

twittergy

How to Succeed on Twitter



The_Book Joel Comm with Ken Burge; *Twitter Power: How to Dominate Your Market One Tweet at a Time.*

Also featuring: Paul McFedries; *Twitter Tips, Tricks and Tweets*



Speed_RAP *Twitter* leads the microblogging revolution 140 characters at a time. It merges SMS with the web. And, it provides a new communication channel that, for the first time in human history, allows many people to easily communicate with many others.



The_Big_Idea The publishing revolution is here and you're at the centre of it. Social media is replacing mass media's dominant position. And, they're doing it with content provided by you!



Your_Challenge Ramp up your content creation by joining the *Twitter* community. Build your brand, expand your tribe, establish your expertise and have some fun along the way.

RESOURCES : anything you use to generate wealth.

ACTIONS : an act of will, a deed completed.

PROFITS : to gain an advantage or benefit.

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ANOTHER GREAT BOOK

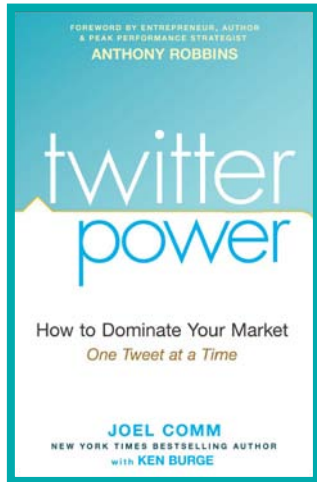
Paul McFedries; Twitter Tips, Tricks and Tweets; Wiley Publishing; Indianapolis; 2009.

Practical, hands-on, nitty-gritty. It spells out the details in simple easy to follow steps.

Use it to get started and to build your expertise.

BR Review : Twitter Power

Joel Comm with Ken Burge; *Twitter Power: How to Dominate Your Market One Tweet at a Time*; Jon Wiley and Sons; Hoboken, New Jersey, 2009.



PRÉCIS

Why would I twitter? How do I go about it? That's it. That's what this book is about. And, best of all, Joel Comm writes it clearly, simply and from first hand experience. He's a *Twitter* power user and a successful internet entrepreneur. Dare I say it... he knows what he's tweeting about.

FEATURES

- The 30 day program is worth the price of the book alone - This deserves a sequel!
- Plenty of examples
- How to build a following
- How to write engaging tweets
- How to entice your customers to act
- How to build your brand
- Some hot tools and hot twitterers to follow

BENEFITS

Shows you how to profit from *Twitter*.

WHO'S IT'S FOR

If you're not thinking about *Twitter*, then you should be. Read this book to get your head around what it can do for you. Then start playing to test your knowledge first hand.

It's for anyone wanting to stay in touch with the 21st century.



JOEL COMM

With a name like Joel 'Dot' Comm he was born to be an Internet Entrepreneur - And he's a damn successful one!

- *New York Times* Bestselling Author for a book on *Google AdSense*.
- Host of reality TV show *The Next Internet Millionaire*
- Has 5000 friends on Facebook (the maximum you're allowed)
- His company produced *iFart* - the top selling *iPhone* app for 3 weeks.
- Is willing to show his mugshot as a *Simpson's* character. www.SimpsonizeMe.com
- Has his own *Wikipedia* page.
- Oh, did I mention he has over 70,000 Twitter followers.

BOOK RAPPER THINKS...

How do I say this in 140 characters... Read it if you want a practical overview on Twitter. Practical and Overview – is that an oxymoron?

(Phew! Made it with just 2 characters to spare!)

RECOM
MEND
ATION

RAP1 : The Publishing Revolution

PROFIT : Mass media was ruled by writers, editors and producers talking at you. Social media is a publishing revolution. It's defined by the content you create. That's right You! And, Twitter, as a microblog site allows you to publish your thoughts 140 characters at a time.

THE SOCIAL MEDIA LANDSCAPE

Facebook, MySpace, YouTube and Twitter are all publishing companies. You probably haven't thought of it that way before because they don't look like traditional publishers.

The big change is **they don't provide any content**. I told you it was a big change!

Instead, like *Ebay*, they're all decentralized structures. *Ebay* lets you sell your stuff, *Facebook* and friends let you publish your stuff.

