

Book Marketing on a Shoestring Budget: How to Use Twitter in Just 15 Minutes a Day

***13 Book Marketing and Social Media Experts Share Tips, Tools
and Shortcuts to Getting the Most Out of Your Time on Twitter***



With Shelley Hitz,
Self-Publishing-Coach.com

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About The Expert

Shelley Hitz



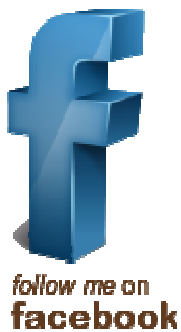
Shelley Hitz is an entrepreneur, speaker, author and consultant to individuals, organizations and small businesses who want to multiply their impact through self publishing.

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www.Self-Publishing-Coach.com also offers free book templates, articles, monthly newsletter, tele-classes, special reports, e-books, webinars, podcasts, videos and other resources to help you get self published!

Sign up for her newsletter to download Shelley's free book templates and her PDF report, *"7 Things Publishing Companies Don't Want You to Know About Self Publishing."* at:

<http://www.self-publishing-coach.com/newsletter.html>



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Introduction:

- ✓ Are you looking for valuable social media tips that you can put to use right now?
- ✓ Is trying to learn Twitter intimidating with the hashtags, @replies and DM's?
- ✓ Do you want to add more Twitter tools to help you use social media more effectively?

If so, you've come to the right place! Learn how to use Twitter most effectively in just 15 minutes per day from these 13 book marketing and social media experts!

Save Time By Using Twitter Efficiently By Dana Lynn Smith

Most of the time I use HootSuite rather than the Twitter website because it's more efficient and it lets me pre-schedule my tweets so that they can be spread throughout the day.

I log on briefly two or three times a day to read tweets from people I am following, looking for posts that I can learn from, comment on and re-tweet to my followers. If I am re-tweeting an educational post or resource, I credit the original poster at the end of the message, rather than putting an RT at the beginning. For example, at the end of the post write "via @TwitterName".

Twitter lists are a great tool. I have set up several lists of people to follow, including book promotion experts, book publishing experts and online marketing experts. In addition to making it easy for me to follow tweets from these folks, I promote these lists to other authors and publishers.

To create a new list, click on the Lists tab on your Home page or Profile, then click the Create a List link. Be sure to use important keywords in the list name and to write a good keyword-rich description designed to attract followers.

To add people to one of your lists:

- * Visit the person's Twitter page
- * Click on the Lists icon (it's a little box next to the gear box, with horizontal lines and a downward arrow)
- * Check the box next to the list you want to add them to.
- * Remove people from a list by un-checking the box.

To learn more about how to promote your book on Twitter, see the Twitter Guide for Authors at <http://bit.ly/TwitterAuthors>.

-- Dana Lynn Smith, The Savvy Book Marketer, <http://www.TheSavvyBookMarketer.com>

Dana,

Thanks for taking the time to share several valuable tips for [using Twitter efficiently](#). I also use Twitter lists and love them! I've actually maxed out the amount of lists they'll allow me - 20!

As I gain more followers, this helps me quickly follow those in a certain area (i.e. book marketing) and find valuable information to retweet or read for myself.

*Thanks again,
Shelley*

Tips for Twitter in 15 Minutes Per Day by Tony Eldridge

Twitter can be a black hole, sucking the time away from you before you know it. But there are some things you can do to help you manage and use Twitter as an effective author marketing tool.

1. Use an alert service to send you predefined Twitter alerts. I use [Social Oomph](#).

* Add your Twitter ID (@TonyEldridge) as well as your name (Tony Eldridge) to your alerts. Not everyone uses your Twitter ID in their tweet.

* Put the name of your blog in your alerts as it appears in the title tag of your source code. Some automatic tweet services will grab the name of your blog and place it in the tweet. This will help you keep up on what's being said about you on Twitter.

* Put the title of your books in the alerts.

2. Check your mentions and the people who have retweeted your post. You can do this on Twitter.

3. Use a scheduling program, like [Social Oomph](#), to schedule your tweets the night before. Pace them at least 15 to 30 minutes apart so you don't dump a lot on people at once. Also, remember to schedule a few during the deep nights for people on the other side of the world and for people who work alternative shifts.

4. Set up your blog post to automatically tweet your new post title and link to Twitter.

5. Use [Selective Tweets](#) to post tweets you specifically choose as an update to your Facebook status at the same time.

I usually plan most of my tweets the night before I want to send them. Not only do I schedule Tweets from my blog, but I am also starting to schedule tweets from blogs I follow. This will leave you free the next day to work on your projects while still participating with Twitter.

