

Keith Keller: Social Media Strategist & Twitter Specialist



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TWITTER LISTS DECODED

Wendy: Hello! Everybody my name is Wendy Fore from Cash Life Mastery and today you're on Cash Life Mastery social juice and today's topic is Twitter lists for newbie's. How to use twitter lists and today I have my illustrious co-host the king of twitter Keith Keller. Keith tell everyone how to reach you? And let's get started.

Keith: Yeah so Twitter lists today, we're going to rock this one. I'm Keith Keller and I was saying that out loud because we're going to put this on sound cloud and iTunes and we're really going to repurpose the blab idea that's actually been my goal and mission, not only to talk and blab in real time but to repurpose the video and the audio after the event. If you want to find out how that's happening go to

[#TwitterTips4Newbies @KeithKeller](#)

Wendy: Definitely

Keith: So you tell me what you think of Twitter lists and what you'd like to know because I can talk about this for an hour.

Wendy: [laughs] well we definitely don't have an hour so let's talk about how somebody can get started with the Twitter list if they've never used one?

Keith: Okay so let me start at the beginning with Twitter there are 9000 tweets per second, more when there are things like the super bowl and the FA cup and the AFL grand final, and you know Beyonce falls out because she's wearing high heels. You know all that sort of stuff you know makes Twitter explode, yeah? But normally there are about 9000 tweets per second, and people are grasping onto this idea of how do I manage that, how do I make sure that I can use Twitter in a way that is useful for me.

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So one of the ways to do that is to create Twitter lists, it's very, very easy to do, so there is a really amazing proposition here, you can have 1000 lists with up to 5000 people in each. Now what that means is that you can have 5 million potential contacts on Twitter if you've got the time to do the admin for that. So you can have 1000 separate lists with whatever title you want, the town you live in, the town you're visiting, the town you want to go to, the country you like. The language you want to speak, the types of things that are interesting to you web design, pan cakes, you know photography and what that means is that every time someone follows you this is the real value proposition of Twitter lists. Every time someone follows you, you've got the time, put them on a list, because what that means is you can segment your list into people who live in Manchester or London, or Kent, or Bristol, or people who live in Melbourne, Sydney or Brisbane. So when you go there and you're doing your world tour, or you're selling a product that is specific to that area, you can segment your marketing in a very, very, very, very specific way, or you might think you know I really need to get my head around Wordpress and I'm just going to hang out with some Wordpress dudes.

Wendy: Yeah I was about to say for business people you know if you are looking for categories for learning or either people that would be prospects, that would be an awesome way to segment them to you know people that might be your target market .

Keith: Yeah so you could actually make them private and or you could do both, you can make them private or public, so if you decide you know what here's a list of my clients I don't want to make that public, I'll make that private, that's just for me, but here's a list of everyone that's just followed me that lives in Melbourne.

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I'll make that public because other people can benefit from that, and if you remember in the previous episodes we've talked about what I call Twitter 30:30. Follow 30 people a day for 30 days. 900 people in any given month and you should get about 400 - 500 new followers that way.

So you've got this idea of people that are following you, and the people that you are following, and you can segment them into lists.

Very, very, very powerful.

Wendy: Yes

Keith: So you can have 1000 lists of any description, you can make them private, you can make them public. The other idea that's very important to know. It's actually very important to know this. You cannot send messages to groups like you do with email, and a lot of people are disappointed about that idea. It's not an email marketing variation. You can't do that.

Wendy: It would be an awesome tool if Twitter would let you do that.

Keith: I know and that's one thing we've been pushing for but I'll give you an example, say I have a URL Kellerfornia.com I thought that was pretty clever. Kellerfornia.com because most of my followers are in L.A or the west Coast of the U.S so one day I'll go there and I'll do a tour. The Kellerfornia tour. So I went and got this URL Kellerfornia.com and its pointing at one of my pages on my website in prep for when I do my American tour. So I've got a list of every American city, major American city in the U.S and Canada as well and also some in South America. So when I basically come across someone who lives in Philli or Boston, New York, or San Francisco, or... it really takes, it's only a right mouse click, you simply right mouse click on their name and a drop down box will say add to list

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Wendy: So if you haven't started with twitter now is the time to do it right?

Keith: That's right, that's exactly why we've made this the second podcast on the iTunes series, we've done a few blabs that aren't being included in the iTunes version, but in the iTunes version or the podcast version of this learning this is the second podcast. So we decided to get in really early and get done with the management of your followers. You know you're going to get two and three and four and five thousand followers over time, it's going to be very hard to manage that if you don't get in early with some good habits.

