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 'avatar' or 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. Tweepi will make recommendations about who you should follow. During the set up of your account it will ask you to provide hashtags (#) that you are interested and the usernames of accounts that your are interested in. I would recommend the following – if you aren't getting the right results you can change them later. #book, #books, #amreading, #amwriting, #authors. For users to follow I would recommend either publishers or well know authors who write in the same genre as you. For publishers I

recommend @TransworldBooks (also known as Penguin Random House), @FaberBooks and @HarperCollinsUK so I would suggest them as a starting point.

12. Once you have completed your account details you'll be transferred to your 'Dashboard' which looks like Diagram A below. I'll explain what the different bits do as we go along. You may find it helpful to print this diagram, as you will be coming back to it later.
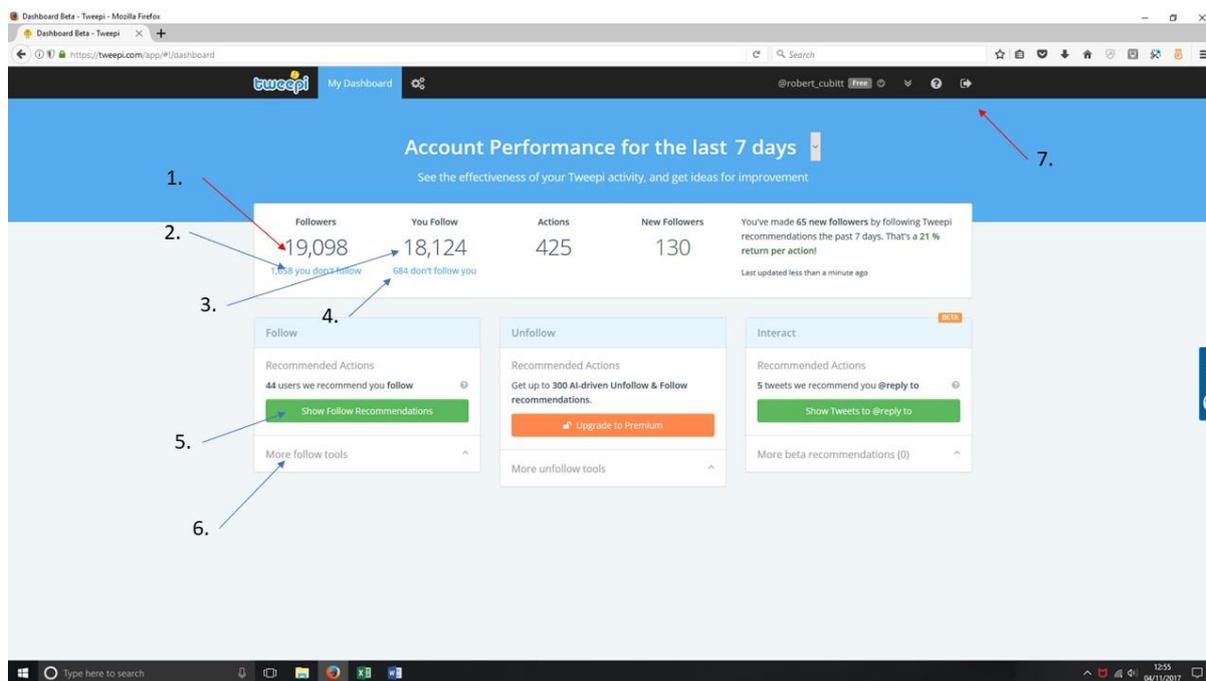

Diagram A

13. Based on the # criteria and usernames you entered on your set up, Tweepi will have searched Twitter looking for likely people for you to follow. To start following them click on the green button marked 5 in Diagram A. You will get a screen that looks like Diagram B below.

14. Diagram B allows you to set up your own display options, so your screen may not look identical to mine (yet). I'll explain that as I go along.

15. Item 1 on the screen is the default action you wish to take. Click on this and select 'Follow'.

16. Item 2 on the screen allows you to select the columns you wish to see. I always want to see the person's biography, where they are in the world and what action, if any, I have taken in the past. Eg have I unfollowed them at any time. So I select the columns 'Bio', 'Location' and 'Last action date'. You may prefer to see some other information, so just select the appropriate columns.

