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Conformation message:

Hello "autoresponder code here"

Thank you for your interest in Twitter For IM Professionals.

It is very important that you confirm your subscription  
so that we can start sending your lessons right away.

Please take a minute and click the link below to confirm:

"confirmation link"

We will send your first lesson as soon as we receive  
your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

"add your name here"

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1

Subject line: First Lesson - Twitter For IM Professionals

Hello "autoresponder code here",

Welcome to your first lesson in the Twitter For IM Professionals

Crash Course.

Each day for the next few days you will receive a lesson

that will help you learn the ins and outs of using Twitter

as an essential part for your Internet marketing business.

In this first lesson let's talk a little about how you can start building

a large network of friends, clients, associates, and customers

using the social networking website Twitter.

Many new users of Twitter are constantly asking how they can use

the site more effectively for their business and since the site has

grown into an Internet mega monster that is globally known and

talked about, they are right to ask. The fact is Twitter is a fantastic

tool for your IM business.

Internet relationships are very different from actual personal

relationships. They are based primarily on like, know, and trust.

Many people are reaching out to others through social network

websites like Twitter, Facebook and many others.

If you are new to Twitter you may not realize that you can create

your personal or business brand and virtually dominate your

market, simply by building a list of followers.

Let's talk about some of the ways you can you achieve this.

Once you've set up your Twitter account you will want to work on

your profile. This way you can quickly customize the look and feel

of your page. You will want to pay close attention to your one line

bio. Because this is what people will read before they decide

whether or not they want to follow you. You will only have 160

characters to describe who you are and what you do, so you have

to make it good!

The next thing you will want to do is get ‘followers’. If you have

business contacts that are already using Twitter, invite them to

follow you. Put link's in your emails, on your websites and blogs

asking people to follow you. You could even put your Twitter url on

your business card, so that you can gather followers offline as well.

Don't be shy tell everyone you meet about your Twitter page. Make

is sound exciting and let them know that you will be sharing

important updates, great tips and information with them if they

follow you. You may be surprise to find out that almost everyone will

click the follow button just to see what you're up too!

Another thing that I feel that is important especially for Internet

marketers is to seek out and follow the ‘gurus’ and the powerful

users of Twitter. This will benefit you in more than one way. It will

give you a bird’s eye view of what they’re doing on Twitter, so you

can learn how to improve your own results and it will also put you

in front of all the people they are in contact with.

Curiosity, you can't fight it, so you may as well take advantage of

it. People are curious by nature! They like to see who is following

who, so often they will click on the links and check out the followers

of people they know and follow them as well and by following the

leaders, so to speak you may naturally end up will new followers

as well. Just try and keep your target market in mind when you

choose ‘gurus’ to follow.

Now let's talk about meeting even more people and making

hundreds of new friends by using 'retweet’s’.

With this method, you take the original twitter message someone

else has posted, and rebroadcast that same message to your

followers. When broadcasting the message, you should definitely

give credit to the original poster. I know at first it may sound like

this will only be good for the original tweeter, but retweeting can

actually benefit you just as much if not more because;

1. It provides more value to your followers.

When you provide value to your followers, you make them happy!

You are also more likely to attract followers. Providing quality

content is always a great way to build your business no matter what

platform you use.

2. It will benefit your brand.

If you point a reader to a source if good information that is truly

relevant and beneficial to them, the amount of trust that they have

in you will increase.

3. It will help you build relationships with the original posters.

Retweeting someone else’s content is an act of kindness, and for

the most part bloggers like to return the favor. You shouldn't expect

someone to retweet your content just because you retweet theirs.

Just keep in mind that your chance of being on the other end of a

retweet increases as you retweet.

Retweeting is all about providing value to your followers so if you

want others to retweet your post then you want to make sure that

you are providing them with quality content worth tweeting about.

The bottom line is retweeting is a great way to add quality and

value to your Twitter page. If done right, retweeting can help you

educate your followers, build your personal brand, increase future

traffic, and connect you to other great people in your niche.

Just be careful if you use it incorrectly, retweeting can actually hurt

your personal brand and future traffic. You want to treat your

followers like gold. Don't ever send them to inappropriate

websites or spam them with one sales pitch after another.

Remember you want them to like what you have to say, so they will

follow your lead. Then when you do recommend something to them

you will get the results you are looking for every time!

That's it for today's lesson. Now go to Twitter and start building

your followers by providing them with great content that they will

love you for!

We have a lot to go over in the next few days if you want to learn

more about how to use Twitter for your IM business, so make

sure you look for your next lesson tomorrow. We will be talking

about some tools that you can use to make your Twitter page

more interactive and successful.