Tony Eldridge is author of [The Samson Effect](#), an action/adventure novel that New York Times best selling author Clive Cussler calls a "1st rate thriller brimming with intrigue and adventure." He's also the author of the Twitter marketing book, [Conducting Effective Twitter Contests](#). You can learn free book marketing strategies and tips on his blog, [Marketing Tips For Authors](#).

Tony,

Thank you so much for some great time-saving [Twitter tips for authors](#)! I have heard that if you do tasks in chunks of time vs. spread out throughout the day you can be more productive.

And that sounds like what you've done with Twitter. You plan out your tweets in one chunk of time (the night before) and schedule them out at once. I know for me, many times I plan to hop on Twitter for one minute and end up getting off 30 minutes later :) And so doing most of your Twitter tasks at once also prevents these type of "time leaks."

Another tool I've recently started using is called, "Buffer" - <http://www.bufferapp.com>. It will automatically schedule your added tweets to go out at different times each day. I have been using the bookmarklet with tweetalarms.com and can schedule RT's of those who mentioned me to go out throughout the day. The free account allows you to store 10 tweets at a time.

I have personally read your book, [Conducting Effective Twitter Contests](#) and I learned so much from you. I highly recommend it!

Thanks again for stopping by and sharing these valuable tips.

~Shelley

5 To-Do's for Authors Everyday on Twitter by BookBuzzr.com



Twitter is a great source of content and a brilliant networking tool for authors. At BookBuzzr we are quite active on Twitter and have seen great returns over the last two years. We've made friends in the author and publishing community through it and I can tell you these are amazing people to work with.

Set-up your account well, incomplete profiles are such a turn-off. Put a photo of either you or your book cover based on whether you have an author profile or book profile on twitter. Fill in your bio and add the link to your website. Remember to put in your name; it's nice to know the name of the person you are speaking to.

1. **Check your '@' replies and mentions.** Take the time to reply and acknowledge them. Acknowledge your recommends on Friday and other days too!
2. **Reply and thank all your fans** for mentions of you or your work. You can set-up up Google Alerts for this or a search on twitter.
3. Use a client like Hootsuite, Seesmic or Tweetdeck to set-up tabs with search terms and lists. This way you can **track relevant conversations and participate in them.** Read my article on [Twitter Lists: A Power Tool for Authors](#) on Tony Eldridge's blog.
4. **Read posts and content relevant to your audience and share it with them.** Follow blogs for content and search on twitter too. Talk about yourself and your work in-between all this too. A bit of the personal from an author goes a long way with fans (but know just how personal you want to get). Stagger your tweets over time using a client so that people following you do not get inundated by just your tweets.
5. **Participate in relevant tweet chats.** Use [TweetChat](#) or HashTags in a client to follow tweetchats of your choice. Check out the [List of Twitter Chats](#) provided by Meryl to start off and find chats for you.

All the best for your marketing efforts on twitter. Remember it's not about you but about your audience in all you do. And don't give up, twitter will not show you much result for at least three months and that's if you're lucky. It takes time and patience but is totally worth it!

You can read more on Twitter for Authors on our [BookBuzzr Blog](#).

Freya is the Author Community Manager at [BookBuzzr.com](#) - The Book Marketing Technologies for Authors Company. She is also the voice of [BookBuzzr](#) and [Freado](#) on Twitter and Facebook. [Freado](#) is the world's biggest free book winning site for book-lovers.

Freya,

What a great [Twitter to-do list!](#) Thank you for sharing. One great tip you shared is about using Google alerts to reply and thank all your fans for mentions of your work. This is such a great idea.

In fact, I've also recorded a podcast sharing how authors can get started with Google Alerts right now to begin tracking what is being said online about them and their books. It's only 3 minutes and helps you get started using this powerful tool: [Download MP3](#)

Sign up for Google Alerts here: <http://www.google.com/alerts>

Thanks again for your great tips Freya! Your following of over 11,500 (as of today) is evidence that you practice what you preach :)

~Shelley

How to Have a Social Media Presence and Still Have a Life by Penny Sansevieri

If the idea of Facebook, Squidoo, Twitter, and YouTube (not to mention your own site and blog) are inundating you. Take heart! You're not the only person overwhelmed with choices. With more places to post and keep track of, our days seem to shrink.

Here are some helpful, time-saving tips for making the most of your social networking without having it take over your life.

1) Blogging: first off, try and plan as many blogs as you can so you can preload them and forget about them. You can still post additional content but ideally you want to have at least one or two posts a week that are scheduled.

