




GET  
**3000**  
FOLLOWERS  
IN JUST 1 DAY



 Follow @inscribd

<http://www.inscribd.com>

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### Disclaimer

This document contains business strategies, marketing methods and other business advice that, regardless of my own results and experience, may not produce the same results (or any results) for you.

Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, and situations and elements that are beyond your control.

By reading this document, you assume all risks associated with using the advice given below, with a full understanding that you, solely, are responsible for anything that may occur as a result of putting this information into action in any way, and regardless of your interpretation of the advice.

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## Foreword

Of all the social networks, Twitter is the leader in traffic referrals to the inscribd.com website.

Twitter has matured into a valuable network of like-minded people that not only create and consume information, but also share it.

Whenever we add new articles to inscribd.com, inevitably it is Twitter that propels our content forward to be seen by more people than does Facebook, Tumblr, Google Plus or any other social network we share our content with.

It's with this insight I can bring you this eBook to help you make Twitter work for your business. I will delve into how you can take 140-character tweets to reach new customers and increase traffic to your website.

I'll also give you some handy tips to create content that your new followers would gladly share for you. This helps you get new followers organically, who in turn share your content with their own followers. This cycle can lead to your content going viral, spreading far and spreading rapidly.

So, you want to know how to get over 300 Twitter followers in merely 24 hours? It's much easier than you may think and you don't have to pay a cent.

I hope you'll enjoy putting these suggestions to work and join us at inscribd.com to keep learning more about business, marketing and online strategies.

Regards,

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## Get Your Twitter Profile Looking Professional



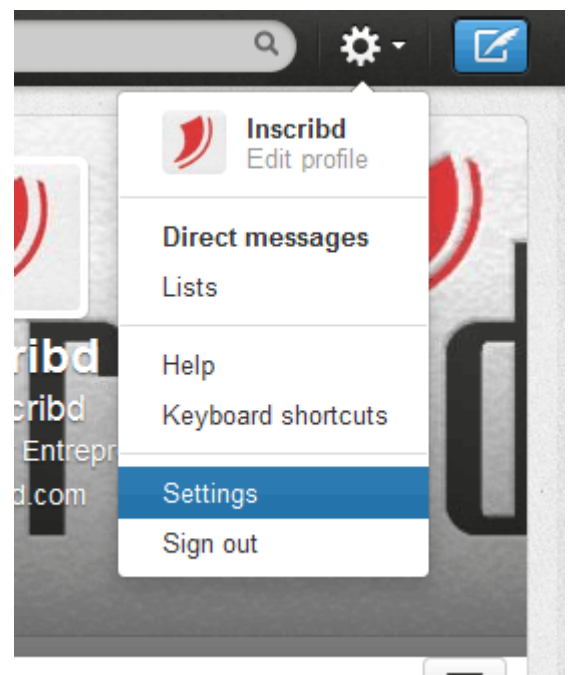
Welcome to the Twitterverse. If you are new here or you've already been a part of Twitter for a while, there's one important aspect that many users tend to overlook after they have signed up.

If you leave your profile looking dull with the default avatar/picture, you'll be doing yourself a huge injustice and people will be reluctant to follow you.

Let's remedy that quickly.

Look for the cog icon in the top right-hand corner and click on it.

You will be presented with this menu.  
Click on Settings



On the settings page, choose 'Profile' where you will be able to upload your business logo or a picture of yourself. A clear picture of your face should work well if you don't have a logo.



Here is the settings page.

The screenshot shows the Twitter settings page for the user 'Inscribd'. The left sidebar contains a menu with options: Account, Password, Mobile, Email notifications, Profile (highlighted in yellow), Design, Apps, and Widgets. Below the menu is a footer with copyright information and links for About, Help, Terms, Privacy, Blog, Status, Apps, Resources, Jobs, Advertisers, Businesses, Media, and Developers.

The main content area is titled 'Profile' and includes the following information:

- Photo:** A red logo icon with a 'Change photo' button. A note states: 'This photo is your identity on Twitter and appears with your Tweets.'
- Header:** A black and white abstract image with a 'Change header' button. A note states: 'Recommended dimensions of 1252x626. Maximum file size of 5MB. Need help? [Learn more](#).'
- Name:** A text input field containing 'Inscribd'. A note below reads: 'Enter your real name, so people you know can recognize you.'
- Location:** An empty text input field. A note below reads: 'Where in the world are you?'
- Website:** A text input field containing 'http://www.inscribd.com'.

