

The Busy Writer's Book of Checklists

Checklist 19 – Getting Started With Twitter

Twitter Checklist	
Done	<i>Twitter sometimes seems strange to those who haven't become involved with it, but it is one of the most powerful social networks around. If you learn how to use Twitter and attract lots of followers, it can have a very positive effect on book sales.</i>
<input type="checkbox"/>	Search for and download a guide to starting out with Twitter. There are plenty of them around, and you need to understand what you are doing before you jump in. Charlene Kingston has created an excellent guide called Twitter for Beginners. You can download it here: http://socialmediadiyworkshop.com/products/
<input type="checkbox"/>	Set up a Twitter account at http://twitter.com
<input type="checkbox"/>	Your profile: Use your real name if you want friends and other writers to be able to find you. (Your Twitter username can be different.)
<input type="checkbox"/>	Add your location (this is optional, to let people know where you are in the world)
<input type="checkbox"/>	Add your web link (this can be to your blog or website. If you have neither, you can build a Twitter landing page.)
<input type="checkbox"/>	Fill in your bio. (This has to be SHORT, like all Twitter messages. You have only 160 characters, so make them count!)
<input type="checkbox"/>	Choose an appropriate Username. This should represent your book(s), your series, your business or your brand. Keep this short, too. No spaces or punctuation.
<input type="checkbox"/>	Upload an avatar (picture) so people associate it with you. You can use anything you like, but mostly people prefer to look at a face.
<input type="checkbox"/>	To find people to follow: do a search on Twitter for authors you like, or book bloggers, etc. Look for people with a large following, and click 'follow' to get their tweets.
<input type="checkbox"/>	Also browse around in the people that are <i>following</i> your favorite authors. Some of them will have large groups of followers. You might like to follow them, too.
<input type="checkbox"/>	Investigate programs like Hootsuite to help you easily manage your Tweets and Facebook pages.
<input type="checkbox"/>	Look for opportunities to tweet about an interesting web site, a useful blog post, or offer advice to other writers (pointing back to a page on your blog, perhaps.)
<input type="checkbox"/>	Gradually build a relationship with other people on Twitter. You will see your list of followers growing. Your friends on Twitter will help to promote your books (and buy your books!)
<input type="checkbox"/>	Don't follow EVERYONE back. You'll have too many tweets to handle. Be selective.
<input type="checkbox"/>	<i>Other Aspects of Twitter to Investigate:</i>