

20 Day

# Twitter Fix



Get quality followers  
Have real conversations  
Stop wasting time

Diana Urban

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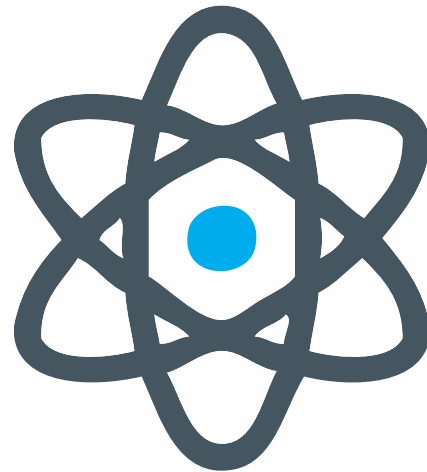
# Introduction & How to Use This Book

Is Twitter a real marketing tool, or a massive time suck? Can Twitter drive revenue and meaningful engagement, or do tweets disappear into an empty void?

After years of marketing experience, including at an ad agency managing Harley-Davidson's Twitter, and as Head of Conversion Marketing at HubSpot, I know Twitter is worth the time. For brands, celebrities, and industry professionals, it's a way to have real conversations, promote content, and become an industry thought leader. At HubSpot, we use Twitter to generate leads – real, qualified leads – which our sales team closes as paying customers.

Unfortunately, many people are still going about Twitter wrong. But here's the thing: **Twitter is not rocket science.**

In this book, I'll show you how to tweet more effectively and gain high-quality followers within a month. You'll have one task to complete per day, five days per week, for four weeks. Think of it as the P90X of Twitter – without all the muscle pain, and you get weekends off.



While you're welcome to read this book in one sitting, I recommend tackling one chapter a day for twenty days. It's meant for people who don't have time to commit to Twitter in addition to their full-time jobs: business owners, CEOs, marketing managers, public figures, and bloggers. It's easy to become overwhelmed by how frenetic Twitter is. But in small doses, it's not overwhelming. In fact, it's really fun. So start at the beginning, and do one day at a time.

Remember: it's not a race, and nobody's timing you. Aim for consistent quick wins. Just think: in one month, you'll have more followers, retweets, and replies than you've ever had before.

This book will not teach you how to buy fake followers, or bulk-follow or unfollow other users. There is no magic pill for being successful on Twitter – unless you're already a celebrity with a large following. Success requires great content, good habits, and dedication.

Feel free to reach out to me on Twitter at [@DianaUrban](#). Let's get started.



## *A few things to keep in mind before we get started...*

### ✓ **What this book covers**

The goal of this book is to teach you how to develop and execute a Twitter strategy within four weeks that helps you get more quality followers and engagement. It does not include get-followers-fast schemes or instructions on how to buy fake followers. Twitter success is not all about boosting your follower count -- fake followers are a waste of money because they will never interact with you or share your content.

### ✓ **If you already have a Twitter profile**

If you already have a Twitter profile, you can skim day #1 or skip directly to day #2, as day #1 includes how to create a Twitter profile from scratch for those who haven't. Don't worry -- there'll be plenty to keep you busy during week #2 if you want to spend an extra day there.

### ✓ **Resources that come with this book**

This book includes links to several downloadable resources, including templates and worksheets. Each day that includes a resource has a download link like the one you see at the bottom of this page. Click the link below to download all of this book's supplemental resources in a single zip file. You will also see links to other helpful tools online, so it's recommended that you read this book in its digital form rather than printing it out. I also recommend downloading the supplemental resources on your desktop computer rather than your mobile or tablet.



## **Download resources zip file**

[\(Purchase 20 Day Twitter Fix to access this download!\)](#)

# WEEK #1

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## Set Up Your Twitter Profile

## 1

# Create or Optimize Your Twitter Profile

## ✓ Today's Tasks (20 minutes)

- Create a new Twitter profile (if you haven't already done so)
- Choose a Twitter username
- Upload a profile photo
- Set your location
- Enter your website
- Edit your notification settings

Let's dive right in! If you don't already have a Twitter profile, create one now.



