

2nd  
Edition

25

# ~~20~~ Tips to Twitter Success

Learn How to Market Yourself,  
Brand, and Business Online

Includes 7 New Tips  
For Advanced Twitter-Sight!

Lissa Duty

Follow People



Retweet



Google Search

Influencers



Follow Others' Followers



Influencers



Reply

*20 Tips to Twitter Success is a quick-read, high-impact resource. Lissa Duty uses her own success to masterfully distill actionable tips. Read it today and build your Twitter following tomorrow!*

~ Lee Colan, author of  
*Stick With It* and *Winners Always Quit*  
@LeeColan

*A practical guide with tons of great ideas. Lissa has pulled together a valuable resource for people who want to make maximum impact.*

~ Chris Forbes, co-author of  
*Guerilla Marketing for Non-Profits*  
@cforbesoklahoma

Ask



## **Praise for 20 Tips to Twitter Success**

I am so glad to see that Lissa has released a book on Twitter. She explains how to make the most of Twitter in simple, easy to understand and implement terms. I think of her book as the “CliffsNotes” of how to use Twitter. It’s just what you need without the fluff.

~ J.R. Atkins, Author  
*Social Media 2.0* and *Roadmap to Success*  
@JRAtkins

*20 Tips to Twitter Success* is a quick-read, high-impact resource. Lissa Duty uses her own success to masterfully distill actionable tips. Read it today and build your Twitter following tomorrow!

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*Stick With It* and *Winners Always Quit*  
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Lissa is so committed to teaching others how to use Twitter & other Social Media Platforms including being a speaker, author and hosting a national conference and it is evident in every conversation. She absolutely rocks!

~ Patty Farmer, Author  
*Make Your Connections Count*  
@PattyFarmer

A practical guide with tons of great ideas. Lissa has pulled together a valuable resource for people who want to make maximum impact.

~ Chris Forbes, Author  
*Guerilla Marketing for Non-Profits*  
@CForbesOklahoma

Social Media, especially Twitter, is definitely Lissa's taproot – her meaning magnet. Lissa connects instinctively with Twitter and has demonstrated this in-depth and on track in her book! It has been amazing to me to watch Lissa gain this in-depth and thorough knowledge of social media.

~ Helen Harkness, Ph.D., Author  
*Capitalizing on Career Chaos, Don't Stop the Career Clock,*  
and *The Career Chase*  
@CareerDesign

Twitter is a vital and challenging social media tool and Lissa Duty has nailed it. Read this book and tweet about it.

~ Dean Lindsay, Author  
*The Progress Challenge: Working*  
*and Winning in a World of Change*  
@DeanLindsay

Lissa is such a wealth of knowledge when it comes to Twitter! Her expertise and interest coupled with her ability to teach Step by Step is a great combo for anyone who wants to learn more about Twitter!

~ Debbie Saviano, Author  
*Soar 2 Success in LinkedIn*  
@DebbieSaviano

My 140-character review: @LissaDuty's *20 Tips to Twitter Success* drives traffic from Twitter to Sales and serves as a road map to cash flow.

~ Brian Bearden  
@ImpressMeMedia

Lissa's New Twitter Book is terrific. This booklet is very thorough and at the same instance easy to read and digest. It is a must for anyone who wants to add to their Twitter presence. I enjoyed reading and using the information. It was a good value. Continued Success on your future projects.

~ Michael Beren, Mr. Parcel

If you have attended any of Lissa's classes you would know how eloquent, in-depth, knowledgeable, and easy to implement her sessions are! *The 20 Tips to Twitter Success* has continued on that theme in such a manner that even if you only did a few of the things mentioned in the book = \$\$\$\$ and who can't use more business?

~ Tonie Boaman  
@DashNotary

20 Tips to Twitter Success provides simple, clear, and precise instructions on the "hows" and "whys" of Twitter. If you want to learn how to Tweet with Twitter, look no further—Lissa delivers.

~ Tony Cecala, Ph.D.  
@TonyCecala

I've been in digital marketing for over 6 years—but found some fantastic nuggets of information in Lissa's book. It really helped me take my social media (and my client's social media) to the next level. Great job Lissa!

~ Beth Kahlich, Dallas Search Engine Academy  
@BethKahlich

Lissa – Thank you so much for sharing your Twitter knowledge. I have learned more from you in a few hours, than I had learned in the previous 2 years!

~ Michelle Kettermann  
@KettermannSays

Stop wading through the sea of Twitter success books. Lissa Duty has exactly what you need. Her easy to understand approach and practical solutions helped my business. Get this book to help yours.

~ Jeff Klein, Founder, Speaker Co-op  
@JeffSpeaker

Lissa teaches Twitter in a way that makes it easy for everyone to understand. She breaks Twitter down into a 1 - 2 - 3 process that equals success!

