

TOP SECRET

SNEAKY TWITTER TRICKS FOR AUTHORS

**How to Legally Steal the Fans of the
World's Most Popular Authors**



Since it burst on the scene just a couple years ago, Twitter has become the most popular “micro-blogging” platform around.

High-profile celebrities have used the service to cultivate followings of literally over 1,000,000 fans, and many “lesser-known” marketers, entertainers, and yes, AUTHORS, are quietly building fan bases of 10,000, 50,000 or even 100,000 people.

If you’re not familiar with Twitter, you should be. But this report is going to assume that you already know the very basics of how to use the service, how the whole “following” and “follower” system works, and the basics of how to navigate around.



(By the way, Twitter is exceedingly simple to use so if you aren’t taking advantage of it now, spend 30 minutes to open an account at www.twitter.com and get familiar with it. Its ease of use is one of the reasons why, in my opinion, it has become so popular.)

One of the things we teach inside the full Author’s Edge Training Portal is how to use Twitter the right way to gain fans, build a base of support, and sell more books.

Inside the member's area we have a full video tutorial on Twitter, along with a stand-alone full-blown course called **Twitter Traffic Swarm** that covers how to use the service for maximum impact.



(To join today for free, [click here.](#))

This Twitter Traffic Swarm Course comes FREE with your membership to the Author's Edge Training Portal!

Now obviously in this short report we can't cover everything that's in the Traffic Swarm course, nor can we even cover everything that's in the step-by-step videos we have up on the site.

But what we can do is go over one of the sneaky little tactics we've developed that can help you legally steal -- or maybe piggyback is a better word -- the Twitter fans of the world's most beloved authors.

Here's how...

STEP 1: DETERMINE THE 900-POUND GORILLA

Okay, this should be an easy step.

The first thing we need to do is to come up with one, two, or three (or more, depending on your market) of the most popular authors/icons serving your market. Who are the authors you look up to?

For example, if you write about personal finance, maybe Suze Orman would be on your list, or Bob Kiyosaki.

If you write books for dog owners, Cesar Millan is probably going to be on your list.

If you write books on personal development, then Tony Robbins (along with a whole host of others) would be on your list.

And so on.

If you write fiction, then you want to choose the author(s) who are the most famous in your particular genre.

Basically what you're saying is this...

“If I had as many fans as X, I’d be selling a ton -- a TON -- of books.”

Once you have your list, you’re ready for Step 2.



STEP 2: STALK YOUR LIST ON TWITTER

Here’s where this starts getting fun.