## Create a new Twitter profile

### Step 1: Choose a Twitter username

Your username is what people will use to mention you in their tweets (for example, [@DianaUrban](#)). If you're new to Twitter, someone may have already claimed your desired FirstnameLastname username. In this case, you'll need to be creative, and you only have 15 characters to work with. Here are a few options:

- ✓ **Add an underscore.** For example, Diana\_Urban. In this case, you risk people missing the underscore and mentioning your doppelganger instead.
- ✓ **Add a number** - For example, DianaUrban1 or DianaUrban05.
- ✓ **Abbreviate** - For example, DianaUrb.
- ✓ **Be More Creative** - Choose something that includes other keywords relevant to you. For example, MarketerDiana. Twitter will provide you with suggestions, too.

You can change your Twitter username as many times as you'd like, so if you decide later you don't like your original choice, that's fine.

If you're creating a Twitter profile for a business or celebrity, and someone is squatting

on the username or impersonating you, file a complaint with Twitter directly.

- ✓ [Click here to report an account for impersonation.](#)
- ✓ [Click here to report a trademark issue.](#)

Once you create your new account, click through Twitter's brief tour. If you'd like to bypass the tour rather than follow the random people it suggests, simply navigate to Twitter's homepage: <http://twitter.com>. Then click the link in your confirmation email so Twitter knows you're a real person.

## Step 2: Upload a profile picture

By default your profile picture will be an egg. But nobody wants to follow an egg.

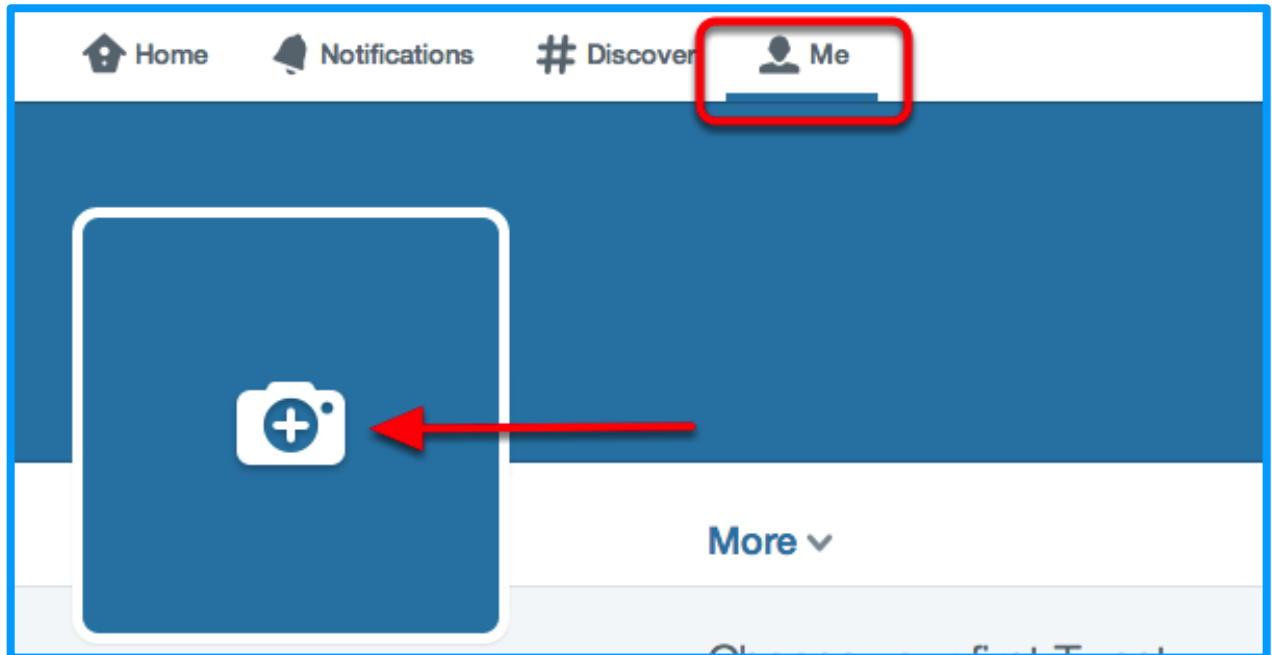


Instead, upload a photo of yourself or your brand's logo. This picture should be 400 x 400px. If you're using a photo, use a close-up headshot so you're easy to recognize.

If you're uploading a brand logo, make sure fans will be able to recognize you instantly. If your logo includes a long company name, consider using the iconic portion of your logo, wrap the text, or rotate it so it fits diagonally.



To upload a new profile picture, click **Me** in the top navigation, then click the camera icon in the profile photo space.

