

How to be a **twitter** Rockstar

By Nathan Hangen



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Introduction

Have you ever wondered why the heck Twitter has so much buzz around it? Like most people, when I first heard about it I couldn't imagine who would care what I was doing right now and I certainly didn't care if someone in Bangkok was drinking a glass of tea.

I signed up for an account around May of 2008 and I think I entered 1 status message. I'm a tech savvy guy, but I was put-off by the whole process and I had no idea how I was supposed to find followers or even find people to follow.

Twitter doesn't make it easy for you to use their service, so I quit on day 2 and totally forgot about it.

Several months later, I got into Ed Dale's 30 Day Challenge and he talked about Twitter. At about that same time, I connected with a few other people online that were bragging about how great Twitter was. The more I looked into it, the more people I found that were promoting Twitter and eventually I started to feel a bit embarrassed that I couldn't figure Twitter out.

I had just assumed that if I couldn't figure it out, then it must be worthless. Then I got to thinking, why are there so many people on Twitter ranting and raving about it if it really sucks? There had to be something useful about it if so many people were using it. So I figured that I would give it another try, and I'm so glad I did.

The first thing I realized about using Twitter was there is more to it than a lame page at Twitter.com. Sure, the Twitter URL has its benefits, but there are a lot of other tools that you can use to manage your Twitter account that most people don't tell you about.

The reason I wrote this guide is not because I want to make a boatload of cash (although if you bring me one I promise not to tell), but because I get tired of seeing people bash Twitter because they are either using it wrong or don't understand how to use it to their advantage. People think that Twitter is just another time sink, which has some truth in it. However, if you use it properly, it shouldn't take

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any more than 20 minutes per day of active participation to get results to make it worth your while.

In this guide, we are going to cover everything you need to know about getting started with Twitter and using it for anything from networking to business development. From there, we'll move into some advanced tactics that you can use to really target your market, whether you are trying to develop a brand or just sell stuff.

I've also included a video screencast where I show you step by step how to do the things I talk about in this book. It really isn't difficult and once you get started I think you'll find many more ways to expand what you learn here.

Twitter is a great tool, but you have to learn to manage your time with it. You can't get sucked in, but I must warn you...if you've got an addictive or social personality then you are at a high risk for doing so! Know this from the start, so that you can set time limits or you'll end up being more "un-productive" than ever before.

Getting Started

Chapter 1 Twitter Basics

To get started with Twitter, we are going to go straight to the homepage and get signed up for an account. However, before you do this I want to ask you something: What do you want to use Twitter for?

The reason that I ask is because the way that you choose your name for Twitter is very important. If you are trying to make friends or network with others, then using your real name is probably the best way to go. Some people prefer to use nicknames related to a hobby of theirs, which is also fine.

If you have a business you want to promote, you'll have to be a little bit more careful. Although you can change your name down the line, you want to get it right from the start so that you don't have to.

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Here's the thing though, people on Twitter don't like to know you as a business name unless you are a major player like Zappos or a singer like Britney Spears. When I see an invite from someone named John's plumbing Inc., I know that I'm not interested in plumbing and I'll probably just delete the email without following back.

Now, when you have a boring brick and mortar business, I recommend going with a slogan or motto and promoting your business URL in your profile instead (we'll talk about that in a minute).

If you are a brand, like Zen Habits, then you should be ok with that brand name. That is how you want people to know you and I recommend that you get that name in front of them as often as possible.