2) Social networking: sometimes an author will come to us with 35 social networking sites. Frankly that's about 34 too many. With the popularity of social networking growing these niche social sites are popping up everywhere. I'm not telling you not to post something there but if you are stretched too thin and can't keep them updated, what's the point? Personally I recommend posting to two sites: Facebook and Squidoo. Start with one or the other and get your feet wet, then once you have an audience built a social networking routine in place you can expand your networks.

If you're unfamiliar with these sites (and many are unfamiliar with Squidoo, I'll explain why in a minute) know that these are the two powerhouses when it comes to social networking. You can get on there and start a page, build a fan base and promote your book. It's very easy to do and best of all, it's entirely free. Squidoo.com is (like Facebook) very integrated in Google's ranking system. Any Search Engine Marketing expert will tell you that you need three things: Facebook, Squidoo, and Twitter. Squidoo (again free) is a very easy.

Also take advantage of time saving options on both of these sites. Both Facebook and Squidoo let you feed your blog and Twitter account through there which will help with keeping the page updated. You should plan to update each page once daily and here's a quick Facebook tip for you and a great way to expand your network. Go in and wish folks a happy birthday.

Birthdays are always posted on your page so go in and write on someone's wall and wish them well, it's a great way to network with your FB peeps and trust me, it will also help to expand your network!

3) Twitter: First let's explain what Twitter is. Twitter is a microblogging system that lets you drop bites of message into the Twitter-verse and gather followers who are interested in your message. This is good because it's all about permission-based marketing. So people who are subscribed to your messages (or tweets as they are called) and follow them and any corresponding links you might have.

First off, it's important to get used to the fact that there's a lot of noise on this site. Lots of posts, lots of tweets, millions of updates. This is where services like tweetlater.com and postlater.com come in handy because you can pre-plan your posts. That way you can have a running list of tweets without having to be on top of your computer all day. Also, using a service like Twitterfeed.com will also help you link

your blog through Twitter so any blog posting you do will show up there too. It's a very simple process to link this and once you do, you're done.

Since there is so much noise on Twitter it's a good idea to repeat your tweets. I generally schedule mine to reappear every two weeks. How often you have them reappear is up to you and also based on your content but if you're running helpful trips that are evergreen, then there's no reason you can't rerun them.

4) Keeping your site updated: everyone will tell you to keep your site current with fresh content. Let your blog do that for you, it's simple and effective and you don't have to wait to wrangle your web person into getting back to you for updates.

5) Keeping track of what's being said about your topic and about you: this can be tough but there's an easy way to stay in touch with this: Google alerts. Most of you probably know about Google alerts but now might be a good time to get back in there and refresh your list. Make sure you're tracking not only your name and book title, but others in your industry.

Social media, when managed correctly can bring you an enormous amount of new business. So far I've gotten two new speaking gigs off of Twitter and dozens of new authors have found their way to AME. Once you have a system in place, stick with it and don't alter from it until you've gotten into a routine.

The key is repeat exposure. Blasts and sudden blips are just that: short term and without a lasting effect. The thing that will carry to success is the consistency of your efforts and message. Don't let it consume you, instead make it a manageable effort that you'll keep up for a long time to come!

Links mentioned in this article:

www.Squidoo.com

www.Facebook.com

www.Twitter.com

www.Tweetlater.com

www.Postlater.com

www.Google.com/alerts

Penny Sansevieri is the CEO and founder of [Author Marketing Experts, Inc.](#) (AME). She is also a best-selling author and internationally recognized book social media marketing, book marketing, and media relations expert. She began her career in the publicity, book marketing, and literary field over 15 years ago. During that time she has been an author, freelance writer, publicist, and instructor. She has been instrumental in creating several highly successful marketing, social media market, and publicity campaigns for author events and book launches.

Her website offers many services that can help your social media efforts. [You can find more information here](#)

Penny,

I love the idea of recurring scheduled posts for especially helpful articles on my site. Obviously some people could misuse this feature and send out spam this way, but if you have quality content to share, this is a great idea AND time saver.

I checked out postlater.com, which is a paid service and did some checking. I did find a free service that will allow you to schedule recurring posts on a daily, weekly, monthly or yearly basis - <http://Twaitter.com> (soon 2 be <http://Gremlin.com>). I'm sure there are other free services out there that do this as well.

This is also a great way to remember to announce anniversaries of your book launch or recognize birthdays.

*Thanks again for the [great Twitter tips!](#)
Shelley*

Buzz About Twitter by Carolyn Howard-Johnson

It will soon be spring. Tweeting is in the air. Truly! Last I checked there were some 70,000 apps for Twitter. But I believe in making it easy. So let's cut some of the background chirping and go straight for Twitter essentials. Here are some tips from my Sharing with Writers newsletter (Subscribe at www.howtodoitfrugally.com—the sign-up form is at the top of the column on the right.). There are enough tips here to get newbies started and give old-timers some new ideas.

