

How To Develop A Massive Following For Your Blog Using Twitter.com

Welcome to another X-Factor video for becomeablogger.com. My name is Gideon Shalwick, and today, I'll introduce you to www.Twitter.com, an amazing new technology that can help you develop a massive following, and drive a ton of traffic to your site instantly.

Inside this video, I'll show you:

1. What Twitter is, and why it's critical that you use it with your blog...
2. How to use Twitter to build an instant following...
3. How to put your Twitter results on steroids using an amazing new software program that makes the whole Twitter process as easy as ABC...

By the end of this video, you'll know exactly what Twitter is, and how you can use it to develop great relationships with people from all over the world, and help you drive a ton of new traffic to your blog.

Without further a do, let's get straight into the first point...

1. What Twitter is, and why it's critical that you use it with your blog...

So what is Twitter?

You may have seen Twitter in the news, or you may even have heard people talk about it as the latest internet craze, but still, you might be wondering what on earth it really is and whether it could really be something you could use to improve your blogging results.

Well, let's start from the beginning...

Twitter is a relatively new technology that allows you to publish small updates of what you're doing throughout the day.

It's a bit like blogging really, except that you only get 140 characters to write your "mini-post". In fact, some people even refer to Twitter as microblogging!

But why on earth would you be interested in making small updates about what you're doing throughout the day? And who else in the world would be crazy enough to actually read what you're getting up to?

Believe it or not, Twitter has hit the mainstream now, meaning that thousands and thousands of people are now using it to make updates on their daily activities and to interact with others online.

This is proof that us humans have a need to feel connected to each other, and using an enabling technology such as Twitter.com, is just the thing we seem to like.

But, other than making updates about the "boring" details of your life, some people have actually used Twitter to increase their sphere of influence - and increase it a lot at that!

If you look at Twitter as mainly a relationship building tool, you'll come to realize the awesome instant power that it has to offer you for your blogging efforts.

For example, inside The Roadmap report, I mention Cali Lewis, the presenter of www.Geekbrief.tv...

She's a keen Twitter user. At the time of this recording, Cali has around 30,700 followers on her Twitter account. So, whenever she sends out a Twitter message with a link back to her site, she creates the potential of 30,700 visitors back to her site.

How crazy is that! Think about it - she only has to write less than 140 characters, hit the enter button on her keyboard, and she can drive instant traffic to her site!

Just imagine the awesome influence someone like Cali Lewis has on her audience. And the great thing about it, is that once you have an audience, you can drive instant traffic to your site, or any other site for that matter.

Of course, there are other Twitter users who has a MUCH greater following than Cali Lewis. Barak Obama is currently sitting at #1 with over 144,000 followers.

Obviously this is still early days for Twitter, but can you start to imagine the powerful influence you could have with such a great following?

Ok, I think you get the point. Twitter is not THAT new, so it certainly does not seem like a fad. It's been around for at least two years now, at the time of this recording. Who knows, maybe it will become as indispensable to us the same way that email became indispensable to us only a few years ago.

But if you're wondering whether you should get on the Twitter bandwagon, now is the time. The earlier you get on the Twitter train, the better chance you'll have of building a significant audience.

So, at this stage, I bet you're wondering...

2. How to use Twitter to build an instant following...

Inside this part of the video, we'll look at:

1. How to create a Twitter post
2. How to reply to other people's posts
3. How to make friends and build a real following

Become A Blogger Premium

First then, let's talk about how you can create your first Twitter post.

Before you can create your first Twitter post, you'll need to create your own Twitter account.

All you have to do here is to go to the www.Twitter.com website...

And sign up for your own account by going through the steps on their website...

Just note that www.Twitter.com may change their website from time to time, so you may see a different interface to the one on this video.

Once you've signed up, make sure you go to the Settings area...

And add some of your details there, for example your blog address and a short description of what you do or what you're about. This will help people find out more information about you when deciding to follow you or not.

There are also a number of other settings you can change here, but that's beyond the scope of this video.

Remember to click on the "Save" button after you've made your changes.

Ok, so how do you submit a new post?

