



Using Twitter for Networking Tips

twitter

Before we start: If you're not familiar with [Twitter](#), it's what's called a micro-blogging platform where you can post updates and read the updates of others in 140 characters or less. You can follow people and others can find you to follow.

Let's Talk Networking:

If you're looking to make business connections on Twitter, your goals are likely different than if you want to gain a following of people in your market. Of course, if you're in a B2B market, your goals merge as what you talk about when you're networking and broadcasting will be on similar topics.

Although it may be a challenge to manage 2 accounts, it might be in your best interest to keep your goals separate if you aren't in a B2B market...so you can keep your tweets on subject and of interest and relevance to your market.

For now, we're going to focus on networking. In other words, connecting with other business owners for mutual benefit. We'll talk about building a following later.

1. Sign up for a profile. Use the sign up form here. Enter your real name, where possible, by entering your real name in the "Full Name" and "User Name" spaces. People connect and do business with real people. You can choose a fictional "username" if you really want (or if people already know you by this name). But in the "full name" name spot, put your full name there, so people can see it and recognize you easily as shown below:

| | | |
|-----------|---|------|
| Full name | <input type="text" value="Julie B Martin"/> | ✔ ok |
| Username | <input type="text" value="JulieBMartin"/> | ✔ ok |

Your URL - <http://twitter.com/JulieBMartin>

2. Find like-minded and interesting people to follow. Look for some of your favorite Internet Marketing teachers/gurus. In other words, people you can learn from.

To find people, just click the "Find People" at the top of the page. You can enter names as shown on the next page:

A screenshot of the Twitter website's 'Find People' search interface. The top navigation bar includes 'Home', 'Profile', 'Find People', 'Settings', 'Help', and 'Sign out'. Below the navigation bar, the heading 'Find people. Follow them.' is displayed. There are three tabs: 'Find on Twitter', 'Find on other networks', and 'Invite by email'. A search bar is present with the text 'You can search for people you know who already have a Twitter account.' and a red arrow pointing to the search input field. Below the search bar, there is a text input field with the placeholder 'Who are you looking for?' and a 'search' button. At the bottom, there is a smaller search bar with the placeholder 'Search for a username, first or last name'.

It's not a precise science and you may not always not know who you you're looking for. You can also find people by looking at who other people you know follow, visiting your favorite websites and finding their Twitter IDs, etc.

3. **Continue your search for business owners that reach your target market.** These are people who are your potential JV partners. You might end up promoting each other, making a product together...who knows.

4. **Find marketers you know and like...your online friends.** You definitely want to network with them too.

Tips to Keep Things Manageable & Don't Let Your Ego Get Bruised

- **Don't worry about who follows you back.** If you can learn from this person, you want to see their updates. It doesn't matter if they follow you back. If you only followed them in the hopes they'd follow you back, stop doing that...you're heading for an unmanageable mess (more on that shortly).

- **If you want to engage someone and possibly develop a mutual relationship, send them an @ message.** Comment on something they tweeted about, share a link to their blog post you liked, etc. You may also mention your personal thoughts, experience, so they get to know who you are. If you have something to offer (interview, bonus, etc) say it. You can DM those who are following you. If they aren't @ them.

Side note: When you put an @, immediately followed by a username, that message goes to directly to the user's replies. They will see your message. Some users receiver a higher than usual volume of messages, so you may not always get a reply. Don't sweat it.

Here's an example of where we've replied to someone on Twitter:



- **Just like in the real world, relationships take time to develop.** So give it time and grow your communication naturally and intelligently.

- **Don't follow everyone back.** Follow back people that you know and who seem to be of interest to you.

And most importantly...

Twitter for Networking is Not a Numbers Game

... despite the fact a lot of people treat it that way.

Follow quality, not quantity. You'll get much more benefit in terms of learning and connections. Plus following thousands of people is unmanageable. The numbers advocate will tell you, you can

group your followers using services [Tweetdeck](#), essentially only viewing the tweets of people who interest them.

Not only is that disingenuous (or possibly referred to as “fake following”), it just breeds an environment of number hungry marketers who are trying to build lists without any real value.

Add to that, the ridiculous number of DM’s (Direct messages) and advertisements you get will be overwhelming. It makes it hard to manage and respond to legitimate messages. Because when you play the numbers game, you attract the numbers game players – many of which are in it only for themselves.

Scrutinize Your Followers

A lot of people will follow you in the hopes of getting a follower back. They have no true interest in you, except to gain a follower. People who are truly interested in you will follow with no expectation of reciprocation. I recommend turning your follow notifications off if they are coming fast and furious. Then just review your followers list once in a while for person’s of interest.

Here’s what to look at:

- Check profile and what they do.
- Look at their tweets. Are they interesting to you? It doesn’t matter if they post only links or actively engage others – it’s up to you and what you’re looking for. Your following list belongs to you – treat it as a precious resource.

What should you tweet?

It’s completely up to you and everyone has their own style. Be your authentic self and your connections will be authentic too.

You can post:

- Tips
- Ideas
- Comments on experience with products or services
- Links and comments to articles and posts
- Repeat the post of someone else (precede the copy with “RT”) and your own comment to add some additional value.
- Personal stuff...if you want.

Ultimately, there’s no right or wrong way – it depends what you want out of Twitter. These tips are here for you if you want to have a meaningful networking and learning experience, all the while cutting out the extra noise and hassle.

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