



# **THE GROWTH HACKERS GUIDE TO TWITTER**

The ultimate guide to building your brand and marketing on Twitter.

By Morgan Crozier

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# Table Of Contents

<b>Introduction</b>	<b>5</b>
<b>Part 1 - Getting Started</b>	<b>6</b>
<b>Part 2 - Optimizing Your Profile</b>	<b>8</b>
The 5 points of your Twitter account that give you results	8
Profile Optimization Wrap-Up	10
Today's objectives	11
<b>Part 3 - Your First Tweets</b>	<b>12</b>
Tweet #1 - Your First Tweet	12
Tweet #2 - Your Pinned Tweet	13
Today's objectives	16
<b>Part 4 - Getting Your First Followers</b>	<b>16</b>
Method 1: Follow from recent followers	18
Method 2: Follow from recent engagements	21
Today's objectives	23
<b>Part 5 - Turbo Charge Your Followers</b>	<b>24</b>
Bulk Auto Follow	24
Leverage Your Other Networks	26
Advanced Twitter Search	27
Manageflitter Targeting	28
Today's objectives	32
<b>Part 6 - Creating &amp; Scheduling Tweets</b>	<b>33</b>
Quote Posts	33
Holidays & National Days:	33
Evergreen Content Tweets	34
Scheduling Your Tweets	36
<b>Part 7 - Paid Twitter Growth Tactics</b>	<b>38</b>
Amazon Giveaways	38
Twitter Ads	39
Buying Followers	40
Manageflitter Pro	40
Hiring a VA	41

<b>Part 8 - Advanced Twitter Techniques</b>	<b>43</b>
How To Use Auto DM's	43
Pro Manage Flitter Techniques	44
Tweet inspiration	45
Creating Viral Contests for exponential growth	45
My Twitter Swipe File	45
Cut & Paste quotes from entrepreneurs and inspirational figures	45
One liner jokes so you can effortlessly look clever	45

# Introduction

Welcome to the Growth Hacker's Guide To Twitter.

Get ready to learn the exact methods that successful businesses and marketers use to build their brand, generate leads, and get more sales with Twitter, even if you don't use it yet.

Everything is structured to be done in order for maximum effect. You can do it in only a few minutes a day if you follow the 7 day challenge format. Every section or day is focused on one aspect of your Twitter account presence in order to make you look like a pro and accomplish your marketing goals.

If you're already familiar with Twitter or want to get even faster results, feel free to do it at your own pace.

Learn the exact methods successful businesses & marketers use.

**Authority & Brand Building** - A large following gives authority and trust within your industry. You will learn how to get in front of your ideal audience and give them an irresistible urge to follow you.

**Drive Website Traffic** - Get your content and offers seen using our optimized Tweet system to schedule your posts for weeks or even months in advance.

**Trust + Traffic = Sales** - Statistics show that customers are more likely to buy from brands they follow on Twitter. Learn the methods to generate this trust and traffic.

**Advanced Techniques** - You will learn how to execute the growth hacking secrets that the top marketers use to build their brand and drive traffic hands-free.

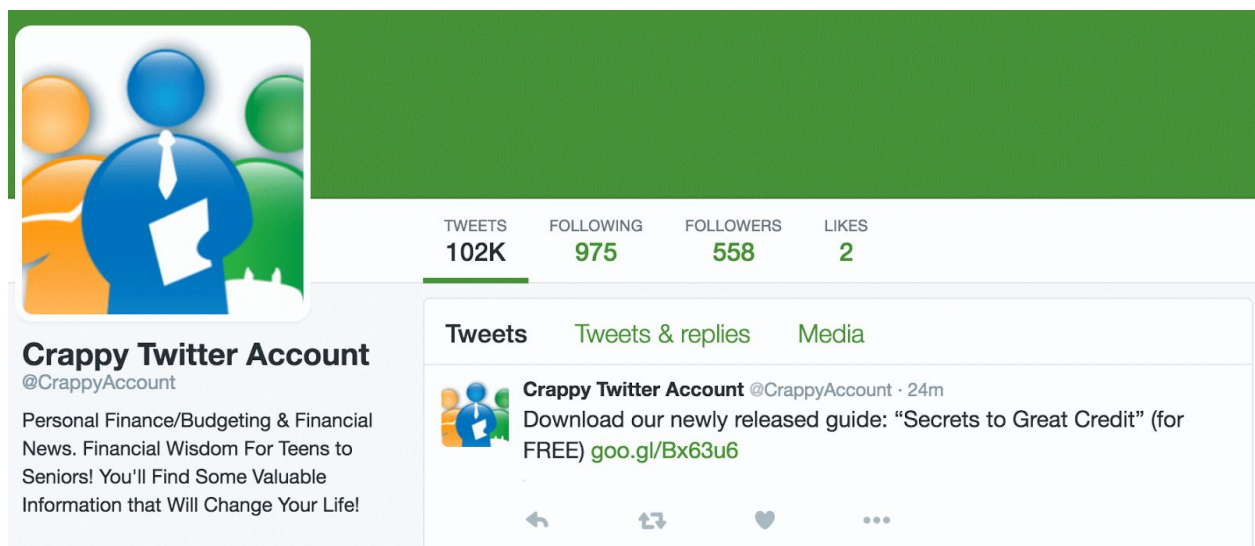
Let's get started.

## Part 1 - Getting Started

First off, we need to get your twitter profile looking both inviting and professional. It's important to have a good looking Twitter account before attempting to get prospects to engage with it. Having put effort into your account is a sign that you are invested in your brand or business, which people will subconsciously recognize and appreciate.

If your account looks dusty, inactive, disconnected, out of touch, nobody will interact with you. In today's fast paced internet, you won't even get longer than a half second of attention before the prospect scrolls on to the next item in their busy feed.

Would you want to spend your precious time looking at a new account that had nothing but automatically shortened Facebook posts and tracked links to their latest offer or sale every hour?



I didn't think so.

In order to connect with people on Twitter, you're going to need to look like you belong. Fortunately it's not too hard to do, and even better, I'm going to teach you exactly how.

But first we've got to look the part. Fake it until you make it, right?

Interestingly enough, simply crafting a compelling profile along with a few placeholder tweets is actually all you need to grow an account entirely on autopilot.

## **Part 2 - Optimizing Your Profile**

The first impression of your profile will make or break your chances of getting a new follower.

### **The 5 points of your Twitter account that give you results**

#### **#1 - Your Cover Photo**

This is the biggest opportunity to get a message across, since the cover photo is massive and the first thing people see.

#### **#2 - The Follow Button**

You can't control this one, but it's important regardless. The Follow button is an excellent CTA button with great placement, and many people naturally gravitate to it if they're on a good looking profile. You can ask for people to follow you for "x" reason in your cover photo. Example: Follow Me to keep up with my monthly giveaways.

#### **#3 - Your Bio**

Here you have a few lines to explain who you are and what you're about. You can also squeeze in a general CTA here, such as "Visit our website to get a free consultation" since the link will be right below it.

#### **#4 - Your URL**

You can put your website URL or landing page directly below your bio. Since the URL is visible, you should use something that is branded and short, like 'yourwebsite.com/free-trial' so people can immediately understand what it is.

#### **#5 - Your Pinned Tweet**

Last but far from least, your pinned tweet is a golden opportunity. Here you can fit 140 characters of goodness, including your link, along with a photo which can contain more text or a catching image. This spot is perfect to promote a new trending blog post, a contest or giveaway, a discount or sale, or anything else you can think of.



Our Twitter Account for reference: <https://twitter.com/EngageNinja>

These points have to be taken care of before you worry about driving any traffic to your profile. Here's how to set them up.

## Your Cover Photo

Use your cover photo to display a new promotion, your brand message, or reference either your profile URL or Pinned Tweet CTA. Or you can simply put a tagline and your brand colors or photo.

We use Canva to make our account cover photos.

You can make a free account at <http://canva.com> and then use their "Twitter Header" template. For great high quality stock photos to use with Canva, I recommend <http://pexels.com> which is a free resource that has never let me down.

## Your Bio

Put a short description of your company in the bio section.

Utilize the space to point out any of your unique selling points. Alternatively you can use this space as a CTA for the URL below it.

**Tip:** A good offer to do on Twitter is a "Twitter Follower Discount", where you can offer 10% off (or something relevant) if they use the discount code TWEET10. This makes it easy to track



how many sales are coming from Twitter as well. This can be used either in your bio, pinned tweet, or even in your cover photo.

## Your URL

Use this space to at least have your website homepage URL. If you have a lead magnet, you can also link to that directly, and reference it in your bio above.

On a more advanced level, you could make a twitter specific landing page if it's possible for you to have a special offer for your Twitter followers.

## Your Pinned Tweet

This is my favorite spot on the Twitter profile.