~ John Nosal, The CEO of SEO, NosalCentral, LLC  
@JNosal

Lissa Duty's book *20 Tips for Twitter Success* serves as a big inspiration for social media enthusiasts around the world. Her Twitter tips and advice will help you propel your client's business forward by showing you exactly what you need to focus on to connect with influencers and close more prospects.

Thanks for the great advice, Lissa. I so appreciate your help and social media influence!

~Terry Sullivan, BuzzPro  
@TerrySullivan

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Lissa Duty  
*Known Globally as  
the Online Social Coach*

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*25 Tips to  
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by Lissa Duty

Cover design and layout: Nikki Bassham  
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LissaDuty.com

Dedicated to My Online Community

Thank you for every Tweet, Retweet,  
Like, Comment and Share

*~Lissa Duty*





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## 25

Before I dive right into the *25 Tips to Twitter Success*, I need to give you a little background on why using social media is so important to you.

In today's technology based world, people are looking online to find services, products and brands. Instead of making their purchase decisions based on brand longevity and price, they look to their friends, review sites, and how the brand communicates with their other customers online.

- If you do not have an online presence your potential customer won't find you.
- If you don't have an online presence that gives the right appearance, it won't matter that you are online.
- If you don't have any online reach to other Influencers, your presence will be minimal and have minimal impact on your business bottom line.

This book came into fruition from a presentation that was created to help people just like you get clients, brand yourself, and achieve success on Twitter. These *25 Tips to Twitter Success* are the exact methods and strategies that I employed to grow my following organically from 600 to over 30,000.

This book is divided into five sections:

1. Setup
2. Grow Your Following
3. Identify Key Influencers
4. Maintenance
5. Advanced Twitter-Sight

## You Can Accomplish Great Things With Twitter

The Twitterverse can be a fun and exciting place to visit! You can accomplish great things on Twitter, but it takes time, energy, effort, and dedication to create successful relationships.

If you have the right attitude on Twitter you will naturally attract other Twitter users, and easily form strategic relationships that will help continue to grow your online Twitter success.

Tips 1 through 18 were created to give you a solid foundation on understanding and using Twitter. Tips 19 through 22 focus on more advanced strategies: how to connect with others, have conversation in a new way, conduct Twitter research, and understand how your tweets compare in relation to other Twitter users. Tips 23 & 24 explain the Twitterese with which experienced Twitter users communicate, and Twitiquette – the Twitter Do’s and Don’ts. Tip 25 focuses specifically on two methods that you could use, one online and one offline, to further develop relationships with other Twitter users.

You have been following people, tweeting and retweeting others. And now it’s time to ask people to help you. I’m not telling you to say “please RT” when you tweet. In fact, don’t do this – it makes you look desperate. I’m talking about the people that you have been conversing with, those targeted individuals who have responded to you, and with whom you are now friends. You retweet each other and are having regular conversations on Twitter.

### Ask Them For What You Want.

- Ask: Can I send you a Direct Message about something I really want retweeted?
- Ask: Can you introduce me to so-and-so?
- Ask for feedback on your blog post.
- Ask to connect on other social media platforms.



Start by asking for small things, and don't forget in all this asking to ask them, "*What can I do for you?*" Remember, this is a two-sided relationship!

### **Have Fun!**

One of the most important things to do on Twitter is to have fun! If you don't have fun you are not necessarily going to be as successful as someone who is having fun. Happiness and personality will show through in your tweets.

I can tell you that after you use Twitter for a couple of weeks consistently, you will start to love it and it will become less like work and more like play. The more you use it, the more addicted you will become. That will be my next book, *How to Get Over Your Twitter Addiction!* LOL!

Send me a mention @LissaDuty and share your feedback on ~~20~~ 25 Tips to Twitter Success. Keep me posted on how they work for you, and which tip is your favorite.

**Now go. Have fun. And tweet – lots!**



## MEET THE AUTHOR



*Lissa Duty*

Author | Speaker | Trainer  
Social Media Authority

Known as the Online Social Coach, Lissa founded her social media consulting firm after discovering a passion for maximizing social media for brands, products and services.

Lissa can be found speaking at national conferences, chambers and groups about leveraging social media for business and branding. In addition to social media consulting and coaching, she provides social media maintenance, and social media training offline and online.

She currently serves as Organizer for the national DFW Rocks Social Media annual conference, Assistant Organizer for the DFW Social Media Marketing Group, and Assistant Director for BizLink, a national business organization. She has been recognized by She Takes on The World as one of 25 Wonder Women, along with the likes of women such as Arianna Huffington, Forbes Women, and Ali Brown.

Lissa is patient, a techie, and a quick learner who loves a challenge, which is why she is so successful in teaching others how to use social media.

Her work experience over the past 20 years ranging from entrepreneurial social media consulting, customer service, marketing operations management, office management, and executive assistant positions reveals her hands-on, “go getter” determination. She uses both her analytical and creative ability with organized, focused delivery to achieve success for her clients.

