, but retweeting can actually benefit you just as much if not more and here are some very good reasons why you should start re-tweeting right away.

- It provides value

When you provide value to your followers, you make them happy! You are also more likely to attract followers. Providing quality content is always a great way to build your business no matter what platform you use.

- It benefits your brand

If you point a reader to a source if good information that is truly relevant and beneficial to them, the amount of trust that they have in you will increase.

- It builds relationships

Retweeting someone else’s content is an act of kindness, and for the most part bloggers like to return the favor. You shouldn't expect someone to re-tweet your content just because you retweet theirs. Just keep in mind that your chance of being on the other end of a re-tweet increases as you retweet.

Retweeting is all about providing value to your followers so if you want others to retweet your post then you want to make sure that you are providing them with quality content worth tweeting about.

The bottom line is retweeting is a great way to add quality and value to your Twitter page. If done right, retweeting can help you educate your followers, build your personal brand, increase future traffic, and connect you to other great people in your niche.

Just be careful if you use it incorrectly, retweeting can actually hurt your personal brand and future traffic. You want to treat your followers like gold. Don't ever send them to inappropriate websites or spam them with one sales pitch after another.

Make sure you look for your next issue soon. We will be talking about marketing with @Replies on Twitter.

Until then,

"your name here"

"your email address"

"your URL here"

--------------------------------------------------------

Message # 10

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue, we talked about the power of re-tweeting. In this issue, we are going to

going to go over some tools that you can use to make marketing on Twitter easier and more effective.

Whether you want to generate more traffic to your site or you want to increase your social relationships, Twitting is a fun and exciting activity that you can quickly master and use to achieve your goals.

We already know that Twitter is all about making connections. Some people send tweets regularly (every day) and others only a few times a week. Since you are planning on using Twitter as a marketing tool chances are you are going to be spending a lot of time managing your campaigns. Thankfully there are a wide variety of tools you can use to make the job easier and more efficient.

Which leads us to our first tool, Tweet Deck  
<https://about.twitter.com/products/tweetdeck>

TweetDeck is a free downloadable application that works from your desktop and connects to your twitter account. Its main benefits are that you can see the main Twitter time line, the mentions you get and your DM’s all on the one screen.

This interface design makes it much easier to manage your Twittering. The other good things about it are you can control multiple Twitter accounts from it, re-tweet with one click and follow/unfollow – all from the one place. You can also see your Facebook timeline too!

Next, we have Social Oomph  
<https://www.socialoomph.com/>

Social Oomph previously known as Tweet Later. This tool lets you schedule your tweets, auto-follow people who follow you and send them a DM (direct message) automatically and much more. They do offer a free service but there is also the option to upgrade for even more features.

It allows you to schedule tweets to go out automatically at a time you set. This is great if you aren’t able to send important tweets because you have other commitments. It only takes a few minutes to set up and you can use to automatically post your prepared tweets.

This can be handy for business if you are preparing a product launch or an even such as a teleseminar/webinar and want to keep your followers up to date about it but don’t want to be manually posting to Twitter.

It give you the option to auto-follow people who follow you and send them a DM at that time automatically. This is a great way to introduce yourself and make friends quickly. You can add a short message in the DM that goes “thanks for following me. I’m an expert in ABC so please let me know how I can help you.”

Just make sure your message doesn’t go over 140 characters. You probably don’t want to send them straight to your website or else they’ll ignore your message because it sound like a sales pitch.

- Then you have your WordPress Plugins

If you are using WordPress for your blog, there are quite a few tools that you can use to automate your Twitter activities from inside your dashboard including:

The Official Twitter Widget

The official widget from Twitter was not designed for WordPress, however it is still a great option. It allows you to display tweets from a range of sources including your own feed, tweets you have favorites, tweets from lists you have created, search queries, and collections.

You can define the height of the widget and choose from either a light or dark color scheme. The widget contains a follow button to allow people to follow you on Twitter directly through your website.

Get it here: <https://twitter.com/settings/widgets>   
(you must be logged into your Twitter account)

TweetThis plug-in - It will encourage your visitors to tweet your blog post. TweetThis also adds a Twitter link in every blog post you create plus gives you the ability to shorten your blog post URL to fit the 140-character limit.

Get it here: <https://wordpress.org/plugins/tweetthis/>

Twitter Tools - This plug-in integrates your blog with Twitter by pulling all your tweets into the side bar of your blog. You can also use it to post new tweets from inside your WordPress blog.

Get it here: <https://wordpress.org/plugins/twitter-tools/>

Lastly, we have Simple Twitter Tweets

It’s a useful Twitter widget plugin that stores Tweets in your database so that your widget will not be blank if the Twitter API fails. The plugin allows you to display your profile avatar, and a follow button with follower count, underneath the widget.

Get it here: <https://wordpress.org/plugins/simple-twitter-tweets/>

The list goes on. I could literally list hundreds of tools that work with Twitter and can help you interact with the platform more effectively. If you want to find more all you have to do is search online and you will find plenty of options to choose from. Better yet, ask your followers what their favorite apps are and it will help your relationship grow!

Make sure you look for your next issue soon. We will be talking about dos and don’ts of

marketing on Twitter.

Until then,

"your name here"

"your email address"

"your URL here"

-----------------------------------------------------------------

Message # 11

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue, we talked about marketing with @Replies on Twitter. In this issue, we are going to go over some of the dos and don’ts of marketing on Twitter.

