

# A Twittering We Will Go!

Contributed by

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How do you sign up for twitter: [www.twitter.com](http://www.twitter.com). You choose a "username" for yourself or your business. Don't try to be cute here. Use your actual name or product name if you can. There's no reason to hide who you are if you are using twitter for solid marketing purposes. The purpose of twitter is to be able to "follow" conversations that you are interested in as well as to bring conversations to the table that others may be interested in. I chose the username @Ljjspeaks because I want to promote my workshop and speaking core of my business. Notice the @ symbol before my user name - that is standard in the twitter world.

There are many free programs out there to help you "follow" more people and get you followed. One thing I like to do is find people who are talking about topics I need for that particular day. An example is if I am going to be promoting a golf event, I find twitter users through twitter search who have posted a communication on golf. I then "click follow" on each of them and I have instant access to them. I hope they "follow" me back so I can send them information about the golf event. (about 10-20% do follow you back which is way cool!)

So that is your introduction to twitter. Remember it is a tool to use - not the "be all to end all" in communicating your message. Use the tool in a professional manner, just like you do any other form of communication and you will succeed! And remember, learning how to do new things takes time. You won't become an expert in a day, I'm still learning new tips and tricks. The twitter world is your oyster! Grab it!