

HOW TO GENERATE TWITTER FOLLOWERS FOR FREE

1. Obviously you need a Twitter account. If you have one then followers are likely to follow you on the basis of four things:
 - a. Your cover picture
 - b. Your photo.
 - c. Your profile.
 - d. The quality of your Tweets and re-Tweets.
2. Make sure these 4 things show you in the best light with regards to how you wish to be seen. The best will say you are an author and that you write “this type of book” (romantic, thriller, crime etc). Make it short and snappy and complete the profile with “I follow back”. If you have a website make sure that your Twitter profile page includes a link to it.
3. Make sure you insert a location. People are likely to follow people that live close to them. You don’t have to put in your address, just a county or region will do. If you are really paranoid about people knowing where you live at least put in the country.
4. Follow anyone that is following you. People are less likely to ‘unfollow’ if you do that.
5. Create a shortlist of popular authors, writers, and bloggers who write in the same genre as you and also a list of book promotion sites. Search to find out if they have Twitter accounts and then ‘follow’ them if you aren’t already.
6. Tweet something to existing followers. Make it interesting and/or witty. It doesn’t matter if you have no followers yet, that isn’t why you are doing it. Something like “Have you read my book (insert title)?” Add an image of the book cover and a link to your website, or your page on your publisher’s website, or to your book’s Amazon page. Your choice, but I would recommend linking to your own website if you have one (it’s less of a “hard sell” than linking to Amazon).
7. At the bottom of the Tweet you will see three black dots. Click on them and you will get a drop down menu. Click on “pin to your profile page”. This will then be the first Tweet anyone will see if they click on your profile. If a new follower is going to re-Tweet you then this is what they will probably re-Tweet, so make it good. You can change this if you want to pin details of another book at a later date.
8. Don’t log out of Twitter, but open up a new browser tab or page.
9. Now you need to open an account with a website called Tweepi. This is a website that provides you with tools which you can use to search the profiles of people you follow and to identify and follow their followers. It’s much easier to use for this purpose than Twitter itself. You will be asked if you want to open a silver or platinum subscription account, but scroll down and you will see an option to open a free account. Here is the link to [Tweepi](#)
10. When you create your account Tweepi will import all the details of who you follow and who is following you. This is why you need to be logged into Twitter as you do this.
11. Along the top of the page you will see various tab headings. Select “Follow Tools” and then “By @user followers”.
12. In the search bar enter the name of one of the authors you follow and a list of their followers will appear. If there is more than one person on Twitter by this name you may get the wrong one so make sure you know what their proper @twitter username is. It doesn’t have to be an author of course, it could be a book promotion site or even a celebrity you happen to like. But remember, you are trying to promote your book and promoting it to people who read books by authors who write books like yours is

going to yield the best results. As you haven't paid for a subscription you will only get 20 names per page, but you can click from page to page using the arrows at the bottom of the list.

13. Generate some mental selection criteria for selecting which of their follows you want to follow: English speaking, resident in English speaking countries, other authors, etc. It's your criteria and you can change things later if you aren't getting the right results.
14. Now work your way through the list of followers, clicking on "follow" if they meet your criteria. (but see "warning" note below). Some you will have to guess at as it won't be apparent if they meet the criteria, but you can always "unfollow" later if necessary.
15. Twitter doesn't like users who carry out mass actions each day, so don't follow more than 100 people at a time (see warning note). Build up your list of followers over a period of time.
16. Sit back and wait for people to start following you back.
17. Check your Twitter account each day to identify new followers. These will appear in your "notifications".
18. When you get a new follower turn them into a social contact by sending them a welcome Tweet. Add a link to your website if you want, but the key thing is the personal touch.
19. Interaction is important. Twitter is, after all, a social media platform aimed at interaction. Therefore if people:
 - a. Re-tweet you, then re-Tweet something of theirs.
 - b. Message you, message them back, even if it's only "Thanks for the message".
 - c. Join in your conversations, respond to their comments, even if it's only an ironic "LOL" or smiley face.
20. Check their profile page for their recent Tweets. If they have tweeted something witty or that you like for other reasons 'like' it and re-Tweet it. It will put you in their good books and they will be less likely to "unfollow" you. This is especially important if the other person is an author. The principle is that authors help and promote each other.
21. **What to do if they don't follow back.** On Tweepi click on the "dashboard" tab and select the blue box titled "You follow".
22. Click on the tab "add criteria" and select "friend or follower" from the drop down box.
23. Click on the add criteria box again and this time select "not following you"
24. Review this list regularly and remove people who aren't following you back. The right hand column "last action date" will tell you how long it was since you followed them. If this is two to three weeks or more you should unfollow them unless you have specific reasons for following, such as family, friends or celebrities that you like. This activity helps you keep a balance between the number of people you follow and the number who follow you. Your most recent follows appear on page 1 and the most distant on the last page.
25. Tweet to your followers on a regular basis or they may lose interest in you. Once a day is recommended. If you can't think of anything to say, see what others have said and re-Tweet the best. Experienced social media marketers suggest keeping a balance of around 20% promotional Tweets and 80% purely social Tweets.
26. Don't go overboard with hashtags (#). If I see a Tweet made up mainly of hashtags I ignore it, so I'm sure other people will be equally turned off by them.

27. Following this process I got six new followers in the time it took me to write this guide. From a starting point of 39 followers I went to over 700 in just 5 weeks. A reach of 2,000 followers easily becomes 20,000 with a few re-Tweets.
28. On a daily basis, on the dashboard page click on the blue box marked “You’re not following back”. These are people who have decided to follow you based on re-Tweets or as a result of their own efforts to generate new followers. Follow them back.
29. If you unfollow someone and later they then follow you, Tweepi won’t allow you to re-follow. You’ll have to go onto Twitter and search their name to find their profile. You can then click the “follow” button on Twitter.

Warning. In December 2015 Tweepi changed its rules on mass follows at Twitter’s insistence. If you have less than 2,000 followers then you may not follow more than 2,000 people. This means that the maintenance action described at numbers 21 – 24 is very important.

Using Tweepi you may only follow and unfollow a maximum number of people per day. Check the small progress bar to the left of your username at the top of the Tweepi page to make sure you don’t exceed either criteria. While it is green you are fine, when it turns red you are approaching your limit and if you try to exceed the limit Tweepi may treat you as a robot and block your Twitter account.

Have fun – it’s social media!

And if you found this guide helpful why not say thank you by buying one of my books. To find out more about them check out my website. <http://robertcubitt.com/index.html>

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