Thank you again for joining,

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"your email address"

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2

subject line: Second Lesson - Twitter For IM Professionals

Hello "autoresponder code here",

It’s time for your second lesson in the Twitter For IM Professionals

Crash Course. I hope you found lesson one informative and that

you have been using some of the techniques that we talked about

in the last lesson to increase your list of followers.

In this lesson we are going to go over some tools that you can use

to make your Twitter page more interactive and successful.

Whether you want to generate more traffic to your site or you want

to increase your social relationships, Twitting is a fun and exciting

activity that you can quickly master and use to achieve your goals.

We already know that Twitter keeps people connected at all times.

Some people send tweets regularly (every day) and others only a

few times a week. Since you are planning on using Twitter to build

your IM business the latter is the best option for you.

That leads us to our first tool, Future Tweets. This works great if

you aren’t able to send important tweets because you have other

commitments. It only takes a few minutes to set up and you can

use to automatically post your prepared tweets.

It is very important that you don’t use this tool to auto spam your

account with worthless information and constant offers. That will

only lose you followers. Here is an example of proper ways to use

this tool would be to remind your followers of upcoming seminars

or meetings, maybe even let them know about products and offers

to help build a buzz.

You can find out more about Future Tweets here:

<http://futuretweets.com>

Sharing pictures and product images is also possible with Twitter

by using the tool Twitpic. When you make new contacts there may

come a time when you want to share some of your pictures with

them so that they can get to know you and your business better.

Once you’ve created your Twitpic account you can upload your

pictures and quickly post them on Twitter. Another great thing

about this tool is that it is also compatible with mobile devices

which make it easier to share pictures from your mobile device.

You can find out more about Twitpic here:

<http://twitpic.com>

If you are using Wordpress for your blog, there are quite a

few tools that you can use to automate your Twitter activities

from inside your dashboard including:

TweetThis plug-in - It will encourage your visitors to tweet your

blog post. TweetThis also adds a Twitter link in every blog post

you create plus gives you the ability to shorten your blog post URL

to fit the 140-character limit.

TweetMeme button - Helps other people to easily retweet your post on Twitter

and it also shows a count of how many times your blog post has been retweeted.

Twitter Tools - This plug-in integrates your blog with Twitter

by pulling all your tweets into the side bar of your blog. You can

also use it to post new tweets from inside your WordPress blog.

You can find these and a whole slew of other tools specifically for

wordpress by doing a search for " Twitter Wordpress plug-in"

Now let's talk about Twollo. It is another Twitter tool that you

can use to find people you want to follow. Just type in the subject

or topic that interests you and the tool will find people who are

talking about the same thing and automatically follows them for you.

And the list goes on. I could literally list hundreds of tools that work

with Twitter for you, but then we would be stuck on this lesson for

days, so instead I am going to suggest that you do a little home

work after you are done reading this lesson.

All you have to do is open up your favorite search engine and do a

search for "Twitter tools, plug ins and add-ons" you will find more

that enough to meet your needs. You can narrow your search even

more if you are looking for something more specific.

For instance I did a search for "Twitter tools business" while I was

writing this lesson and came across some that I didn't know

about.

Before we close this lesson I do want to tell you about one more

tool that you can use to find out who you are following that isn't

following you back.

It's Tweepler and all you have to do is type in your Twitter

username and password and it will give you detailed list of who is

following you and who you are following. It also has a very nice

point and click interface, so that you can quickly sort through your

peeps.

It does take it a few minutes to populate the list but it is well worth

the wait. You can find it here: <http://tweepler.com>

So, go do your homework and find some Twitter Tools that will

work in your niche and start using them to make new contacts,

automate your posts and promote your site even better with

Twitter!

Look for your next lesson soon! We will be talking about gathering

new customers through twitter.

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3

subject line: Third Lesson - Twitter For IM Professionals

Hi "autoresponder code here",

It’s "add your name here", with your third lesson in the Twitter For

IM Professionals Crash Course.

Today we are going to talk about how you can gather new

customers with Twitter. I have some great tips for you, that will

help you increase your chances of converting your regular twitter

followers in to lifelong customers.

Let's jump right in and talk about how you can use Twitter to

conduct your market research. Every business has a target

market, but the simple fact is that many business owners often

miss the mark because they don’t know the true needs of their

market.

By using Twitter, you can easily listen to the needs of your

prospects, the issues they are currently facing and the kind of

help that they want.

Whenever you meet someone new on Twitter it's a good idea to

try to establish a good relationship from the start. Think like your

customer. You buy from people who you trust and like. Your target

market also behaves the same way. It is important, especially in

social marketing that you get to know your clients and do your best

to win their trust and confidence.