17. Item 3. If you want to follow the person, just click on the button marked 'follow' below the person's username.

18. The first time you do this each day a dialogue box will open up and ask you if you what you want to do. Click on the white button labelled 'Switch to follow on Twitter'.
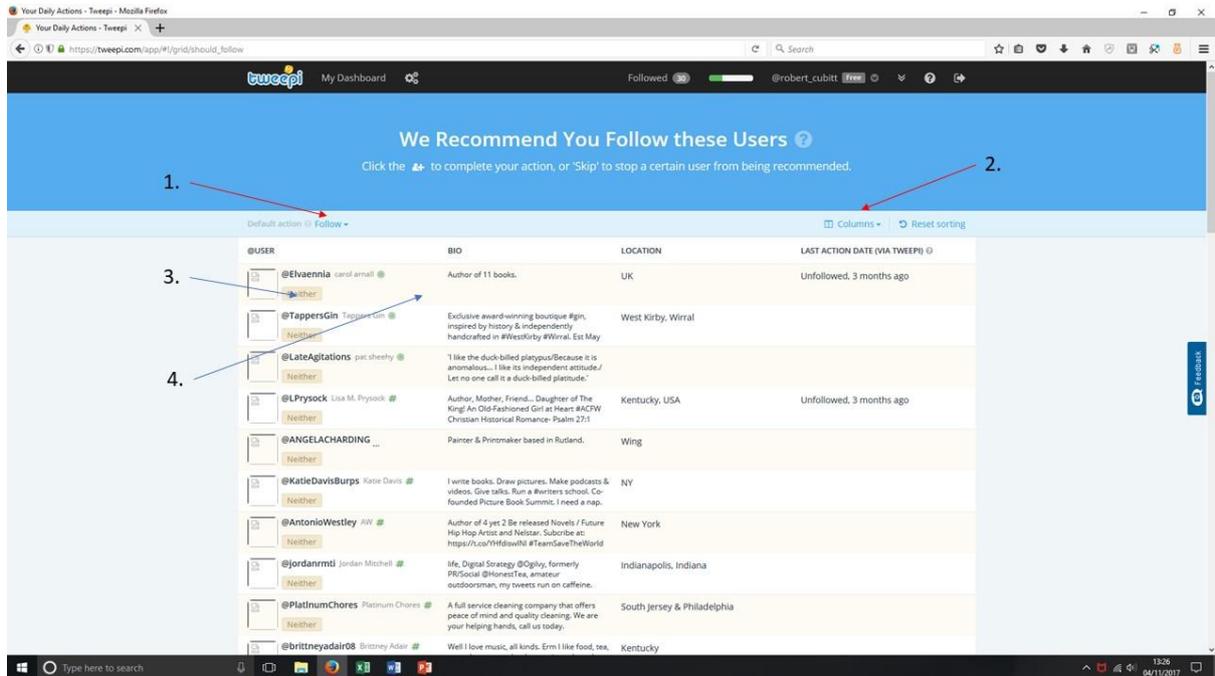
Diagram B

19. Click on the follow button again and a new dialogue box will open. Click on the blue button marked 'Confirm and Continue Following."

20. The dialogue box will now show you a smaller version of the user's Twitter Profile. Click on the 'Follow' button, then close down the dialogue box by clicking on the little x in the top right-hand corner.

21. Repeat these actions for each username on the list, following all those that you wish to follow.

22. Item 5 in Diagram B is the 'skip' option. If you don't want to follow that person, click on 'skip' and they will be 'safelisted'. This means that they won't be offered to you as 'follow' suggestions again.

23. When you have either skipped or followed all the suggested names, scroll back to the top and click on 'Dashboard' to take you back to where you started.

24. Tweepi will usually only offer you up to 75 suggested new followers per day, but under site rules you can follow up to 100 people. So, to follow more people, you need to click on "Item 2" from Diagram A, which is labelled 'More follow tools'. A drop down menu will appear, the first item of which is 'Follow Followers'. Click on this.

25. A search box will appear. Insert the name of a user whose followers you want to follow (a publisher, author, book promoter etc) and hit the 'return' key. It helps if you know their correct username, otherwise you may get and error message.

26. A new screen appears which looks a bit like Diagram B, but it has some differences. This is Diagram C below.

27. Item 1 is the indicator bar that shows how many people you have followed that day. The maximum is 100, and the bar will turn red when you get to 80.

28. Generate some mental selection criteria for selecting which of their followers 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.

