twitter
success

Table of Contents

Introduction

If you're looking for a fairly automated way to build a brand online, you don't have to look further than Twitter. In fact, for the longest time, a lot of marketers and marketing companies have long considered Twitter as a great place for brand formation. If you're looking for an online brand, Twitter is a great place to start. It's easy to see why.
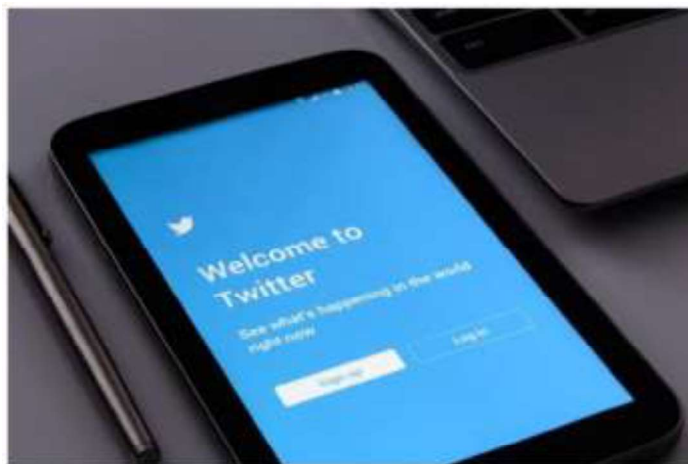
Twitter is so easy to use. You just need to post a tweet that is one hundred forty characters. You need to do it long enough. You have to pick the right hashtags. You have to pick the right content and, given enough focus and attention to detail, you will get it right. It's just a matter of time.

Of course, this does not mean automatic success but, with everything else being equal, Twitter compared to other social media platforms, is definitely easier to master. Why?

First of all, it is very friendly to automation. That's right. You can automate pretty much everything you do on Twitter. This is why a lot of people use it to make money from the Internet on autopilot.

They don't have to babysit each tweet. They don't have to sit around to figure out what's going on. They can pretty much set a strategy, let software do it, let the process run for some time, double-check their work, make some adjustments here and there and then let it run.

Chapter 01 - Things to Do before Starting Marketing on Twitter

Before you even seriously think of starting on Twitter, do these first. If you set up a website, you should have been doing these already. Just in case you're unclear on the concept or just in case you did things out of order, here are the things that you should do before you even think of marketing on Twitter.

Pick Your Niche

It's really important to understand that if you want to be successful on the Internet, you must have a laser focus on how you're going to make money. A lot of people are clueless regarding this.

In fact, a lot of them think that they just need to buy a system that somebody else has built and they will make money. What they're really saying to themselves is that they're too lazy to think through their online business.

That's always a dangerous proposition because when you let another person do your thinking for you, you're going to have to deal with the consequences. You have to understand that when people build systems for others, they're usually trying to cut corners.

They're trying to make the most amount of money with the least amount of effort. Do you think they have your best interest in mind with that attitude? Of course not.

This is why it's a bad idea to let somebody else pick your business for you. You have to do it yourself. You have to know what you're doing. You have to know who you're going to be marketing to, what exactly you're going to be pushing and how you're actually going to be making money on the Internet.

You can't just buy some sort of "business in a box" and expect everything to work out smoothly. That happy ending that you may have been dreaming of may be a very distant and even impossible dream. Why? You just didn't step up. You have to do all of this yourself.

The most important is to pick a niche. A niche is a subject matter category or some sort of category for whatever collection of needs you are trying to address.

What kind of problems do the products you are promoting or the website you are building address? Pick that niche. Understand how that niche compares with other niches. Understand whether it fits your amount of resources and your expectations.
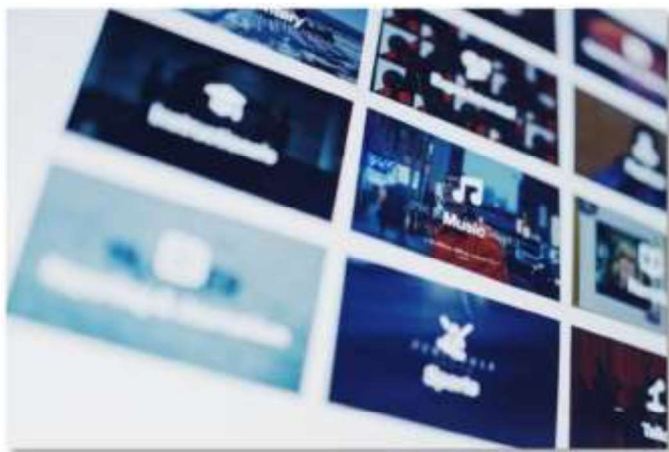
Build a Site

You can outsource this. You can create a site that addresses your niche. When you're building a website, you're not just putting up a nice-looking online destination. It must do