Simple. Just go to your twitter home page while you're logged in...

And at the top of the page, you can enter your message. Just make sure it's 140 characters or less...

And then click on the "Update" button...

You'll then see your latest post added in reverse chronological order, along with all your the other posts from your friends...

And that's how you add your own posts! It's really that simple!

Of course, this is only the start of it, and there is so much more you can do with Twitter.

For example, say you notice that one of the people you are following writes something interesting and you want to write a reply to their Twitter post. You can easily do this, by adding the "@" symbol in front of their Twitter name, and then writing your message...

Alternatively, you can simply click on the handy "reply" button supplied by Twitter...

Of course, this may change in the future, depending on when you view this video.

Now, when you click on the "Update" button after writing your reply, your friend will get an instant notification that a message has been sent to them.

So, this is a great way of getting in touch with people who share the same interests as you do.

But how do you actually get people to follow YOU?

Now that is a great question!

There are many methods, but one that we really subscribe to here at Become A Blogger is to look at Twitter like any other social group. The keyword here is "social". And that means that Twitter is about building relationships and making friends - no spamming here.

So, the rules are exactly the same as you would have in any other relationship. And of course, just like anywhere else, applying the Golden Rule, can often lead you to Golden opportunities... if you know what I mean...

Ok, but how about some practical tips for making friends and getting a following? Here are some ideas:

1. Use the "Find People" function to find people who you may already have a connection with. Quite often, when you follow people, they will follow you back , and over time you can build a sizable list by just following this strategy. Just note though, that following masses of number of people on Twitter just so they can follow you back is a great recipe for getting your account disabled or being seen as a spammer. So, use this strategy sparingly and wisely and when it makes sense to do so.
2. Tweet about other people's stuff. Make it a point to write Twitter posts about other people's websites and remember to add their username preceded by the @ sign when you do this... Over time, they will notice your efforts, and reciprocate your actions. This in turn will lead to wider exposure for your Twitter profiles, and therefore a greater chance of increasing your follower numbers.
3. Reply to to people regularly. As soon as you see a tweet that interests you, make sure you reply and write a comment back immediately. Often you'll get a response from the other person, and as a result, the people on their list will then see your username, creating the opportunity for them to follow you.
4. Advertise your Twitter profile everywhere you can - on your website, your blog, Facebook, Myspace, podcasts, and any videos that you submit. Even think about offline places where you can advertise your twitter profile. Basically, the more visible your make your profile, the better chance you have of people following you.
5. Make sure your Tweets are about things people would be interested in. For example, whenever you read a great article online, why not tell all your Twitter followers about it by sending them a quick link via Twitter?...

Become A Blogger Premium

Over time, people will start to know you as a valuable resource, and may even recommend other people to follow you as well.

These are only a few simple techniques you can use to help grow your following on Twitter. But it's really like anything else you want to be successful at - if you want to see the results, you need to put in the effort.

You can get many more ideas for gaining more followers if you do a quick Google search for "How to get more twitter followers"...

Regardless of what you do though, Twitter is a force to stay, and the earlier you get onto it, the better!

Now, after you've been using the Twitter.com interface for a while, you'll notice that it's a bit of a pain to log onto your account every time you want to submit a tweet. And you may also realize that your options are rather limited on the Twitter.com interface.

So, inside the next section, I'll show you an exciting new application that you can use to essentially put your Twitter results on steroids!

But before we get into the next point, It will be important for you to first create your account, and make sure you follow at least Yaro and myself so that you can see how amazing this new technology is.

So, pause the video now...

Create your own account...

And once you're signed up and logged into Twitter.com, make sure you visit

www.twitter.com/gideonshalwick...

Click on the follow button...

And

www.twitter.com/yarostarak...

And click on the follow button...

Once you've done that, come back to this video, and press play to watch the rest of it...

Next, let's move onto the final point in this video...

3. How to put your Twitter results on steroids using an amazing new software program that makes the whole Twitter process as easy as ABC...

Ok, now that you've signed up with Twitter.com, it's time to put your Twitter efforts on steroids... so to speak.