You can really put anything here, including text, hashtags, links, images, gifs, and videos.

And thanks to a recent update, those photos, gifs, and videos won't take up any of your 140 characters.

If you've worked in PPC, you're probably already used to writing with limited characters, so this might come easy to you.

This pinned tweet should have your main CTA, since it's such a high visibility point of your profile.

Fortunately, you can re-pin a new tweet to this space any time you'd like. This lets you easily change out your offer with whatever your immediate objective is.

**Have a special sale going on?** Write a tweet with a custom graphic making people aware of the sale, and provide a link.

**Want more Instagram followers?** Tell people to follow you on Instagram for more updates and link to your Instagram profile, with a nice photo from IG embedded (of course).

The pinned tweet is infinitely flexible and will be one of your most powerful tools in your Twitter marketing toolbox rotation.

## Profile Optimization Wrap-Up

So that covers the 5 points of your profile to cover, how and why the work, and everything you need to make them yourself.

If you have any questions or feedback so far, send me an email at [hello@engageninja.com](mailto:hello@engageninja.com)  
And have fun while you add some some swag to your profile.

## Today's objectives

Set up your profile.

## Twitter Profile Inspiration

[@followgatemusic](#)

[@EngageNinja](#)

[@DigitalMktr](#)

[@NeilPatel](#)

[@Infusionsoft](#)

## Part 3 - Your First Tweets

An empty or inactive profile has no appeal, and is therefore unlikely to attract any action.

To get your initial growth, there are two important tweets you need to have in place.

1. The first tweet
2. The pinned tweet.

### Tweet #1 - Your First Tweet

This is your introduction tweet.

I avoid using either of the two placeholder 'first tweets' because I don't want the account to look lazy or fake.

You should use this first tweet to simply describe your business in a 140 character elevator pitch.



**Engage Ninja** @EngageNinja · Nov 12

We create meaningful and real engagements with your target audience.

[#Twitter](#) [#TwitterforBusiness](#) [#business](#) [#entrepreneur](#) [#marketing](#)



Example:

**"I/We are [Insert Company] and we [thing that we do] for [people who need thing]."**

That's only 80 characters, so you get nearly double that space to get your first message across.

Don't overthink this too much, as you can always delete the tweet later if your brand direction dramatically changes in the future.

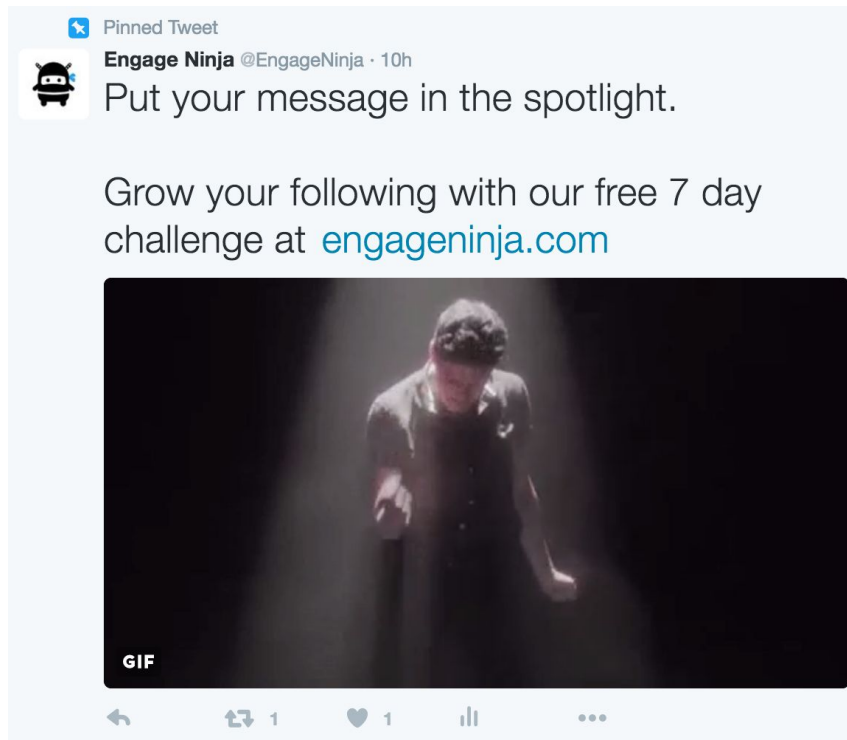
Also don't worry about putting any links or calls to action in this first tweet.

Just explain who you are and what you do. Keep it simple.

## Tweet #2 - Your Pinned Tweet

Secondly, your pinned tweet is the previously discussed "important CTA area" talked about in the previous email.

I recommend to utilize this space to get a follow or link click.



Since you're trying to grow, the #1 action we want new visitors to take is to follow your account.

This could be as simple as "Follow us to be the first to hear about our new guides and offers", or even a funny or insightful tweet that drives people to follow you to see more in the future.

Here's an example of how effective these pinned tweets can be.

That's 110 link clicks from a targeted audience to a lead magnet, not bad!

On a side note, this article is ranking pretty nicely in Google, and this is the only link I've built to it, which is pretty interesting and worth noting.

I'll share a new pinned tweet I'm using to really boost my followers on the paid growth tactics day, so hang tight for that.

The other side of getting followers is the overall look of your profile.

If you have the default egg profile icon along with no cover photo, your odds of getting a new follower are slim to none.

Be sure to go through setting up your profile correctly in my previous email before worrying too much about your ongoing tweet strategy.

What should you tweet after these two important tweets?

Whatever your heart desires.

Seriously.

In a few days I'll cover your ongoing tweet strategy.

In the mean time, I know an open prompt of 140 characters blinking at you isn't exactly inspiring.

And it's not easy to just sit down and crack out a brilliant tweet like the ones you see getting retweeted by the hundreds.

While there isn't a cut and paste formula for this, there are ways to make it easier.

Smart marketers use "swipe files" which are collections of inspiration, formulas, templates, and anything else useful to your business or marketing efforts.

At the end of this challenge, I'll share my swipe file with you to use for future tweeting, but for now I want to stay focused on your initial account growth.

I'll give you a sneak peek though and share my Twitter Inspiration List, which contains my hand picked accounts that I think have great tweets.

You can see the list here: <https://twitter.com/EngageNinja/lists/tweet-inspiration>

I reference this list nearly every day just to get a refresher on some great content and draw inspiration for my own.

Notice how these accounts keep up with current events, speak in their brand's personality, engage the audience, and aren't too serious or market-y unless they have a good offer.

Pro tip: If you like to post on Instagram, you can use IFTTT to automatically and natively post your IG photos on Twitter.

Posting natively means that the photo is uploaded to Twitter's server and used as an embedded photo, instead of posting a link to Instagram.

This looks like you posted the photo manually to Twitter and is more authentic and engaging to your followers.

IFTTT is a free service that means "if this, then that" - for example If I post on Instagram, then Post the photo to Twitter natively.

Fortunately a recipe (the name for saved IFTTT action templates) for this exact action already exists that you can easily set up and use here:

<https://ifttt.com/applets/103249p-tweet-your-instagrams-as-native-photos-on-twitter>

This is an easy way to keep your Twitter account looking alive and active, just in case you don't feel like Tweeting all the time (I'll show you a system to create & automate future tweets on our advanced techniques day)

I know that there's an option in Instagram to connect the accounts, but don't do this because it comes out with sloppy tweets slathered with Instagram's URL's and are clearly automated, which will turn your audience off.

I'll cover this more in the Day 5 email about ongoing tweet strategies.

A great way to get some tweeting and audience building is to simply start replying to some tweets that you see - you never know what will happen.

Today I replied to one of those automated "thanks for following" tweets just for kicks, and the user manually responded back and followed me back afterwards (probably because they weren't used to anyone actually responding to the lame auto-tweet)

There was another guy who responded to one of my tweets today with something that you might think is a "lame message" if you were typing it yourself.

In summary, he commented "@MorganCrozier Great job! Which app is this?" on a screenshot I tweeted of my pomodoro productivity app here.

I got a notification of a tweet reply, then clicked over to check out his profile, saw that he was a UX designer, and ended up checking out his website.

If I were in the market for a UX designer, I would have ended up asking him for a quote, because his work was good and he started an interaction with me with what was ultimately a simple message and question.

Ka-ching!

This is the kind of action and interaction we're aiming to make happen from user others on our profiles.

That covers the basics of tweeting and getting your first tweets up.

Make the most of this time to experiment and get used to tweeting while you still don't have too many followers.

You'll have many more followers and eyeballs very soon if you follow this challenge.

If you're feeling overwhelmed or confused about going past your first two tweets, don't sweat it.

Learning to use Twitter and speak the language fluently will take some time to get used to, but it's just like learning to ride a bike.

You start out wobbly and unsure if you'll be able to even make it down the driveway.