These companies provide a structure, a system and a way for people to interact, without the traditional command and control.

Publishing is now about participation. This has changed the way we create and use content. It also changes the way businesses use that content and their distribution channels too.

Is it any wonder traditional publishing is struggling?

This publishing revolution is potentially the biggest shift in creative expression in human history. Now we all have an outlet for our ideas.

For more on Decentralization : see Book Rapper's issue *Leaderful*.



We produce, you consume

Traditional publishing, such as radio, TV, books, magazines and newspapers was ruled by professional producers.

Consumers sat on the outside and well, er... consumed what was produced.

For more : See Book Rapper Issue *Talk With Me* > The Future of Newspapers.



Produce and consume

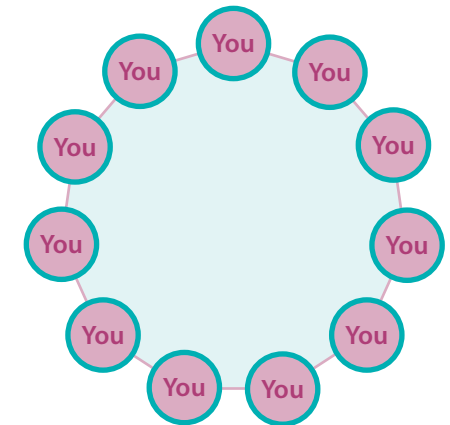
There are several different types of social media sites.

Blogs have a clear ruler : the content creator.

Membership sites are a great place to meet but have a top-down feel.

Sites like *Flickr* use photos as content and rely on users to rank and favourite the content.

Microblogs create strict limits on content. *Twitter* = 140 characters. Other sites like *Facebook* and *LinkedIn* have add microblogging applications. You can now add 'what you're doing' on these sites too.



Join the New Flock

Twitter is an online community of publishers who produce really short messages.

It's a simple idea: 'What are you doing?' in 140 characters. That's it.

It was based on the idea of merging SMS to the web.

RAP2 : The Twelve Twitters

PROFIT : What is this thing called Twitter? Why would you want to use it? What Twitter jargon and key terms do you need to know. Here's our series of Twelve Twitter Specifics, Reasons and Twords to get you started.

Twelve Twitter Specifics

- 1** You write short messages - max 140 characters
- 2** The original idea behind *Twitter* was to 'merge SMS to the web'
- 3** Created by programmers Evan Williams, Jack Dorsey & Biz Stone in July 2006
- 4** You can add links to web pages, blogs and other items
- 5** You can't add pictures directly, and you can link to them
- 6** You follow other twitterers and you can be followed by them
- 7** You can reply to tweets (messages) by other people
- 8** You can send direct messages to other followers
- 9** You can search for topics, people, key words and other things
- 10** Lots of complementary tools have been developed
- 11** More people than live in Australia tweet each month: 30 million plus!
- 12** The top 10% of twitterers have around 80 followers each

Twelve Reasons to Twitter

- 1** Build your own community or join existing ones
- 2** Meet new people and build relationships
- 3** Find new users and customers locally and internationally
- 4** Provide better support to existing users and customers
- 5** Enhance your business network by connecting with like minded people
- 6** Pick up useful information, keep your finger on the pulse and touch new ideas
- 7** Deepen relationships with clients, partners, virtual teams and freelancers
- 8** Extend brand reach to a wider audience and at a deeper more personal level
- 9** Reach experts as they share their latest insights and info
- 10** Create a personal PR channel promoting directly to your community of followers
- 11** Attract web users and blog readers through cross links
- 12** Because it's fun and 30 million others are doing it

Twelve twords you need to know

- 1** **Tweet** : The messages you write and follow on *Twitter*
- 2** **Twitterer** : Some one who tweets on *Twitter*
- 3** **Timeline** : A list of tweets organised by the time they were posted
- 4** **Followership** : The people who follow a particular *Twitter* user.
- 5** **Retweet** : When you copy and re-post someone else's tweet.
- 6** **Reply** : A specific response to another tweet
- 7** **RT** : An abbreviation commonly used for a 'retweet'
- 8** **Hashtags** : A #hashtag defines or highlights a topic for easy searching
- 9** **Twitterati** : The *Twitter* users with the most followers and most influence
- 10** **Twittiquette** : The unwritten rules for playing nice on *Twitter*
- 11** **Twoosh** : A tweet that is exactly 140 characters in length
- 12** **Tword** : a new word created by adding 'tw' in the front of it eg Twittergy

RAP3 : What to Tweet?