Note: The stars denote an applications or tips that I consider essential or use all the time.

Sign up (easily) at www.twitter.com.

Twitter Tip #1: To find appropriate people to follow on Twitter account, use <http://search.twitter.com>. It's as important to use Twitter to learn new things as well as to get your message out so try to be inclusive in who you follow.

Twitter Tip #2: Wow! Here's a way to make your tweets do double duty, encourage you to keep your tweets focused, and refresh your e-mail signature as often as you tweet. Use Wise Stamp Signature (<http://www.wisestamp.com/email-ie>) to automatically feed your latest tweet into your latest e-mail signature.

Twitter Tip #3: Evaluate how you're doing on Twitter and how others are doing but do be careful 'cause stats can be misinterpreted. Try www.twittercounter.com.

Twitter Tip #4: Here's a great new Twitter aid. It will help you personalize your Twitter backgrounds or wallpaper: www.freetwitterdesigner.com

Twitter Tip #5: You can clean out your nonfollowers from your Twitter account with www.mycleanr.com—but only if you have 700 or fewer. They're working on more. My current favorite for unfollowing is www.justunfollow.com because it's easy to use—i. e., frugal of time.

****Emergency Tip:** One of the major drawbacks to social networks like Facebook and Twitter is that your account can be suspended. After all that work building them! And sometimes through no fault of you own. Here's an article on what to do if it happens to your Twitter account: www.susangilbert.com/your-account-has-been-suspended/

Tweet Tip #6: Regarding HashTags at <http://www.hashtags.org> :D id you know that by using the # (hashtag) sign before a word, you can tag your tweets? This site tracks the most popular hashtags. As an example, I use a hashtag #Tweeps4Writers which indicates that the tweeter I'm recommending is a resource for writers. If you look that hashtag up right now, you'll find many authors, book marketers, and even some agents I've recommended in the past.

****Twitter Tip #7:** -Put your shortened link in your tweet first so that when the tweet gets retweeted, part of the link doesn't get lost.

Twitter Tip #8: Tweet Help from author and marketing guru Tony Eldridge: Create an AddThis Button (Social Bookmarking) to your website or blog. This one is fun because it's an easy-to-follow video!
<http://MarketingTipsForAuthors.com/ArchivedTips/3169/tipaddthis.html>

Twitter Tip #9: Tweet Help: Here's another video from Tony Eldridge on TweetLater and other Tweet Scheduling Tools.
<http://MarketingTipsForAuthors.com/ArchivedTips/5189/TwitterScheduleTweetVideo/tipsscheduletweet.html>

Twitter Tip #10: To find out who's following you, go to: <http://dossy.org/twitter/karma/>

Twitter Tip #11: Take a poll on Twitter: <http://twtpoll.com/new.php>

Fun Only Twitter Tip #12: Have you seen this fun Twitter application? <http://sxoop.com/twitter/>
Wahhhh, I want a computer mat with my followers' faces on it!

****Twitter Tip #13:** You can assure your tweets get more attention if you research the recent trends on Twitter at www.twopular.com, then design a tweet or two accordingly and use hashmarks (#) to tag them.

Twitter Tip #14: Poets can treat their fans to Haiku on Twitter? It's a focused way for poets to focus and still connect with followers. Use www.makeliterature.com/twihaiku/twitter-poetry. It also provides reviews, critiques and opportunities for your work to get retweeted by others.

****Twitter Tip #15:** Check the biography on your social network sites. They say 82% of unsuccessful twitter accounts have no bio. Even if you use Facebook, as an example, for your personal friends only, it is only a courtesy to introduce yourself. You'd do that at a party, right?

****Twitter Tip #16:** To delete people not following you go to:

<http://friendorfollow.com/frugalbookpromo/following/> Why would you want to do that? Generally you don't want to follow people who aren't interested in a two-way conversation and you certainly don't want your stats to show you following hundreds of people more than follow you!

****Twitter Tip #17:** If you think your tweet might be worthy of a retweet, keep it to 120 characters. That leaves room for the retweeter's own @username in it. Your followers are more likely to retweet if they don't have to work too hard at it.

Twitter Tip #18: Learn where a tweeter lives by using real-time tweets at www.twitvision.com. It's valuable for author or retailer events confined to a specific area. Watch it for a minute to find people in your area or to find twitterpals in other places in the world.

Twitter Tip #19: Did you know that Twitter is increasingly being used in ways related to search engine research? If not, turn to CNN for just one evening's news and you'll get it. How can you turn this into something that will help position you as an expert?

