

## WHAT IS TWITTER

Recently the media has been talking about Twitter. It seems I can't watch more than a few minutes of news without hearing a reference to "Follow me on Twitter", or "I tweeted this today". So what in the world is Twitter? And what the heck is a "Tweet"?!?

Twitter is actually an incredibly powerful marketing tool, and if you are not harnessing its power, you are missing out on a huge opportunity. The things Twitter can do continue to astonish me to this day. This guide will teach you the ins and outs of Twitter, and how you can use it to further your business (or create one!). Let's start at the beginning with a definition of Twitter.

According to Wikipedia, Twitter is a "free social networking and micro-blogging service that enables its users to send and read messages known as "tweets".

Twitter is a place where you create a profile for yourself (similar to Myspace or Facebook), but the focus is on interacting with others through sending out short (they can only be 140 characters long) bursts to everyone that is "following you".

At first glance, it might sound kind of strange. Honestly, the first time I heard of Twitter I thought to myself, this sounds silly. But it works, it really does. People are crazy into this stuff!

At this point I recommend that you view Video #1, to hear a bit more about what Twitter is, and watch as I visit the site.

## WHO IS USING TWITTER?

Twitter is taking the internet world by storm. It seems as though just about every popular person is "tweeting" these days. Who exactly uses Twitter? Well, President Obama of the United States does. In fact Twitter was an important part of his presidential campaign. People currently using Twitter include:

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# Who is Using Twitter?

- **Internet Marketers**
- **Celebrities**
- **Journalists**
- **Industry Leaders**
- **Anyone looking to create a following**

As you can see, just about everyone is using Twitter these days, and there is a reason for that....because it works! To hear me talk a bit more this, be sure to check out Video #2.

## A CLOSER LOOK AT TWEETS

Before we step in and start using Twitter, I would like to talk a bit about tweets. Sending tweets is what drives Twitter. It is how you keep in touch with people and let them know more about your business. Understanding tweets will help you better understand how Twitter works, and why it works so well. Things to keep in mind:

Please refer to video #3 to see me view a few tweets. This will help you better understand what this is all about.

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