PROFIT : Okay, I'm sitting in front of my computer (or smartphone). Twitter is open on my browser and... now what? What are you going to tweet about? Here's some thoughts to get you started...

ELEVEN CLASSIC TWEETS

- 1 What am I doing?** : Your challenge is not to be literal and boring. Add some flavour and personality to your tweet.
- 2 What I'm thinking** : Give us your opinion? A Rant or a rave! Was the book you read any good? Tell us why! Warning : If you're tweeting on behalf of an organization, then be clear about whether it's your opinion or the organizations!
- 3 What I've done** : It's a sneaky way to promote your activities and it's another way of saying "What do you think of this?" It might prompt someone to ask "How did you do that?"
- 4 What's making me laugh/cry?** : Add some humour and emotion to your tweets, be entertaining as well as helpful.
- 5 Can you help me?** : Start a discussion by asking a question. Like "What do I buy a 4 year old nephew for a birthday present?" Or, "Is Seth Godin's *Tribe* worth reading?"
- 6 Picture this!** : Whilst *Twitter* is a text only medium, you can link to pictures. Try [Twitpic.com](#)
- 7 Trouble!** : Avoid the tweets that'll get you in trouble. Rule of thumb: If you don't want someone in particular to see what you're posting, then don't post it. Somehow, they always find out.
- 8 Your First Tweet** : Relax and enjoy your first tweet. It can be as simple as 'Look out *Twitter*, here I am!' or 'My first tweet!'
- 9 Repeat it** : Not all your followers are living in the same time zone. It's okay to repeat your tweets every now and then.
- 10 Today's Special** : What unique about today? A birthday? A café: can promote today's Menu Special.
- 11 Oops!** : If you really need to, you can delete your tweet.

CREATING YOUR NETWORK OF EXPERTS

One of *Twitter's* strengths is the ease with which you can find experts. *Twitter* is filled with clever people with great information about specific subjects who are willing to share it.

You can create a valuable network by finding experts on a topic related to yours if you can encourage them to follow you. Here's four steps to creating your network of experts.

- 1** Identify the experts and key influencers. Ideally they'll have a healthy following and be posting several times a day. Pick your topic and do a search with #hashtags.
- 2** Pick a handful of experts to follow and read their tweets. Notice what they tweet about. Contribute to their conversations with valuable, useful, unique info. Look out for requests for help or questions and reply accordingly.
- 3** Once you've contributed a little, reply with a direct tweet by making a specific request. Once someone follows you, then you can send them a direct tweet – they see it and no one else does. Don't cold tweet them direct. Pay your dues.
- 4** Continue to give more than you take. Point your followers to resources they might find useful. Tell them something they don't already know. *Twitter* works because people are prepared to share valuable knowledge for free. When you show you have valuable knowledge to share, you'll stand out.

RAP4 : Twittiquette and other Things

PROFIT : In all communities there are a few unspoken cultural rules to follow and a few taboos to avoid. In Twitter the only hard and fast rule is 140 characters. The rest is twittiquette, what most people believe you should do.

1 TWITTIQUETTE

❶ No Spam - Look out for people who follow thousands but are followed by only a few. ❷ NO SHOUTING! ❸ Don't txt talk 2 often. U can shorten your words, but not 2 many. ❹ Sentence fragments – fine!

2 WHAT ARE YOU DOING?

Twitter asks a very specific question: What are you doing? Yet, there are plenty of ways to answer that. Two general types are broadcasts and conversations.

Broadcasts are you sending out info. This might be literally saying what you've been doing or thinking. You can be informative and entertaining and you're unlikely to get replies. Alternatively, you can spark conversations. Ask a question or respond to what's already been said.

Ideally, you want a mix of broadcasts and conversation starters. Too many conversations may appear too cliquey. Too many broadcasts and you can appear aloof and distant.

