

Twitter Marketing

Twitter-The Next Revolution in On-Line and Mobile
Communication

By: Walter M Prorok Jr

&

Edited By: Chris Vendilli

Prorock Productions 2008

All Rights Reserved

Table of Contents:

Introduction to Twitter.....4

How Can Twitter Work for You.....4

Biography.....6

- Let's Get Up to Speed.....7

Purpose of This Book.....7

Looking For the Next Best Thing.....7

- So What's Next.....8

Who Started Twitter?9

Marketing on Twitter.....11

What's the Point?.....12

Getting Familiar with Twitter.....13

Basic Settings for Your Profile.....14

Direct Messages.....16

Tweet Tweet.....17

Moving Right Along.....19

- Password.....19
- Cell Phone.....19
- Twhirl.....20
- Instant Message.....21

Notices.....21

Adding a Photo.....22

Design.....23

How to Integrate Other Applications.....24

- Let's Begin With Twitpic.....25
- Facebook.....26
- Myspace.....27
- TinyTwitter.....27

Twit Bots.....28

Word Press Blog.....28

We Start to Come Full Circle.....29

Now We Get to the Section on Spamming.....29

Conclusion.....30

Thank You.....31



Introduction

www.Twitter.com

Twitter is new and innovative online mini blog page that integrates not only your computer, but you cell phone, IM (instant message), and other online communities (Facebook, Myspace, ect...).

The way it works is by first signing up and creating a profile. It's nothing fancy. You create a profile name, up load a picture, and (if you want) set your cell phone to connect with Twitter.

Then after that you set up a small profile. You follow other people and have your own following. A **Following** is just a fancy word for friends. What happens next is that you can send and receive "**Tweets**", small messages 140 characters in length.

It works great for people on the go who want to stay connected to their online community. Since it works in real time a small piece of information can be broadcasted in seconds. The earthquake disaster in China May of 2008 was "Tweeted" around the community even before CNN knew what happened. It's that fast.

So How Can Twitter Work For You?

Twitter can work for anyone who is interested in keeping updated on new trends whether it is work, school, or just for entertainment. Think about it, when a new restaurant, movie, or YouTube video comes out where do you hear about? Your friends and family?

I know myself personally I always hear of new bands before they ever break from buddies of mine. So think about all the great new things you could learn or be a part of with a large community like Twitter right at your fingertips.

Beyond that Twitter has the ability to have basic updates that are timely. This is very effective to people who need to know what you are doing at that moment.

- At work it would be nice to let other people know if you are running late for a meeting, right?
- For the college kid you can let people know where the party is at or if it has changed location.
- At home you could even go as far as letting the family know that dinner will be at 6:30 p.m. instead of 6:00 p.m. as usual. Very convenient.
- Learn new things about people that you would otherwise not have the time to do.
- Update your website and let everyone know about it the minute you are done.
- Heck, tweet your message so you can go see what you did two weeks ago, in case you forgot.

The great thing about Twitter is that it works in “**Real Time**”. When you send a Tweet it is instantly posted on the message board. If you have your cell phone connected with Twitter you can also receive Tweets through Text Message.

We all live by crazy schedules and it is hard to keep in touch with people we care about. And in this day and age everybody and their mother are on the internet. So be the first to take advantage of what Twitter has to offer.

Twitter can not only bridge the gap between people, but it can also bring together other online communities. While bringing together these other online assets you can make **marketing** on the internet simpler for yourself.

I will show you how to incorporate other online communities while making your life a whole lot easier by Marketing on Twitter. Also I will talk about setting up **automated messages** that will hit a larger audience bringing you more business.

Bio- (Don't Worry I will try to keep it short and sweet)

Let me first start by introducing myself as a person who likes to try new things and find adventure. I work 40 hours a week just like everyone else. I have to two jobs in fact. One is a part-time furniture salesman and the other is as a guitar instructor. How did I get here? Don't ask.

I lived in Boston for two years while I attended Berklee College of Music. Boston was a great change for me as a young person. I grew up in the suburbs of Pittsburgh, Pa and let me tell you something nothing really exciting happens in the "Burbs". But living in the city I was exposed to a lot of different people and personalities in a short time.

This helped me a lot later on in life. We all meet new people. Learning how to identify with a new person can be the difference between a friend or an enemy. So being able to associate with different types of people was a real bonus for me. With that I learned about the great benefit of **networking**. That was a life long skill that I acquired and will continue to use.

Some of my fun filled activates are recording music in my home studio, playing shows with my band, fishing, reading, and just relaxing. I now live in the city of Pittsburgh in a borough called Shadyside. If you have ever been to Boston it is very much like that, without all of the colleges everywhere. I grew up around a lot of nature as a kid. I always have to get outside or away from the city to fulfill that need of being one with nature. (Damn Hippie!)

I have a lot of free time at my job which gives me the opportunity to surf the internet and check out new sites while staying up on current events. Twitter was just one of those things that I came by one day on Facebook (an online community that now anyone can join). A good friend of mine included the website and a short description about Twitter on his profile one day so I decided to check it out for myself.

What happened after that was the creation of the E book that you are now reading. So from one experience I had on the internet spawned a new chapter in my life.

Let's Get Up to Speed

A year after graduating college I found myself looking in every direction except for the one that matter the most, forward.

After much consideration, blood, sweat, and many tears on trying to find a “real” job I decided that the only way I would be doing justice to myself and my talents was to write this book. I have always wanted to do something creative with my time i.e. music, but have come to the realization that I can do what I love on the side, but always take care of business first.

I hope the information in this book will help you see that the internet and its many wonders, when used correctly, can open up doors that would otherwise seem tightly locked. Shall we continue?