But after you learn and practice, you can soar down the streets without even using your hands.

And once you learn, you'll never forget it.

#deep

Before we get too deep, if you haven't activated your Twitter analytics yet, go and do that now.

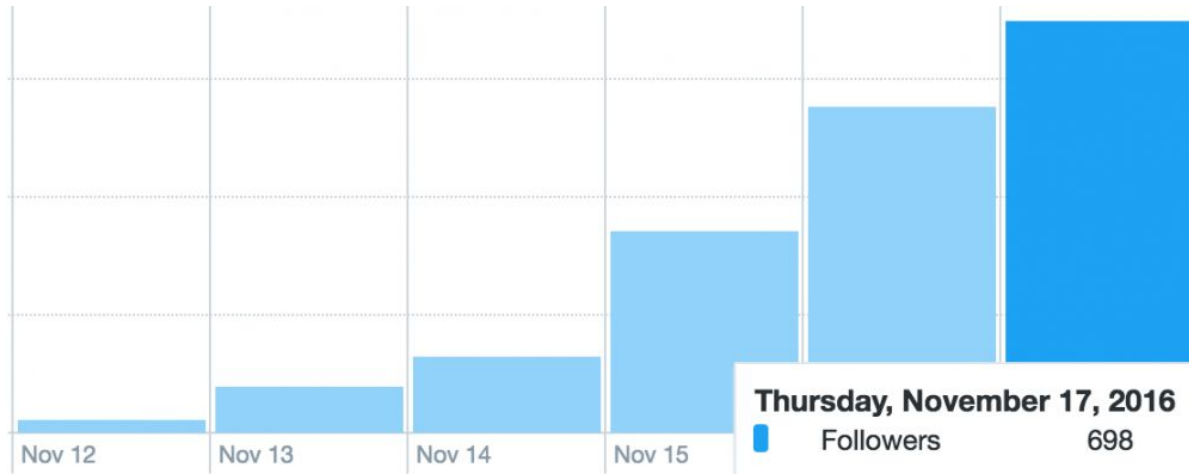
Do it here: <http://analytics.twitter.com> - this is super important for tracking your efforts, and takes 15 seconds.

## **Today's objectives**

Get those two tweets crafted and in place, because tomorrow we're going to get your first round of followers.

## Part 4 - Getting Your First Followers

These are the exact techniques I've used to get my brand new profile up to 698 followers in only six days.



The first follows on a new account are the hardest to get. This is because your profile is new and doesn't have the social proof that already having followers gives you.

Followers are a public indicator of social proof at a glance.

If someone has over 10,000 followers and an active audience, you immediately know that they're serious and likely doing well.

On the flipside, if someone has under 100 followers and rarely tweets or has interaction, it's hard to tell how seriously they take their business or if they're even active.

In 1969, there was a study published in the Journal of Personality and Social Psychology about social proof and conformity.

In the experiment, the researchers had a single person on a street corner stare up into the sky for sixty seconds.

Here's how it went:

"While one person induced 42% of the passersby to look up (whether or not they also stopped), the stimulus crowd of 15, caused 86% of the passersby to orient themselves in the same direction"



Simply put: when they added to the crowd of sky-gazers, over double the amount of passerby's automatically followed the example.

This translates over to how building an audience on social media works.

When you already have a visible audience, new people who see you are going to think "me too" instead of "why?" they consider following you, or looking into your offer.

They'll see that hundreds, or thousands of people made the same decision, will instantly feel the power of social proof, and join the herd.

This is the same reason why people instinctively trust chain restaurants, or a place with good reviews, instead of the new business with no coverage.

No social proof, no go.

Enough psychology, it's time to get your hands dirty.

## **Method 1: Follow from recent followers**

This first method works like it sounds.

You follow the followers of a similar account to yours.

The idea is that if they follow someone who is similar to you, then they are likely to follow you as well.

When you follow them, they don't think "I wonder if this is someone who just wants me to follow them back", like you might since you're aware of this technique now.

They just see the new notification come in, check out your profile, and follow you back or engage further if they're motivated to.

Since you're following the last accounts who followed your target account, it's also an indicator that they were online and active recently.

The more popular an account is, the more likely the recent followers happened very recently, since they haven't been pushed down by more new followers.

On the other hand, you shouldn't follow all of an account's recent followers without at least glancing at their profiles.

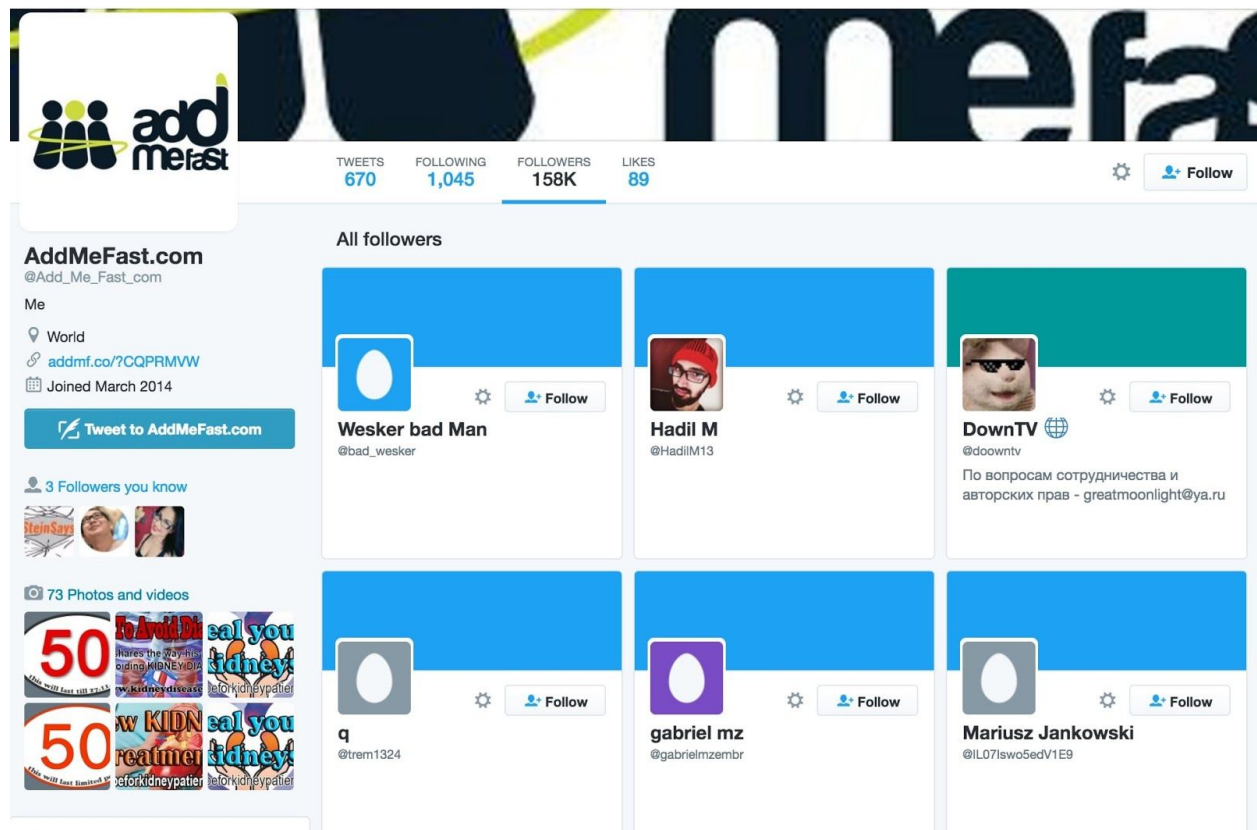
Many bigger accounts and influencers buy fake followers, which are completely worthless to you, and easy to spot.

Keep this in mind, but don't overthink this part too much and spend too much time looking through accounts.

Following a spam account isn't the end of the world - you just unfollow them later, so you can get better results just by moving quickly.

A quick scan over the profiles from the followers screen is enough.

Here's an example of an large account with a lot of fake followers that you wouldn't want to waste your time with.



It's important to note that just because an account has fake followers, doesn't mean that they buy them.

Accounts and brands as big as his will often become a default target for fake accounts to follow to cover their trail so to speak, since accounts like these are common to be followed. This one in particular, since it is for a service built around buying fake followers.

That's not to say we can't get use from big brand accounts - I'll show you how in the next method.

I find that I have better luck finding real followers from accounts that are under the ~25k follower range, are several years old, and active users.

They're usually grown naturally and will have an engaged and real following.

To find really good accounts like this, you have to do a bit of digging or have some knowledge of the industry.

Here's a good example of an account that I'd copy followers from:

**Neville Medhora**  
@nevmed

Run a copywriting company  
[KopywritingKourse.com](http://KopywritingKourse.com) and other businesses.

