My Super Simple Secret for Engagement on Twitter

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I'll start with the actual content in just a moment. Before I do I wanted you to have a chance to see my first of 3 bonuses that I believe you will love.

BONUS 1: No Cost Twitter Tweeting

Have your tweets sent to my exploding audience focused on doing business on the Web.

Here are the details:

If your project is of interest to the online business community, I would like to promote it to my followers. Currently I have a **9K following** which is growing by about 150 new followers daily. They are all very active on Twitter especially as it relates to liking, retweeting and commenting on tweets that I send out.

What you receive:

- 3 tweets
- 9K large following.
- Total exposure = 27K

How much does this cost?

- There is **no cost** to the first promotion.

How do you secure this opportunity?

- Tweet me at **@ViralTNTeam**
- Call me at: **702-439-4766**

NOTE: If opting for call a voice mail will need to be left and I will return your call within 3 to 5 days. Tweeting is the fast track to getting responses back from me.

Setting Up My Twitter Engagement Backbone

Before I get started, let's make sure that we are in the same playing field.

1. You already have your **account** setup on Twitter.
2. You may even **have a following**, though it doesn't need to be a big one. In fact, having a big following could get in your way even though this method works no matter the size.
3. You have a reason for **wanting to talk** to people on Twitter. That reason could be for generating leads, marketing products, increasing exposure or even just because.
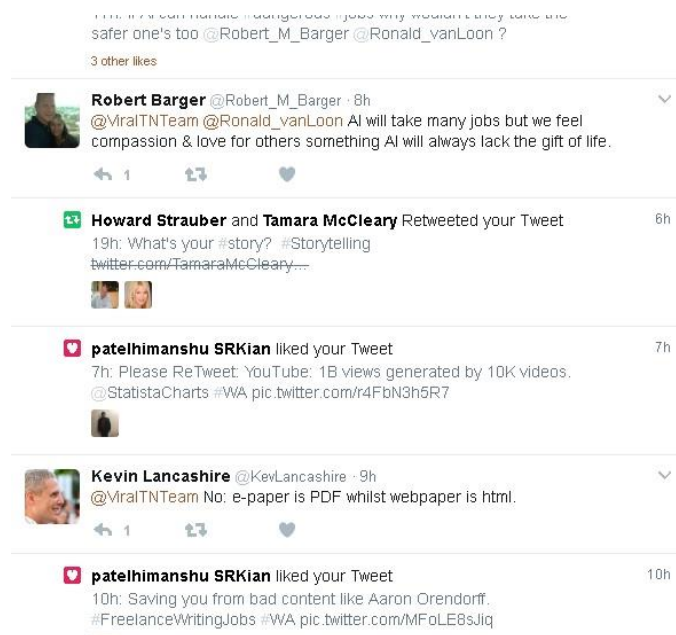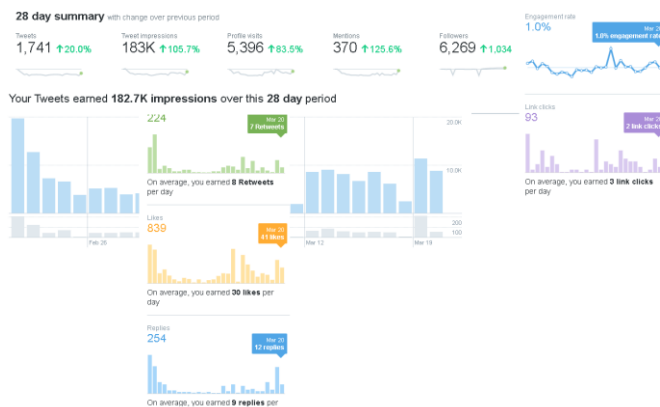
If that defines you, this report is for you.

DISCLAIMER: While I can't absolutely guarantee everyone everywhere will succeed with this method, I'm certain that this will be the. There is one major reason your success could be stifled. If you read this report and do nothing with it. In such a case, all bets are off.

BONUS 2: I hold **online seminars** (either tele or video) as needs arise. To grab a free seat in one of these events send your request to my Twitter account at **@ViralTNTeam** or leave a message on my voice mail at **702-439-4766**.

With that said, let's get started.

The Only Real Tool You Need

HOT TIP #1: What I'm about to show you can be done without paying anyone anywhere for anything including different Twitter tools that charge for a monthly membership.

The only real tool that is needed to make this work outside of Twitter (which has a free option), would be TweetDeck.

