

Hello, hello! Today's show is all about how you can get more Twitter followers. And I know this kind of a random episode for me to be making, but the truth is [Twitter](#) is incredible! It's such an underrated tool for traffic. It is one of my largest traffic generators. It's sending me thousands upon thousands of visitors every single month. And, I mean, there are so many benefits to it. It gets like instant traffic, it's very, very fast. You post something on Twitter and people will click right away. It gives you more influence, more authority and it creates a lot of extra sales. I know I've gotten many sales from Twitter, both on product purchases. I've had people write to me and say, "I've found you on Twitter. How can I hire you for coaching?" All kinds of things.

And so I don't know why Twitter is underrated as it is, really. So, that's what we're going to talk about today and today's show is brought to you by [PostDynamo.com](#). And Post Dynamo is a software that I've been working for months to create. And it basically automates all the hard stuff about Twitter. So everything that takes a lot of time and really just takes like all the best practices that I use for Twitter and puts it into a software. So it just will help you enhance your Twitter presence and make sure you're making the most of it. So, if you want to learn more about that, you can go to [PostDynamo.com](#). I should be clear that it doesn't automate everything because Twitter is a social network so you do have to be social but it does make life a lot easier.

Okay, with that being said, let's go over different things that you can do to make it so that you get more followers on Twitter, more exposure, more traffic, more sales. So first, we'll go over the very basics. And so very basics are; number one, you want to have a bio where people can kind of understand if they want to learn more about you or not. So everyone gets 140 characters to explain who they are. And so people are going to see your bio and make a decision if they want to get to know you even better. So, I like to make bios kind of quirky, kind of fun. You can explain what you do very succinctly, any hobbies that you have. And here is where you're going to make a bio that shows who you are as an overall person, not just who you are in a business sense. Because people aren't going to want to follow you unless you're like super honed into what they're interested in learning more about. But usually if they think they're just going to get pitched or it's going to be just pure business because remember this is social so we want to be, you know, human to human interaction.

So make your bio interesting. If you'd like to see mine, go to twitter.com/rachelrofe and then you can see what I write. I've gotten a lot

of people who said they liked my bio. So hopefully that will help you. I also have a picture where people can connect with you. So, I mean, I know that there's exceptions to this. I have a friend, Denise, who has "[Your Partner in Success](#)" radio show and she hasn't had a picture for many, many years, I don't know if ever. And she's okay with that. And there's other people who don't have pictures. But for the most part, if you don't have a picture, you have a cartoon picture or something like that. But again, it's social networking. So if you don't have a picture, it's going to be hard for people to relate to you. So I recommend having a clear picture where people can see what you look like and you know, some people can feel your energy. They can feel just kind of the vibe that you give out from looking at your picture and so then you can get kind of people, like-minded people to click through.

So those are the basics, when you just have your bio and then your picture. And then when you're going through and posting. So for posting, you definitely want to make sure that you're sharing good stuff. So not like mega promotional all the time, anything like that. And we'll go over kind of what you can post here in a second. But first I'll say, with everything that you're posting, you want to make sure that you have tweets going out a few times per day. Because, as I said, Twitter gives you instant traffic. It is super-fast. You post something and then boom, you get clicks over to your website. So that's the positive.

The other side of that though is the average tweet lasts about 18 minutes and then it's done. So after 18 minutes, it's like people are not going to see what you've posted in most cases. So I would recommend having several tweets going out, not repeating yourself over and over and over, but make sure that whatever you want people to be able to see, you post about a couple different times throughout the week.

There's a site called, [Tweriod](#). And that site will actually let you know when your followers, the people who are following you on Twitter are on Twitter the most. And it will tell you when the best times for you to post are. And so that's really helpful to know when you're going to get the most exposure. And you know, again, just make sure that you're posting all kinds of different things. So, for me, I like to mix it up with; I do questions. I'll ask people questions to be social. I'll do motivational quotes. I'll do regular quotes. I'll do content so tips like book writing or outsourcing, content creation, general online marketing, things that I have had experience in. I'll post when there's been new podcast episodes. And rarely, I'll do a promotion or like if I have a free book or something but very rarely will I actually sell something on there.

Because I want to make it count. When I do, and I don't want to be super spammy where people don't get value from following me. So definitely mix up yours too. You can do all kinds of things. You can do the quotes, the tips, the questions, pictures, all kinds of things.

And you can also, if you're not sure what to post about, there's another site called MyTopTweet.com. And with that, you can actually plug in your profile name and it will tell you the tweet that you posted that had the best response from people, so that have the best, the most retweets and the most favorites. And you can also do that for people in your niche. Like if you're doing this for business, you can find people who are similar to you and see what got them the most exposure. And so that's going to be really helpful because then you can start to see the types of things that people want to hear more about. So you can do that.