Austin, TX.  
[KopywritingKourse.com](http://KopywritingKourse.com)  
Joined March 2009

[Tweet to Neville Medhora](#)

14 Followers you know

- Katrina Young** (@KatYoung02)  
Solutions Architect & Business Strategist specializing in helping you monetise your knowledge and skills into Products, Programs, Packages and...
- HeadReach** (@HeadReachApp)  
HeadReach.com Simple and affordable lead generation #tool focused on finding emails of decision makers — 80% success rate. #leadgen #sales ...
- Jared Chacon** (@jaredchacon)  
Grown up.
- Ryan Farley** (@RJ\_Farley)  
Hokie, Dog Owner, Co-founder @LawnStarter (@Techstars 2014)
- Ann Marie Richards** (@AnnMarieMeaning)  
Investigator of why we do what we do, brand strategist, neuromarketer, writer/director and believer in individual freedoms, personal initiative and...
- Philip Taylor** (@ptmoney)  
Call me PT. I'm the founder of @FinCon. Been writing at PT Money: Personal Finance since 2007. Recovering CPA. Unemployable.

This is @nevmed of the Kopywriting Kourse (Great copywriting blog)

I picked this account because I know that he has a really engaged following, so anyone likely to follow his Twitter account (which doesn't have a lot of work put into it), is a real and active fan of his.

Notice the difference in accounts that follow him.

They all have profile photos, most of them have cover photos, and they actually seem like pretty decent accounts to follow.

Simply go down the list, and follow accounts that look decent.

I usually follow around 200 accounts a day using this method just to avoid setting off alarms and help me keep my followers/following ratio in check, which I'll explain more about later.

## **Method 2: Follow from recent engagements**

This method takes slightly more time, but can provide better results due to the tightened targeting.

For this method, you will target people who recently interacted with your competitor's account most recent tweet.

This includes people who favorited it, and retweeted it.

These signs indicate a user who is active on Twitter, was recently online, and interacts with people's tweets - exactly the kind of person you want to follow you.

You also get more real accounts like this, since most fake accounts are used to follow people in bulk and retweet spam tweets, so you shouldn't come across them like this on legitimate accounts.

To do this technique, you'll be following accounts similarly to how we did on the profile page.

I recommend having a list of 5-10 accounts that you regularly change between to find new followers.

You want to find the account that's tweeted the most recently but has plenty of interaction on that tweet.

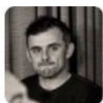
For example, something tweeted 5 minutes ago and that has dozens of interactions is golden.

You know that all of those users are basically online right now and using Twitter, and just interacted with someone who is similar to you.

Simply click the tweet to pull it up, then click either of the numbers next to the Likes or Retweets to see all of the users who performed either action.

Scroll down the list, and follow all of the accounts as you see them.

Liked 28 times



**Gary Vaynerchuk** @garyvee · 2h

[youtu.be/l-bDBqAvKMQ](https://youtu.be/l-bDBqAvKMQ) [pic.twitter.com/1gvddbGpWe](https://pic.twitter.com/1gvddbGpWe)



**Derrick Evens** @MrCredit

TV Host [@SmarterSanDiego](#) and



 **Follow**



**Brenda Weaver** @sundanckid

Living life with Sundance 🍷 Instagram-



 **Follow**



**Vinny Kuzz** @vinnykuzz

Driver/Entrepreneur



 **Follow**



**Michael Natrin** @natrin

folkish singer/songwriter, electrical



 **Follow**



**Natasha** @ILikeltMyWay76

Published author, songwriter, entrepreneur



 **Follow**

To make this even more effective, sometimes I'll retweet the account that I'm borrowing followers from, in order to create even more affinity with my to-be-followers.

They think "Hey, he likes [@SimilarAccount](#) too, we have similar tastes, I'll follow him back".

Then they're in your world.

Don't overthink on who to follow or skip - on this technique I just follow everyone down the list.

Your goal is to grow, and not everyone who follows your business is not going to be who you thought it would be.

If a similar brand or competitor isn't too good for the audience, then neither am I.

Remember that your main goal right now is to grow your audience and followers.

Even if someone might not be a buyer, they are contributing to your valuable social proof, and maybe one of their retweets one day will land you a sale.

This wraps up the two main techniques I use to consistently get targeted followers in any niche.

Over the next few days, I'll show you some more techniques I use to make this even more effective.

We're talking at least doubling the results, in less time.

## **Today's objectives**

Make a list of 5-10 similar accounts or competitors with 5,000-25,000 followers

Follow at 100-200 accounts today using the two techniques described above.

Do this every single day. It shouldn't take longer than 5 minutes.

Since we're targeting accounts as soon as possible after their last interaction on Twitter, the returned engagement sometimes happens immediately.

Other follow-backs trickle in over the next day or two.

If you don't get any followbacks, it could mean that your profile isn't appealing, or you're targeting is off.

This should work for any niche with any account that is properly set up.

If you have trouble getting this to work, or have any questions, just reply to this email and I'll help you figure it out.

In the next email, I'm going to cover how to leverage your new following to engage with your content and offers on an auto-pilot.

While it's valuable to have followers and social proof, the greatest results will come out of getting your new audience onto your email list, retargeting campaigns, product pages, and into your world.

## Part 5 - Turbo Charge Your Followers

You may choose any of the following growth methods, but it is essential that you at least follow through with one of them.

**The following techniques are as follows:**

- Bulk Auto Follow based on emails (Including your personal list, email list, and LinkedIn)
- Ask your other networks to follow you
- Advanced Twitter Search to find users
- Manageflitter to target accounts

It's possible to do all four of these at once, which is what I do to grow an account as quickly as possible.

### Bulk Auto Follow

The Bulk Auto Follow is a really nice way to get a jumpstart of legitimate followers quickly with minimal effort.

Twitter has a built in option to follow people based on your email contacts in Gmail or Outlook.

The way this works is that you grant Twitter access to look through your email contact's email addresses.

Twitter then does runs a comparison check between their account database and your email contacts.

If you have an email contact who's address matches one that registered a Twitter account, the account will show up for you to follow.

The best part about this is that even if the check returns a massive list of accounts, you can bulk follow them all with only one click, instead of having to go through one at a time as you normally do.

It's common to get at least a 10% return rate on following accounts, so if you can follow 1,000 accounts at once, you can expect to get around 100 followers back.

Not bad for a few clicks.

**Here's how to do it:**

**Step 1.** Import all of the email addresses you want to connect with on Twitter to your Gmail or Outlook account.

To import a .csv of email addresses to your Google contacts, you have to use the old page here:

<https://www.google.com/contacts/u/0/?cplus=0#contacts>

You can use multiple .csv sources, such as an export from your email system like Mailchimp or Active Campaign, or whatever other source you have.

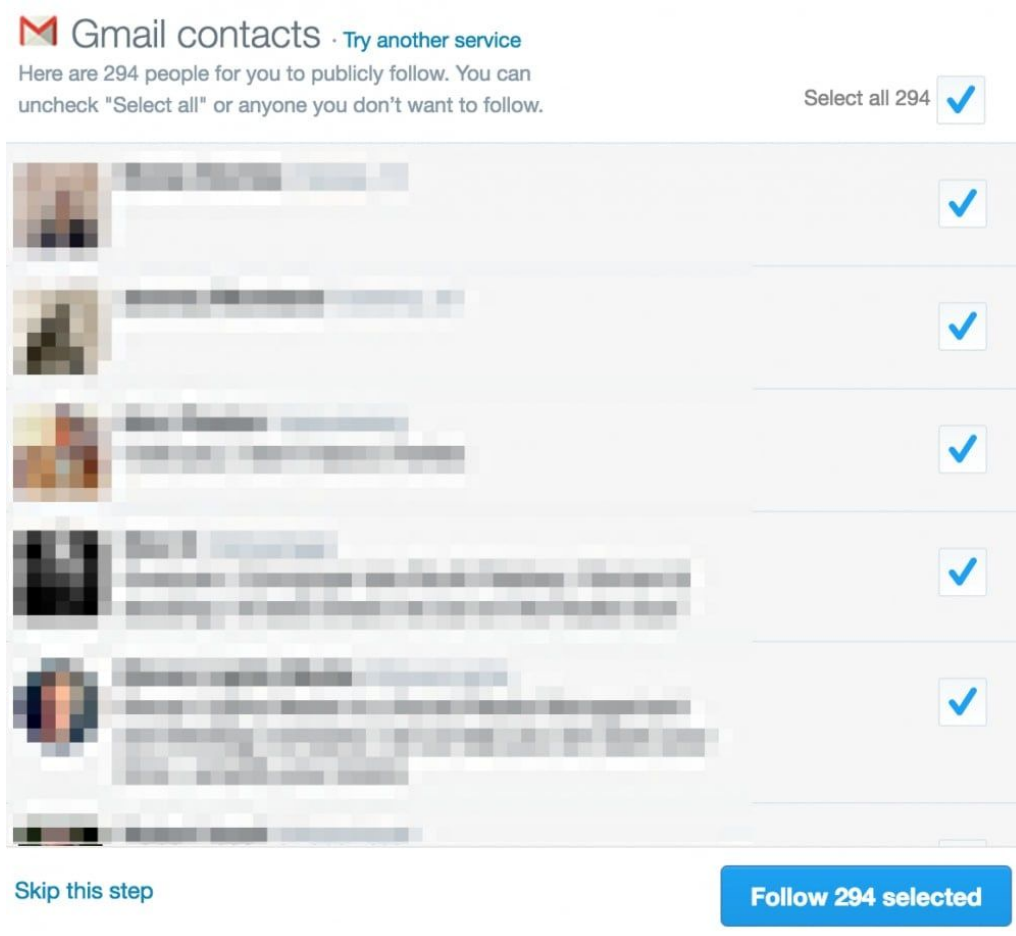
If you have a strong network on LinkedIn, you can export your connections on this page:

