

Worksheet: Twitter Your Way to New Clients

Use the check list below to develop an effective Twitter marketing strategy for your business.

Profile		
X	Item	Description
	Profile Picture	Choose an up close headshot. Use a professional or casual photo depending on how you would like prospective clients and centers of influence to view you.
	Website	Include one website that best explains what you do. This could include a company website, personal website, blog or LinkedIn profile.
	Bio	Include a brief bio that explains exactly what you do (your unique value proposition or elevator pitch).
	Background	Create a custom background that highlights your business and provides more detailed contact information.
Build Your Network		
X	Item	Description
	Connect with People You Know	Use "Find People" menu on Twitter to search for your existing contacts by name or email address.
	Search Others' Following/Followers	Use the following/followers list for other people who are in a similar business or region as you are to find new people to follow.
	Search Designations	Use "Find People" menu to search for specific designations that someone may include in their profile name (e.g. MD, CPA, Esq.).
	Search Keywords	Use search.twitter.com to find people talking about specific events, organizations or topics which may fit your target market.
	Find Local People	Use sites like www.tweetmondo.com , nearbytweets.com , and localtweeps.com to find people on Twitter locally.
	Mr.Tweet	Use mrtweet.com for recommendations of users based on your current network.
	Twibes	Find groups at www.twibes.com to find people within a specific demographic (professions, hobbies, associations, etc).
	Organic Growth	Promote your Twitter address on LinkedIn, Facebook, email signature, blog, podcast, vlog, etc. for organic growth.
Tweets		
X	Action	Description
	Links	Include tweets with links to events, blogs, articles, podcasts, radio shows, photos, vlogs, websites, etc.
	ReTweet	ReTweet posts you have enjoyed to provide additional value to your followers and to build a relationship with the original poster.
	Respond to Tweets	Try to respond to all @Replies and Direct Messages. Also, thank people for ReTweeting your message.
	Personal Tweets	Include personal tweets once in a while to create a personal connection with your followers.



Wealth Management
Marketing

This worksheet is provided to you courtesy of Wealth Management Marketing.
Visit www.WealthManagementMarketing.net for more advisor tools.