





- This segment shows you several techniques I use to build followers.
- I also reference the How-To videos included with this package.
- Watch these immediately after completing this video
- Building followers and generating trust is your primary concern (p.s. It's fun too)
 - Trust = Cash
- **You have to earn Trust before you can earn Cash**



- Method 1
 - I am assuming you are working in a specific niche. Like weight loss, MLM, Network Marketing, etc
 - You need to do some research to find the Twitter members that have large followings in your niche and then follow them
 - Use <http://search.twitter.com/> or www.twollow.com and do an advanced search by keyword to find people with a similar interest.
 - Follow them. Many of these people will automatically follow you.
 - Later I will show you how to do this, because you can deliver an affiliate link this way.
 - Then unfollow those that do not follow you after a few days (optional)



- Method 2 - Automate Followers
 - Twollow is a service that finds people by keyword for a monthly charge.
 - You can automate this by using a program called Twitter Genius or Hummingbird
 - These program will find and follow users automatically
 - It has the potential to be used by spammers, but used responsibly it is an easy way to automatically find and follow people with similar interest
 - Only follow 500 new people per day when using Twitter Genius or Hummingbird
 - You will need to prune the people that do not follow you back. I will explain later



- Method 3
 - Outsource Method 1
 - This allows you to focus on participation and content
 - Only allow your outsource labor to make approved comments or posts on your Twitter account.
 - This is **YOU** to this community and you want to protect your brand so be careful.
 - Outsource Method 2
 - If you really do not have the time you can outsource Twitter Genius activities as well.
 - Again be careful not to allow anyone to spam Twitter in your name. This will only kill the goose that laid the golden egg.



- Method 4
 - Offer you Twitter List a free eBook if they retweet your offer
 - To get the eBook they have to follow you and retweet themselves
 - This can create a viral effect and grow your list quickly
 - Twiveaway.com promises to automate this entire process, but they still have a few problems with there system



- Method 5 – Socialize Your Twitter Account
 - eMail your list (if you have one)
 - Include Your Twitter address on every email you send
 - Post your Twitter address in forum signatures
 - Post you Twitter address on your Facebook and MySpace account
 - Bookmark your Twitter Page (use Onlywire!)
 - Include a link to your Twitter address on all of your blogs Squidoo Lenses, and Web 2.0 Properties
 - If you have a Squidoo Lens link your Twitter Account to the Lens
 - Include your Twitter address on your business cards
 - Include your Twitter address on Craigslist, and all advertising
 - Do a email campaign with an ezine list (cost money) and include a free gift if people follow you on Twitter



- Following these procedures will help you build a list of 1,000 name within 1 month
- You need to stay focused
- Twitter Limits the number of people you can follow that are not following you.
 - Prune your list once you are following 2,000 members
 - Use Mutuality up to 3 times to automate this process
 - <http://hwitter.com/mutuality/>
 - Twitter Karma is a great free service as well
- Twitter expects you to have a normal ratio of followers to followies



- Watch the How-To video that come with this section
- After completing these videos watch the video on building loyalty and trust with your Twitter list