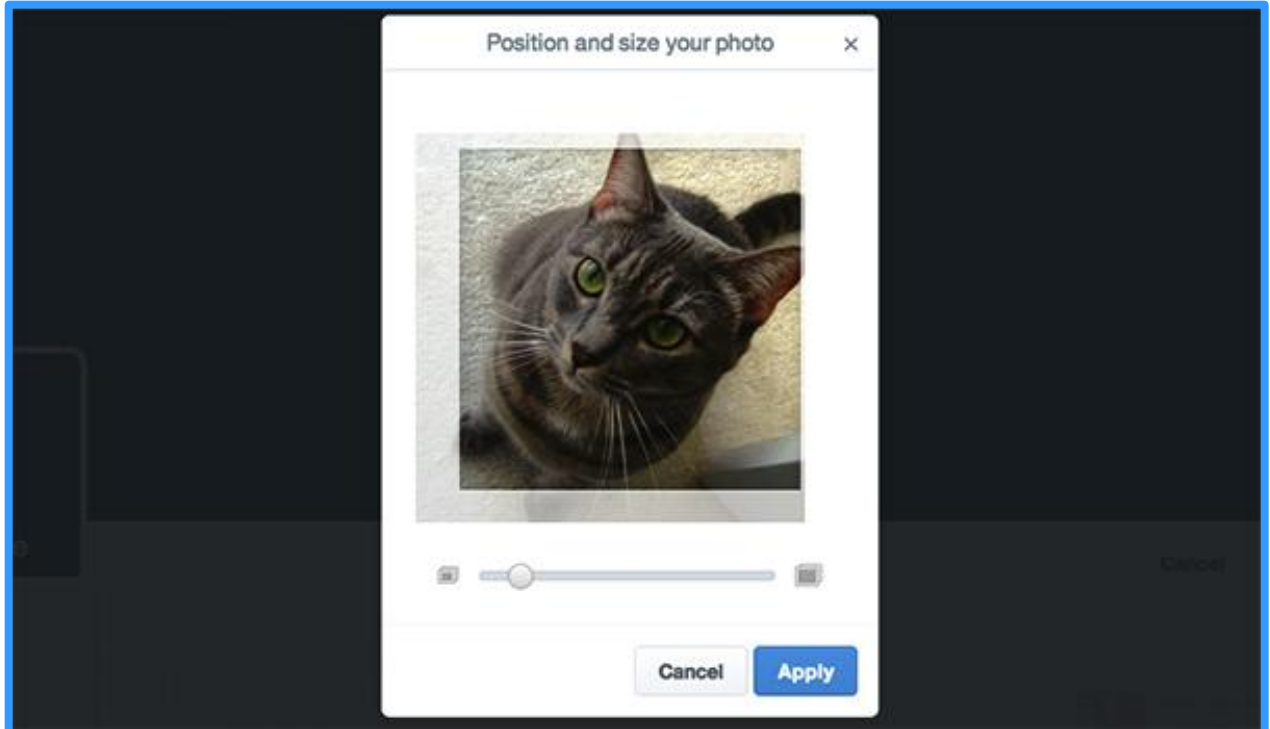


Click **Upload Photo** in the dropdown that appears and find the picture on your hard drive.

If your photo was a size other than 400 x 400px, you'll have the opportunity to select the portion of the photo you'd like to use on the next screen. Drag the sizing circle back-and-forth to resize, and then grab the square and drag it to the portion of the photo you'd like to use.

When you're done making changes, click **Apply**.