29. Item 2 is the 'Add Criteria' button. Clicking on this will allow you to select criteria to filter out any user that doesn't meet those criteria.
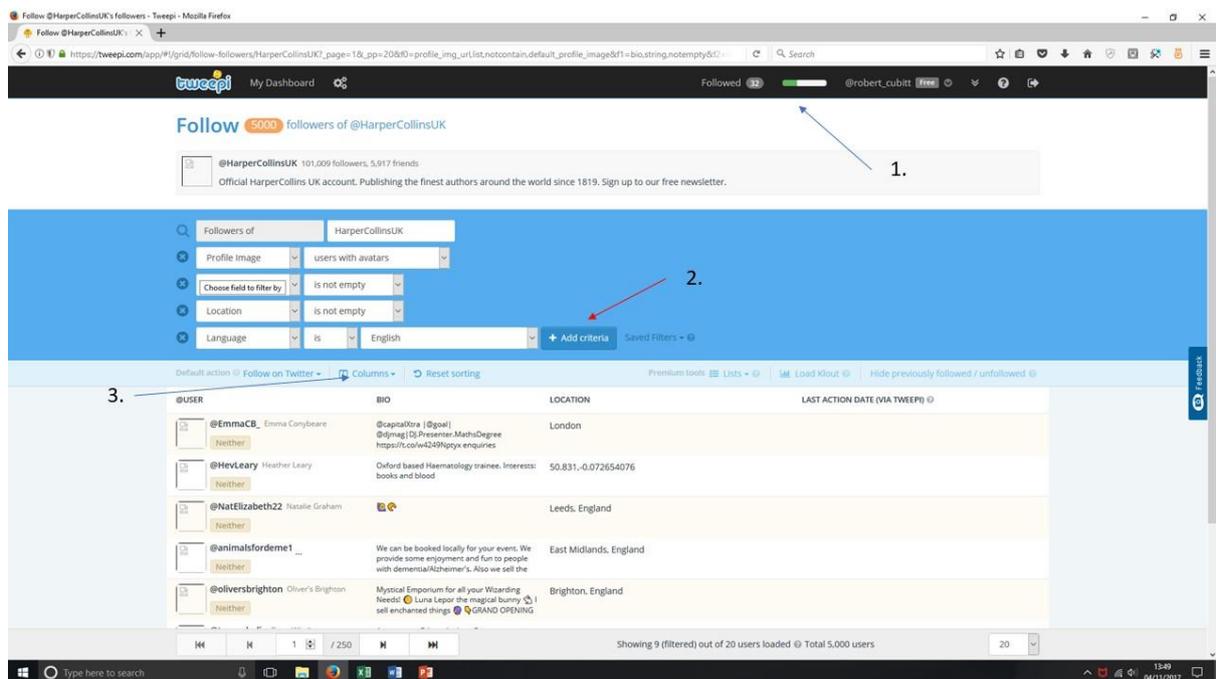
Diagram C

30. I always use the following: they must have an avatar, the must have something in their biography, they must state their location and they must have tweeted within the last 7 days.

31. Item 3 allows you to select which columns you wish to see and which you want to hide. Having filtered on my criteria I only want to see their bio, their location and what actions I may have performed in the past

32. Twitter doesn't like users who carry out mass actions each day, so don't try to follow more than 100 people at a time (see warning note). Build up your list of followers over a period of time.

33. Start following those people who you want to follow. Unlike on Diagram B, there is no option on this screen to 'skip'.

34. A maximum of twenty names will appear on each page. To move to the next page, click on the arrows at the bottom of the page. You can jump to a specific page by typing the page number into the relevant box.

35. When you have reached your maximum follows for the day, click on the 'Dashboard' button again to take you back to the start.

36. Check your Twitter account each day to identify new followers. 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.

37. 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.

38. 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.

