

**Grow Your Business With Each Tweet On Twitter**

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**By Dennis Becker and Rachel Rofo**

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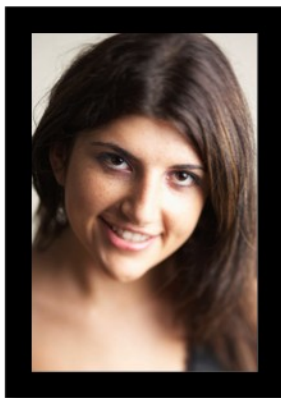
## About Us:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



**Rachel Rofo** has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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## **Introduction**

You've probably pondered the fact that Twitter might be an absolute waste of your valuable time. After all, there are so many hours in your day and you must accomplish a ton of marketing within those short hours.

All Internet marketers have toyed with this rather perplexing notion time and again. Let me put your mind at ease and tell you that Twitter can be a great ally when it comes to branding your business. Though it can be confusing at first, once you get the hang of tweeting, you will gain access to tons of very influential people in the online world.

This report dispels all of the Twitter myths, while revealing to you how tweeting can get you ahead in the ecommerce world. So, fluff those feathers and get ready to learn.

## **Getting Inside Twitter**

You're probably wondering what is Twitter exactly? You can think of Twitter as a platform for micro-blogging. It is a highly efficient way to convey your message in 140 characters or less. Ernest Hemingway would have appreciated this concept.

Even though at this point it seems Twitter is just another thing for you to miserably fail at keeping track of, you must not under estimate its value. Every day between 5 and 10 thousand people join the Twitter community.

Currently, Twitter estimates its users at 5 million. That is a pretty large contact list if you ask me.

Essentially, Twitter is a constant stream of instant messages blasted to the general public. That might sound a bit overwhelming (and make you feel a tinge nauseated), but the good news is you can turn it on or off at your leisure.

## **Hitting Heavy on Twitter**

As previously mentioned, tons of high profile persons use the Twitter platform. Okay, so maybe this tweeting thing isn't the stone-washed jeans of

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social networking. It might be here to stay. Here are some solid reasons why tweeting is good for business:

1. Get honest feedback: Posting questions on Twitter often receives great insight from your followers. This helps you to revamp your marketing, and lets you know what is working well with the public.
2. Build your brand: Tweeting is a great way to connect with your followers on a more personal level. It builds your brand without the constant sales push.
3. Make connections: Twitter allows you to connect with hundreds of people you wouldn't have otherwise met. You never know who is out there reading your tweets and you may make contact that will skyrocket your business.
4. Get in the gossip: There is no better way to find out what people are saying about your products and services than reading posts on Twitter. You can perform searches on Twitter that directly connect you with questions that people may have about your niche or product. All you have to do is respond, and you will likely pick up a new customer.

## Planning Your Twitter Strategy

At first glimpse, Twitter seems like a place to update people on what's happening in your life. That sounds cool for a teen, but not so productive for the average businessperson. After all, who has time, and, quite frankly, who cares?

But, when you closely follow Twitter, you will realize that your strategy largely relies on with whom you connect. If you have been in your industry for a while, then you are probably well aware of who's who in your business world. You will likely find they are all connected on Twitter. This puts you at a great advantage because you can keep up and interact with those whom you respect.

Twitter also allows you to make connections only possible with cold calling in the past. You can chat with industry experts, vendors, and analysts, providing you with opportunity to convert Twitter conversations into business ones.

Another great advantage Twitter offers is for you to connect with mega-fans and get them into new products before the launch. You can pre-launch

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products on Twitter and get an enormous amount of insightful feedback before your actual launch. It makes your fans feel truly exceptional, and also helps you get the most out of your product launches.

You can also test out marketing ideas by posting polls and surveys for your fans to answer. Opportunities are endless when it comes to connecting on Twitter. You just have to be willing to take the plunge, learn the platform, and make the right connections.

## **Getting Into It**

Most people fall into two categories when it comes to Twitter. They either get it or they don't and give up right away. One thing that can become overwhelming is the idea that you have to read every single stream of information that flows your way.

Don't get caught in this trap because Twitter will begin to lose its value. Let the information roll past and only capture what is important for your business. What are you waiting for? Go ahead and set up your Twitter account and start making those connections. You will be amazed at how quickly it becomes one of the most valuable tools in your business-marketing plan.

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## **Want More? Here Are Some Resources:**

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

### **Article Marketing**

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

### **Copywriting**

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

### **Freelance Work**

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

## List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

## Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

## Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

## Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell



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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

## Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

## Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets. You get resale and private label rights with this.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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