The Purpose of This Book

I'm not going to educate you on a get rich scheme (although that would be great). I believe that if you give a man a fish he won't go hungry for a day, but if you show him how to fish he will be able to feed himself for a lifetime. I want to share with you this valuable information that can help you and your business take the next step.

From my experiences over the past few years, I have gained a keen perspective of things. I share this with you in hopes that it will spark some new and creative ideas for you, as it has for me. Not everybody has to be a computer wiz now-a-days to really grab a hold of some of these concepts. They will be presented in the most simple and effective way I know how to write them.

Looking for the Next Best Thing

For years I have been exploring the web looking for new and innovative ways to keep in touch with my family and friends. At first email was the most effective way to communicate with people over the internet.

Next there was **IM** or instant message. The downfall of this program is that a person has to know the other person before they can communicate. Which is lame and

not a great way to meet “New People”. It was basically the first wave of a text messaging that we now use on our cell phones, except IM you need a computer.

One of the biggest waves to ever hit the shores of the internet was **MySpace**. People would rave about this website. Yet in recent times many crowds are getting bored with it. I’m sure many of you reading this book have a MySpace page. It has features that, if use effectively can prove to be a powerful tool for marketing. Who was the most popular person on MySpace, Tila Tequila? Now she is on magazines and televisions show because she could market to vast amount of different people, mostly dudes.

You mass communicate within MySpace by using the bulletin board. This USED to be a great way to get information out, until everyone started using it that is. The more friends you have, the more bulletins are going to be posted on your board. Within 20 minutes, your post is likely to be at the bottom of the board, or worse yet, not there at all! Oh well ..

Facebook was another great application that allowed me to become part of an online community. I joined when I was in college. Back then college and high school students were the only people who were privileged enough to get a piece of that pie.

Recently though Facebook has opened its doors to everyone. So, if you haven’t yet joined, now would be a great time to do so. Anthony Kiedes (Red Hot Chili Peppers lead singer) has joined and his popularity has gone though the roof. Just joking Anthony, we always liked you.

I always liked Facebook, because it was really easy to post a show that we were playing by sending out a mass message. People would hear about us in college and join our Facebook group. When the time came to perform we would send out one to three messages in a week and the house would be packed when we finally would perform.

I still use it to this day to promote for shows.

So What’s Next?

Not everyone has the time to sit down and create a profile with all of its bells and whistles on MySpace especially if you are a driving businessman or woman who uses the internet to further their careers.

So the next question is “How can a small business or large corporation pull in new customers from the internet without spamming people?”

The answer simple enough...Twitter. Using Twitter is like being in the center of a large room or auditorium and screaming out one announcement and getting everyone’s attention at once. Your voice on the internet can be that big if you want it to. It’s about creating that buzz you want people to respond to.

I got very excited when I realized that people I never met before could follow me. The purpose of a follower is basically having someone become your friend, except they call it **Following**. When they follow you the other person will get “**Tweets**” or a short message **140 characters in length**. And vice versa, you will receive these tweets on your message board from others.

You can set up your phone to receive tweets from people that you want to hear from. It goes directly to your text message box, trust me it very convenient. A friend of mine set me a Tweet and a picture from Philadelphia of him standing next to the Rocky Balboa statue. I’m sure he would have put up on his MySpace page later, but the point is I got that message in real time.

He took the picture+ put it on Twitter = AWESOME (I love the Rocky Movies).

Now a person on Twitter can post one “Tweet” on their profile and have an unlimited number of people look at it. So let’s say there is a “**One Time Offer**” on your website. By putting up a Tweet on your profile and including your website, you have others pass along your message to their community. This makes the possibilities endless!

[More about this later in the Marketing Section](#)

Who Started Twitter?

Evan Williams was born March 31, 1972 in Nebraska. He is an American entrepreneur who has founded several other Internet companies including:

- Pyra Labs- It was one of the first applications for project management software.
- Blogging- Is an online tool that many people use today for personal and business practices.
- Twitter- The mini version of blogging which is used for real time updates.

Evan Williams is the reason why we have blogging today.

A **blog** is essentially a webpage that is maintained by an individual. What that individual does is post “Blogs” or daily logs on that webpage about anything: sports, news, personal interest, whatever it doesn’t really matter what the subject is about. Then other people can read these Blogs or add their own comments to the thread.

Despite internal conflicts Pyra Labs was acquired by Google on February 17, 2003. Williams left Google in October 2004 to co-found Odeo, a pod casting company. In late 2006, Williams co-founded Obvious Corp with Biz Stone and other former Odeo employees. Obvious has acquired all previous properties of Odeo, Inc., including Odeo and Twitter.

Obvious Corp. spun out Twitter into a separate company in April 2007. Sonic Mountain acquired Odeo in May 2007. PC Magazine named Evan Williams, Paul Bausch and Hourihan, the Blogger team as *People of the Year* in 2004.

<http://blog.obvious.com/2007/04/twitter-inc.html>

Here is a direct quote from the man himself.

“When we started Obvious in October of last year, we had a good feeling about Twitter. However, it had been launched publicly three months before and was only growing slowly. I wouldn't have guessed that by March it would be consuming all our resources (our weekends, our servers...)”

“As I've mentioned before, the plan for Obvious is to build a series of products, which hopefully gain from being part of the greater whole. I also said, "When justified by growth, resource needs, and desire of the team, we will spin off growing properties to form their own entities....”

Every idea that anyone has ever had and turned it into something great did it because they believed in it. Just one thought can spawn the beginning of something great, if you’re willing to put in the time and effort.

Somebody once told me that, "Nothing goes comes easy. You have to see it through before it becomes something great."

Work does not seem to be something we value anymore in this day and age. But think about something you have done recently or in the past couple of months. Do you remember how excited it made you?