[https://www.linkedin.com/connected/manage\\_sources](https://www.linkedin.com/connected/manage_sources)

**Step 2.** After you have all of your contacts imported, log into Twitter and navigate to Settings -> Find Friends.

**Step 3.** Simply connect to your account on that page and it will automatically find all of the accounts that have a Twitter profile.

**Step 4.** Bulk follow them all with one click, and wait for the follow-backs.



Interestingly, I've found that you can connect multiple email addresses to Twitter to find contact like this, however I would be careful with abusing this feature and potentially getting your account flagged.



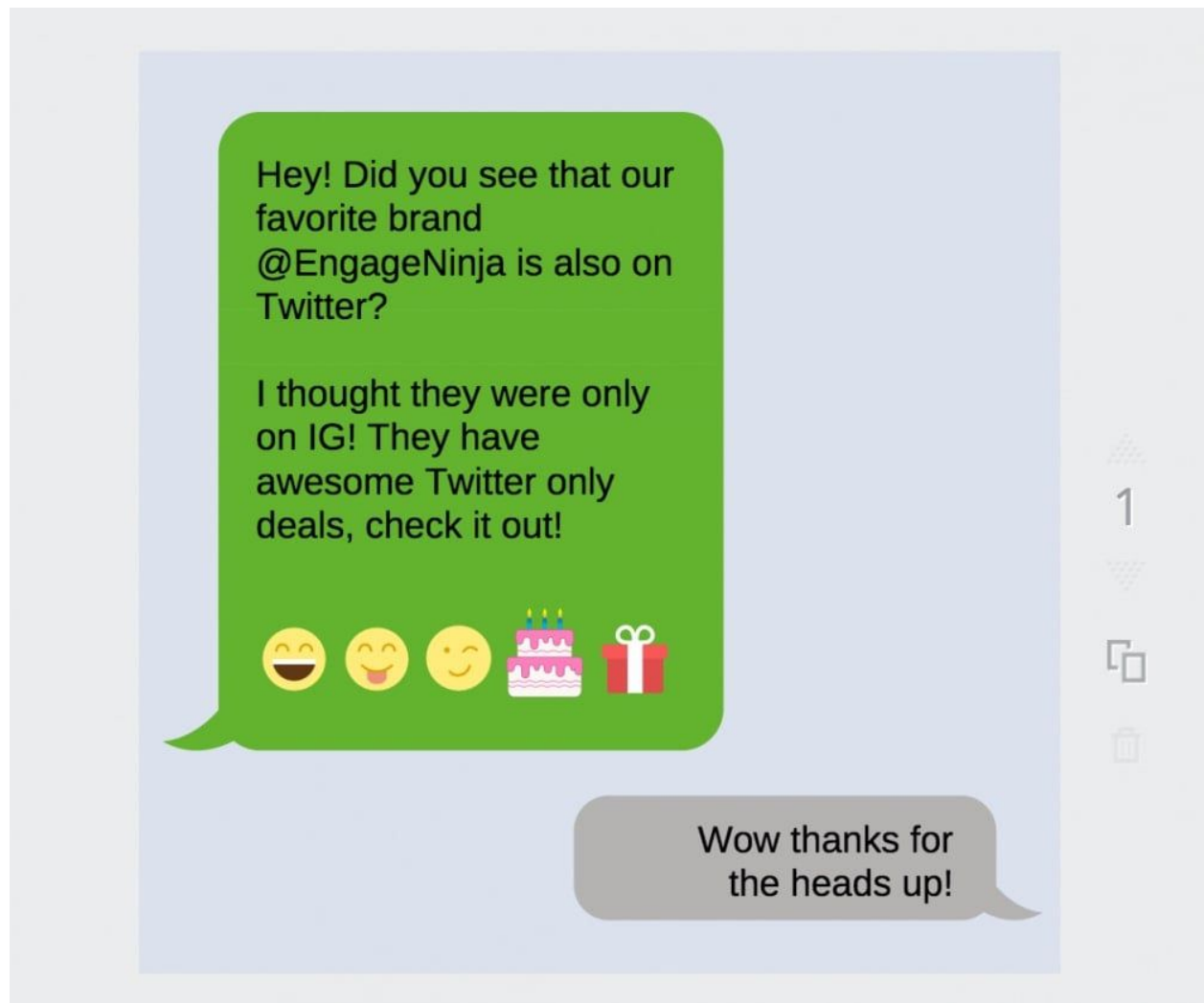
## Leverage Your Other Networks

The second method of asking your other networks to follow you has less of the instant gratification that following hundreds of people at once can provide, but can make up in long-term follower gains.

On Instagram, you can post a photo announcing that "We're also on Twitter, follow us there at @username for exclusive content".

Use the previously mentioned free resource [canva.com](https://www.canva.com) to create a social media graphic to let your audience know they can also follow you on there.

Some of your audience may be perfectly open to following you on Twitter, but just didn't think about it before or see a call to action telling them to before, so this can be more effective than you might expect.



That image is all it would take, and I made it in about 20 seconds using Canva.

It's also perfectly suitable for posting on pretty much every other network out there that you may be on - Facebook, Pinterest, Tumblr, your Snapchat story (since you can upload from your Camera roll now), and so forth.

You can also create opportunities to get new followers every time you send an email by adding a link to your Twitter in your email signature (as long as you're not using Jaden Smith as your role Tweet role model).



Or hey, maybe you can, I'm not your boss.

## Advanced Twitter Search

Speaking of being a boss, that brings us to the third technique: using Advanced Twitter Search to find users to follow.

Use this in combination with the second follow technique you learned yesterday to quickly find tweets that have a high volume of recent retweets in order to quickly connect with relevant, active, and engaged users.

Here's an example search of tweets from some of my favorite influencers, sorted by most recent:  
[https://twitter.com/search?f=tweets&vertical=default&q=min\\_retweets%3A10%20from%3Aneilpatel%20OR%20from%3Agaryvee%20OR%20from%3Apatflynn&src=savs](https://twitter.com/search?f=tweets&vertical=default&q=min_retweets%3A10%20from%3Aneilpatel%20OR%20from%3Agaryvee%20OR%20from%3Apatflynn&src=savs)

The secret sauce is a combination of the Advanced Search page, as well as a special query.

To use the advanced search, go here: <https://twitter.com/search-advanced>

Then, in the first field make sure to put the following operator: Search field: min\_retweets:10

You can change out "10" with whatever number you want the minimum retweets to be in the search results.

From here, you can fill out the rest of the sections as you'd like.

I use this to search several influencer's most recent popular tweets at once, so I can quickly find active users to follow.

You can also use this advanced search to get more granular in finding potential leads.

For example, you can search for tweets who mention specific accounts.

One scenario here would be to monitor tweets to your competitors to potentially pull unhappy customers away from.

Another would be for competitive research - you can see what people are praising and critiquing your competitors for.

We'll talk more about tweet strategy tomorrow though, today is still about growth.

Which takes us to method number four, using Manageflitter to laser-target accounts.

## **Manageflitter Targeting**

Manageflitter is a brilliant software which is the backbone of most of my twitter operations.

You can [sign up for a free account here](#).

Full disclosure, that's my affiliate link, however I wouldn't recommend Manageflitter if I didn't truly love it.

I've used the software for years now and it's been a huge part of my Twitter marketing efforts.

Furthermore, you can get by pretty decently on their free account level, however the features included in the Pro plan make it even quicker to grow accounts (which I'll talk about in detail later).

For now I'll be covering the free plan features, which allow you to target relevant accounts based on their profile bio's.

The free plan comes with two crucial features:

- Account Search
- Targeted Unfollow

The account search allows you to search accounts based on their bio, latest tweet, name, username, website url, location, and their number of followers, following, and tweets. For example, if I were offering local website services to personal trainers, I could use the following targeting below to find personal trainers who were active, yet not too big on Twitter to be out of reach. The number of Tweets is to make sure that I'm only pulling up active accounts, while not being spam accounts.