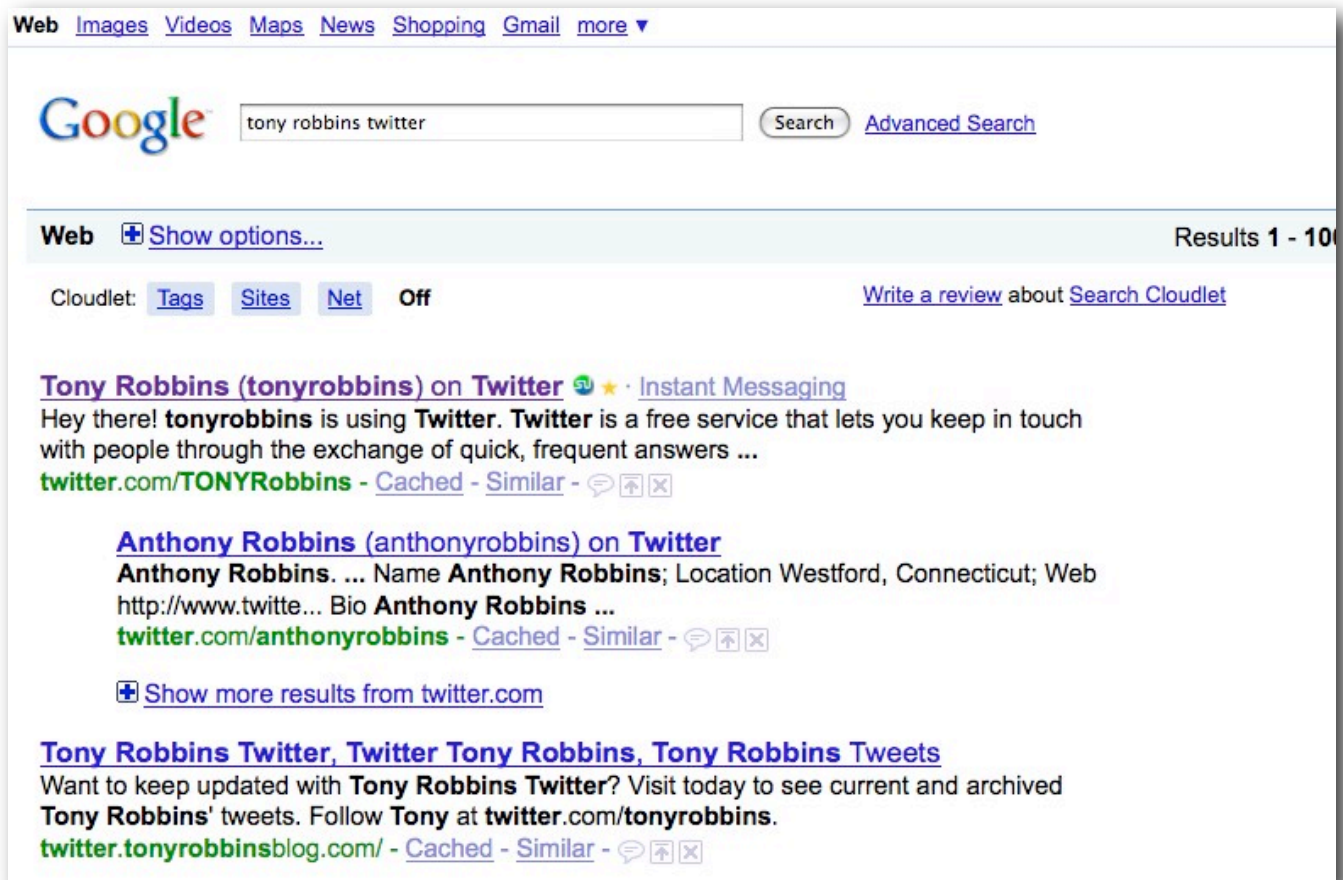
Now what we want to do is find out if the authors on your list have Twitter accounts (if you’ve chosen big enough names, they almost certainly will).

An easy way to do this is through our dear, dear friend Google.

Let’s say we write books on personal growth and Tony Robbins is our absolute best example of the kind of author that our readers (or potential readers) are in to.

Okay, great. So let’s head over to Google and type in “Tony Robbins Twitter.”

Here's what we get...



The screenshot shows a Google search interface. At the top, there are navigation links for Web, Images, Videos, Maps, News, Shopping, Gmail, and more. The search bar contains the text "tony robbins twitter" and a "Search" button. Below the search bar, there are "Web" and "Show options..." tabs, and "Results 1 - 10" is displayed on the right. Underneath, there are "Cloudlet" options: Tags, Sites, Net, and Off. A link to "Write a review about Search Cloudlet" is also present. The search results include:

- Tony Robbins (tonyrobbins) on Twitter** with an "Instant Messaging" link. The description says: "Hey there! **tonyrobbins** is using **Twitter**. **Twitter** is a free service that lets you keep in touch with people through the exchange of quick, frequent answers ...". The link is twitter.com/TONYRobbins.
- Anthony Robbins (anthonyrobbins) on Twitter**. The description says: "Name **Anthony Robbins**; Location Westford, Connecticut; Web <http://www.twitte...> Bio **Anthony Robbins** ...". The link is twitter.com/anthonyrobbins.
- A link to "Show more results from twitter.com".
- Tony Robbins Twitter, Twitter Tony Robbins, Tony Robbins Tweets**. The description says: "Want to keep updated with **Tony Robbins Twitter**? Visit today to see current and archived **Tony Robbins'** tweets. Follow **Tony** at twitter.com/tonyrobbins". The link is twitter.tonyrobbinsblog.com/.

You can see here that the first result is <http://twitter.com/TONYRobbins>

We click on that and sure enough, we wind up on Tony Robbins's Twitter homepage.