It's called **Inspiration**. Now I know that sounds crazy but it does happen to people. Once you do get inspired about something you start to feed off of that positive energy and you want to do more.

Evan Williams came from Nebraska. Just a small town boy with big time ideas, that he put those ideas to work and built a great successful company with them.

Marketing on Twitter

Running a successful business doesn't have to be as hard as most people make it out to be. By working "smarter" instead of "harder" you will guarantee your success in the future. By starting today and applying information you might already know and learning new tricks along the way, you will definitely put yourself and your business on the cutting edge of competition.

Updating your Twitter messages is like giving your guests the menu before they go into the restaurant. Once in awhile give them a special, or a good reason why they want to return to your site. Again in a world of advertising, be tasteful in the way you present a message. Nobody likes being bombarded with information all the time, that's why they have a TV.

The best way to keep on track is have your website on you profile. If not your website then add a blog that you can update weekly or daily with fresh information or pictures for your potential customer to view and read about. This will not only gain a person's trust but also make them feel good about spending their time on your site..

When you involve your customer they are more likely to come back because they trust you. Once you have gained a person's trust remember to respect it. I would never want to be tricked into anything. It has happened before and it is a terrible feeling when you do get duped. Be sure that sincerity is one of your best qualities when sending out a tweet for your business.

.Adding a video to your webpage can really help people put a face to the name. Even if you are not the most camera friendly person a short video 30 seconds to a

minute can really push your website. Introduce yourself, explain your website, and remember to plug the site www.whatever.com (this is a real website about vacations).

Think of it as a short commercial. Inform the potential customer about a free membership or a discount to customers who sign up. It does matter whatever you choose to add is up to you.

This can all be added to your webpage and then marketed on Twitter. From **Twitter** **later** you can send a message everyday to Twitter at a certain time with your website's information and a small message, "Tweet". Now you have a sense of what is going here, or should I stop? It's basically free advertising.

The process is already happening. If you don't try this angle somebody else will. So why not be the first inline? The more you get the word out about what you have to offer the more people will respond. Even if they don't join your site they could potentially tell a friend who would be better suited for your services.

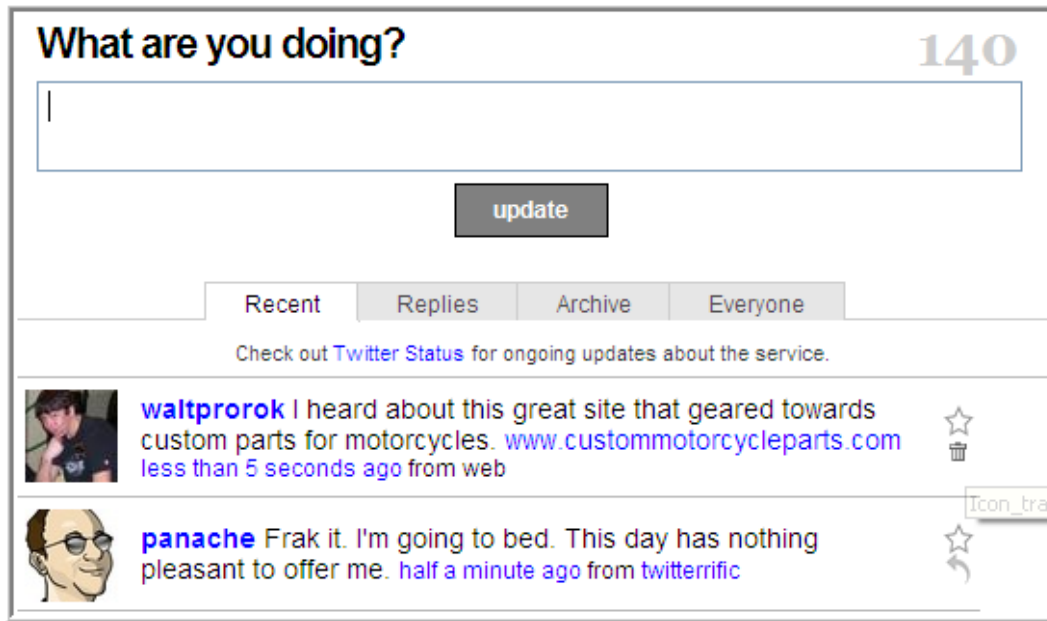
What's the Point?

Now the whole reason we are marketing on Twitter is get people to your site. So once they get there make it worth their while. The sum of the parts is never greater than the whole. What I mean is that everything should have a balance. If all you do is market, market, market that's great, but you want to make money so be sure to put the same amount of care into everything you do. Remember what you are trying to accomplish is getting more traffic to your site. So you can make more sales.

Since Twitter has not been around for that long you will be a pioneer on a new frontier. Charting out new territory and be patient, give it time to grow (Rome wasn't built in a day). This is a great time to get involved because it is a new market. I don't want to call it a fad, because fads come and go.

Longevity should be your main concern. Keep in mind things are constantly changing and if you can change with it you will be better off and more successful. Once you start believing that there are only positive possibilities the rest will take care of itself.

Even before you launch a new site why not create a buzz in the online community. Get people to talk about your site on Twitter as if it is the next big thing. This can really help get some excitement behind your launch.





What are you doing? 140

update

Recent Replies Archive Everyone

Check out [Twitter Status](#) for ongoing updates about the service.


 **waltprorok** I heard about this great site that geared towards custom parts for motorcycles. www.custommotorcycleparts.com less than 5 seconds ago from web

 **panache** Frak it. I'm going to bed. This day has nothing pleasant to offer me. half a minute ago from twitterrific

Here is an example of what I mean. I Twitted this message and look at the guy right below me. He has nothing positive to say about the moment. Don't be like panache (whoever he may be); keep you chin up, stay positive, and move forward. You are in control.