A good rule of thumb is to try and keep ninety percent of your

tweets full of helpful content and try to limit your promotional ones.

By doing so, you can attract more followers and hopefully

customers.

In order to show off your expertise on Twitter you will want to post

quality content on your blogs, website and other sites, like article

directory EzineArticles.com. Then share them with your followers.

As we talked about in the last lesson there are a wide variety of

tools that work with Twitter that will automatically check the blogs

you’ve posted and share them instantly on your page.

Offering educational materials, seminars, video training and

networking events will also go a long way when you are trying to

convert your followers into paying customers.

As a matter of fast I recently came across a great website that

allows you to stream live video on your Twitter page and chat real

time with your followers, so if you're not camera shy, plug in your

webcam! This will be a fantastic way to make an instant

connection for you and your peeps.

You can find out more here:

<http://twitcam.com>

There are so many different techniques that you can use to help

the transition from follower to customer by using Twitter. Just

remember to keep the value of your content high and the volume of

your promotions low and you will begin to see real results from

your efforts.

Look for your next lesson soon! We will be talking about how you

can maximize your Twitter traffic.

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4

subject line: Fourth Lesson - Twitter For IM Professionals

Hi again "autoresponder code here",

I hope you are learning a lot from the Twitter For IM Professionals

Crash Course. Today we are going to talk about how you can

maximize your Twitter traffic.

As an Internet marketer one of your main promotional goals should

be to dominate social networks and what better way to access the

global market than through Twitter. Simply by attracting followers

and making friends you can quickly build a list of valuable leads.

Did you know that Twitter is considered to be one of the most

effective and impressive ways to increase traffic?

Most people use Twitter simply to send tweets to one another

and keep in contact with friends and family, but as an Internet

marketer you can use it to drive traffic a serious amount of to your

business sites if you know how.

Just imagine, with the increased traffic to your website, you can

gain more subscribers, leads and convert them into paying

customers which all leads to increased income.

As we talked about in lesson one, you need to spread the news

that you’re on Twitter. You will want to include your Twitter url in

your email messages, post blogs and on your websites. That way,

everyone will know that you’re using Twitter.

Believe it or not regularly updating your tweets will help you drive

more traffic to your site. Avid Twitter users like people who post

tweets regularly. If you want to gain active followers through your

tweets you will want to set up a schedule for posting and do your

best to stick to it.

You will also want to make sure that you reply to the tweets

addressed to you. I don't recommend that you stay on the site all

day or spend long hours tweeting away your time. Just pick a

good time once or twice a day and login.

If you have a mobile device, all the better because you can sync it

up with your Twitter account and you won't have to worry about

being away from your computer.

Don't worry if your followers don't become active right away. It may

take some time, but they will begin to notice the times that you are

more active and after a while they will join in your conversations,

which is one of your main goals.

Just remember the basic rule we talked about in lesson three

"keep ninety percent of your tweets full of helpful content and

limit your promotional ones" this way you will keep the followers

that really matter.

While some personal tweets are a must if you want to help your

followers get to know you, you will want to avoid sending out to

many personal or unrelated tweets because it can actually cause

you to lose followers.

After all there aren't too many of your business contacts that will

want to hear that you took a shower or what you had for breakfast,

so keep your tweets focused!

By taking the time to build good relationships with your followers,

you will be laying the ground work for converting them into lifetime

customer for your products or business.

Establishing a good relationship with your followers is vital if you

want to take advantage of the massive flow of traffic that pours

through Twitter every day.

Here is a little checklist that you can keep handy:

- Let everyone know that you’re on Twitter.

- Send tweets regularly.

- Retweet good content.

- Reply to the tweets addressed to you.

- Pay attention to the kind of tweets you’re sending.

- Make the tweets personal, but not too personal.

- Most of all, build good relationships.

Using Twitter is fun and easy that is why is has such a big draw.

I'll be honest, not everyone who uses Twitter as a marketing tool

will be successful because it takes time, effort, and patience to

see effective results. But if you follow these steps regularly you

should see an increase of activity and conversion.

That's it for today's lesson. Can you believe it? You are only one

lesson away from being a Twitter marketing master, so be sure to

look for you next and final lesson soon.

We will be talking about some of the common mistakes that

Twitter users make, so you can avoid making them too!

I'd love to hear from you! Please let me know what you think,

"add your name here"

"your email address"

"your URL here"

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5

subject line: Fifth Lesson - Twitter For IM Professionals

Hello "autoresponder code here",

Wow, we have come to the fifth and final lesson in the Twitter For

IM Professionals Crash Course. The time has just flown by! I hope

you have been practicing all of your new Twitter skills.