You can see that Tony has, as of this writing, more than 1.2 million followers. (Wow!)



Now, because all of these lists within Twitter are “open source,” we can legally and ethically “steal” Tony’s groupees and hopefully make them our own.

And the best part is, it’s so, so, so simple to do this.

If you’re not all that into Twitter, you need to know that one of the very best ways to start generating a huge list of followers, at least at the beginning, is to **follow other people**.

The reason why is because every time someone follows you, you get a little message that lets you know.

Normally what most people will do is then check out that person's homepage, and if they like what they see, they'll return the favor and follow that person in return.

So, for example, let's say you went to my Twitter page and followed me. You can do that [here](#).

When you do, I'll get an email saying you followed me, and I'll also get a link to your account so I can see who you are.

More than likely, unless you look like a spammer, I'll follow you back.

(Note: A lot of Twitter users now use services that allow you to automatically follow people who follow you.

These are really popular and I'd say probably 25% of the people you follow will follow you back automatically.)

So now armed with that knowledge, can you guess what we're going to do?

Well of course it's this...

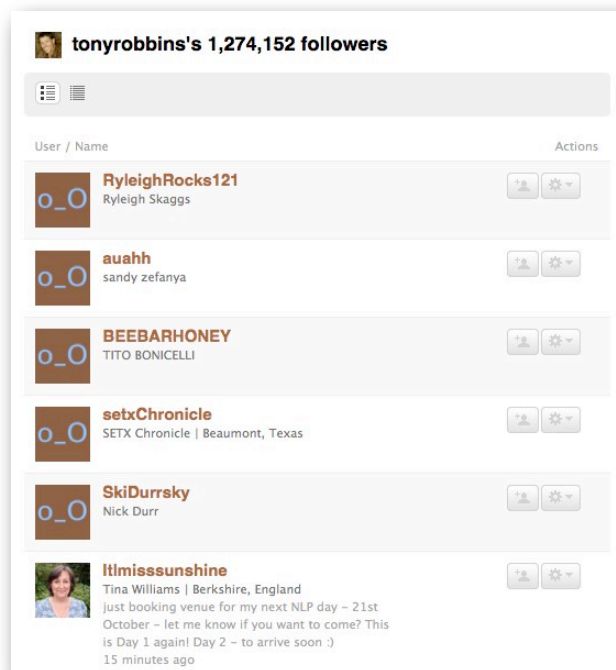


STEP 3: FOLLOW THE FOLLOWERS

We're going to start following Tony's people and see if we can't bring a percentage of them into our own flock.

To do this, all we need to do is click on Tony's followers and we'll be presented with the full list of 1.2 million people who are following him on Twitter.

You can see the first page of this list below.



One thing I should mention at this point is that Tony Robbins is such a mega-celebrity that a lot of his followers are probably just people jumping on the bandwagon and following him simply because he's so popular on the service.

But if you're choosing someone who isn't quite so famous, you'll probably wind up with a list of followers that are a bit more "hardcore."

Now, obviously you don't have the time to go through ALL of the million+ people following Tony Robbins and adding them to your list. But that's not the point.

You can easily follow a few dozen people, then come back in a few days and follow a few dozen more, and so on.

The point is to start adding the fans of people to your own list of followers.

You already know these people share an affinity for the kind of books you write or what you do. So it makes perfect sense that you want them as "followers" so that you can start getting your message out to them.

There's no reason why Tony Robbins, Cesar Millan, Suze Orman or anyone else needs to monopolize the whole market here.

Get it?

If you continue doing this, eventually you're going to start to build up your own following, and you're going to start developing a Twitter fan base of your own.

And these are people who you can start telling about your books.

Over and over and over again.

In the full Author's Edge course, you're going to learn a LOT more about Twitter and other online tools to help you sell a LOT more books.

I can't wait to see you there.

[Click Here to Join for Free](#)



When you join The Author's Edge Member's Area today, you get the full Twitter Traffic Storm course, a free DVD on The Secret to Making \$21,145,924.30 a Year from Your Books, and the full video Twitter Lesson...all included!