Getting Familiar with Twitter

Before you can use Twitter you have sign up for an account just like everybody else. Don't worry its free and they won't ask you for a note from your second grade teacher to join.

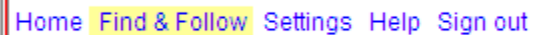
1. You first want to click on to the webpage: www.twitter.com
2. Then click the  button on the center bottom part of the page.
3. After that fill in the appropriate information:
 - User Name:
 - Password:

- Email:
- Humanness Box:(You will have to type in a set of numbers.)
- Lastly you can click the box if you want monthly emails sent to your account about updates for the site.

Basic Settings for Your Profile

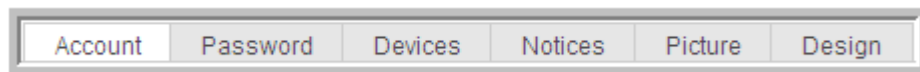
After you have set up your Twitter account there are some cool things you can do to make it personalized and more convenient.

Also you can find people in your city or other cities by clicking the **Find & Follow** Tab. Type in the box a city or state and it will bring up people from that area. Then all there really is to do is start clicking away at the Follow button on those you wish to stay in contact with." NOTE: You can only follow about 50 to 100 people per day at most. Otherwise, Twitter will delete your account. Play it safe and keep the number of people you add that you are following to under 50 per day."



Home Find & Follow Settings Help Sign out

On the top right hand side of the page there are a couple tabs you can click on. Point and click on the **Settings** tabs and a new window will pop up. There are a couple of different options to choice from as I have included these options in this picture.



The first page that automatically shows up will be your **account** page. From here you can enter your real name or a nickname, change your user name, set the time zone, include a URL, enter a short line about your bio, enter your location, and pick a language.



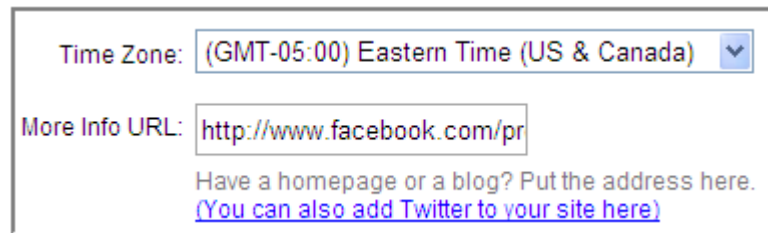
Name:
Enter your real name, so people you know can recognize you.

Username: Your URL: <http://twitter.com/USERNAME>
No spaces, please.

From here you can enter your real name, a nick name, or something you use to identify yourself on other online pages. I just like to use my real name (I got nothing to

hide). Next you can change your username if you want to something else. It's just an option and Twitter will make sure that name you choose is available.

You can change your email address. It is for the people who choose to have emails sent to an account of their choice.



Time Zone: (GMT-05:00) Eastern Time (US & Canada) ▼

More Info URL: <http://www.facebook.com/pr>

Have a homepage or a blog? Put the address here.
[\(You can also add Twitter to your site here\)](#)

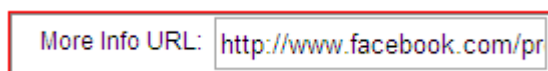
Underneath that is a time zone option. This something you want to set because it allows other users to know when your most recent tweet was initialized.



<http://www.facebook.com/profile.php?id=14220938>

The URL feature is something that I find very interesting to use. With this setting you can type in a **URL** or **Uniform Resource Locator**, it basically means a web page address which is found on the top part of your screen. Find the address you want to use and copy it.

Once you are done with that simply go to the box that you put the copy of your URL into: it will look like this.



More Info URL: <http://www.facebook.com/pr>

1. Left click into the box.
2. Then right click and hit copy.

After you are done doing that the next two boxes are a cinch. The bio box is a one liner that will be shown on your profile when someone clicks on you. Here you can put whatever you want.

For example: *Twitter Marketing by Walter Prorok for more information click my web page.* Or you can keep it blank it's totally up to you.

The last two things to do on this page are to click the privacy box which, when clicked will only let people who you want to **Directly Contact** you be allowed only if you want them to. Also if you follow someone when this feature is used they have to agree to let you follow them. It just a privacy issue.

Last, but not least, is the **Save** button. All your hard work will be lost if you don't click the save button. But don't worry if you don't. Just repeat the steps above and you will be fine.

Direct Messages

www.tweetlater.com



A direct message is pretty straight forward. You type the message and send it to the person of your choice.

But what if you could send an **Automatic Message** every time someone follows you? It is possible, with Tweetlater. The user can set up Tweets to happen later on the day, week, or month. It also has the capability to send a direct message to anyone who follows you. With this you can include your business's website and other information to them.

From a marketing standpoint, what could be better then having people you never met before checkout your site without you even knowing about it. Its hands off and simple. It's just another great way to contact potential customers without really doing that much work. I like the sound of that.

Tweet Tweet



I have mentioned earlier about the “Tweets”. They are not the only way to communicate with people on Twitter. Another great message feature is the **Direct Message**. With a direct message you can set it up to contact a person when they follow you. It will be an **automated** thing that you can set one time and forget or change depending solely on you

When you set up your account with Tweetlater you have to jump through a small hoop. The website gives you directions to set up the device. Here’s what it looks like.

Account Password Devices **Notices** Picture Design

Auto Nudge: Nudge me if I haven't updated in 24 hours
This will send a txt to your phone or message to your IM account.

@ Replies: Show me [What is this?](#)

New Follower Emails: Email when someone starts following me

Direct Text Emails: Email when I receive a new direct message

Email Newsletter: I want the inside scoop—please send me email updates!