All Fields

OR

Bio

Latest Tweet

Name

Username

Website

Location

Limit results to

☐ Only verified accounts

☐ Only popular accounts

☐ Only active accounts

Followers	<input type="text" value="300"/>	Min	<input type="text" value="3000"/>	Max
Following	<input type="text" value="300"/>	Min	<input type="text" value="3000"/>	Max
Tweets	<input type="text" value="200"/>	Min	<input type="text" value="10000"/>	Max

This would return a pretty good list of personal trainers who have a good range of followers/following and therefore seem pretty likely to follow me back.

You can go down this list natively in Manageflitter and follow the accounts. Just be careful not to click too fast or you'll trip the rate limit and the follow actions won't register. Keep it to about 1 or 2 per second and you'll be fine.

**Tip:** If you return too many accounts to follow at once in your search, or want to engage with them more in the future, click "batch select" on the right of the screen, select all, and then "Update Twitter List" in the bottom right.

You can add all of these accounts to a Twitter list, which lets you see all of their tweets in one place.

It's also really easy to quickly follow accounts from a Twitter list, since they all are listed in rows on one page.

You can get even more specific with the account search and connect with users on an individual basis.

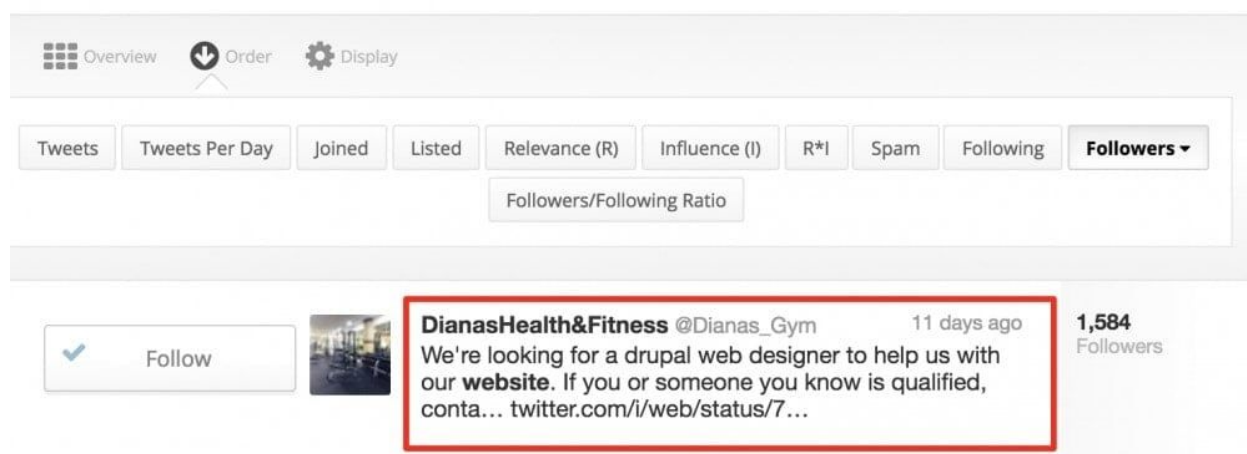
To do this, I added "website" to the latest tweet in the search, combined with our previous criteria for personal trainers.

This would narrow down the search to personal trainers who are talking about a website, and are pretty active on Twitter without being too big.

It may seem like a good idea to be more specific and add a query like "need website" or "website help" to narrow it down further, but I don't want to restrict my search too far and would prefer to manually look over what remains instead of missing a tweet like "who can I hire to fix my website" which would have been missed by one of those more specific searches.

Sure enough, I pulled up a tweet from a personal trainer who is looking for a website.

34 people on Twitter with 200-5000 followers, 200-5000 following and 200-50000 tweets have 'personal trainer' in their bio and 'website' in their latest tweet → [Tweet this search](#)



Granted it was 11 days ago, but if I were actively looking for leads in that niche, I would have found the tweet likely on the same day it was tweeted, and could have made a quick connection.

You can see how this search could help you find your ideal audience very quickly.

It can be an interesting way to find new segments of your market beyond searching among your direct competitors.

For example, if you manage a water park, there may not be a lot of competing water parks that you can target.

However, it would be a decent bet to try targeting people who follow sunscreen companies accounts on Twitter who live in your area.

It's also not a stretch to think that people who are interested in attractions like the new Escape Rooms, or an amusement park would also be interested in your waterpark.

**Personal trainer?** Think about gyms, supplement brands, health food stores, athletic clothing companies, running shoe brands, outdoor gear stores.

**Cosmetic dentist?** Target local high end businesses, people in your town who follow luxury brands & travel.

**Musician?** Search the audience of similar artists to you, or people who are on the same bookings, or the venue you're playing at soon.

You may be thinking *"But Morgan, I'm following so many accounts, what's going to happen when I hit the limit?"*

This is reasonable question - one that I asked as well when first beginning my Twitter endeavors.

So I tested it, and here's what I found.

1. Twitter has a hard limit at following 2,000 accounts until you reach 2,000 followers yourself. This will be your ceiling for some time.
2. Don't follow accounts to fill up all the way to 2,000 then unfollow them all. Unfollowing 2,000 accounts at once is too large of an action and can get your account flagged.
3. Following accounts seems to be a more potentially abused action than unfollowing accounts, meaning that it's generally fine to unfollow larger accounts at once than following accounts.

**Here's the pattern I use to get the best results and stay within the limits:**

Follow 100-200 people per day, then every 4 days I unfollow everyone who didn't follow me who I followed longer than 2 days ago.

This keeps my account followers/following ratio pretty balanced out throughout the week, since I'm always leveling out but only unfollowing at max about 500 accounts on that one day.

I've never run into any trouble only following 100-200 accounts daily.

This gets me on average around 20-100 follow backs on a daily basis.

Take advantage of Manageflitter's Unfollow function, which allows you to filter out anyone who follows you back and only unfollow accounts that didn't reciprocate.

This will let you keep your numbers balanced, while remaining a social and real account who follows people.

You can also use their filters to unfollow accounts without profile images, and other criteria which is worth playing around with.

## **Today's objectives**

Try out all of these techniques to see which works the best for you.

If you have any questions about any of the above, just reply to this email and let me know where you're stuck so I can help you out and include it in my future explanations.

In the next section we'll be covering strategies behind ongoing tweet planning and scheduling, as well as how to make it as simple as possible.

## Part 6 - Creating & Scheduling Tweets

This section consists of two parts: Creating tweets in bulk, and then scheduling them.

These tweets will keep your account active and generate activity and website traffic without additional input if you'd like.

We'll start with the methods to create bulk tweets:

- Quotes
- Holidays & National Days
- Evergreen Content Tweets For Link Clicks

### Quote Posts

Like them or not, quote posts are incredibly effective on social media. Let's ride the wave, because we're here to get followers, engagement, and website traffic.

Use Goodreads to find bulk quotes that you can sort by tag. These quotes are then shown to you in order of popularity, making it the perfect resource for a marketer who wants to connect with a broad audience. You can access the tags here:

<https://www.goodreads.com/tag/popular/quotes>

I usually create a google drive spreadsheet where I store all of the quotes and links to the respective images which are in a Gdrive folder.

Use [Canva.com](https://www.canva.com) (or the image creation tool of your preference) to create a quote image using a free stock photo from our go-to resource Pexels.com or your own photos if you'd like.

You can draft tweets that are a copy/paste of the quote with attribution, your image, and any relevant hashtags.

I'll show you how to schedule these below.

### Holidays & National Days:

These are an easy way to come up with some relevant content in context to the holiday.

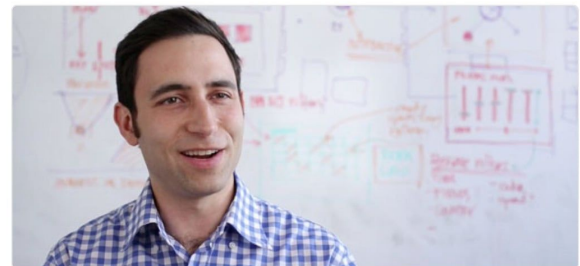


Engage Ninja @EngageNinja · Nov 18

"It's not about ideas. It's about making ideas happen."

- Scott Belsky

#entrepreneur #marketing #inspiration  
#hustle #grind



← ↻ 3 ❤ 8 || ...



There didn't seem to be one official resource on this, so I grabbed a few of the better links I crawled through below at <http://trackmaven.com/blog/2016/04/national-days-calendar> & <https://www.punchbowl.com/holidays>

The resources seem to match up, but I'm not sure where the original source is. If you know, please send me an email I can put this mystery to rest.