Twitter Tip #20: This Twitter tip is for those trying to reach folks in other parts of the world. It's a twitter translation tool. <http://www.tweettranslate.com/>

Twitter Tip #21: Retweet tip – One of the tricks to getting wide exposure on Twitter is to get other people to retweet your tweets. Here are two articles that will tell you how to do it: How to Get Retweeted by @GuyKawasaki: <http://blogs.openforum.com/2009/02/18/how-to-get-retweeted> and The Science of Retweets by Dan Zarella: <http://mashable.com/2009/02/17/twitter-retweets>. My favorite method is to give information that people are likely to want and need. The other is to occasionally ask to be retweeted.

****Twitter Tip #22:** Tell your friends and/or followers about the success someone had because of a service you offer or information in your book. An example would be, “Sharing with Writers subscriber (www.howtodoitfrugally.com) received a working computer from a fellow subscriber when she was out of work after surgery.”

Twitter Tip #23: For a really big list of Twitter aids go to John Kremer’s Twitter Tools page: www.bookmarket.com/twitter-tools.htm

Twitter Tip #24: Find who is mentioning you or your book’s title on Twitter by going to www.tweetvolume.com. Also, www.twitterholic.com.

Twitter Tip #25: Add your blog to Twitter by using Twitterfeed.com.

Twitter Tip #26: Don’t add your Tweets to Facebook using RSS feeds if you tweet frequently. Your Facebook pals may get tired of you when ten tweets a day appear on your Facebook page!

Twitter Tip #27: List your book in Author Directories in different categories of interest. Use these links:

<http://twitr.org/>

<http://wefollow.com/>

<http://www.highspotinc.com/blog/2008/12/a-directory-of-book-trade-people-on-twitter/>

[\(http://www.highspotinc.com/blog/2009/02/a-directory-of-authors-on-twitter/](http://www.highspotinc.com/blog/2009/02/a-directory-of-authors-on-twitter/)

For the last two: You can use the lists links or by tweeting Jennifer Tribe (<http://twitter.com/jennifertribe>) with your title and expertise.

****Twitter Tip #28:** TweetBeep (<http://tweetbeep.com>) is a service that alerts you anytime your name, book title, product, or company is mentioned or Tweeted about!

Carolyn Howard-Johnson collects Twitter tips for her newsletter. She says, “people keep asking me how Twitter can help sell books. Maybe it can’t. But it will brand you if you keep your tweets content laden and on target instead of talking about going to bed and what you ate for breakfast. Great branding leads to book sales. When I hadn’t been tweeting long my Twitter Promo record included: Three blog interviews. Two podcasts. And a new friend who’s helping me to plan my first trip to the New York Stationery Show when I spoke there—frugally! (-: My Twitter address is www.twitter.com/frugalbookpromo.” She is also the author of Frugal and Focused Tweeting (www.budurl.com/Tweeting4Retailers)

Carolyn,
Wow...thanks for sharing all your great [tips for Twitter!](#) I agree with you that I'm always learning new things from others! I hope that I continue to be a lifelong learner :)

Thanks again!
Shelley

Using Twitter in less than 15 minutes a day by Promotion a la Carte

We all know how important social media is to anyone wanting to build their audience, connections and business. And if you are an author, you are in the business of selling your books.

So how do you go about using Twitter or Social Media to build that audience? You have to know what tools are out there and what works best for you.

[Social Oomph](#) makes it easy to repeat your message. They offer both free and paid services that allow you to schedule messages to go out in advance and repeat those messages for as long, or short, as you want it out there.

[Ping.fm](#) is great for sharing information to many social networks, not just the "Big Three." It's important to find your own niche. You want to be where there are like minded people, fans of your genre, who will connect with your work. This will not only grow your audience, it will grow your network of people who work in your specific area of the industry.

Hire Promotional Experts.

At **Promotion a la Carte** we have our systems in place that share messages with a minimum of 30,000 people and growing. We make sure what we post is interesting, timely and retweetable; our retweet rate is in the 98th percentile. This means our messages are viewed by thousands of people who aren't directly connected to us - yet. We spend time building our own audience and get to know who we are connecting with. We don't use "bots," programs or applications to connect with people. We make sure that everyone we connect with is someone we'd want to actually meet and get to know at this "world's biggest happy hour" that is social media. This takes time most authors don't have, or don't want, to spend.

Using our [Monthly Media Market Service](#) you don't even have to spend 15 minutes a day using Twitter to gain the maximum exposure necessary to grow your audience and your sales. For under \$20 a month your messages and links are presented to an interested audience made up of readers, reviewers, interviewers, authors, publishers and promoters in every genre possible.