Save

- In your **Notices** page in your profile with Twitter click the box that is highlighted in red.
- After you have done this in Twitter you are going to open your email page that you have associated with Twitter and find your **Preferences** button, click it.
- Next find the **Auto-Forward** category and click that.
- What should come up next is a page that looks similar to this.

Enable/Disable email Forwarding for: waltprorok

Enable email Forwarding: No Yes

Keep a local copy: No Yes

Forwarding email address:

Update Cancel

- From here click **Yes** to enable email forwarding from this email address.

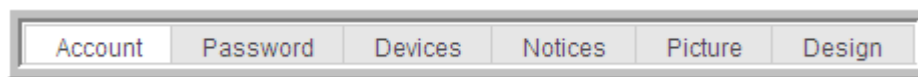
- Last thing to do is type: **twitterfollow@tweetlater.com** in the forwarding email address box.
- Hit the update box.

Once that is all set up you want to add a message that will be placed in the direct message box of a person who wants to follow you.

Click on **My Twitter Accounts** and if you have not already done this add one of your Twitter accounts, but I remember having to enter that information when you first sign up. When you do add a Twitter account there is an option to send a direct message to new followers. Click that option and type in your desired text.

Now you will be able to change your outgoing messages sent to those who follow you by clicking Manage Tweets. You are also able to post Tweets that appear in your profile at a specific date and time. Hence the name of the site - TweetLater.com. To access this feature, select "Manage Tweets" and then "New Tweet". After typing your message, select the day and time that you want the message to post to your account.

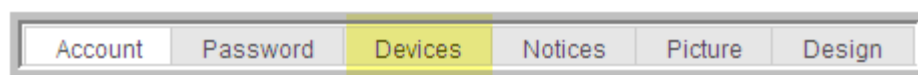
Moving Right Along



Password

The next customization you can do is changing your password when ever you want. (Customization, now that's a fancy word). There is only one thing to do on this, so try not to screw it up. Just joking.

1. Type your new password: xxxxxxxx
2. Then re-type it: xxxxxxxx
3. Click the Change Box and your all set.



Devices (This where it starts to get convenient)

Cell Phone

Twitter really shines when you are away from your computer. By setting up your mobile phone as instructed by Twitter, you can get tweets sent directly to your cell phone and you can send tweets through your cell phone as well.

1. Click the box that says you agree with the standard text message fee that your phone carries and click **Save**.
2. Next you will have to send a small text message to a given number that Twitter will supply you with.
3. Done

At any time you want to stop having text messages sent to your phone all you have to do is send the word "OFF" to the replier.

One last option you can use is the **Sleep** option. With this option you can choose when you want Twitter to stop sending you messages. I picked the hours between 12 a.m. and 8 a.m. You can choose whatever hours are best for you. I just liked those ones.

IMPORTANT

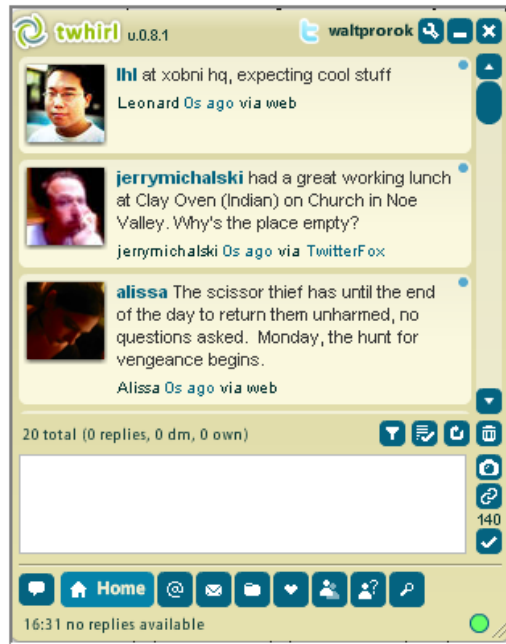
Remember that you will be charged for a text message every time you send or receive a text. Most cell phone companies offer unlimited texting with their plans so make sure if you are sending a bunch of text messages on Twitter that you won't be charge a ridiculous amount for this feature.

Twirl

<http://www.twirl.org/>

This a great application for those who want Twitter up all the time, except they don't want a web explorer constantly in their face. It is great application which functions on your desktop and anytime someone "Tweets" you will be the first to know.

Click the web page above or type it into your web browser. It is a very simple download. Once it has downloaded onto your computer just add your Twitter **Username**, hit add, and then type in your password. After that is done it will be up and running.



Twirl is a third-party bot that was designed by someone who was not involved in the Twitter creation. A **third party bot** is any creation that is associated with a primary party. With this freedom you can create great side applications that work well. Twirl is just one of those bots. And there are more.

Another great thing is that it will be running but out of sight. On the bottom right side of your PC, in your system tray, Twirl will sit there and run until you turn it off. Whenever someone tweets a small bell sound will alarm you of the tweet and show you a small balloon of what they said. Pretty cool huh? You can turn off the bell sound if you want.