I'm not going to cover installing or setting TweetDeck up in this article about **getting people to engage** with you on Twitter. But I will give you the **secret sauce** as to why you need to use the tool.
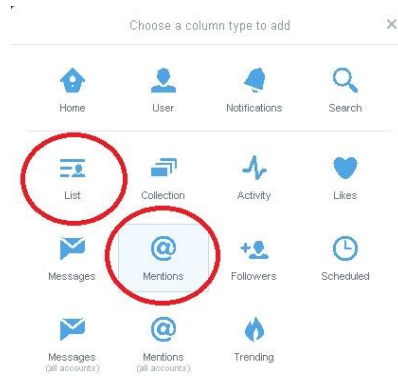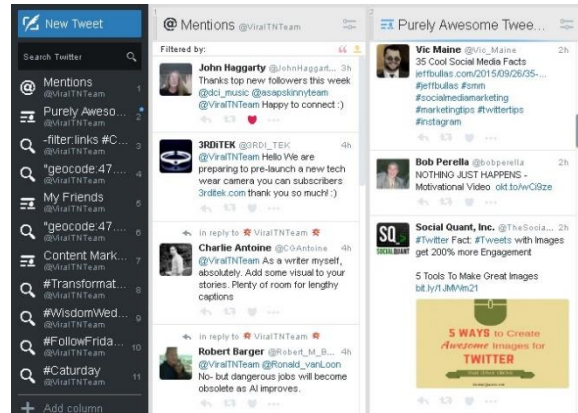
Columns.

2 of them to be exact.

After setting up TweetDeck you will notice a panel on the left side. Click the plus sign on that panel and you will be given options for setting up a new column.

You will want to create 2 columns.

Setting Up and Working with Column #1

1. Select the plus sign.
2. Click mentions.
3. Make sure your account is highlighted.
4. Choose "add column."

You're done.

It's that easy.

The actual working of this process may seem a bit more complicated, but it's not really. And, if you think it's too difficult you can just leave everything checked and proceed through the stream as it shows up.

Here's what I do.

Once the column is created I select the bar looking icon in the upper right and the settings for that column appear. While there are many things that can be done I'm only interested in the "**notification types**" and select it accordingly.

The various options for notification display. They are likely all checked.
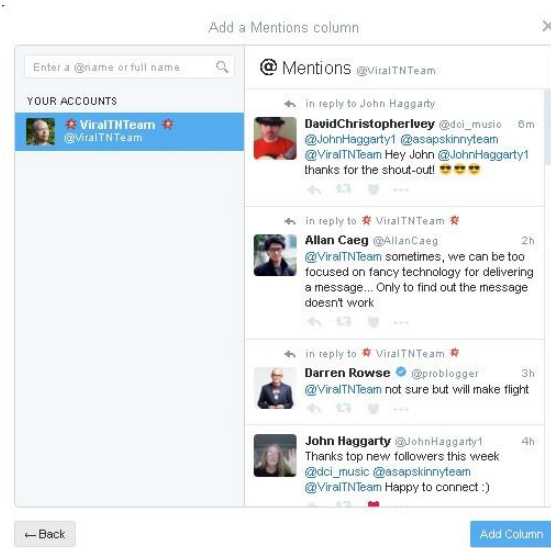
You want to uncheck them all.

Then starting from the top down select only one and look at the stream. You will now see all the people that have been involved with that notification type on your account.

For example, if someone retweeted something you said, when you are reviewing the retweet section it will show up but not when your reviewing people who have liked your account.

HOT TIP #2: I typically don't pay much attention to followers within this process. I am interested in people that are **engaging with me** in some way. Bye bye bots.

Setting Up and Working with Column #2

Well, if you want to get down to the brass tacks, you can also skip this part of my report and still get this **super simple secret** to work for you.

I just don't recommend it.

It's like the frosting on the cake.

What you need to do to get started is **create a list** on Twitter (you can also use TweetDeck for this setup, I like to do it direct on Twitter.)

Go to your profile and click the tab which says "**lists**."

Then click the button that reads "**create new list**."

Name your list.

I named mine "**Purely Awesome Tweeps**."

Enter a description that is less than 100 characters if you want to. It's an option.

Here's what I wrote: Cool Tweeps. Subscribe for exclusive RT's, like's and comments from me. I'm watching. :)

Leave the list set at public.

Select "**save list**."

You're done.