Promotion a la Carte,

Thanks for sharing these tips! I have used both Social Oomph and Ping.fm at different times and they both have great features. I currently use the free version of [Hootsuite](#) and the paid version of [MarketMeSuite](#) to manage my [Twitter accounts](#).

Hootsuite is great for my smart phone! One of the reasons I like MarketMeSuite is that it brands each of my tweets. Instead of saying "via Hootsuite" it says "via Self Publishing Coach". Therefore, it's more exposure for my site as well as backlinks.

And for those who want to free up their time, it sounds like your social media plan is a great option...and affordable too!

*Thanks again for sharing!
Shelley*

My tips for authors who have only 15 minutes per day to spend on Twitter: by Dr. Andrea Schober | XinXii.com



Here are my tips for authors who have only 15 minutes per day to spend on Twitter:

- Try to welcome a new follower in a personal way (-> don't use impersonal auto-DM)
- Tweet useful, interesting or entertaining information (share free excerpts, interviews, podcasts...)
- Use #tags
- Keep on finding important persons in your niche (e.g. bloggers) and keep on creating relationships
- Last but not least: Use Twitter clients for easy management such as TweetDeck

On XinXii.com, we give online marketing tips and inspirations for authors on how to market their work. For example: how to increase your visibility on the web, how to promote your titles and to develop relationships with potential readers, key influencers and other authors. We focus on easy, free and effective online marketing ideas.

http://www.xinxii.com/gd cms.php/en?page=tools_en (Note: This section will be continuously updated.)

Andrea,

I like how you bring out the importance of it being a conversation. In the beginning, I used to use social media as a monologue instead of a dialogue.

If you only have 15 minutes, then as Andrea suggests, target the key people/bloggers in your niche and create a list. I like to create [Twitter lists](#) to track the key people in my areas. Then, choose 2-3 people to start a conversation with or reply to one of their posts.

Thanks again for sharing!

Shelley

Triple Your Twitter Efficiency by Shel Horowitz



More than 4372 people are following me, and I'm following 3626. Despite these large numbers, I'm able to maintain a very strong presence on Twitter, typically in about ten minutes per day. My secret? Using software to boost my efficiency.

I use TweetDeck (no-cost download), and other people prefer HootSuite. They and their competitors allow you to manage Twitter far more efficiently than Twitter's own interface. Here's how I'm using it:

I have the usual columns for @ messages, direct messages, and my entire Tweetstream--but that third column is way over on the right side where I don't see it unless I look for it (which I do, every now and then). Between the @ and DMs and the general stream, I've added several other columns: one for about 100 people I want to follow more closely, one for people who post media leads, and one each for my name and the title of my most recent book.

When I log in, I can easily find a few high-quality things to repost in the "must-follow" column, respond to people who've written to me, and maybe peek on over at the main column if there's time.

TweetDeck also has some other cool tools, like a "reply-to-all" feature, one-click link shortening (yes, Twitter has that too), and a built-in way to post long tweets with just one extra click (much faster than editing down to 140, but not recommended if you have a link at the end of your post). It also has a Facebook manager, but I haven't used it. Instead, I've integrated the Selective Twitter application on Facebook, which allows me to forward a Tweet to Facebook and/or LinkedIn with just three extra keystrokes each.

My latest book, Guerrilla Marketing Goes Green, has a huge section on how to use social media efficiently--and any registered purchaser gets \$2000 worth of bonuses by filling out the brief form at <http://www.guerrillamarketinggoesgreen.com/resources-2/bonuses>.

Shel Horowitz, GreenAndProfitable.com

*Shel,
Thanks for sharing how you use Tweetdeck to increase your [Twitter efficiency](#)! It's amazing how learning and using a tool like that can help make Twitter so much less intimidating.*

And the great thing about Tweetdeck and Hootsuite is they also have apps for your mobile phones to stay connected on the go.

*Thanks again for the great advice!
Shelley*

Spend 15 Minutes Each Day Interacting With Potential Book Fans by Phyllis Zimblar Miller



Before I give my tips, let me state my basic premise for authors participating successfully on Twitter:

- You have set up an effective Twitter profile that uses some form of your name as your Twitter username and includes a compelling tagline for your book or books.
- Your profile also has a hot link to your dedicated author website.
- You have done a search on Twitter and followed several people who might be interested in your writing and now several people are following you.
- You have identified people on Twitter whose tweets or blog post links would be of interest to people following you.

Fifteen minutes a day:

In five-minute segments three times a day spread over 12 hours (morning, mid-day and early evening) to target different people and different time zones:

1. Check your @Mentions - if anyone has mentioned you in a tweet or retweeted you, answer or thank the person. If a link was in the tweet or retweet, include it again.