Instant Message

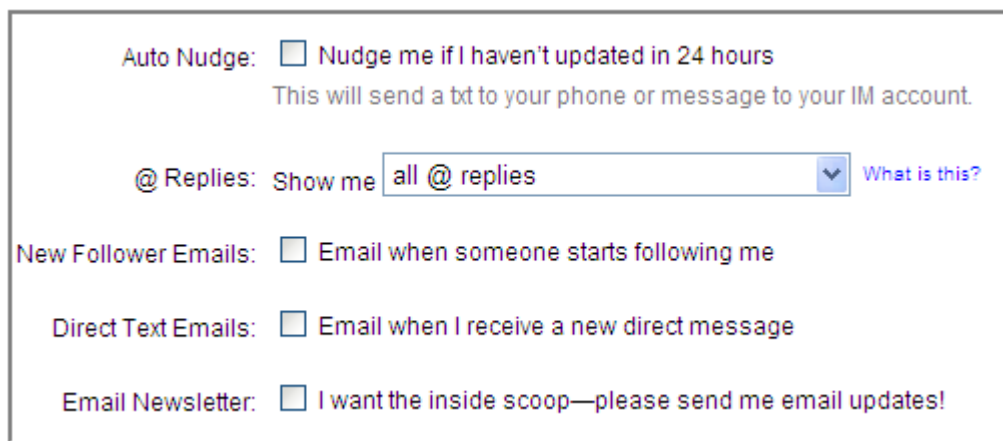
If you prefer instant message this option is for you. The only three IM's that Twitter carries right now are:

- GTalk
- LiveJournal
- Jabber

What to do is type in your username and hit save. After that you will be all set up. So if you don't subscribe to any of those three it's not the end of the world.

Notices

Notices are just little reminders from Twitter. You can choose from a couple of different options which I will go over with you. Most of them are self explanatory so I will try to make this short and painless.

A screenshot of the Twitter notification settings interface. It features several options, each with a checkbox and a text label. The 'Auto Nudge' option is unchecked, with a sub-note: 'This will send a txt to your phone or message to your IM account.' The '@ Replies' option is set to 'all @ replies' in a dropdown menu, with a 'What is this?' link. The 'New Follower Emails', 'Direct Text Emails', and 'Email Newsletter' options are all unchecked.

Auto Nudge: Nudge me if I haven't updated in 24 hours
This will send a txt to your phone or message to your IM account.

@ Replies: Show me [What is this?](#)

New Follower Emails: Email when someone starts following me

Direct Text Emails: Email when I receive a new direct message

Email Newsletter: I want the inside scoop—please send me email updates!

The **Auto Nudge** will send a message to your cell phone or IM if you have been idle for more than 24 hours. I did not click this box because if I don't have anything to say I would rather not be bothered. It's a good option again if you are launching a new site and have 1000 other things on your mind and forget to send a message.

Replies will give you the option to view only your followers, people you are following, or everyone. I chose **all replies** because you never what could pop up in your favor.

The next three options are all email based. Every time you get a **New Follower**, a **Direct Text** this notice will send an email to your chosen email account. The Email Newsletter will send you an email update on new things that are happening with Twitter.

This one I would recommend checking because Twitter is growing and changing very fast. Since it is still in the infant to toddler stage there will be a lot to come which will be very exciting to see.

Be sure to always **Save** your updates. Twitter will not do this for you.

Adding a Photo

Adding a photo will personalize your profile even more. It will put a face to your name. This will help other people recognize you when you send out Tweets. It does

not necessarily have to be a picture of you. Some people like to use a cartoon character or symbol for their profile, but whatever you choose will be fine. Here's how to do it.



Click the **Browse** button and a window will pop up. From here look in your photo folder and pick the one that you want.

From personal experience with Twitter choose a photo that will highlight your face. I would not recommend a photo that includes your body as you can see above.

I actually had to **crop** (size down) this photo to make it fit. And even then I could have gone a little bit further too really show off my beautiful face.

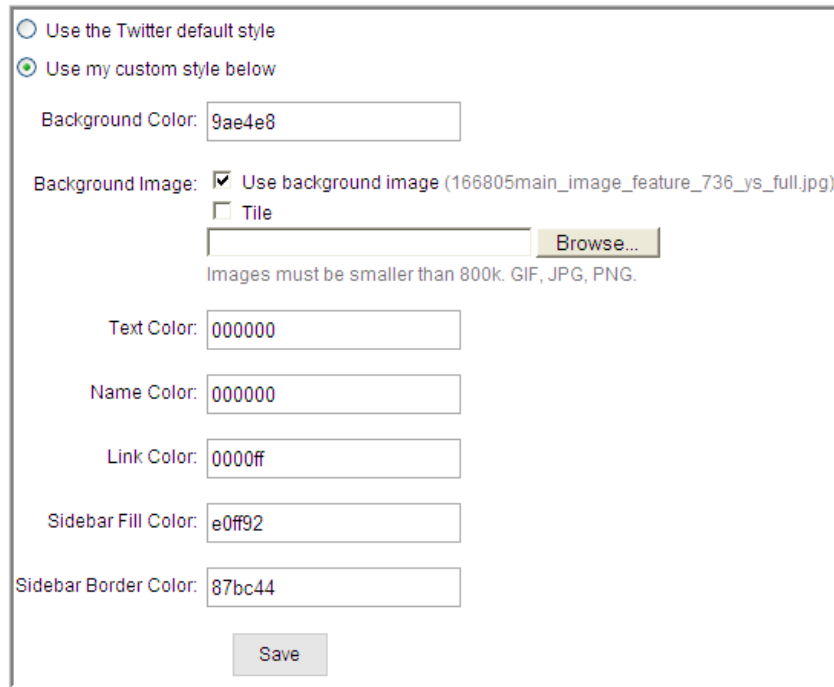
The **Delete current** will just get rid of your current photo. Again don't forget to Save your photo.

Here is a lesson I learned in life. I spent two days writing a paper for school. It was a masterpiece. I mean I could tell it was grade A material, what happened? My computer crashed and I lost it. All I had to do was save it to a jump drive or email it to myself. And all of my pain and suffering could have been avoided.

In fact I just saved what I wrote. Make a habit of it.