You can also upload a header that is displayed on your profile page underneath your name and bio. I recommend the header image not to be too bright or white because your name and bio text is white.

Complete the fields for Website and Bio. For SEO purposes, you can use targeted keywords in your Bio to help people find you easier through the search engines.

Completing the profile is not only important for looking professional to other Twitter users, but also for ranking the profile in Google search results.

When a user searches for your name or service and your Twitter profile ranks highly, it boosts your authority as a leader in your industry and it will also add a little bit of link juice for your website.

Is it true that the amount of Twitter followers someone has can increase their profile's position in search results?



## Twitter Follower Count Affects Search Results



Way back in 2010, search engine land conducted an interview ([read](#)) with Google and Bing about how social signals affect rankings in the search engine results pages.

This may sound obvious, but gaining a following of real people on Twitter (not spammers) is influential for SEO purposes.



***We do compute and use author quality.***

- Google Representative

***Yes. We do calculate the authority of someone who tweets.***

- Bing Representative

Search engines are analyzing the number of Twitter followers a user has.

When a user with a lot of followers retweets your content, the search engines take notice.

Why is this important?



When YOU are the user with a high number of followers, not only can you tweet links to your website pages and gain traffic from those followers, but the pages on your website will also benefit by being ranked higher in the search engines.

When you have enough followers, the occasional promoted tweet can earn you a few extra dollars from advertisers interested in your audience.

Read : [How To Get More Twitter Followers And Get Paid To Tweet](#)

But you need to provide real value and interesting content so that your followers will retweet, thereby enabling more people to discover you.

As a business, we want to push visitors to our website but the Twitter etiquette is to balance content we create with content we discover on other websites.

Soon, I will show you the type of content that is popular on Twitter and how to leverage your own website to drive new followers and gain new customers.

But next, let's get our feet firmly planted on the ground and understand the importance of getting our own website right, first.



## Getting Your House In Order



The internet gives everyone the ability to find a piece of vacant land, plant their shovel deep into the fertile earth and stake a claim of ownership.

Our website is the center of operations - the primary place where we make money. On our little patch of dirt, nestled in the forest of the wider Internet, is our website - our virtual home.

And no home is complete without a garden featuring some big trees and a few smaller plants dotted around the perimeter of our luscious green lawn.

When we have an attractive garden, more customers will want to get a closer look at our house. And that's what we want. Our house is the money-maker, so it needs to look attractive and so does the garden.

I make this analogy to explain the clear relationship between sharable website content and Twitter engagement. You can read more about how Twitter should be one of those "big trees" in your garden, here:

[\*\*A Social Media Garden Makes Your Website A Happy Home\*\*](#)



## Content That Encourages Sharing On Twitter



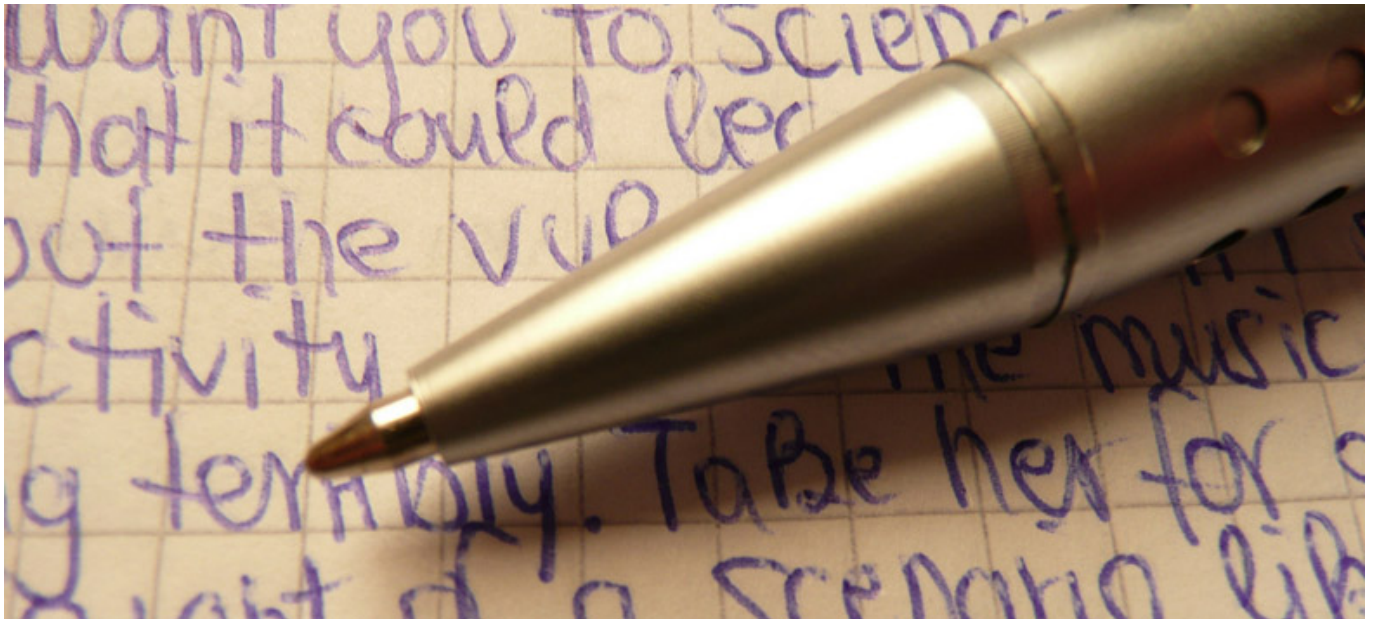
I've promised to show you how to get 300 Twitter followers in a day and we've discussed in the previous section the first step to get our house in order by customising our profile.