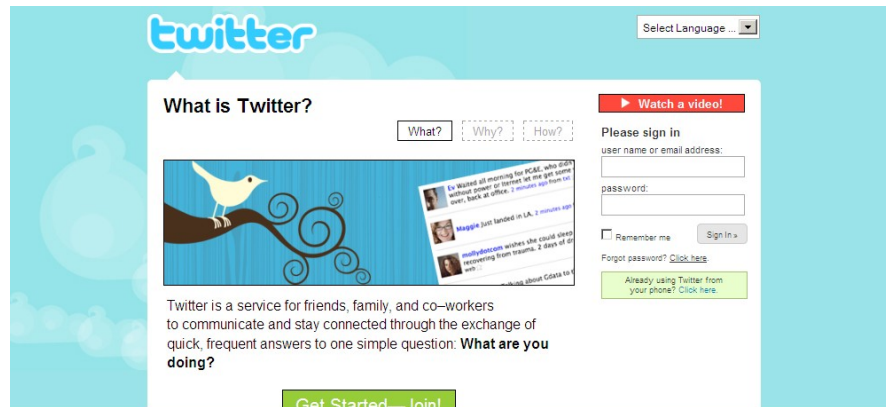
In some cases, if you have a personal brand, you will want to use your own name. My brand is "Webpreneur," but I use my real name for almost everything. This is a choice that I made and I'm riding it to the end, but so far it has worked out for me. I can then use my real name to encompass my entire lifestyle rather than just my brand.

If you pick a brand or business name, then you are kind of stuck in a niche, going with your real name helps you break out of that mold.

Ok, now its time to get an account.

Head to [Twitter.com](https://twitter.com) and create an account with the name that you've chosen. Like I said before, you can always change it if you need to.

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Here is a shot of the account creation page:

A screenshot of the Twitter account creation page, titled 'Join the Conversation'. It includes a link for users already on their phone to 'Finish signup now.' The form contains fields for 'Full name', 'Username', 'Password', and 'Email'. Below the email field is a checkbox for 'I want the inside scoop—please send me email updates!'. A CAPTCHA section shows the words 'mission's chantants' and asks the user to 'Type the words above'. A 'Can't read this?' button offers options to 'Get two new words' or 'Listen to the words'. A 'Sign in' link is visible in the top right corner.

Ok, now that you've signed up you should have an email from Twitter in your inbox with a few helpful links. You don't have to confirm your email or anything to get started, but Twitter will ask you if you want to import contacts from other services, like Gmail, Hotmail, or Yahoo.

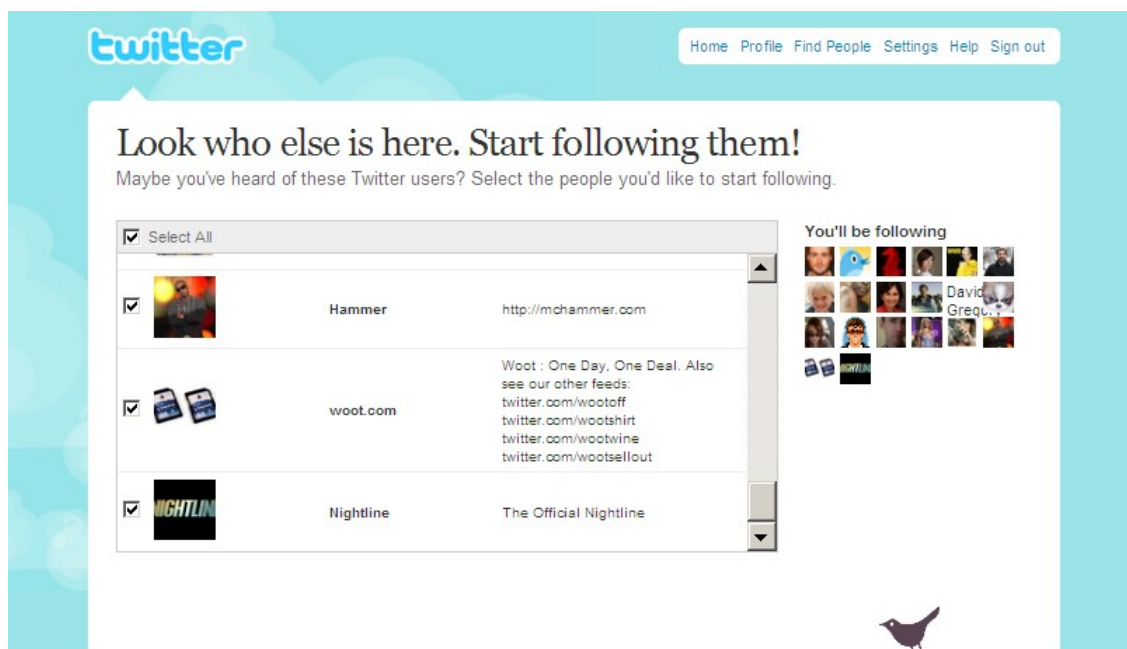
This choice is up to you, I have too many contacts in my mail accounts to use this feature, so I prefer to add contacts on my own.

