

Keith Keller: Social Media Strategist & Twitter Specialist



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PART 4: TWEETING YOUR WAY TO SUCCESS

AMC: Now we've got a very special segment and of course we are doing these over the next 10 shows. We've been doing them for the previous three so for the next seven let me get back right. And this special series of course is for coaches and consultants who want to focus on how to promote themselves and their products using Twitter, and of course we've got a very special guest who is one of our global business partner, Keith Keller. Welcome to this segment Keith!!

KK: Hey!! We are rockin' this one now!!

AMC: We certainly are! What are we talking about today?

KK: Well, I really want to talk about today the idea of the trap that people are getting obsessed about getting more followers. I will give you a tip about getting more followers coz I get asked that question every day. What I really want you to focus on it, what I call "Tweet Reach", what is actually been called Tweet Reach, this is a site tweetreach.com. He is possibly the coolest site in the Twitterverse. What it measures is how many followers do you have, how many people retweet you and how many followers do they have so I mentioned you in the last episode that I have about 31000 followers but on one particular day 3 million people saw my tweets because of all my followers collective tweet reach. So a radio answerer in the US, a friend of mine in Miami, another mate of mine in Philadelphia. People often say, "Keith, you are speaking tomorrow so let's give you some kudos, you have helped me heaps and heaps and heaps." It's your day in the sun. So Tweetreach.com is the site that just allows you to say how many of my followers are retweeting me. Because there's absolutely no point in having lots and lots of followers if they're not listening. The best way to find out if people are listening and the ultimate compliment you can pay someone, is to retweet their stuff. It's a very simple procedure, just click the retweet button, there is a little button which just says "retweet", you just push the button and it goes at all your followers. So I have 30 000 each followers, you have 30 000 each followers, my friend in Philadelphia has 330 000 followers so right there, with a push of this button, we've reached 390 000 people in 10 seconds. What cool are that?!

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AMC: So Keith I think with the reach, it's so very important because you can also gauge what are people retweeting because that shows you that you really are sharing a topic or information that your community is interested in. And that really is the way that you want to continue to concentrate because, as you know you've mentioned in show N°1, that Twitter really is the information network and you want to then kind of establish what is it that people are really retweeting and sharing with their community.

KK: there is a really cool way to think about Tweet Reach. I mean of course the most common way is "how many followers do I have and how many time do I get more kudos. And there is a very simple way to do it, you just put in your Twitter handle into TweetReach.com, there is little box there and you can just check your daily scores. But the other way to do it, picking up what we've just said there, is "do I get more retweets when I tweet about business, #business, or do I get more retweets when I tweet with #success?". So you can actually say "you know I will try both". I'll try to tweet with #business, #success, and I will just see which of those streams are more popular. We gonna do an own section about hashtags, it's coming up in a next episode so don't stress.

AMC: I was just gonna say "Keith how do we explain what the hashtag is" if someone thought you just sneezed.

KK: I'm do an own section on that yes. The thing that's great about Twitter, now you gonna start talking about tools is that you can measure everything. You can stand on the top of the Empire State Building, and shout "G'DAY it's Keith Keller from Melbourne Australia" and if no one is listening that is just a waste of time. But with Twitter you can punch that out and you can check how many people viewed it, how many people retweeted it, was I this on the money or was it of no use to people, because I'm sure that most of people we know want to create content that is of service to others. So if you create content you think it might be useful but no-one is viewing it, and then you can check the stats, then tweak it and go "you know what I get much more success when I use the #success than when I use the #marketing. And so you can use in 2 ways : checking the numbers around the hashtags, checking the numbers around Twitter handle.