Design

Twitter gives the option to change your background and create a custom one if you choose. Again a lot these options are for you to decide how you want your profile to look. I wish someone would have written an E Book on how to change the background on my MySpace page. I literally sat in front of my computer for over two hours trying to figure out how the hell to do it. Of course I figured it out but man what a waste of time.



Use the Twitter default style

Use my custom style below

Background Color:

Background Image: Use background image (166805main_image_feature_736_ys_full.jpg)

Tile

Images must be smaller than 800k. GIF, JPG, PNG.

Text Color:

Name Color:

Link Color:

Sidebar Fill Color:

Sidebar Border Color:

To create a different background there are one of two ways. Stay with default that comes with Twitter or choose a more unique path.

1. **Click-** Use my custom style below- button
2. **Background Image-** Click and the Browse button and choose a background you want, (*remember you already need a background picked out and saved to your computer. Twitter will not supply you with additional backgrounds*) and simply click on it and you're done.
3. **Tile-** This means that the image you picked will appear as a series of tiles rather than one solid picture. Commonly if you have a small photo the tile option is better suited for this.
4. **Save**

The other options that appear are color options. I don't like to get too fancy with all that stuff because sometimes simplicity is the best thing, but if you want, play around with the different codes. What this does is change the background for the text that will appear on your message board and the color of your text as it shows up.

You can always view your design and background before you **save** it. I would recommend doing this to make sure that you have exactly what you want.

How to Integrate Other Applications

Alright we have finally graduated to integrating other applications. At this point you might be asking yourself what the hell is this all about. Now is where the fun starts to begin. By integrating other devices outside of Twitter you can start to really show how smart you are to other people. Trust me.

For those of you still with me let's get started.

What I am going to talk about now is how to start getting people you might already know into a bigger pond. This is a good thing. Like I said in my biography I love to fish and I am not going to categorize people as fish but try and follow me.

The more people you have to draw from the better chance you have at making more money. How do you make more money? By getting more people to your website without spamming them or giving your potential customers a hard time will ensure more success in the future. This could be a hard first lesson to learn the hard way

Other than that I hope you have a reason to be gathering people you can market to, i.e. an internet business or some other form of capitalism. If not it's simply a good way to attract people even if it's for your own personal amusement.

Let's Begin With Twitpic

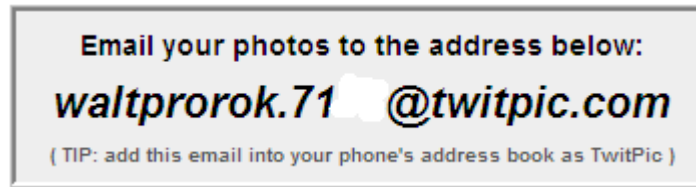
Twitter has many possibilities that not many people know about. Did you know that you can set Twitter up on your Facebook account? Your MySpace profile will also carry Twitter. The reason this can happen is because people just like you and me created small programs that support these outside applications. The one that I really like is "**Twitpic**".

A Twitpic is any picture you take with your phone and upload to your Twitter profile. If you don't own a **Smart Phone** like me it's okay. By logging onto www.twitpic.com you can sign up and add your profile from Twitter.

Just sign in with your Twitter username and password and start to upload photos. It's that easy. From there you can include them in a Tweet for everyone else to see. Even if you don't have a smart phone Twitpic will allow you to upload photos to Twitter

by setting up your existing phone under Twitpic. All you have to do is **save the address to your phone as an email**. It's that simple.

Let me show you an example:



I had to erase two of the four numbers just for personal security reasons.

1. Save your own personal address to your phone in the email of your phone.
2. When you have a picture to upload send it as if you would send the picture to a friend.
3. You can also type in some text in the given field so the picture will have more meaning.

From a business standpoint it would be very effective to upload some pictures of your products, just as an example for others to view, while you include your business's name and email with it. You could basically give a virtual tour to someone who lives in Japan just by uploading a couple of photos.

Another great thing to do is save your pictures to Twitpic. Then you can type the URL in your profile under WEB. In a matter of speaking you can advertise to people all over the world and not spend one dime on it. I know it sounds kind of cheesy but if you don't have a lot of money and you are starting your own business I would take full advantage of every resource that is out there.

Facebook

<http://apps.facebook.com/twitter/>

Here is the website for setting up Twitter to work with your Facebook page. The great thing about setting up other applications that work with Twitter is once you have sent out a Tweet from your Twitter account, Facebook account, cell phone, IM, or Myspace account they all link together. Essential when you update a Tweet from any of these programs it will automatically send the message to the other web pages that are connected with Twitter. Isn't that handy?

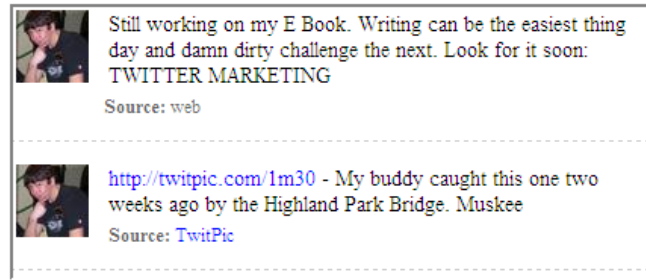
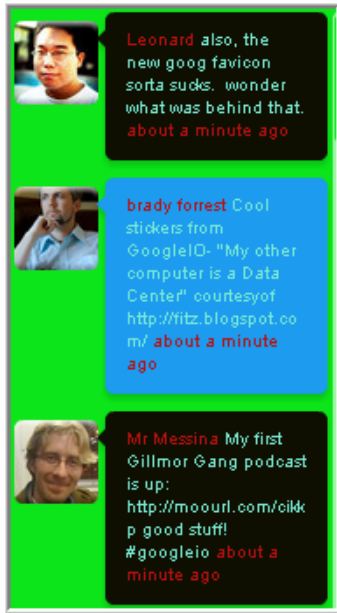
With Facebook the application will only show others what you have most recently tweeted. You can then click on the message to view other tweets that person has listed.