I also recommend posting pictures because all the posts with pictures get more shares than if you just have text. You have more real estate that way. It catches people's eyes more. So definitely pictures wherever you can. And the other thing is if you're wanting to get things retweeted, people will usually retweet, which is just like taking what you've posted and sharing it to their followers, if it's something that makes them look good, right?

So if you have like quotes that make them look good for being the type of person that shares that or tips that are really helpful and they look good to their followers for sharing that, that's what's going to get you more exposure. So think in those terms. Like, what would I want to share? And what would make people look really good to share?

And speaking of sharing, I'd definitely be generous in liking other people too. So don't make it all just your stuff. If you can share other people and make it, I mean, if other people have great content, why not give them some love, build relationships and actually have a Twitter stream that is going to be as helpful as possible to people watching and to people following you.

The other thing is, you're going to have people who are responding to some of your things, especially like if you have questions and stuff and people are interacting. And so I highly recommend to just respond to people in a timely manner. What I like to do is I have all my posts automatically, most of my posts automatically get sent out. Sometimes I'll do, you know, I'll go and I'll type things but a lot of them I've pre-

typed, I've had them scheduled. This is something that [Post Dynamo](#) can do for you is you can go through, put in a bunch of posts and then it will just randomly put out different posts at different times. But then I'll still go on for an hour everyday and just everyone who has written to me, specifically, I'll go in and I'll write back to them. And so, I'll still have that social interaction.

So, I mean, I don't want to go on Twitter like five times a day and get derailed with new posts and have to think about new posts all the time. So I have that part handled but I still make sure that there's that human to human interaction. So that's what I would highly recommend you do is you just go through and respond back to people. There's a lot of Twitter accounts where they just like it's constant, random quotes and random promotional stuff and it's not like there's really any value, it's not social and so people don't respond well to you. But if you take that time, you can get great results.

The other thing is, a lot of people are curious about following. Should I follow random people or not? For me, I totally follow people. I like following people, even if I haven't met them before because if I see somebody that looks like we can have something in common, I think it's really like a great way just to follow them and get to talk with them that way. And it's just also like it's a good way for people to look at you and see if they like you and if they want to follow you back and you can create relationships.

Now, there's etiquette for this, right? So there's people who will go through and follow people. And then once the people follow them back, the first person will unfollow them to inflate their follower count, which I definitely don't think is cool at all. I definitely don't do that. You can follow people, and if they don't follow you back, there's different schools of thought around that. Some people unfollow the people who don't follow them back because those people are indicating that they're not interested in potentially having a relationship.

So it's really up to whatever you want to do but I am definitely the school of thought of just following people that I don't know to try and build relationships and it's been really great so far. I've met a lot of people. I've had some awesome people come on the podcast here who I didn't know before Twitter. Chad Hadsell, the podcast about "[The Four Things You Need If You Want To Be Happy](#)," Emily Aube who had the [Anxiety Podcast](#), Beth Burgess, another [Anxiety Podcast](#). There's another one about building a life in business that you love. A lot of people I've met in

Twitter just from randomly following people and then building these relationships. So I'm all about it.

So, hopefully this helps just a couple of ideas on different things you can do to build more followers. So quickly to recap, have a picture where people can connect with you, have an interesting bio, share good stuff, have your tweets going out a couple of times a day, mix up your tweets with different kinds of things, respond to people in a timely manner. You can go to [My Top Tweet](#) to get some different ideas on tweets that you can post about that people will be interested in, post pictures, have posts where people will feed good about themselves for retweeting. Be generous in linking other people. And I should also say include Twitter in your signatures. This way you can get more people who are already looking at your emails and stuff to go click over, increase your follower count and have another way for you to go and connect with people. And then also, follow people as you want so that you can build relationships with people that you don't know yet.

So hopefully this helps and if you'd like to learn more about [Post Dynamo](#), as I was saying is, you can basically go through and queue up content so it's different than [Hootsuite](#) or something like that because the content that you queue up will go forever and ever. It's not like you just schedule it once and then you have to keep coming back every week. So you basically can queue up your content, have it come forever. You can create pictures from within [Post Dynamo](#) integrates with [PicMoney](#) and [iStockPhoto](#) so you can add pictures to everything. And it's super cool. I created this because it's something that I would want myself and that's typically the software that I have that does the best so Post Dynamo to learn more about that and hope this helps. Have a fantastic day and I'll talk to you soon!

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Thank you in advance!

I really appreciate you.

With love,
Rachel Rofé