3 DIRECT MESSAGES VERSUS @REPLIES

When someone replies to your tweets, your name and link appear on their timeline with the '@' before your username, eg: @bookrapper. You can also send a direct message to one of your followers. If you send an @reply, other users are able to see your Tweet. It's public, whereas a Direct Message is not. Only the intended receiver sees it. @Replies are a great way to get your name in front of other people's followers - but only if you provide useful info.

4 CREDIT RETWEETS

A Retweet is when you repeat another twitterer's tweet. You might do this to highlight the tweet to your followers. To retweet acknowledge this with the letters 'RT' or 'Retweet' in your post. Then copy and paste the original tweet.

For example: "Retweet @username: original tweet".

You can also add a comment, eg "Hilarious! RT @username: original tweet".

5 LINK TWEETS

Link tweets are the most common type of broadcast tweets. When posting a tweet of only 140 characters you don't want to use 50-70 characters on a link. Thus the flood of new URL – Link shortener tools out there. One of the better ones: bit.ly

6 SHOULD I FOLLOW?

Generally, if someone follows you, you're expected to follow them. However, you decide. I think you need to be selective, you may not want to be following thousands of people you don't know and don't care about. If someone is offering value, then follow. If not... You can also unfollow someone and they don't get a message that you've dropped off! Sneaky!!!

7 CAN I AUTOMATE MY TWEETS?

Don't have time to send tweets throughout the day? How about you simply write a stack of them and then use an automator like *HootSuite* to schedule your tweets in advance. You can do this and not all the time. *Twitter* is all about 'now' so if you're not in the 'now', then your followers will soon notice. By all means use it on the weekends or holidays and don't rely on it.

RAP5 : Top Ten Ttools and Twitterati

PROFIT : The Twittersverse is expanding faster than the big bang! Complementary tools to make your Twitter experience easier and more effective are popping up everywhere. So are the people to follow. Here's a selection ttools and tweople to get you started.

TWITTER TOOLS

- 1 Shorten your links :
bit.ly • thurl.nl
- 2 Shorten your tweets :
tweetshrink.com
- 3 Manage your tweets :
tweetdeck.com
- 4 Schedule your tweets :
hootsuite.com
- 5 Automatically tweet your Blog Posts :
twitterfeed.com
- 6 Link to Pictures :
twitpic.com
- 7 Lists of people to follow in categories :
wefollow.com
- 8 Searching Twitter :
tweetscan.com • twitterfall.com
- 9 Tweet Alerts, like Google Alerts :
tweetbeep.com
- 10 Uber cool... check it out! :
twitterearth.com

Source: McFedries; Twitter Tips, Tricks & Tweets

TWEOPLE

- 1 Barack Obama
- 2 Lance Armstrong
- 3 The Real Shaq
- 4 Oprah
- 5 Stephen Fry
- 6 Dalai Lama
- 7 Chris Guillebeau
- 8 MC Hammer
- 9 New York Times
- 10 Bookrapper 😊

SOCIAL MEDIA

- 1 Joel Comm
- 2 Paul McFedries
- 3 Mashable
- 4 Chris Garrett
- 5 Guy Kawasaki
- 6 Robert Scoble
- 7 Gary Vaynerchuk
- 8 Peter Shankman
- 9 LaughingSquid
- 10 Jeremiah Owyang

YOUR FAVES

- 1 Singer/Band
- 2 Team/Star Player
- 3 Author
- 4 Politician
- 5 Comedian
- 6 TV show
- 7 Magazine
- 8 Company/Brand
- 9 Artist
- 10 Cause

Twitter Super Stats - Demographics, Traffic and lots more : www.sysomos.com/insidetwitter/

RAP6 : Creating a Following

PROFIT : Reaching a critical mass of users shifts *Twitter* from a broadcast medium into a conversation - with followers replying to each other tweets in real time. Here's nine tips for building your followership to reach that point.

1 SKIP THIS STEP, FOR NOW...

When you first sign up for *Twitter* you'll be offered the chance to search your online mail contacts from *Gmail*, *Yahoo* or *Hotmail*. Whilst this'll get you a few instant followers, skip this step. It's more important that you get the lay of the land first. Go to Step 2 and come back to this later.