Since everyone celebrates these things on the same days, using these hashtag and participating is a good way to stay relevant, take advantage of hashtag traffic to get more followers/engagement, and stay active.

Here's a few ways to leverage these national holidays.

November 13th is National Espresso Day, which I celebrate in full.

An easy tweet for this would be "Celebrating the holiday #nationalespressoday", ideally with a photo of some coffee.

Alternatively you could easily just grab a free stock photo from [Pexels](https://www.pexels.com/) and nobody would care any different.

Make the holiday relevant to your industry.

If I owned a bike shop, I might tweet "Kicking things up a gear today as we celebrate #nationalespressoday" or "Expecting to see a lot of extra fast bikes today since it's #nationalespressoday"

If I were in the health industry, I'd tweet a quick stat about how awesome coffee is for you while using the hashtag again.

You can easily use these holidays for content inspiration in your other social media channels as well, especially using the canva + pexels combo.

Images give you higher engagement. Twitter flat out tells you "People are 3x more likely to engage with photos, videos, and GIFs," so it's worth doing.

**Tip:** You can engage with people who use the hashtag on that day with a like + follow, and they'll likely come back to your profile and do the same.

Engage Ninja @EngageNinja · Nov 23  
Treating every day like it's  
#NationalEspressoDay ☕



14 5

## Evergreen Content Tweets

Upworthy (A successful viral content curation website) has a writing technique that's perfect for our need to create a bunch of interesting and eye-catching tweets.

Every time they have a new story, they write 25 unique headlines, test the best ones, and then use the winner.

Use this simple technique on your content and you'll have your tweets written in no time.

You don't have to use them all, so write with reckless abandon. Let it all flow.

I'm going to take five minutes right now and do this exercise myself using:

<https://sumome.com/kickass-headline-generator> but I also like <http://www.title-generator.com>

- 10 ways to grow your twitter following
- 10 proven methods for growing your twitter following
- 10 secrets to growing your twitter following
- 10 lessons I learned about growing my twitter following
- 10 easy ways to get more followers
- How to get more followers on twitter
- The ultimate guide to growing your Twitter following
- How to get more followers, Gary V style
- How to get more twitter followers without being annoying
- The comprehensive guide to growing your Twitter following
- How to get more Twitter followers like a boss
- How you can grow your Twitter following in only 10 minutes a day
- What you should know about growing your Twitter following
- Why you're not growing your Twitter following (and what you can do about it)
- Let's start growing your Twitter following
- Warning: Are you sabotaging your Twitter account?
- Is your Twitter account stuck?
- Is your Twitter account not growing?
- Twitter: Are you losing followers?
- Start growing your Twitter following today!
- I spent 10 minutes growing my Twitter account every day (and here's what happened)
- No, you don't need to spend all day to get more Twitter Followers!
- We can help you get more Twitter followers
- Learn how to grow your Twitter following from the experts
- How to grow your Twitter following quickly
- Imagine growing your Twitter following in 10 minutes a day

Boom, there's 25 headlines or tweets in five minutes.

If you feel like really raising the bar, put ten minutes into it and you may end up with months worth of tweet content and website traffic.

Even better is if you can dedicate a daily half hour to this for one work week, you could end up with 750 tweets, which is a little over two tweets per day for a year. Talk about being set!

Next, go to [canva.com](https://canva.com) and create a nice simple graphic for your post which you can use on all of your tweets.

**Note:** This is also a great task for a VA.

Set all of these created images and quotes aside for posting later.

## Scheduling Your Tweets

It's commonly recommended to tweet 3-5 times per day.

Ideally, this is what your tweeting schedule will look like:

- Tweet #1: Personal / Real daily tweet
- Tweet #2: Scheduled Quote tweet with hashtags
- Tweet #3: Scheduled tweet linking to your content

If you followed this schedule every day, you will have 90 tweets going out per month, which is a good way to stay relevant, take advantage of hashtag traffic to get more followers/engagement, and stay on top of your audience's mind.

Here's how to schedule the content you've created.

Use [dashboard.twitter.com](https://dashboard.twitter.com) to handle the scheduling of your tweets. Once you enable this, you'll be able to schedule your tweets from the dashboard, or directly from your normal timeline through a new button.

This free beta feature is only available if you're in the US, so if you're not stateside or simply can't get it to work, I have a perfectly fine and free alternative. You can use [social.zoho.com](https://social.zoho.com) which comes with some pretty sweet unique features that make it worth checking out even if the Twitter dashboard works for you.

The scheduler has an auto-schedule option which will (as you may guess) automatically schedule your tweet for the next time that has the predicted ideal engagement based on your past follower engagement.

You can also manually set the scheduled time with the help of a tooltip showing you the % of your top engagers the tweet is likely to reach with the given time.



Follow Gate @followgatemusic · 29 Dec 2015

This is the last sample pack resource you'll ever need  
[followgate.com/the-ultimate-l ...](https://followgate.com/the-ultimate-l...)

Includes: Drum Kits / VST's & More



Use either scheduling program to schedule in the tweets you've created.

Continue with the engagement and account growth exercises that you've learned every day while doing this, and you should see engagement and followers as a result.

## Part 7 - Paid Twitter Growth Tactics

Today I'm covering the most popular methods of paid twitter growth tactics, including

- Amazon Giveaways
- Twitter Ads
- Buying Followers
- Manageflitter Pro
- Hiring a VA

Let's get started.

### Amazon Giveaways

This is a little known yet powerful built-in feature on Amazon.

Open up a product on Amazon like this one, and scroll down until you're just past all of the customer reviews and above the "What do other people buy when viewing this item" and you'll see it.

It's been there this whole time, but you've just skimmed over it before.

**Set up an Amazon Giveaway.** Boom.

Click **Set up a giveaway** and you'll be taken to a simple page to set up your contest details.

There are several requirements you can place to enter the contest, such as:

- Following the publisher on Amazon
- **Follow you on Twitter**
- **Tweet a message**
- Watch an Amazon Video Short
- **Watch a Youtube Video**
- Answer a Poll

You can run the contest for a maximum of 7 days, which I recommend to get the most you can out of it.

I also run the contest for a 1 in 3000 chance (the maximum last I checked) which allows you to have 3000 entrants.

You can also include links in your welcome, win, and lose contest messages to link back to an additional lead magnet, or perhaps a consolidation offer.

There's also an option to make the contest discoverable to other Amazon customers. I enable this, because my goal is to get the farthest reach for my value and not be too picky about who incidentally follows me outside of my target audience, because the numbers still help.

Now here's something really cool about these contests that I've discovered (for us, anyways).

The last contest I ran had a 1 in 3000 chance of winning, of which I got about 500 entries for. After the contest ran and the winning number was drawn, the prize somehow went unclaimed and I got a full refund on my contest. Meaning I got those 500 followers and the content to post about a contest for free for the week.



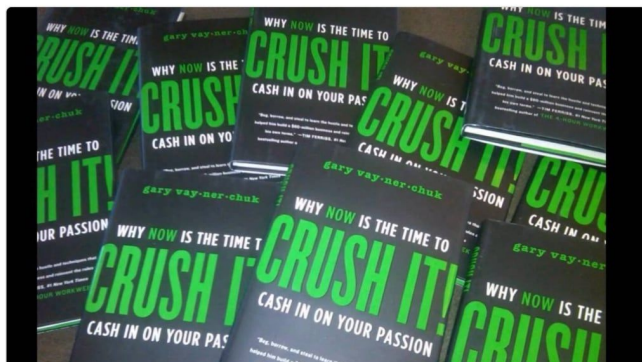
Engage Ninja @EngageNinja · Nov 17

We're giving away Gary V's bestseller  
"Crush It"

RT & click here for a chance to win a [#free](#)  
copy:

[giveaway.amazon.com/p/066dde5dbf6...](https://giveaway.amazon.com/p/066dde5dbf6...)

[#garyvee](#) [#grind](#)



1 22 22

I'm not exactly sure why this happened, since the contest is entirely hosted by Amazon, so I'm just rolling with it for now.

After your giveaway is finished, Amazon makes it easy to copy your giveaway with the click of a button, making it easy to add this into your marketing arsenal.

## Twitter Ads

I'm actually not much a fan of Twitter ads.

I get pretty expensive clicks of \$1, which is hard to justify when I get free clicks from my account building.

In a **Twitter article** by Moz, they mention the idea of buying followers for \$2 each (wow!) and end up paying \$0.13 per follower.

I get a 10-20% follow back rate with my targeted following method I described before. This means that every 200 accounts followed should give me 20-40 follows back, which would cost you \$2.60 or \$5.20 per day by the above standards.

I don't have the space to do a full explanation on how to set up Twitter ads, but they actually have the simplest ad interface I've ever used.

Simply go to <http://ads.twitter.com> and set up your ads account, and you'll be ready to go. Their ads have instant approval, which is a nice change compared to Facebook and Google's painful approval times.

