



# Twitter Cheat Sheet for indie authors

Hi! Feel free to share this Cheat Sheet and info with anyone you like. All I ask is that you keep the attribution to 30 Day Books visible on each page. Thanks!

Psst.... Want to know a secret?

No one “gets” Twitter in the beginning. It’s very rare that someone takes to it like a duck to water. Rather, there seems to be an ‘aha’ moment where you suddenly get what it’s all about and understand the value and huge potential of this strange thing. Keep that in mind - that no-one understands it at first, and remember that we all started at zero. Like anything it’s all about trial and error but I firmly believe that if you use it right Twitter can be a vital key to your book marketing strategy. Here are some tips to help you reach that point a little faster!

TWITTER: 10 Tips to making Twitter work for Indie authors

## 1. You need to look presentable!

To get people to follow you in the first place, make sure your profile looks appealing. There are only a few things people see in order to make the split second decision of whether to follow you or not. These include:

- Update your profile pic and make sure it’s professional. Ask yourself, would [insert best selling author here] be content with this image quality? Find a pic that looks good even at thumbnail. Make sure it’s high res and not fuzzy.



- Don't use a book cover. Why? This is SOCIAL media, people want to connect with a face. Not a piece of paper, no matter how pretty it is.
- Craft an intriguing bio. Intriguing not boring. Add something unique about yourself along with the work/ professional stuff.
- Include a working URL (start it with <http://> to make sure it is working), customize your background to reflect you and your genre, choose a professional username that is not your book title (you want to think long term not just one-title).
- Choose an author name that you can use for life and PUH-LEASE, no numbers or gimmicks!

Tips!

You can edit all of these things by going to the upper right hand corner of your Twitter page and clicking on settings → profile.

See my Twitter profile here for some ideas: <http://twitter.com/#!/LauraPepWu>

If your name is taken, try adding 'writes, books, author' to your name. e.g. JohnDoe becomes JohnDoeWrites, JohnDoeBooks etc.

## 2. Don't let the Twitter-timesuck\* get you

Like Facebook and email, Twitter CAN eat up way more of your time than it is worth. Time yourself and get off after 10 minutes. That's all you need once or twice a day in order to use it effectively.

\*actual recorded disease.

Tips!

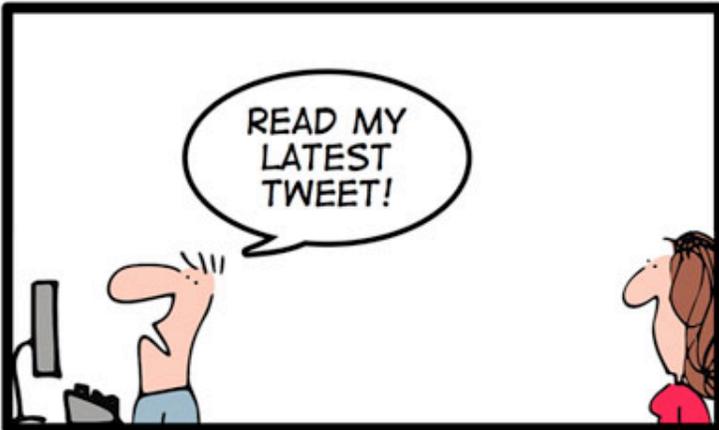
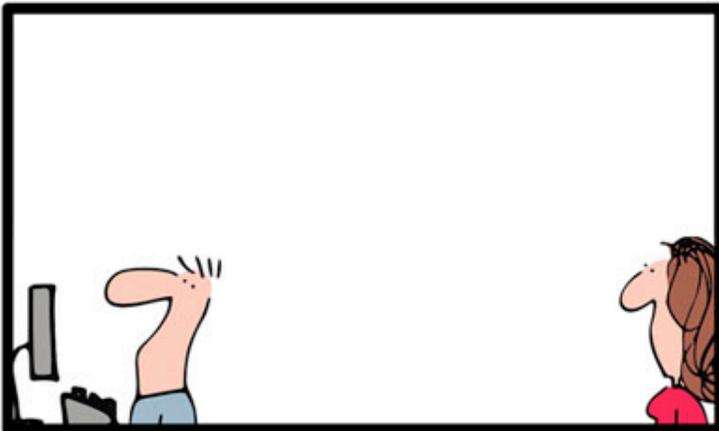
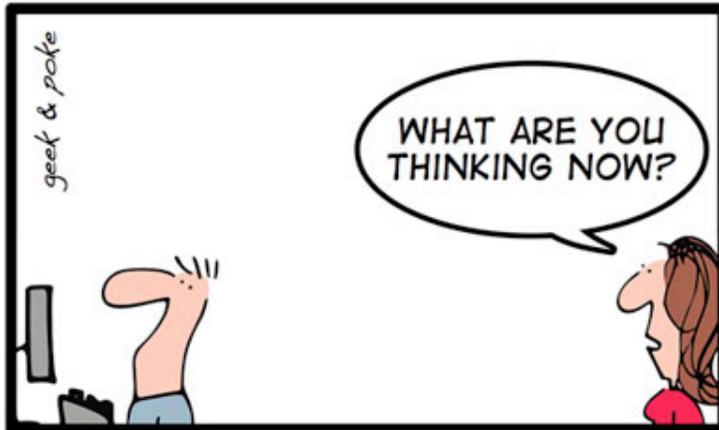
- 3rd party applications such as Tweetdeck, HootSuite & TweetCaster can help you schedule Tweets in advance. My preference is HootSuite – it's free for

by 30 Day Books.com



basic membership. You can also schedule Tweets in advance to avoid having to jump onto Twitter several times a day. <https://hootsuite.com/>

- Hootsuite also allows you to easily track mentions of your name and book title – so that you can always stay involved in the conversation.



