



By William J. McRea
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Background Information

- Our focus will be on how to generate profit using Twitter for any niche.
- We will recommend a number of websites, and resources during this presentation. Many of them are free services and others charge a fee.
- I only recommend services, and software I use myself. I will demo their use as well.

Prerequisite

- The only prerequisite for this course is having a Twitter account. Visit www.twitter.com and set up your account if you haven't already done so.



- Twitter is a micro blogging system that allows you to communicate with people that choose to follow you
 - To build a following you need to become an active participant in the community and provide value.
 - The more value you provide, the more people will want to follow you and they will begin to trust you.
 - Trust is an important aspect. If people trust you they will visit the links in your post.
 - This is how you are going to make money, so focus on building trust.



- Providing Content

- You can link your blog to your Twitter account using the free service **twitterfeed.com** or with a WP plugin called Twitter Tools. There are other plugins that work as well.
 - You can use any RSS feed to post content to your Twitter account
- This is a great approach to providing useful content to your followers on a regular basis (assuming you update your blog on at least daily)
- When you post to your blog an excerpt is automatically posted to your Twitter account. You do not have to do anything more than post the blog.
 - As a result your blog gets traffic, you gain readership and build trust with your followers



- Building Trust
 - Before you start slamming your followers with affiliate offers you need to join in the conversation.
 - Post a reply or retweet a funny comment, or something that was useful information. Make sure to thank people for their Tweets.
 - Acknowledge people who begin to follow you.
 - Respond to people that send you direct messages.
 - This builds loyalty and also good Karma in your community.
 - I only spend 10 minutes a day doing this. I automate everything else. Do not allow Twitter to consume your time.



- Posting Affiliate Links
 - Once you have a responsive group of followers you can start posting content with affiliate links.
 - I will show you videos on how to automate all of this process.
 - I recommend using a link shrinking service like [budurl](#) or [tinyurl](#) to handle this.
 - I also recommend you cloak affiliate links so you can track click-through and conversions for your affiliate products using [budurl](#).
 - Tracking conversion rates will allow you to change your offers and meet the needs of your followers.



- This has been a simplified overview of each step in the process towards Twitter Affiliate Cash.
- Please watch all the videos provide with this course to learn the details.
- Make sure to watch the product demonstration on how to put this into action for yourself.