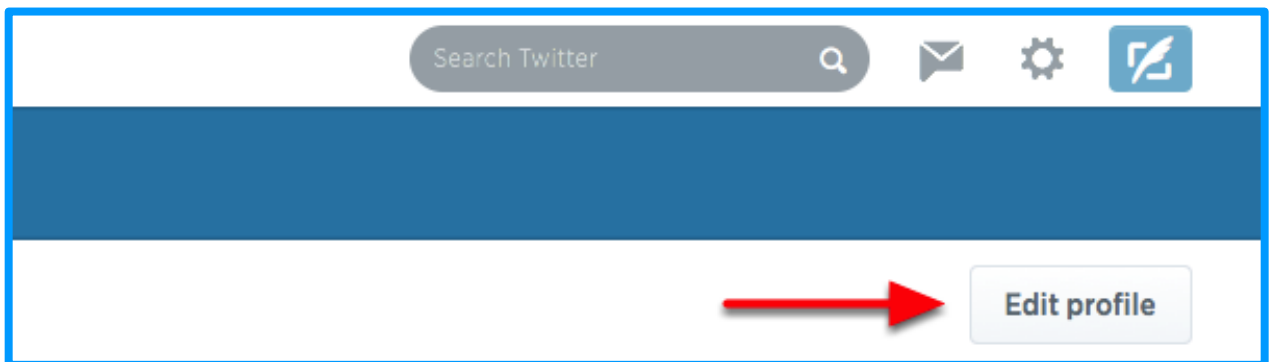




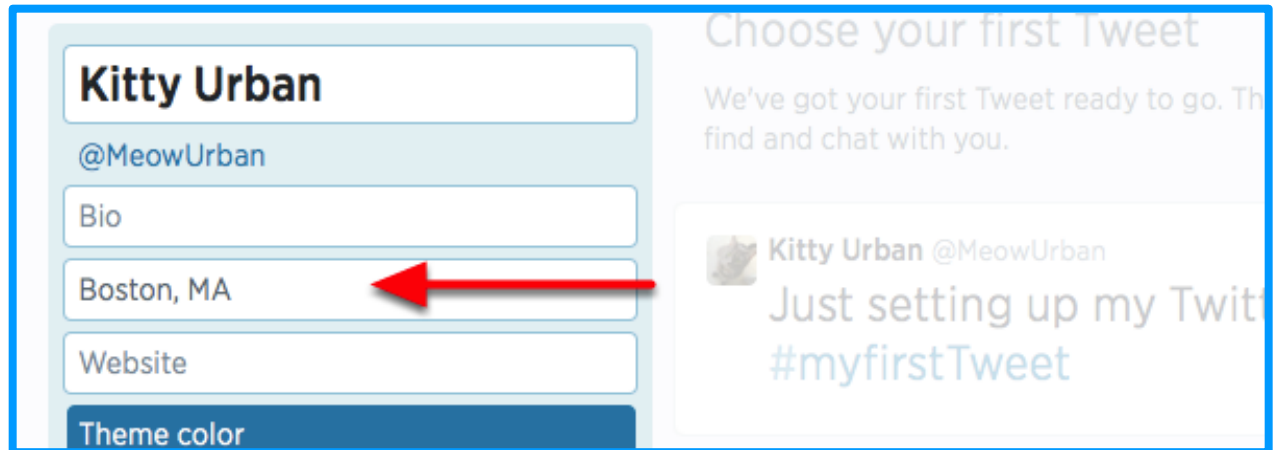
Click **Save Changes** on the right-hand side of the screen. You'll see that your header image is still blank, but we'll get to that in a couple days.

### Step 3: Set your location

Click **Edit Profile**.



Below your profile picture, you'll see several editable fields: Bio, Location, and Website. Enter your city as the location, and phrase your location in the way most popularly used. For example, if you're located in Manhattan, "New York City" is more commonly searched for than "Manhattan" or "NYC."