2 BECOME A FOLLOWER

The most powerful way to win followers is to follow them yourself. Find out how *Twitter* works by following those already using it. Pick 5, 10 or 20 people and start following. You don't need permission, just visit their home page click 'follow'. Most will follow you in return anyway. Ultimately, if they turn out to be a serial killer or virtual stalker you can block them.

3 CROSS PROMOTE

One of the most common tweets is a link to a website or a blog - your site, your blog or someone else's. Cross promote your blog and your website by posting tweets that link to good content. In reverse, put a *Twitter* feed on your blog and website to attract people back to your tweets. To create a Twitter feed visit : [Twitter.com/badges](https://twitter.com/badges)

4 PAY YOUR FOLLOWERS!

Give people a reason to follow you. Pay them with a freebie as part of your marketing mix. For instance, follow me and receive a free ebook. List your offer in your bio or on the sidebar. Also, offer coupons, discounts or other rewards every now and then in your tweets.

5 NETWORK YOUR NETWORK

Twitter is just one social network. Combine your efforts and get them all working together. For instance, let your *Twitter* feed be your *Facebook* update. Share the audience between each site by putting feeds on all your social network sites.

6 SPARK A CONVERSATION

Do more than make announcements. They get dull after awhile. Instead, spark a conversation by stating your opinion or asking questions.

7 RESPOND TO REQUESTS

When you read your followers tweets you'll hear requests for help. This is your big chance! When you reply, you'll be putting your name in front of your followers, as well as theirs. So, if you reply with a great response, that's double kudos to you! The more popular the questioner the greater the potential benefits of lending a hand. It pays to be helpful.

8 TWITTERIZE YOUR SIGNATURES

This is a basic one. Put your *Twitter* address on your email signature alongside your website URL and blog address.

9 RUN A CONTEST

Reward your followers by giving them a freebie as soon as they follow you. *@SmartyPig* offers regular contests with 15 minutes to respond. This fits the timeframe of *Twitter* and rewards people for reading your tweets. Having a regular contest at a set time also gets your community to meet altogether in the one place at the one time. Now that's exciting!

RAP7 : Building Your Brand

PROFIT : Which would you prefer, a personal message or a generic advertisement? It's a no-brainer.

Twitter is one way for you to have two-way conversations with your customers.

Four Brand Opportunities

1 TWEET A STORY

Be your brand through your tweets by telling a story about who you are and what you stand for. *M&M* did it by giving their colours a *Twitter* channel. [Twitter.com/msgreen](https://twitter.com/msgreen) is a channel targeting women. Whereas [Twitter.com/mmsracing](https://twitter.com/mmsracing) is for the guys and focuses on *Nascar* racing.

2 PROFILE

Your Profile IS a *Twitter* brand weapon. Choose a Username/URL that not only reflects your company and also addresses a common complaint. Eg : [@ComcastCares](https://twitter.com/ComcastCares).

3 BACKGROUND IMAGE

An under utilized opportunity on *Twitter* is the background image. You get to add more info and brand your page. Check out some of the examples on: Twitterimage.com

4 BE HUMAN

Do you want to interact with a faceless corporation? Not me. Let your tweets be written by a named individual who chats with the customers rather than broadcasting at them.

With that said, a company's tweets should not be about the twitterer. Human, not personal. Avoid having only pre-planned, formal tweets. There's no personality in that! Be friendly, be informal. Be personal. Follow as well. A sure sign of a faceless corporation at work is to have no followers.

Five Corporate Tweets

1 NEWS

News can be boring. Do we really care about changes in policy? Maybe if they impact me. What about the launch of new products or services? Ask yourself, does it pass the 'Who Cares' test? At the least, put some personality into your announcements.

2 CUSTOMER SUPPORT

Good customer service is good for business. Bad customer service simply compounds the situation. Use *Twitter* to help customers find solutions with a little human touch.

3 FEEDBACK

Where customer service is likely to be initiated by the customer, feedback is your chance to listen to what people are saying about you. You might even invite people to give you direct feedback.

4 SPECIAL OFFERS

Reward your followers with some exclusive deals to keep them reading. Sprinkle a few amongst your other tweets so they'll be a delight when read and used. Too many and it'll look like a hard sell and that's not what *Twitter* is about.