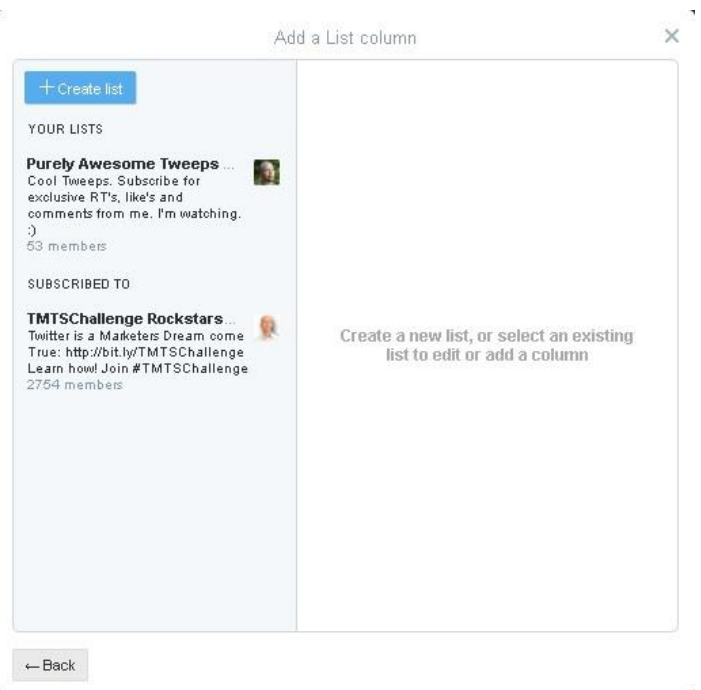Back over on TweetDeck we now want to setup the column for this list.

Click the plus sign.

Choose list.

Select the name of the list that you created.

Click "**add column**."

You're done again.

Moving Beyond Setup

You have now setup everything. My guess is that it took less than 30 minutes to complete the process.

Much less.

Now the fun begins.

You decide what niche you are in.

Let's choose plumbing.

HOT TIP 3: Did you know that you can see everyone in your local area that is tweeting? Imagine you are a local plumber. Do you think there would be an advantage to connecting with local area residents and building a quality relationship? While this is out of scope with this report, I'd be pleased to share with you how this following code works as part of a private coaching session.

geocode:47.6511610,-117.3680530,100km

Reach out to me via Twitter at **@ViralTNTeam** or you can leave a voice mail on **702-439-4766** to find out more about my **coaching services**.

Instead, I have a DIY plumbing report that I wrote which I want people to request. In my case, I'm more open to the recipient being pretty much anywhere. That means that the above geo target concept would not work for me.

Instead, I enter "plumbing" into the Twitter search bar and arrive on a screen that shows me all the top tweets for this term.

I'm interested in what people are saying right now about plumbing, so I select "**latest**" to see what people are saying this minute on Twitter about plumbing.

HOT TIP 4: If I want to see all the results which do not include a hyperlink, I enter -**filter:links** before

the term I'm investigating and now only see what people are saying about the topic. It is a great way to get beyond all the annoying advertisements.
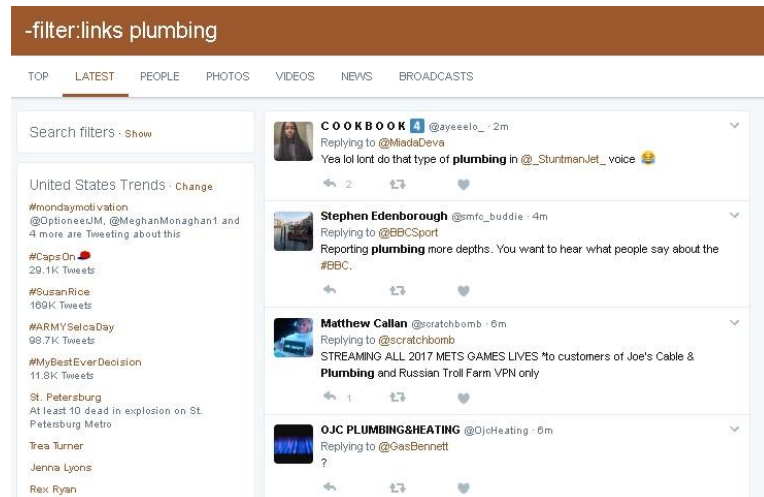
Preparing to Engage

I can now look through these Twitter search results and get to work.