Example:

Thx @TonyEldridge for including me in your marketing tips roundup. (link to the permalink of the specific roundup)

2. Share good content - this can be a link to your own blog post or someone else's blog post or retweet someone else.

Example:

Why @MillerMosaicLLC believes WordPress is still the best for book author websites
<http://budurl.com/WPbestforauthors>

3. Scan the top of your Twitter timeline and initiate a conversation related to the topic of your nonfiction book or anything related to books.

Example:

@Self_Publish Shelley, I really appreciate the book marketing info you shared today. (link to the info shared)

If you are easily distracted, set a timer for the five minutes. When the timer goes off, leave Twitter.

But keep your Twitter antennae engaged throughout the day for info that you might like to share when you are in one of your five-minute sessions. Once you start thinking like this, you will probably find you come across ideas all over the place.

You can learn more about social media marketing at [my company blog](#).

For a three-part how-to video series on LinkedIn, Facebook and Twitter, see <http://www.millermosaicllc.com/3-part-series>

Our social media marketing services are at <http://www.millermosaicllc.com/services>

And follow me on [Twitter](#).

Phyllis,

Those are some great tips for [using Twitter effectively](#), thank you! I especially like the tip about setting a timer. I've done this before and it does really help me to stay on task and not get distracted as easily. So many times I may get on Twitter and think I'll only spend 5 minutes and then realize an hour has past!

Thanks again for sharing your expertise with our readers!

~Shelley~

Twitter 101 for Newbies by Carole Crosby

Being a Newbie myself, I think I'm in a position to be able to give good newbie advice. I'm sure I've gone from Twitterless to Tw-OK, despite what my son (19) thinks!!

Here are some things I have found useful:

* Here are 6 free tools that are intended to make your Twitter life easier <http://oneforty.com/blog/6-twitter-tools-to-make-your-life-easier/>

* One of the above tools will give you a graph showing you the volume of traffic on Twitter during the day. Your time-zone is taken into account. So I would plan your tweets for peak tweet traffic.

* Vary your tweets e.g; info, humor, stats, re-tweets, quotes(these get retweeted often. Ensure that you don't promote your own products more than in about 10% of your tweets.

* Post 3 - 10 tweets per day but tweet regularly. If you tweet more, I am sure it will just annoy your followers. When I see certain profile pics who send many, many, I just pass them by and don't pay any attention to their tweets. I think one of the apps in the first item of this post shows you how to filter out annoying tweets.

* If you'd like others to see some hard work you've done that you're very proud of, by all means repeat these tweets. But mix them up. Don't repeat the same text each time.

* Group those you follow in "lists". Like a "news" list, a "celebrity" list, a "friends" list, a "tweeters who give dynamic info" list etc.

* Always have a photo or image on your profile and a description of who you are and what you do and what your specialty is.

* Don't protect your tweets as this will make it difficult for people to follow you. The "protect my tweets" is a default setting on your profile and you'll need to change the request. I didn't until someone kindly told me about it, so this is how I know.

* Please reply to your private messages. This will help to ensure you maintain genuine connections. I have sent a few private messages to some of my followers and I'm still waiting to hear from them!! I kid you not!! What are the chances of them noticing my public tweets if they don't even pay attention to my private tweets?

* Retweet regularly, use a lot of keywords in your tweets, use hashtags that are useful in your line of work. When others look into hashtags and see a tweet they like, you might get a new follower or followers.

I am still very new to Twitter but am learning all the time. I research social media and the publishing industry all day. I see a lot of interesting information on my daily Net trawls. If you would like to receive 10 new items, which would include info and useful URL's for Twitter each week, that I discover, please email me at carole@liveyourlifeboldly.com with the subject line "weekly twitter tips".

By the way, I'm [@mapforsuccess](#). This stands for "Market and Publish your way to success" - I obviously had to shorten this for Twitter.

My upcoming book's synopsis is on my site www.liveyourlifeboldly.com It will let you know about my near-fatal helicopter accident a while back and how I've recovered.

Carole,

Thanks for sharing the link to the 6 free [Twitter](#) tools - a great list! I signed up for both Tweriod and TweetAlarm. Tweriod shows me the hours of the day when my followers are online the most and TweetAlarm will let me know anytime someone tweets my name or my website name.

Great stuff...and free!

*Thanks again for sharing,
Shelley*

Twitter Condensed: 15 Minutes A Day by Dorien Morin



Twitter Condensed.

Use a Twitter Client - With only 15 minutes per day allotted for Twitter, I would make sure to use a Twitter client to make the best of the few minutes I did have.