If you don't want to import contacts, then just click the link at the bottom that says "skip this step." You'll be directed to a page that looks like this, which I think is pretty cool.

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It shows you some popular stars and personalities that use Twitter and gives you the option to follow them. You'll see the infamous Britney Spears, Fight Club author Chuck Palahniuk, and some other tech savvy high profile Twitterers.

I recommend that you follow most of them, as you will be able to witness first hand how a high profile personality uses Twitter to their advantage. If you don't want to follow any of them, then again just go to the bottom of the page and click "skip this step."

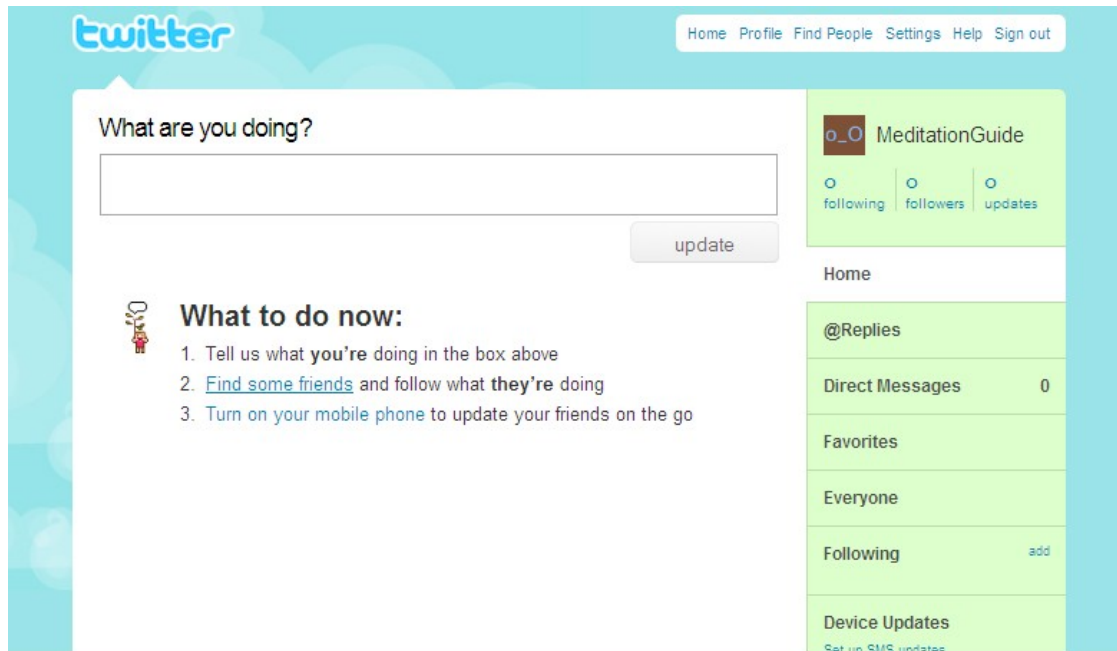


Alright, now we're ready to go! As you can see, you will be directed to your Twitter home page, which has the following URL:

<http://Twitter.com/home>

Now, the important thing to remember about the /home URL is that this is where you can see Tweets from your followers while also updating your status, however I don't really use this page all that much, we'll take about why in a bit.

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Since we're here though, we might as well input your 1st status update, so enter something interesting about yourself in the box and hit enter. You could always go with:

"Just signed up to Twitter"
"I'm finally on Twitter"
"Twitter Rocks"

You get the idea, you don't have to over think it; just don't enter an affiliate link or anything spammy. You need to create a good first impression.

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