5 CEO

Few CEOs currently tweet. Tony Hsieh of *Zappos* does. His tweets include random thoughts, provide publicity and suggest his company is open and approachable. What advantage could you gain by having your CEO tweet? No corporate spin please!

RAP7 : Driving Behaviour

PROFIT : You can't make money directly on Twitter. To do that you'll need to attract your followers to your offers elsewhere - like, your website. Here's eight ways you might do this...

1 WEBSITE TRAFFIC

The most common tweet is one with a link or URL in it. Most go to info pages and you can lure them to your purchase page, registration page or to one with an ad on it. Warning: Don't over do it. Be creative to generate curiosity to entice your readers to click on your links. You'll need to do it regularly. Avoid giving your followers click fatigue. Make your links special rather than commonplace.

2 BLOG TRAFFIC

Provide an advantage for your readers to follow you on *Twitter* they can't get by just RSS-ing your blog. Give them that little bit extra, like a peek behind the scenes of your blog, provide advance screenings of posts you're working on and answer direct question for your readers.

3 A TWEET SUITE

You don't have to only write solo tweets. Consider writing a suite of tweets. A series of linked tweets, published closely together leading to a particular result. For instance...

1 Link to an article of interest	Eg Seth has a new book out
2 Link to your blog comment	Eg My thoughts on Seth's book
3 Link to your product	Eg Here's a similar ebook

4 ASK FOR SUGGESTIONS

Regularly ask your followers what they'd like to know from you. Is it how to use your widget better? Is it how to overcome a specific problem? Or is it to expand on a previous post? This gets them involved and more interested in what you're doing.

5 MAKING AN OFFER

Twitter is not intended as a sales channel. If you turn it into one, your followers may leave in droves. You need to provide value, interest, and trust. If you are going to offer your products for sale... 1 Don't do it too often. 2 Make the offers really special. Ideally, time-sensitive and unique to your followers. 3 Keep the offers targeted to your special subject. 4 Don't link to a sales page without a special offer.

6 MORE INFO

You can only provide so much in 140 characters. Sometimes, you simply want to refer your followers onto further sources of info. Sometimes, this might be your info on your website. This can be a soft sell if the majority of your tweets are high value information.

7 POPULAR TWEETS

An easy way to tap into an interested group of followers is to tweet about popular topics. You can track this through the website, twist.flapto.com as well as hashtags such as #popular.

8 TRACKING RESULTS

If you can track your results, then you can test different strategies. Whilst *Twitter* doesn't provide detailed stats you can track your website stats for visitors. Also, you can track: 1 Which tweets generate the most replies? 2 Which kinds of tweets get the most retweets? 3 Which replies from other *Twitterers* bring you the most followers? Create a spreadsheet to track the type of tweet you posted and your results.

BR Context : Home Tweet Home

It doesn't make sense! Who would have predicted that *Twitter* could take off in the way that it has?

It's too simple to make sense.

Asking people 'What are you doing?' and limiting them to 140 characters hardly seems like a winning formula.

Or, was it simply too obvious that most of us missed it?

The clue is that the twitterverse is not an island. **Twitter wasn't created in a vacuum. Nothing ever is.**

Instead, if you follow the path you can see how it was built upon a phenomenon that was already in place.

Have you ever sent an SMS? Of course, you have. I bet you do it all the time.

Millions of SMS messages are sent around the world every hour.

Twitter is SMS on the web and back again. You can tweet on the web. And, you can tweet on your phone and post it to the web.

It's become a bridge between your offline mobile world and the online web world.

But, what about Instant Messaging? Wasn't that already the web equivalent of SMS?

Pretty much it was. It allows short, sharp

messages sent to your personal contacts. You can even go back and forth and have a chat.

And, and this is a really big AND, *Twitter* has added one crucial element that was missing in both SMS and IM.

Remember, our Book Rapper issue *The Great Business Gestalt?* In that issue we looked at Web 2.0 and the underlying driver: Network Effects.

WHAT ARE YOU DOING?

A network effect is where one user impacts another. A traffic jam is an undesirable network effect – too many users make the road less useful.

Twitter taps into a positive network effect. As more people tweet, more people are drawn into the conversation.

The secret to *Twitter's* success in this regard lives in the transparency and openness of the network.

On *Twitter*, you accumulate links to other people. You follow them and they follow you.