## Buying Followers

This isn't the best method but I figured I'd cover it since it's a popular one.

I only use this as a last ditch to grow accounts quickly, or if I'm having trouble getting traction on a brand new account from 0.

When I do this, I use **addmefast.com** as my go-to, which actually lets you do this for free in exchange for time.

They have a setup where you can perform actions like watching youtube videos, liking facebook pages, listening to soundcloud songs, and more, in order to get points. You trade these points for actions, like following you on Twitter.

If you choose to do this, I usually do the twitter following and youtube subscribing to get through it quickly. There are daily bonus points if you perform 50 actions which gives you an additional 500 points, which is 100 followers if you bid at 5 points per follower.

I recommend using this service over buying bulk followers from someone, since they're usually at least run by different people and are less likely to get all banned at once like bulk sellers will run into.

These followers are bottom-of-the-barrel quality and will normally unfollow you or get their accounts banned for being spam after a bit, but they're useful to get past a hump of followers to get more trust to get real ones.

Only use this if you're really stuck.

## Manageflitter Pro

This is my jam. I've used **ManageFlitter.com** for years now and have no plans on stopping. They have a ton of useful functions on there, but I'll focus on the growth ones for now.

Manageflitter's pro account has an incredible "Power Filter" which lets you pull lists of accounts based on a ton of criteria, such as "Followers of @account", number of followers, follower/following ratio, time since last tweet, account age, and more.

The most powerful and underappreciated feature of this is the ability to sort this list of tweets by activity. Nobody talks about this and I'm not sure why, because it's simply awesome.

You can pull a list of 5,000 followers of your competitor account that have tweeted in the last day, sort this list in order of last tweet, and follow a few hundred of the accounts that have tweeted recently.

If you target a large account, a few dozen of these accounts will have tweeted in the past 1 minute, or the past 5-10, which is still very recent and means they're likely to be online and follow you back.

## Hiring a VA

Virtual Assistants are one of the best ways you can scale almost any of the operations for an online business.

I hire my VA's from the Philippines using [onlinejobs.ph](http://onlinejobs.ph), who explains that average VA salaries are \$400/mo for full time. If you don't have enough tasks to cover full time, you can find hourly VA's from \$2-\$8 an hour.

In the Philippines, you need to have a college degree to even get a job at a coffee shop, and most of them are fluent english workers who are happy, friendly, and hard working. If you know how to create a process and train, you can find a VA who is willing to learn and is more than capable of performing.

If you're busy, it's worth creating a process and training your VA to perform the techniques I've taught you in the past week on your behalf.

Maybe even put them through this challenge :)

That covers the paid Twitter growth tactics.

For the final day tomorrow, I'll be covering

- Tweet inspiration list of great Twitter accounts recent tweets
- Advanced Manage Flitter Techniques
- Effective Auto-DM's that people don't hate
- Cut and Paste quotes from entrepreneurs and inspirational figures
- One liner jokes
- My Twitter Swipe File
- Guide to Viral Contests
- And more



It's hard to pick which one of the above to start with, but if I had to choose two, I'd start with Amazon Giveaways & Manageflitter. Let me know what you try and how it goes for you via email.

As always, I'm around if you have any questions or need clarification, just reply to the email and I'll get back to you.

## Part 8 - Advanced Twitter Techniques

Congratulations, you've made it to Day 7.

Let's finish strong.

Today is a dump of my advanced Twitter tactics and resources, such as:

- How to effectively use Auto-DM's
- Pro Manage Flitter Techniques
- Tweet inspiration list of great Twitter accounts recent tweets
- Creating Viral Contests for exponential growth
- My Twitter Swipe File
- Cut and Paste quotes from entrepreneurs and inspirational figures
- One liner jokes so you can look clever

### How To Use Auto DM's

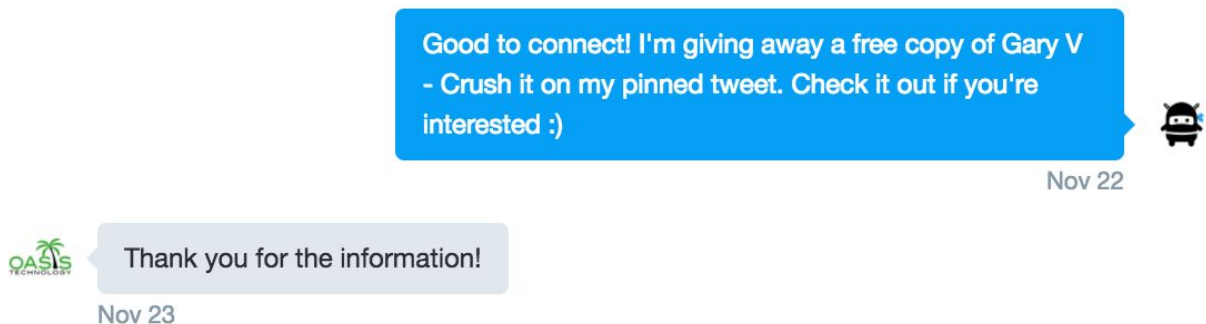
Auto DM's are a controversial topic on Twitter, and rightfully so.

They're incredibly misused in a high volume, which combined makes for an incredibly annoying and poor marketing attempt by newbie marketers.

The annoying spam DM is clearly automated and completely self serving, which equals a total turnoff.

So when crafting a great auto DM, it's important to do the opposite: Provide value and keep it relatively generic enough that it's not blatantly automated.

When done correctly, you'll actually have people thanking you for your messages.



Another one.

Good to connect with you! We're giving away a free copy of Gary V's "Crush It" - check out our pinned tweet to enter if you're interested :)



Nov 23



Thanks!

Nov 23

And another one.

Good to connect! I'm giving away a free copy of Gary V - Crush it on my pinned tweet. Check it out if you're interested :)



Nov 21



Awesome! Thx my dude!

Nov 23

In fact, out of the hundreds sent, I didn't get a single negative response.

In the images aren't working for you, the message is this:

"Good to connect! I'm giving away a free copy of Gary V - Crush it on my pinned tweet in case you're interested. :)"

Outside of the thanks (which are nice and all), this message drove clicks and retweets to my giveaway.

Because it wasn't pushy and was letting the new follower know about something that they could get absolutely for free, they were happy to get the message.

It's automatically leagues better than the generic "Hey I know this is an automated message but you should follow me on Instagram and Facebook too and download my free guide"

For Auto DM's, I use [crowdfireapp.com](https://crowdfireapp.com) on their \$9/mo plan to remove their branding from my auto DM to make it look better, but you can send auto DM's with their branding for free.

## Pro Manage Flitter Techniques

Here's something that I've never shared before outside of my team (in fact this link is to my internal document)

These are the exact settings I use to grow accounts on Manageflitter: [Click Here](#)

This is some super secret stuff right here, which I'm planning to not leave up free for very long, so save this and stow it away for later.

## **Tweet inspiration**

I shared this list before, but I just wanted to reiterate it because it's definitely worth following for regular tweet inspiration.

Twitter list: <https://twitter.com/EngageNinja/lists/tweet-inspiration>

## **Creating Viral Contests for exponential growth**

Viral contests are a great way to get a ton of traffic using the power of referral traffic.

Sign up for a free account at [viralsweep.com](https://viralsweep.com) - for our purposes you can get by with the free level. Create a contest to give away one of your products or services, or perhaps something relevant from Amazon. After this, you can set entry actions, the most relevant being Twitter follow, Tweet, and Retweet.

This is how you make your contest go viral.

You create the contest, then tweet about it using a good image, tweet text, and a link to the contest.

Then edit the contest and add to retweet the tweet as an entry action.

Here's an example of what a contest looks like: [Click Here to see my contest](#)

## **My Twitter Swipe File**

Having a swipe file is crucial to quickly coming up with inspiration.

There's no sense in starting with a blank slate every time you want to be creative, and it's a smart move to study from good examples of what is working.

See my swipe file here: **Swipe File** (Always Growing)

## **Cut & Paste quotes from entrepreneurs and inspirational figures**

This is a collection of quotes from entrepreneurs, business people, and inspirational figures from around the internet.

Use this in combination with the quote + canva + pexels technique for easy content for both Twitter and Instagram.

[Get the collection here](#)

## **One liner jokes so you can effortlessly look clever**

I pulled a list of one liner's from the subreddit [/r/oneliners](#).

[Get the collection here](#)

Combine with an image for best effects.

That wraps up the seven day challenge.

I'll be sending you an overview in the next few days to wrap everything up and put everything in one place for you to refer back to.

I hope that you've found this to be valuable and easy to follow along.

If you have any feedback or questions, please reply to any of the emails I've sent you from this challenge.

Thanks, and I'll talk to you soon,  
Morga