Twitter is not just a numbers game and 300 followers isn't all that much. But would you prefer 1,000 followers who like apples when you only sell oranges, or would you prefer 300 followers who love exactly what you sell?

In order to maintain our Twitter count and win over new followers, our next step is to plant some seeds to encourage growth.

Those seeds come in the form of blog posts or website content.

People follow other users to receive information they wouldn't stumble across on their own. So we need to make sure that we share truly valuable content, not simply spam about our product or service.



The type of content that is shared far and wide on Twitter is informational material so we should aim to create informative and valuable content that is not too salesy. It is unlikely for a sales page to go viral, but valuable content has a far better chance.

To gain respect and a higher follower count, creating our own content will help us leverage followers to become fans. We'll gain followers that retweet most of our posts and these influencers can have a positive impact on our website search ranking and of course, our overall Twitter following.

One of the most important factors in having a tweet shared is what we say in the tweet. This seems obvious, but there is an effective structure to ensure higher click-through rates on tweets.

When sharing a blog post, the headline or title is generally the main focus of the tweet, plus the URL/link back to a website.

I highly recommend reading this article that goes into detail about what makes a great post headline and ideas for content creation:

[How Copywriting Killer SEO Page Titles Destroy The Competition](#)



## Format Tweets For Higher Click-Through And Sharing

We have 140 characters to grab our audience's attention, connect with them, and convince them that we have something valuable to offer.

As discussed in the previous section, the headline of our blog post or website page title makes a strong foundation to utilize within our tweet, and may take up at least 50% of our tweet character limit. We need to leave space for the URL and Twitter handle - the username with the @ prefix.

Twitter differentiates between a "reply" and a "mention" by where you place the Twitter @ handle within the tweet.



By placing the handle in the beginning of your tweet eg, 28 Jan “@pinksonly Thanks :)”, Twitter registers the tweet as a reply, because I responded directly to the user.

Placing the Twitter handle elsewhere would make it a mention as seen in the example from 30 Jan.

This is only my opinion, but I like tweet structure to be in the format:  
Page Title <http://linktowebsite.com> @inscribd

I use my own @ handle on the end to track retweets and mentions.

To conserve space, Twitter may shorten the URL automatically.



## Check Out The Competition



Let's take a moment to think about our target audience. What kind of person would be interested in the content you share? Try to conjure a picture in your mind of the person you are communicating with. What is their circumstance? What information would they find useful?

Once we know and understand our target audience, we'll also know who our competitors are. Actually, "competitor" is not an accurate term which implies that one party takes business away from the other party, but we'll use it in this context anyway. In social media, we are all collaborators, not competitors, because a Twitter user will consume material from many sources, not just only from you, or not just only from your competitor.

With this in mind, it's a good idea to have a look at the "competition".

Search Google for similar businesses in your area of expertise. Also search Facebook for pages administered by your competitors.



If you offer a local service or product, make sure to find similar businesses that are also local or in surrounding areas. Put together a list of 10 businesses you would consider to be in direct competition with you, in a traditional sense.