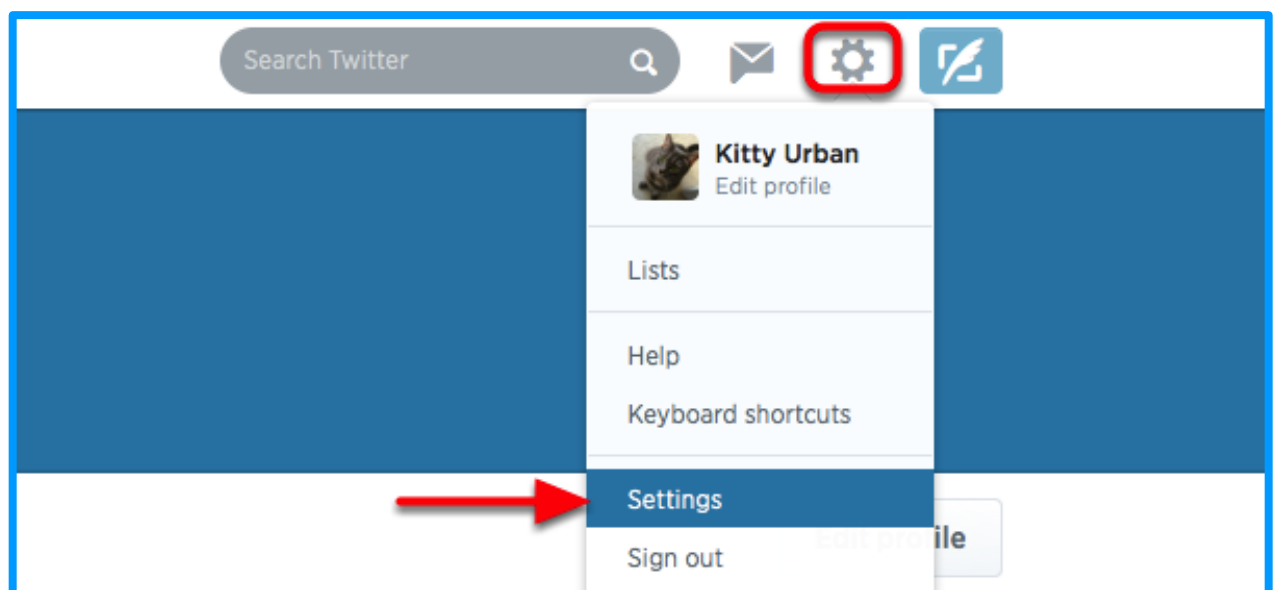
#### Step 4: Enter your website

This field is very straightforward – simply enter your website’s URL. If you don’t have a website – and you really should get one – enter your Facebook page, LinkedIn profile, or About.me page instead.

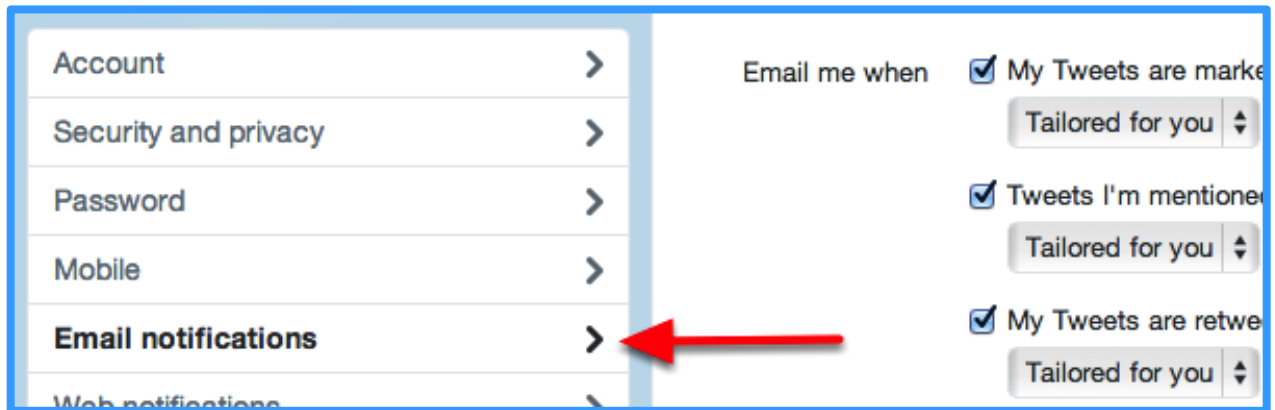
#### Step 5: Edit your notification settings

It’s very important to make sure Twitter doesn’t overwhelm you. That’s the whole point of splitting up these tasks into 20 days. But Twitter will want to send you an email 0.5 seconds, and we don’t want them clogging your inbox.

Click the gear icon in the top navigation, and then click **Settings**.



Click **Email Notifications** in the sidebar.



Select which Twitter notifications you'd like to receive via email. I personally clicked **Turn Off** at the top of the screen to shut off all email notifications. If you have Twitter installed on your smartphone, the last thing you want is multiple notifications from both Twitter AND your email for every single tweet, retweet, favorite, etc. you receive -- you'll go nuts!

## Want more? Buy the 20 Day Twitter Fix!

**10% off**  
*PREVIEW10*

**20 Day Twitter Fix**

The ultimate guide on how to:

- Get high-quality followers
- Get more retweets & engagement
- Stop wasting time on ineffective tactics

**Download Now**

Want to buy the rest of this ebook? Go to <http://ustandout.com/20-day-twitter-fix> and use the discount code **PREVIEW10** to get 10% off your purchase.

### **Tweet about how excited you are to read this ebook!**

**Click to tweet:** Can't wait to get started with the 20 Day #TwitterFix by @DianaUrban - <http://bit.ly/1jOfs9I> I'm going to get more followers & save time!