





- 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