Go to each competitor's website, Facebook page and Twitter profile. If they are posting the type of content that you would be sharing as well, you have hit a target and this competitor should be examined more closely.

Have a look at their Twitter follower count. Make sure it's well into the hundreds and if so, give them a big tick on your list.

If none of your main competitors have an active Twitter account, you may have identified a possible opening to become an authority on Twitter for your area of expertise.

When you have a well defined list of competitors, we're primed to make some acquisitions. But don't worry. These acquisitions cost nothing!



## How To Get 300 Twitter Followers In One Day

There is a phenomenon on Twitter where a surprisingly large percentage of users (10% - 15% in my own experience) will follow you back when you follow them. Some users do this automatically while others follow you manually.

If you followed 1000 random people, you might receive 100 followers back.

But we're not aiming for 100 random followers. Our goal in this exercise is to reel in our target audience.

Let me tell you about another phenomenon on Twitter that has been around since the service began.

It's called Follow Friday. This little game plays an essential part in our strategy.

The game is very simple and only takes place on Fridays. Twitter users send out a tweet to their followers listing @ Twitter handles they recommend.

It's like saying to all their followers "hey, follow these guys too".

Often, these tweets will be accompanied with the hashtag #FF or #FollowFriday





If we put two and two together, we'll quickly realise that the best way forward is to follow people on our favourite day of the week - Friday. Hopefully, they will return the favour and follow you back and also include you within a Follow Friday shout out.

So I recommend waiting to implement this strategy until Friday.

Alright, let's say it's Friday today, so what's the plan?

We have a two stage plan of attack.

### **STAGE 1. Look For A Job**

The search function within Twitter is brilliant for discovering people of a certain occupation when they've included their job in the Bio.

**TAKE NOTE:** You can switch search results between "tweets" and "people". You'll want to look at results for people.

For example, if your business sold stuff to dentists, you can search Twitter for "dentist" or "dental" and find people matching your exact target market.

Follow them!



If you provide a local service, you can search for “dental Chicago” and target local dentists. Use this method to find your own target market and follow the people that fit within your audience.

Don't be shy. Follow hundreds of people if you believe they all fit.

## **STAGE 2. Competitor List**

Get out the list of your competitors that you have researched during the week and look at those you gave a big tick because they have an active profile sharing similar content to yourself.

These competitors already have a built-in audience that you can tap into. Start with your most active competitor and one with the highest number of followers. Look at their follower list.

If the follower has filled in their profile, you'll see what they've written in their bio. You'll be able to assess whether this person fits within your target audience. If you determine they are a good fit, follow that person.

Jump right in and don't be shy. Follow as many people as possible!



Now, keep in mind that Twitter has an unpublished limit for the number of people you can follow within a 24-48 hour period. You'll start hitting the limit when you follow about 2000 profiles.

So I recommend caution and care when choosing who to follow, but you'll need a lot. Twitter won't ban you for hitting the limit, but you simply won't be able to follow anyone new unless you reduce the number of people you follow, or enough time has passed for the limit to be lifted.

On a Friday, you'll want to follow as many targeted users as the limit allows. When you reach the limit, take a break for a few hours and then try follow more users again. You may or may not be able to, but don't worry.

You'll want to follow 2,000+ users to reach a goal of 300 followers. Of course, I cannot guarantee you would successfully hit the goal within a day as this depends on many outside factors.

But this strategy will certainly set you upon the path to reaching a more targeted and larger Twitter audience.

It's really very simple and straightforward. Your task now is to take action. Get your house in order. Research the competition. Wait until a Friday, and follow lots of people.



## One Last Thing

Once you have gained more than one thousand followers, you can earn money by promoting other businesses with your own promoted tweets.

Read : [How To Get More Twitter Followers And Get Paid To Tweet](#)

I hope you've enjoyed reading this eBook as much as I've enjoyed writing it for you. I can't thank you enough for your continued support of Inscribd.

I appreciate you taking time out of your busy schedule to read this, and if you have an extra second, I would love to hear what you think about it.

Please leave a comment at:

<http://www.inscribd.com/300-twitter-followers-in-just-one-day-ebook/>

If you'd prefer to reach me in private, don't hesitate to shoot me an email. I read each and every comment and email, so don't be afraid to say hello.

Lastly, if you haven't already, you can follow me on Twitter ([@inscribd](#)), and join the conversations on our [Facebook Fan Page](#).

Thanks again, and I wish you all the best for your success!

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## Acknowledgements

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