Wendy: Right

Keith: So it's very easy to do when you try this today, when you actually go to Twitter, right mouse click on their name and a drop down box will come that says add to list. If you don't have a list just click on that just add to list, create list, and you simply create a list with simply typing in the name you want to save it, and that person will instantly become your first lister if you like and then you can have like I said a thousand different lists, I have 76 at the moment, and they are all the different cities in the U.S, Canada, Europe and all my friends in various industries and it's an extremely useful way to manage Twitter.

Wendy: Can you have somebody on more than one list?

Keith: Yes you can, it's actually quite similar, quite similar to Google+ in a way. Except that you can't segment them out and only send information to them.

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So often, often I actually do this as an administrative tool and this is one of the things that we as business owners find challenging, the admin, but what I try and do is if someone is following me, I might be on the phone I might be at the bus stop, I might be on the train, I might think ok well I have 20 new followers overnight, I can follow them back, but I can add them to lists so I might say based on your idea of can you add many people to lists I can say, I might add them to my London list if I live in London, I might add them to my U.K list because London is in the U.K., but often music people follow me, so I might add them to my music list or etc, etc. and some people you know in America they call it Bi Coastal , you know they might live in New York and L.A, like scattered so they might do one week in L.A and do some film shooting and then they actually live in New York, you know where their house is, so they call themselves 'Bi Coastal' . A lot of people live in L.A, New York or Philli

Wendy: Right

Keith: Or you know Seattle, so it's quite possible that people on lists might have multiple uses, for that type of idea. How do you see yourself using lists, what was your understanding of lists before we had this chat?

Wendy: My list building will be for social media people that are entrepreneurs or looking for coaching or animated videos for their businesses you know because that's what I do, so I would probably segment them like that.

Keith: Okay, we just had a really great question in the chat room and apologies for people who were listening to this as a video replay and or as a podcast, you actually can't see the questions and who is asking them, but a very good mate of mine, Ian Murray from Melbourne, has asked the question " do you follow people as well or only list them?" and that's a really brilliant question because often people ask me " do you follow people back?" how do you decide how to follow people back?

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I often do both but I don't always do both, I often follow people back because I believe in that and I know people who don't follow people back, but I believe in following people back if they are related to what I have in mind. If they lived in Philli, or they were in New York or L.A or London, or the U.K or they were a podcaster, or a blogger or a photographer and that interested me, I would follow them back. I don't follow everyone back, and I don't list everyone. We're here to make friends and make contacts and make money to feed our families, you know and these strategies are exceptional for business related you know activities, and my piece of the pie is you know I'm a Twitter Dude. I'm a bit of a one trick pony, but I've got really in deep to Twitter and I've worked it out.

So the idea of twitter lists is this management tool that allows you to manage that 9000 tweets a second that's happening in Twitter, and quite often one of the reasons why people don't do Twitter is because it's too hard and my job in the world is to make Twitter so easy that it's going to be fun and you can see some of those miracles that I'm creating. This series is actually going to be about ten or twelve weeks, this is only the second episode of the iTunes podcast, but this is going to be about eight, 10, 12 weeks of really good goss in really short chunks, it might only be for eight to 10 minutes but, this is something, one thing you can do today. Twitter lists, do you want to add something there, or do you want to wrap it up and go straight into the chat room so that we can maybe put this on our highlights reel and keep going with the people are chatting.

Wendy: Well I would say definitely that we all need to get out there and start segmenting our followers on Twitter even if you have a lot of people, and it may take a little bit of time to get done. But I think that overall from a business point of view that by segmenting your lists you are actually in the long run save time and of course time is money

So tell everybody again how to reach you.

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Keith: Okay so my Twitter handle is [@KeithKeller](https://twitter.com/KeithKeller), I have a completely free e-book on my website KeithKeller.com.au and don't forget the au because there are 175 other Keith Keller's in the U.S. and one of them has the .com. I'm still trying to get that back, so Keithkeller.com.au is my website. Completely free e-book which gives you a bit of a list of what we've talked about today and other things and most importantly if you're following along this particular series of Twitter chats or Twitter discussions it's [#TwitterTips4Newbies](https://twitter.com/KeithKeller).

Everything will turn up in a line it's a brilliant segway because next week we are actually talking about hash tags aren't we?

Wendy: Yeah

Keith: Next week about what does that mean? What does a hash tag actually mean Keith, and how is it going to help me get more clients? And I'm going to teach you that next week. So stay with me, so we can probably wrap up the recording and then go into the after party mode.

Wendy: Yes so guys this is Wendy from Cash Life Mastery, you can reach me at cashlifemastery.com or on face book [@CashLifeMastery](https://www.facebook.com/CashLifeMastery) where we are helping entrepreneurs into a path to success and into profit.

Thank you guys for joining us, talk to you next week, Monday 7:00 pm Eastern.

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