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To get back to the idea of Twitter followers, I personally believe this is a trap to get obsessed about that, but we can't help that. Everyone knows there is a number on their page and we want to get more. Just to guide that is just the way we are wired. So I've got a technic for that, just to give you something useful. There is an amazing site, which at this time is free but I have to clarify that because I've been recommended others recent sites so maybe it just closed down or change in a new paid model, is called wefollow.com. Unbelievable site! What it does is, you're tapping a key word and it will tell you everyone in the world who has that keyword in their bio. That's why it's so important to have one. So you might typing Melbourne, and it will share you everyone in the world who uses Melbourne in their Bio like "I love Melbourne even though I'm living in New York, or I'm from Melbourne and so connect with me". What that mean is, in a very very quick way, maybe 10 minutes a day, you can connect with like minded souls. You know just connecting with anyone who build your number up. You're connecting with melbourniens, you're connecting with people who are in photography or business or marketing or twitter. It's a very simple site to use, just use the bar across the top and type any keyword. And what I personally recommend. Try to follow maybe 20 people a day, you need to do manner on that now because Twitter's got clamping down on this, it's very important that we talk about that because Twitter hates these social sites that charge you, of fee you for search for people and then unfollow them the next days. You're not allowed to do it anymore. It's prohibited by Twitter.

AMC: Okay... If they find out they can shut down an account right?

KK: It's just shut down, we call it the Twitter Jail. Just go to jail for a week and if you're doing it over and over again, they just close you down. So, wefollow.com allows you to follow people that you're interested in the same things that you're interested in. Because, what I love about Twitter, it's just the most extraordinary working tool. I've meet incredible people all over the world who I would never have met and I've been open enough to say "you know what? I'm really interesting in people who are really interested in photography. Let's connect!" With everyone in the world that's on that, and you have instantly got a connection. The reason why it's so important, and try this over time, you probably find that if you do follow 20 to 30 people a day, you should get about 20% to 30% of people who are following you back. So for every

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1000 people that you follow you should get about 200 or 300 followers. Now, some people don't like that idea, they don't want to follow more than who follows them but remember, lots and lots of people haven't heard about you yet, and that's okay! It's not spammy, you're just simply reaching out. So if you look at any of my accounts, you'll notice universally that I follow more people than follows me.

AMC: Yeah, because you're connected! You love connecting with people so. And you know one thing that you've mentioned in the last segment is that you need to share content and as we know Twitter is the information network so if you're sharing really good content and really good tweets, people are going to read them and they'll be more likely then to want to follow you because they're really reading your stuff and they're thinking "wow, this person is really nice".

KK: There is one thing that has been absolutely scientifically proven. If you don't want to follow others, and that's perfectly acceptable if you don't, you will get more followers simply by tweeting good stuff because people would find it, people would looking for. And the thing that I love about these 10 parts serie that I've devised and I'm so proud Anne Marie agrees to do it with me is that I gonna show you how people can find your stuff. Now you've got stuff, you've got lots of books, you're speaking on the radio, you've got a TV show, you're doing a gig at the town hall next week and you want people to come and people wanna go, but they don't know about it. And so what Twitter is great for this, getting the word out! So when people want to know and you've got the information that they will benefit from, Twitter puts you together. It's just brilliant!

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AMC: Yeah I love it! So Keith, what are we gonna be talking about in the next episode?

KK: I wanna talk about the idea of scheduling. You know we are all busy, one of the thing that we are all struggling with is time, so there is a number of really magnificent automation tools. And don't get upset about automation. Twitter is in real time and that's fantastic but we're real people, we need to cook, we need spare time with our children, we need to sleep, we need to get some exercising and what happens with this sites, these three that I want to talk about, they are all very similar but I will explain the differences, they allow you to tweet throughout the day so that's your leaking out information over time. This is especially important if you have a "global" mindset. 55% of my followers live in America, only 13% of my followers actually live in Australia. Only 13%! So if I'm only thought about Australian time, I'm missing out from 87% of my market. 87% ! So I need to tweet early in the morning here because that's a good time for London, I need to tweet late at 9 here because it's a good time for New York and that's way I can catch up with people either both, they're getting my e-book, I'm getting their email. Or I do spend an hour-day trying to connect with people so we gonna talk next week about the idea of scheduling your tweets, try to get some automation going so you can get out there and do your speaking gigs or you can go away on your tweets, write your next book or you can spend time with your child.

AMC: Yeah very important. Well once gain Keith thank you for sharing your brilliance and I cannot wait to listen to next week's episode to find out what those tools are to schedule our tweets!

KK: So see you next week!