You get to see all the tweets that your followers post and they get to see yours. Simple.

Where things start to really take off is that your followers can also search for, find and start interacting with any other follower.

They can go through your list and follow everyone on it if they choose.

More specifically, if I'm following you and

I send a reply to one of your tweets, then everyone in my list sees my tweet and so does everyone in yours.

This clear visibility of tweets and followings allows the *Twitter*-virus to cross-pollinate people and conversations.

Where your SMS or IM contact lists are closed to other people, on *Twitter* your list of followers is open for everyone to see. Add the bridge between mobile and web and you've got a new worldwide phenomenon.

Clay Shirky pinpoints the big shift (1). SMS and IM are like the telephone, a one-to-one communication. Radio and

TV are one-to-many communication. **And, now for the first time in human history, social media is a many-to-many communication channel.** Now, that is a huge step forward!

Again it all seems too simple. One tweet back and forth doesn't seem like a worldwide event. And, it's not. It's when you combine critical mass that it turns into something else.

This is important for your tweets too! Your following needs to be of sufficient size for you to get the effect.

In the earlier **Book Rapper issue *We Blog*** we discussed the effect of still pictures becoming moving pictures.

To make the leap from mere photograph to movie, you need at least 24 frames per second. Any slower and it doesn't work.

To get the conversational effect of Twitter you need, not speed, but size.

You need enough people to allow instant interaction.

For instance, if you only have ten followers and you put out a question, you're relying on these 10 people to be available at that time and to know the answer.

In contrast, if you have 1000 followers, you're more likely to get a response.

The same occurs at the massive scale of having millions of people around the world twittering.

BR Context: Home Tweet Home, continued

Twitter is a real-time event. It's now!

Thus *Twitter* will continue to be the launching pad for news as it happens.

We've had the Chinese earthquakes (May 2008), the Mumbai Shootings (November 2008) and the Iran Election Crisis (June 2009).

Three big stories all announced to the world and updated via *Twitter*.

The next great story might not happen in front of you or me, and it will happen to someone with access to *Twitter*. And, probably someone with a mobile phone and a camera.

And, it may not just be observing, you might want to create some news.

Anti-communist protestors in Moldova used *Twitter* to mobilize 10,000 people in an event that gained worldwide coverage. (April 2009).

Thus there appears to be two points of critical mass.

For the individual twitterer the effect probably kicks in at around 100-1000 followers – depending upon your level of influence.

For Twitter as a whole, well... It's already engaging more than 30 million people and growing at 15% each month. Critical mass has probably already kicked in.

So, if *Twitter* has already reached a critical mass of users, where to from here?

Critical mass doesn't mean enduring success.

For one, there are no dollars for the owners and investors. At some point, they'll want to monetize their effort.

The other big question is the fickleness of

WHAT WILL YOU BE DOING?

the online community who are constantly jumping onto the next big thing.

However, in *Twitter's* case a magic ingredient may be brewing in its midst: end-user innovation.

Twitter began as a simple broadcast medium. It's morphed into a conversational powerhouse not through clever innovation by the owners and creators, but by its end-users.

That's so big it deserves to be repeated. Twitter is the powerhouse it is today because of end-user innovation.

The #hashtag, the @reply, searching and the 10,000 plus third-party applications have taken *Twitter* to a new level.

And they were all created and/or inspired by the end-users.

And, that's just the beginning... *Twitter* is currently just for humans. No, your cat can't have an account. Well, at least not officially.

But, maybe your home alarm system can and even your houseplants can.

Would you like a tweet when someone's

breaking into your house? (2) What about a reminder that your plants are getting thirsty? (3) **This is the real future of Twitter.**

Would you like a reminder from your fridge to get milk on the way home? Would you like to know if you have all the ingredients to cook your favourite recipe?

These might sound as inane as most tweets. And, tweet by tweet, they're going to revolutionize everything.

When objects start talking to each other your life will be very different.

When everything on the planet gets connected relationships will change.

And, here's the biggest possibility of all. One of the keys to climate change is our energy use. We waste so much energy because we don't have sufficient controls to manage it efficiently.

Consider, all the street lights that are left on throughout the night in all the cities around the world.

Yet, most of the time there's no one there to see the light.