Also with Facebook there are a lot of different things that you can add to your page. For example a fun wall, or check out who owns me, or whatever. These are added things that were built by Facebook. The Twitter application on your Facebook page was built by someone not associated with Facebook. It creates a bridge like no other. While it sits comfortably on profile page it takes up little space. I like that feature.

Myspace

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=379906646>

Same goes for Myspace. By clicking on the website above you will be able to set your Twitter account to talk with Myspace. Once these applications are up and running its like being in four places at once and you don't even need to be in front of your computer once there are operating on their own to update them. By Tweeting from your phone anyone that visits these sites will be able to see what you are up to. Now you can tell your friends that you are very important person in cyberspace. You have people who have people.



Tiny Twitter

<http://www.tinytwitter.com>

Tinytwitter is used by Smart phones, PDA's, ect. This application is very cool. If you have this application you can check Twitter on your phone as if you were sitting in front of your computer. I wish I had a picture for you see but I don't have a smart phone to photograph, boo☹.

It looks and acts just like Twitter does but now it sits in the palm of your hand. Pictures and the tweets from other people will be there and if you are hooked up to the internet (which you have to do to use this application) you can look at Twitpics that people have posted and websites if they include them in their message.

A lot of the small things are starting to repeat. You get the software, install it, and set up your user name and password. Once you are done with that start to experiment with it and figure it out.

Twits Bots

<http://blog.stevepoland.com/how-to-create-a-twitter-bot/>

New applications for Twitter are being developed from outside sources. The applications that I have talked about earlier Twirl, Tweet, and Tiny Twitter were all created from people like you and I. Above is a site that walks you through the process of creating a bot and bringing it to life.

Personally I'm the type of person that would have the idea of a new application but not the technical background to put it together. For those of you who are inclined to do so please dive right in, but I would need a crash course before I tried to create one.

Word Press Blog

<http://wordpress.com/>

This website is a legit word press blog website. There are many that work just the same so feel free to choose anyone you like. This one was just first one on a Google search.

Evan Williams created blogging. He also created Twitter.

What can we learn from this?

- A: You have to be from Nebraska to be successful
- B: Success is given to random people
- C: Hard work and dedication to your craft will guide the way
- D: All of the above

The correct answer is C.

A word press blog is a great way to keep your community updated on new and exciting things that are going on in your life and the life of your company/business. From news letters to educating people on technical difficulties like (the site was down last night because of server crash). It really depends on what you want to do with it.

If you want to keep updated videos of new products or how too's. This is a great way to keep current with new trends as well. If you have a website you want to keep a blog so people can also message you and leave comments. Of course you want all positive feedback but once in awhile a negative comment might be the thing that keeps you on your toes or fix problems that your site might be having.

After you have established your blog and set it up. You be able to incorporate the blog into your site. Some people will over look a blog believing that it is something they can do without, but trust me I would not shut this avenue out without much consideration. All of these tools are here to help. When used wisely they can unlock a lot of doors.

We Start to Come Full Circle

Now that these are functional I want to reiterate that Tweets are in real time. And with the Myspace application (called **Tweet**) people can see what you have been up to or promoting because it keeps a record of all of your updates (the picture on the right).

Like I have already said when I want my community of friends to know of an upcoming show (musical performance) all I have to do now is type in the information from Twitter and my audience just quadrupled in size. Just imagine what you can do with this new and exciting technology. Sometimes all it takes is a little imagination and a little bit of work then you are fully automated.

Now We Get to the Section on Spamming

Spamming is the abuse of electronic messaging systems to indiscriminately send unsolicited bulk messages.

Nobody likes spamming it's annoying. So where do you draw the line between Marketing, Advertising, and Spam. The obvious response is to be tasteful with what you choose to show the public. How you inform others without breaking down their door is the difference between a potential customer and a person who will talk poorly about your site.

The adult industry loves to spam. On MySpace you will receive a request from a friend, but when you click the site it's nothing but, "Check out my web cam, ha ha".

It crosses over the line that you are trying to build with a customer. Trust. The internet can be a sleazy place so don't add to the disharmony that is already out there. I would also recommend doing different things if you direct message or the Tweet later feature. Change it up and be creative. That good karma will come back to you. Because if you don't you can be flagged and kicked off Twitter.

Conclusion

The world just keeps getting smaller and smaller. So why fight it. A global society sounds crazy to most people, but it is happening right now on the internet. For those who want to be a part of it a good idea is to do your homework and try different things that will help become a leader instead of a follower in today's internet market.

Marketing is a valuable tool that anyone can learn. Fine tuning that information separates the pros from the ones that go. Go away. Learn as much as you need and find out what works best for you and your business. If something is not panning out then try a different angle. Remember to adapt to the environment that you are seeking.

There is always someone out there that has the information you desire. So remember to ask people around you for help if you need it. Search online and seek out people that can help you achieve your goals.

Persuading others sounds like a bad thing, but in reality it's really not. If you have a service or a product that others want to search out. Don't feel bad about convincing them that your website is the best even if it's not. Remember even the most successful people had to start somewhere, "Fake it to you make it."

These applications are just a few ways to help promote yourself and your business. Use them wisely. Keep an open mind and remember to always put your best foot forward. If you are sincere at what you do good things will happen for you.

Thank You

Thanks again for purchasing this E Book I greatly appreciate it and hope that it will spark something great within yourself as it has done so in me. Use the information at your disposal and remember to keep trying new things.

Sincerely,

Walter M. Prosek Jr.