HOT TIP 5: You do not need to be limited to just one **search** term. I recommend having a set of different terms that target your niche so that you can increase your success. It can easily be saved in something like WordPad, Note Pad or whatever.

As I start looking through the results, my goal is to find things I can respond to.

Please note, I'm not wanting to market my offerings at this point, that should be the job of my **Twitter profile**.

Instead, I'm wanting to openly and honestly **engage** them about what they are talking about. That engagement typically comes in the form of a **question**.

It would look something like:

How long have you been a #marketing #coach @ViralTNTeam ?

Seems like a super simple question, and it is. I recommend repeating this process at least 20 times daily with 20 different accounts each day.

Before I go further forward, I'd like to break down the different elements of the question asked as there is quite a bit going on in it.

How long have you…

You're not talking about yourself at all. If you do, you will break this process. Instead your responding to something they have tweeted.

This is the secret ingredient behind **getting people to talk** to you on Twitter, though it gets better.

People want to talk about themselves, not you.

been a #marketing #coach

While this continues the question it also brings in the concept of hashtags.

Hashtags could be a report all their own.

Simply put, it is Twitter's way of indexing things on their platform. I recommend using 1 or 2 hashtag's per question and nothing more.

@ViralTNTeam

When you hit reply so that you can ask your question, Twitter will populate the UID for you. Most people start typing after the UID.

It is not wise.

Instead, type your question, or at least a healthy part of it, before the UID. I'm not going to explain why here, just do it.

?

Every question needs one of these at the end.

However, with this Twitter system, I make sure to have a **space** between it and the UID.

I just don't want anything messing with the UID details, so I feel safer with having the question mark added after a space.

What Will Be the Result?

Let's say you do this for 1 week at 20 questions a day. By the end of that week you would have 140 questions asked.

More is better.

Do whatever your schedule can handle.

If your questions are meaningful to the other person receiving them, there is a high probability that they will respond. Maybe not every person you ask a question of will respond, but if you are **truly genuine** in your question 3 to 5 out of 20 should. Maybe more.

They respond in one of 3 typical ways though others are available.

1. Liking
2. ReTweeting
3. Answering (Commenting)

You want to keep track of the entire process and the Twitter stream is not the way to do that.

Here's where **TweetDeck** comes back into the picture.

Managing TweetDeck Column #1: Mentions

As people begin to respond, you want to **monitor their actions**.

If they respond, respond back.

Don't drag this on to long unless there is a **genuine conversation** taking place. It gets spammy when people ask a question that gets answered and then just keep asking questions.

Instead, have a brief conversation, no more than 5 or 6 tweets in total.

And end.

HOT TIP 6: If they take the time to like or retweet what you did you will win friends and influence people by doing the same in reverse. It's the way to **build quality relationships** on Twitter.

BONUS 3: Beyond the Super Simple Basics with Ease

Everything I have shared with you works.

It's super.

It's simple.

And now, it's **no longer a secret** in your world.

But this can all get better with an easy upgrade.

No, the bonus upgrade doesn't cost anything either.

When someone retweets or comments I make sure to **add them to my list**.

As these people put things out in their own stream I can then interact with them. Interaction certainly includes **likes** and **retweeting** but also and perhaps more importantly, **commenting**.

Those comments are, of course, questions about what they are tweeting.

As momentum builds with this you will become more and more a part of their lives. If you have setup your profile just right, they will turn to **you as the authority** for whatever you are representing.

If you have products that you want to bring forward, these people who you have established a healthy relationship with will be the first ones to be ready to listen to what you say.

An example of this process in motion would be the report that you are reading.

Given that you have reached this point in the writing, I presume that you have a level of comfort in the type of quality that I offer.

That's cool, as it is one of my 3 core services.

If you are familiar with **Neil Patel** or **Kim Garst**, I consider my style of writing to be like there's but with a more affordable price tag. My focus within writing is targeted to **business** with an emphasis on **marketing**.

I'll not be the right one for steps to take to increase your health or even how to make most anything. However, if you are looking for solid gold as it relates to strategies you can implement to **get found on the web**, then it would be good for us to talk.

Reach out to me on Twitter via my **@ViralTNTeam** handle or contact me direct on **702-439-4766**.

SMALL DISCLAIMER: I live way up in the woods where my Verizon cell phone does not work. It gets checked about twice weekly. So, leave a message and I will get back to you. For faster contact send me a tweet on Twitter as I check it daily.