What if the streetlights could twitter each other... "Get ready, someone's coming."

Twittering is a human thing. It's a new conversational channel that's uniting the world in real time. **That's a revolution in itself.**

Yet, that's just the beginning. When all things electronic start talking to each other we truly will have a new world experience.

So, the next wave of Twitter might just be 'Home Tweet Home'.

REFERENCES

- (1) Clay Shirky, TED Video, Ted.com
- (2) Kelvin's Thunderstorm: Twitter Burglar Alarm: <http://www.kelvinsthunderstorm.com/2009/02/twitter-burglar-alarm/>
- (3) Houseplants: <http://i.gizmodo.com/5070279/now-even-thirsty-houseplants-demand-attention-with-diy-twitter-kit>

Your Twirty Day Twitter Challenge

PROFIT : So now that you've read this RAP, what are you going to do next? Dismiss Twitter as another fad? Or, find out what everyone is tweeting about? If you want to build your business here's a 30 day Twitter Plan to get you started.

1 Sign Up : Complete your Profile. Find 5-10 people to follow for the day. No tweeting!

2 Background It : Create your background image or get a designer to do it for you.

3 Read some more : Follow 5-10 more people and read their tweets.

4 First Tweet : Keep it simple. You're not Tolstoy and you only have 140 characters.

5 Set Your Goals : How many tweets will you post each day for 30 days. 3? 5? More?

6 Follow : What's your topic of interest? Find 5 more people to follow that fit your topic.

7 Add Friends : Find some friends to follow and reply to one or two.

8 Identify the Big Ones : Find the key people in your subject area and follow them.

9 Keep it Up! : Keep tweeting to meet your goal. Find more people to follow.

10 Ask a Question : Not important what it is, just tweet it on out there...

11 Say Something Funny : Have some fun with your tweets today.

12 Search : Find more key players that are active and follow them.

13 Ask a direct question : Reply to a prominent twitterer, ask them something specific.

14 Post a Link : Pick a web page or blog to link to. Ideally your own.

15 Post an Opinion : Voice your thoughts and ask your followers what they think.

16 Invite Action : Post a link to a web page you like and invite your followers to visit.

17 Read Paul McFedries book : For more of the nitty gritty details.

18 Tweet Suite : Choose a result and write a sequence of tweets to drive behaviour.

19 Tweet Suite 2 : Try a different sequence and compare your results with yesterdays.

20 Relax : Watch and learn today. Follow your followers timelines.

21 Off Twitter Marketing : Link back to your Tweets via your blog, email signatures, etc.

22 Feed Me! : Integrate your social media accounts by creating automated feeds.

23 Special Offer : Promote a time-sensitive offer to your followers.

24 Blog Link : Promote your blog post through a link.

25 Invite Purchases : Ask your followers to buy your product without a special offer.

26 Have fun! : Play with your tweets today. Be funny, light and playful.

27 Create a second timeline : Just for automated tweets from your blog.

28 Find new followers : Search one of your followers & pick some new people to follow.

29 Test some new tools : Pick some tools from our list and test them out.

30 Read Joel Comm's Book : If you're still twittering at this point, find out more.

More info...



ABOUT THE AUTHOR

Hi folks!

Thanks for reading **Book Rapper**.

I think we've all got our own special genius. Mine is to take a whole bunch of information and distil it into some simple yet co-ordinated pattern. I used to be an architect. And, for me, tracking trends and working out how they fit together is just like designing a building.

Cheers,

Geoff (McDonald)



EMAIL ME...

Share your results, feedback, thoughts, questions, suggestions, etc. And, naturally, email if you want help designing your personal implementation.

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DIY : This document is our 'DIY' solution. We suggest the actions you could take and you personalize them to your situation.

Custom : We also design custom solutions for your unique situation.

Delivery : This can be delivered in a variety of ways depending upon what you need. This might be one-on-one coaching or mentoring, or group events such as keynote presentations, facilitating strategic planning meetings or creating projects to achieve specific outcomes.

Home Base : We're based in Melbourne, Australia and with the clever use of technology we can virtually be anywhere.



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Share it : If you like this issue, share it with your friends and colleagues. Discuss the issues to expand your thinking.

Take Action : The best way to learn more is to put these ideas into practice.

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