Do you want to use Twitter as a marketing tool? If so, it’s important to proceed with caution. Developing a brand on Twitter is important, but if you’re not careful, that brand could come with a bad reputation. So, what are the biggest Twitter dos and don’ts?

Do register for a free account and now. Unfortunately, many new marketers put off registering for a free account. Yes, there are no guarantees that your Tweet messages will lead to increased traffic or income, but you won’t know until you try.

Don’t send personal messages to prospective clients or site visitors. This is very unprofessional. If you’re trying to sell a product, don’t talk about how much fun you at a college party.

Do create two separate accounts for personal and business use. You should also avoid sending personal messages to prospective clients. You can send private messages to your friends and family, but this can be a time consuming process. Instead, create two separate accounts, as you will save time and there will be no confusion.

Don’t spam. Spam is a big violation on Twitter. You may find your account banned. If that wasn’t bad enough, think about the consequences. Your name, website, and products may be attached to your messages, resulting in a bad reputation.

Do use clever forms of advertising. Spamming is prohibited on Twitter, but advertisements are allowed in moderation. If you don’t abuse the privilege, you will not find trouble. Even still, use clever forms of advertising. Instead of highlighting your services as a professional web content writer, ask readers to review your samples or give you input on your rates. Be sure to include a link.

Don’t pressure your followers to buy. Your followers are those who signed up to receive your Tweet updates. They chose to do so of their own free will; however, they can also choose to end these updates. That is why no pressure should be applied. Users don’t want to feel used; therefore, use clever forms of advertising, as there is less pressure.

Do include a link. When sending Twitter updates to followers, include a link. Don’t over abuse links, but use them to your advantage. Once again, it’s important to be clever. Don’t spam your followers with advertisements highlighting your writing service rates. Instead, answer the Twitter question of what are you doing. Your message could say “Writing articles for a client.” Then, insert your link. You aren’t soliciting business, but making it know you work for hire.

Don’t send late night tweets. It’s no secret that home based and online workers work flexible hours. Yes, many may work the traditional 9-5, but others are up till the early morning hours. If you’re one of those individuals, know that most are not on the same schedule. For that reason, avoid late night Tweets. Followers with mobile web alerts may be awoken from sleep.

Do visit Search.Twitter.com and use @replies to your advantage. Many people Tweet about what they are doing, but others ask questions. With a search, you can find members who are looking to buy a product you may sell, looking for a service you may offer, or looking for advice you may offer on your website or blog. If so, send an @reply with a personal message and a link.

Make sure you look for your next issue soon. We will be going over some of the common mistakes you should avoid making even when sending tweets.

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 12

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue, we talked about dos and don’ts of marketing on Twitter. In this issue, we are going to go over some of the common mistakes you should avoid making even when sending tweets.

Millions of people are using Twitter to connect with each other all over the world, but when it comes to using it for marketing there are some things you should avoid doing because it will hinder your chances of success.

- Not using your picture as your profile avatar!

I'm sure you've seen it. Some users don’t post their real picture. Admittedly, a cartoon picture, or a cheaply made company logos is better than no picture at all. But the bet picture you can use if you want to make a good impression and get people to remember you is a photo of your face.

When you post your own picture it lets others know that you are real and that you’re confident enough with what you do to let others see you. You want people to recognize you as a leader in your market and having a face to go with a name always helps. A nice smile never hurts either.

- Automatically sending the wrong type of direct message through an AutoDM.

In chapter two we talk about using the tool Future Tweets that automatically sends messages to people who follow you. What we didn't talk about was sending the wrong type of message with this tool and how it can lose you followers.

Direct messages can be seen as impersonal and pushy when they aren't written properly. If you decide to use a tool that automatically send messages to your new followers keep it simple and friendly. A message saying ‘thanks for following me’ is fine, but sending automated messages promoting your business or product is not a good idea and most instances people will click the unfollow button right away.

- Trying to build a huge following before you have done some tweeting.

People will not be interested in following you when they click on your Twitter page to see what you've got, and notice you don't have much. You need to have tweeted more than, "Trying to figure this Twitter out" and "I think I've got it figured out now."

If you don't know what to say, try "retweeting" (RT) some other peoples' tweets that that are related to your niche. Read what other people are tweeting about and reply to them, this will help start up a conversation. Talk about market related news, what you're doing on your business right now. That will give you several tweets to get the ball rolling.

- Tweeting promotion after promotion.

Yes, you’re using Twitter to promote your business, but posting one offer after another will only cause people to ‘unfollow’ you. When people look at your timeline and notice that you aren't posting anything of value to them they will quickly move on.

There are millions of Twitters to follow, why should they follow you when you're only tweeting about promotions? Remember this basic rule of sales "people want to know what's in it for me"?

Always remember, Twitter is a social network filled with real people and you have to keep that in mind before you post a tweet. When you are using Twitter for marketing you must learn how to communicate and build good relationships with your followers before you start sending them promotions.

Even if you already have a good list of leads, it is still not a good idea to barrage them with promotions. As we have talked about before, promotional tweets should be sent only in limited numbers.

These are just a few of the more common mistakes committed by new and old tweeters alike. Take note of them and don’t make the same mistakes.

Make sure you look for your next issue soon.

Until then,

"your name here"

"your email address"

"your URL here"

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Message # 13

Use this as a template for even more issues

Subject line: Twitter Marketing for Beginners

Hello "autoresponder code here",

In the last issue we talked about ......................

In this issue let's go over ..................

>>>>>>>Add in your content here<<<<<<

Make sure you look for your next issue soon.

"your name here"

"your email address"

"your URL here"

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