Note though, that you do not actually have to use this new program I'm about to show you, but it does make the whole Twitter experience a lot more fun.

So let's get into it...

The program I'll show you, is called TweetDeck and it's basically a fancy interface for Twitter.com.

So, instead of you logging into your account at Twitter.com every time, you can simply use TweetDeck's handy and easy to use interface.

Ok, so let's download this program...

Inside your Internet Browser, go to www.tweetdeck.com...

Now, notice that Tweetdeck is still in Beta form, and their website is likely to change over time. So, depending on when you're watching this video, their website may look different to what you'll see on this video.

Don't worry about it though, because the process for downloading and installing the software should stay very similar.

Scroll down to where it says "Install" and click on the Tweetdeck image or whatever download image or button they may have on the page when you're going through the process ...

If you don't have Adobe Air installed yet, it will ask you for permission to install it as well. If you do get asked, just go ahead and click on the "yes" button.

The download will then start automatically.

You will then get asked whether you want to install the application, and then just click on install...

And then Continue...

Agree to the agreement...

And then the installation should continue automatically...

Become A Blogger Premium

Next, enter your Twitter username and password...

And click on Sign In...

The default page for TweetDeck will then open up, with messages from all your friends in the left column...

All replies in the next column...

And any direct messages in the next one...

Of course, this may look different for you, depending on which version of the software you install.

Every time you get a new message from someone in your All Friends list, the new message will appear in the All Friends column...

And the same goes for the "Replies" and "Direct Message" columns...

If you want to create a new message, all you have to do, is enter your message in the space provided...

And hit the enter key on your keyboard...

If you want to add a website address, you can use the handy "Shorten URL" feature. Simply type in your message...

And then enter the URL that you want to get shortened in the space provided...

And click on the "Shorten" button...

It will then automatically create a shortened version of your long URL...

If you want to reply to anyone, all you have to do, is hover over the picture of the person you want to reply to...

And then click on the "Reply" button...

This will automatically enter the user's name, preceded by the "@" symbol...

Similarly, you can also send a direct message to someone, using the "Direct Message" button...

When you use this feature, your message will only be sent to that person, and no one else will be able to see it.

You can also "re-tweet" someone else's message...

Which is handy if you want to score some brownie points from the original sender...

You can also delete your own tweets...

Or add someone else's tweet as one of your favorites...

Now, to make your Twitter efforts even more effective, you can use the handy "Group" feature to create special groups inside your TweetDeck interface.

For example, you can use it to create a special new group, that only includes your really close friends...

This way, you can easily follow their tweets without them getting lost in all the other tweets from all the other people that you are following.

Of course, you can create multiple interest groups to follow people within specific topics or niches. This in itself is an amazingly useful feature to use, and can save you a lot of time, and make your Twitter time a lot more effective for staying up to date with what's happening in your niche.

That's the basics of using the communication tools of TweetDeck, and it should be enough to get you started.

My recommendation is that you just start using it, and learn as you go. There are many more great features that TweetDeck has to offer, and it can really make a huge difference to your experience of using Twitter.com.

Before I conclude though, I'd like to remind you that you can follow both Yaro and myself on Twitter and see what we get up to during the day. If you're inside TweetDeck, it's really easy.

All you have to do, is click on the search button...

Type in gideonshalwick as one word...

Press the enter key on your keyboard...

Then under the new search column that got created...

Look for my profile...

Click on my profile name...

And then click on the follow button...

Then, do exactly the same for yarostarak...

And this brings us to the end of this video.

Let's have a quick recap of what we talked about...

1. First, I showed you what Twitter is, and why it's critical that you use it with your blog...
2. Then, I showed you how to use Twitter to build an instant following...
3. And finally, I showed you how to put your Twitter results on steroids using an amazing new software program that makes the whole Twitter process as easy as ABC...

If you implement the simple steps I've just shown you inside this video, before long you will have built up a steady following, which will open up all kinds of opportunities that you never dreamed possible before.

Thank you for watching. I'm your host Gideon Shalwick, and I hope to see you on Twitter real soon!