Visit [LissaDuty.com](http://LissaDuty.com) to learn more about Lissa, her other publications, and her work!

## ACKNOWLEDGEMENTS

The list of *Thank You*'s acknowledging assistance with my personal success as well as assistance with this book is quite long.

**Nikki Bassham** – Book Cover Design and Book Layout. We had many conversations and emails back and forth. Move this – move that – wait! Move it back! LOL! Thanks Nikki.

**Shelley Fleming** – Editor. Shelley was notified on Facebook that I would be sending a revised draft her way. She chimed in and was ready to work.

**Dean Lindsay** – Publisher Knowledge. Thank you for sharing your knowledge with me as a publisher at World Gumbo. Your sharing definitely was integrated into this revision.

**John Nosal** – The CEO of SEO and well, the guy who provides tech support, design support, feedback support and mental support whenever needed! Thank you for your countless opinions, friendship, and willingness to help me to think outside of the box.

Throughout the book, tips from the Twitter community were included, excerpted from a blog post on my website. Visit <http://LissaDuty.com/Twitter-Tips> to read the post in its entirety. Their IDs once again are @VickiBerry, @PattyFarmer, @BearFiles, @JuliaLilly, @MikeDMerrill, @AnitaSantiago, and @iPresort. Go follow them. (*The late Bill Hurlbut was also a contributor and valued friend.*)



## ACKNOWLEDGEMENTS

**Others I want to thank include:** Dorothy Beach, who got me hooked on Twitter in early 2009; Jimi Bratt, who can hop on Twitter and fill in at a moment's notice; Tony Cecala, who motivated me to take my presentation on Twitter and put it into words; Stephanie Cross, who hired me for my first social media manager role; Madison Duty, who patiently shared her mom with a computer on evenings and weekends for the 1st edition and now the 2nd; Chris Forbes, who encouraged me to take the leap into my own business; Del Forbes, who is always thinking up new ideas to help me market myself and clients; Mary Gregory, who is the reason marketing is in my blood; Helen Harkness, Ph.D., who taught me to Ask for What I Want; Robin Moss who puts up with my constant Twitter rambling; and of course, ALL of YOU reading this right now!

You have encouraged me, connected with me, retweeted me, inspired me, and motivated me to provide important social media knowledge to individuals, business owners, and the world in general.



**25**  
**20** *Tips to Twitter Success* walks you through how to achieve success on Twitter by creating an optimized profile, identifying and developing targeted relationships, generating content and using focused strategies to maximize your impact. The second edition includes 7 NEW tips for advanced Twitter-Sight.

~Lissa Duty

### Praise for *The Book*

My 140-character review:

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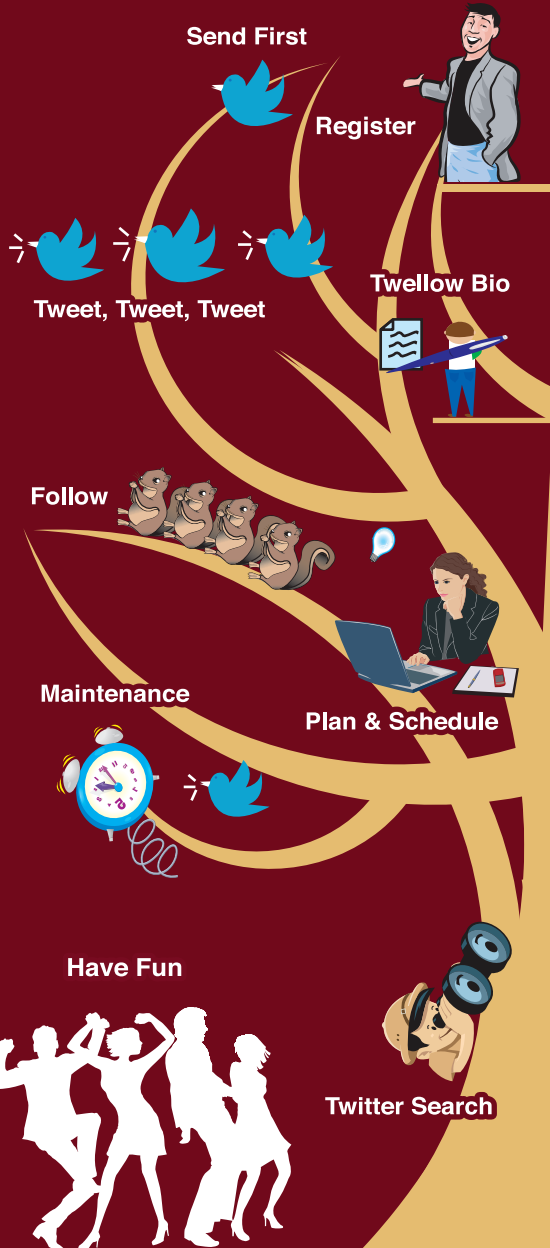
~ Tony Cecala, Ph.D.  
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