*SOCIAL WEB*



Image courtesy of <http://www.webdesignerdepot.com>

### 3. Set up your blog's RSS feed to Twitter

This allows you to post your blogposts to Twitter automatically – a nice time saver. <http://twitterfeed.com/> can do this for you.

### 4. Find relevant people to follow

There are some amazing people to follow on Twitter outside of Lady Gaga. (Did I just admit that aloud?)

- Perform keyword searches using the searchbar on Twitter. If people are tweeting about topics relevant to your book, then you might want to follow them.
- Find authors similar to your book/ style and follow people who follow them.
- Twitter will start to recommend people for you to follow on the right hand side of your profile (under 'Suggestions'). There will be four listed here, you can find more by clicking 'View All'.

#### Tips!

- Always be sure to check out users' bios as well as their timelines to see how often and how they use Twitter.
- Also check out their following:follower ratio, this will give you a good idea about their popularity and the quality of their Tweets!
- Aim to follow 10-20 people a day.
- If you want to follow people that you already know, you can use Twitter's 'Friend Finder' to import contacts from your email or Facebook. Find the friend finder here: [http://twitter.com/#!/who\\_to\\_follow/import](http://twitter.com/#!/who_to_follow/import)



- If people follow you, check first that they aren't spambots or trying to sell you something. If it looks like the coast is clear and that they might actually be interested in the same things as you, go ahead and follow them back.

## 5. Use hashtags to your advantage

- Use hashtags relevant to your topic in every tweet. This will allow you to join in the conversation revolving around that topic and allow others who are tracking that topic to find you! Think of hashtags as a great way of categorizing and labeling the millions of Tweets that get sent everyday.

The hashtags popular among writers include:

#writing, #amwriting, #writer, #mywana, #WIP.

Tip!

Find out more about why you need to be sending out hashtags with every Tweet – and a list of great tweets for authors – here:

<http://www.30daybooks.com/why-you-need-to-use-hashtags-a-list-of-the-best-hashtags-for-writers-authors/>

## 6. Work out what to Tweet about

Start dialogue, make jokes, act NORMAL. In short, act as if you would in a coffee shop or at a party. It's SOCIAL media, after all and you are just using Twitter as a vehicle to have a conversation you might have elsewhere. Here are some more ideas:



- Link to your blogposts
- Link to other blogposts/ articles in your field that you have found to be interesting. Set up Google Alerts in order to find great content.
- Re-tweet other appealing Tweets from other users.
- Interact with people! Ask questions, and answer questions.

## 7. Work out what NOT to Tweet about

- What you ate for lunch, complaints about the weather/ feeling sick and totally mindless stuff is okay ONCE IN A WHILE, but don't make it the bulk of your tweets. Who want to hear that? Positivity is always in style :)
- Show some personality (hell yeah!) but DON'T get too political, religious or strong-minded. Unless that's your brand and style of writing, of course.

### Tip!

Ask yourself: "Is this clever, funny or providing value for my followers?" If the answer is no, go post it on Facebook instead :)

## 8. Keep your following list clean

- Use TwitCleaner <http://thetwitcleaner.com> regularly (once a week/ every two weeks) to identify any spambots and users with no activity. Let the software slowly unfollow them for you.

## 9. Find a good balance of how often to Tweet

- For me this is 1-3 times a day, 5 times max. I send out a mix of links, personal tweets, replies and retweets.



- Avoid just retweeting, or only tweeting links. Spread your tweets out! (see no.2 for this)

## 10. Wrap your head around the golden rule of Twitter

The number one thing to remember with any social media is that this online world is intended to replicate real life.

It's the virtual coffee shop, or dinner party. Therefore, whenever you send out a message on Twitter, FB or GoodReads, ask yourself whether you would behave like this in the real world. Try to be real. Make conversation with people; ask questions, reply to questions, start interesting topics, compliment others' achievements.

Engage with people and you'll start to build relationships. Focus on quality over quantity – it's the small things that can payoff bigger later.

When people are listening to you, then you can start talking about your book, or promoting your site once in a while.

But don't use Twitter for that reason. If you follow this simple rule then you have mastered social media: something 90% of people on Twitter will never do. Congrats!

Find out more about how I use Twitter in this blogpost -

[How Can I use Twitter to Market My Book – Twitter for Authors who Don't Get It.](#)

Talk to you soon!



Laura

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