39. **<u>What to do if they don't follow back</u>**. On your Tweepi dashboard, locate Items 3 and 4. 3 shows you how many people are following you, but 4 shows how many of the people you follow aren't following back. Click on that link and you will be taken to another screen, which I show as below as Diagram D.
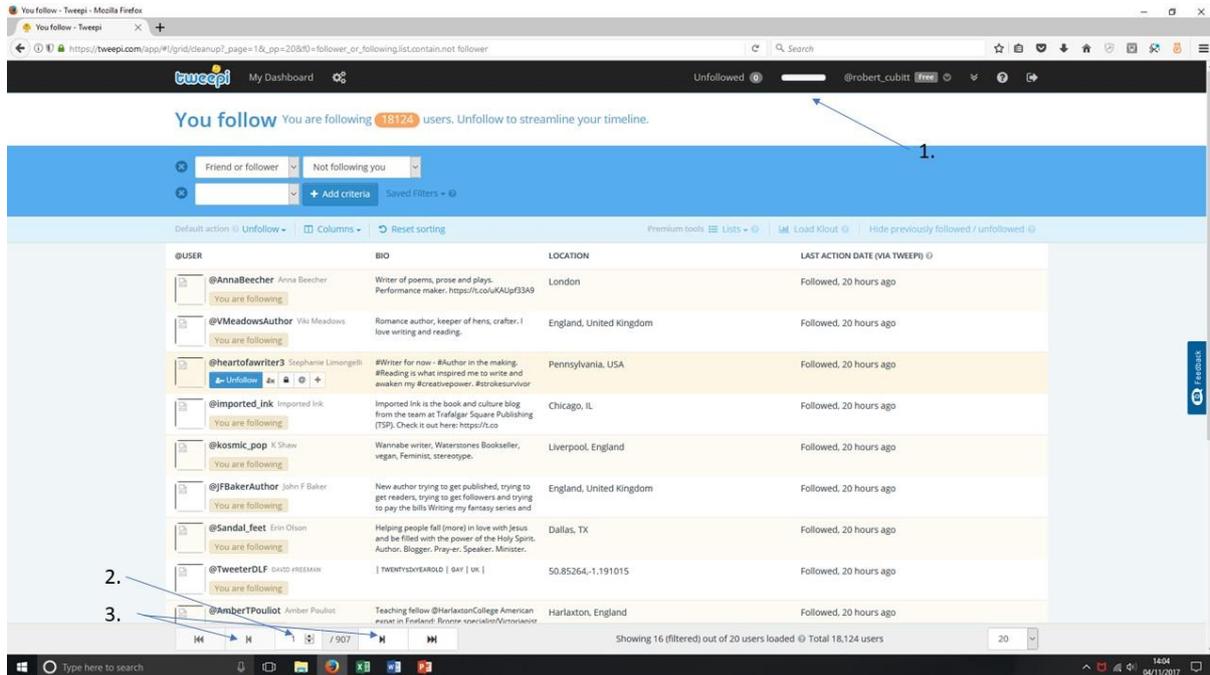

Diagram D

40. Item 1 is another progress bar which shows how many people you have unfollowed that day. As before, the maximum is 100.
41. The list shows all the Twitter users that you follow, but who aren't following you. If they aren't following you then they aren't seeing your Tweets, so there's not much point in you following them, unless you are particularly interested in them. However, because Twitter imposes a follower ratio limit, they may prevent you following new people unless you cull them. I normally allow 3 weeks for people to follow me before I click on the 'unfollow' button. That is the default option for this page, so there's no need for you to do anything much.
42. If you are signed up to a free account the list only shows up to 20 names, so Item 2 shows you the page number you are on You can skip to a specific page by typing the page number into this box. Item 3 is the navigation arrows that allow you to click through to new pages.
43. Typically, people who you have been following for 3 weeks will appear at about page 60. Click through to that then start clicking the 'unfollow' button.
44. 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 marketeers suggest keeping a balance of around 20% promotional Tweets and 80% purely social Tweets.
45. 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.
46. 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. As of

November 2017 I have 19.1k followers. A reach of that number of followers easily becomes 200,000 with a few re-Tweets.

47. Some people will start to follow you the way you have followed others. This takes us to Items 1 and 2 on Diagram A. Item 1 shows how many people you are actually following while Item 2 shows the number who follow you, but you aren't following back. Click on that link and you will go to a page similar to Diagram C. I won't recreate it here as it is already shown above. Select your criteria, as before and then your columns and then follow in the same way as before. I tend to do this once a week.

48. Finally, when you are all done, click the 'exit' icon, which is Item 7 on Diagram A.

<u>Warning</u>. 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 39 – 43 is very important.

If you break Tweepi's rules the site may think that you are some sort of robot and block your Twitter account, so do read Tweepie's terms and conditions so you know what you can and can't do. It may save you a lot of time later.

Finally, 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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