By now you should have a basic plan and schedule for your Twitter

marketing campaign. Have you tacked your checklist from our last

lesson somewhere close to your computer yet?

In this last lesson we are going to talk about some of the common

mistakes that Twitter users make, so you can avoid making them.

Over the last few days we've talked about what an exciting, cool,

and extremely profitable social network site Twitter is. The fact is

millions of people are using it to connect with each other all over

the world, but as an Internet marketer there are some common

mistakes that you will want to avoid making even before you start

sending tweets.

Mistake number one:

The picture as your avatar in your profile is not yours.

I'm sure you've seen it. Some users don’t post their real picture.

They use cartoon pictures, company logos, or their pet’s pictures.

Although the pictures are quite cute and may grab some attention,

most Twitter users will appreciate seeing a real picture of you,

especially if you are trying to connect on a business level.

When you post your own picture it lets others know that you are

real and that you’re confident enough with what you do to let others

see you. You want people to recognize you as a leader in your

market and having a face to go with a name always helps.

Depending on your niche you will want to choose a photo that

represents business, For instance if you are have a children’s

online book store you will want to choose a picture that shows your

fun side. On the other have if you are selling product to

professionals you will want a photo that looks conservative and

business like. A nice smile never hurts either.

Mistake number two:

Automatically sending the wrong type direct message through an

AutoDM.

In lesson two we talk about using the tool Future Tweets that

automatically sends messages to people who follow you. What we

didn't talk about was sending the wrong type of message with this

tool and how it can lose you followers.

Direct messages can be seen as impersonal and pushy when

they aren't written properly. If you decide to use a tool that

automatically send messages to your new followers keep it simple

and friendly. A message saying ‘thanks for following me’ is fine,

but sending automated messages promoting your business or

product is not a good idea and most instances people will click

the unfollow button right away.

Mistake number three:

Trying to build a huge following before you have done some tweeting.

People will not be interested in following you when they click on

your Twitter page to see what you've got, and notice you don't

have much. You need to have tweeted more than, "Trying to figure

this Twitter out" and "I think I've got it figured out now."

If you don't know what to say, try "retweeting" (RT) some other

peoples' tweets that that are related to your niche. Read what

other people are tweeting about and reply to them, this will help

start up a conversation. Talk about market related news, what

you're doing on your business right now. That will give you several

tweets to get the ball rolling.

Mistake number four:

Tweeting promotion after promotion.

Yes, you are using Twitter to promote your business, but posting

one offer after another will only cause people to ‘unfollow’ you.

When people look at your timeline and notice that you aren't

posting anything of value to them they will quickly move on.

There are millions of Twitters to follow, why should they follow you

when you're only tweeting about promotions? Remember this

basic rule of sales "people want to know what's in it for me"?

Twitter is a social network and you have to keep that in mind

before you post a tweet.

When you are using Twitter for your IM business you must learn

how to communicate and build good relationships with your

followers before you start sending them with promotions.

Even if you already have a good list of leads, it is still not a good

idea to barrage them with promotions. As we have talked about

before, promotional tweets should be sent only in limited numbers.

These are just a few of the more common mistakes committed by

new and old tweeters alike. Take note of them and don’t make the

same mistakes.

Before we close this final lesson I want to share a couple of more

things with you that we didn't have a chance to go over in the last

few lessons.

The first thing is using the Twitter search feature. It is a very

effective tool that allows you to check on yourself and your

business. You will be surprised to find out how much chatter

takes place on Twitter.

By using the search tool you can quickly find out what others are

saying about you and your business and learn from them. If you

find out any criticisms, think about them carefully. You can also

make some adjustments to your business if there is a need to so

that you ensure profitability.

The next thing is your Twitter background. The background on

Twitter page tells a lot about your personality. If you plan to use

Twitter for Internet marketing you will want to make the background

look more professional. You can do this by using the basic

customization tools that Twitter supplies to make some simple

changes to the color scheme of your page.

For even more impact you may want to consider a custom

designed background. There are many editing programs that you

can use to create your own graphics if you want to and if you do a

quick search you will also find a variety of pre-made Twitter

background available. If you really want to go all out you can hire a

designer to create one for you.

Capitalizing on Twitter’s popularity can be very rewarding and

profitable for your IM business, but only if you know what you’re

doing. While I tried to cover the basics during this short course

there is always more to learn and you will want to continue

education as you go along and as Twitter changes and grow I'm

sure more great thing will come.

Just remember the basic rules, keep your checklist handy and you

will be sure to see results from your efforts.

Good luck with your twitter marketing campaign,

"add your name here"

"your email address"

"your URL here"

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