



**TWITTER**  
**Affiliate Elite 2.0**

*MAKING MONEY WITH TWITTER JUST GOT EASY*

# Building Trust



- Why this is important
  - While it is possible to follow a bunch of people, build your own following and slam them with nothing but offers, it is not profitable.
  - This is **social marketing** . You have to contribute and make an effort to share yourself as well as make offers to people.
  - There are some great FREE tools that make this easier!
  - Watch this video and then the How-To videos associated with it before implementing any of the affiliate strategies



- The Program TweekDeck Makes Twitter Management Easy and Fast!
  - From this program you can keep an eye on tweets
  - Easily retweet good Tweets
  - Follow Direct Messages & respond
  - Track your favorite Twitter Folk
  - Search Tweets by Keyword
  - Update your Facebook Status
  - And SO much more . . .
- TweetDeck is a free download:
- TweetDeck makes your social interactions on Twitter more efficient



- The POWER of the Retweet
  - When you retweet you are taking someone else's message and sharing it with your followers
    - This demonstrates your participation in the community
    - Your Followers will keep closer eye on your tweets
  - When you retweet you build goodwill with the person you are retweeting. They are more likely to share one of your tweets.
    - You will gain followers
    - You will build loyalty and TRUST



- Automation of Tweets
  - There are a number of tools that can be used to schedule a Tweet. I highly recommend and use TweetLater professional.
    - I will show you how to use this to manage affiliate links
  - Use TwitterFeed.com to post a tweet every time you update your blog
  - Ping.fm can also be used to update your status on all your social networks at one time and is useable within Tweetlater
  - Use TweetDeck to post your own tweets



- What do you Tweet about
  - Anything interesting or funny you find online
    - A news article
    - A YouTube Video
    - A joke (not dirty)
    - An interesting website
  - Personal information
    - Simple updates about the day. Traffic, weather etc will help people feel more connected to you
    - Post about events like birthdays, child birth, visiting family, going on vacation
  - Remember this is social marketing so do not be afraid to be a real human
    - I chat about my sons autism, or my daughter swimming trophies (Keep it real)



- Up next is “How to Cash In” on your followers BUT first
  - Watch all of the product demonstration videos, they will make it easier to build followers , loyalty and trust
  - Do not skip ahead and start slamming your followers with affiliate offers – We want this to work for you