HootSuite - I personally use and like Hootsuite. Not only is my Twitter account visible on the dashboard, but all my Facebook Fan Pages as well. I'm multi-tasking when using the Hootsuite Dashboard and I can send out updates to both Facebook and Twitter simultaneously.

Automate - I automate as much as possible at a set time each day, so when I visit Hootsuite to spend my 15 personal minutes, I immediately go to the stream 'Mentions' to see where my name showed up that day.

Respond to Others - A quick analysis would show what was re-tweeted (quote, FB FanPage, video, link) why they mentioned me and if I need to respond. Then off to 'Direct Messages' where I try to answer questions, look quickly at suggested content (or book mark for later viewing) and validate any followers that need validation. A quick look at my 'Home Feed' will give me an idea of what's happening in the news that particular day and I try to re-tweet some content each time I'm in that feed. People love to be re-tweeted!

Schedule Tweets - To tweet, I schedule them to go out in intervals with a mixture of quotes, video, links to my FB Fan page, Links to other blogs, re-tweeted content. I schedule heavy for early morning and later in the evening, when I find others are more active as well. Scheduling most of my tweets to go out between the hours of 6-10 AM and 7-10 PM seems to work well.

Find New Followers - To find new followers, I have several streams running, each with up to three different hash-tags or key search words. When I scan those for interesting content, I'll pull up the twitter ID and look at the [Klout score](#) for that account. My general rule is to not follow anyone with a score lower than 35. A quick read of their bio might convince me to follow someone with a lower Klout score if their bio interests me. I try to follow 10-25 new account per day.

This is my 15 minutes of Twitter (and yes, I can type really fast) Come find me.

Dorien Morin, More in Media

<http://moreinmedia.com/>
<https://www.facebook.com/MoreInMediaCompany>
<https://twitter.com/#!/MoreInMedia>

Dorien,

These are [great tips for Twitter](#) and I appreciate you mentioning Klout! I recently learned about it myself. It helps you measure your "social clout" in Twitter and Facebook and they give you a score of 1 to 100. Your [klout score](#) is determined mainly by the number of clicks, comments and retweets you get.

They will tell you what your score is and in which of their 16 categories you fall:

*An explorer
A specialist
A thought leader
Etc.*

I encourage authors to go check out their score and see if they have "social clout." :)

~Shelley

Twitter in 15? One Word: Automate by Jessica Kupferman

It would be wonderful if we all had time to be on Twitter every hour or so as well as Facebook, LinkedIn, blog, do our work, take care of our families, and do the millions of other things we need to do in a day. However, that's just not realistic.

Welcome to the wonderful world of automation, where you can schedule and set up great content to go out to Twitter in advance. I personally use a product called TweetAdder. (<http://tiny.ly/Lhog>) It allows you to set up a few things that are super useful for those of us who are not super humans.

1. It allows you to automatically tweet from any RSS feed. So this is great not only for YOUR blog, but other blogs that you KNOW are cranking out great content. I use it to feed Mashable as well as some other design and social media blogs that I can count on for great articles.

2. It allows you to create a bank of tweets that will randomize and go out every few hours or so. So if you have about 10 favorite quotes, some blog posts you've already written, some products you like, a website you're promoting, and a few other nuggets of goodness you can share, set up about 2-3 differently phrased tweets for each and let 'er rip!

3. It allows you to set up a direct message that will go out when someone follows you. (I don't do this but some of you may want to.)

4. It allows you to schedule and then randomly send a direct message to your followers if you have something to promote. So if you have a new message to get out there, this is a great way to do it without hand-writing them all separately. Whoo hoo!

5. You can automate replies. So everytime your Twitter handle is mentioned, you don't have to stop what you're doing to say "Hey, thanks for the mention" because it will do that for you! (I personally do this individually because I want to respond personally, but it's THERE if I need it which is nice.)

6. It automates the following and unfollowing process. You can handpick who to follow based on keywords in people's profiles, or by followers of another Twitter pal, and then start following them all. Then, you can choose to UNfollow those who haven't reciprocated after a few days or so. Brilliant!

What's great about automation is that you can eventually reach way more followers and increase your fanbase and connectivity without having to do that much work. Tweeting your message one time only reaches the people who are online at that time. Automating allows you to reach a wider audience, different times of the day.

Some people are against automation because they say it's not genuine. I say that's hogwash. I feel just as strongly about TweetAdder as I'm writing it to you now as I would if I auto-tweeted about 2 hours from now, or 2 days from now. And following (and unfollowing) 50 people a day can be so time consuming! Why agonize over who to choose when it can be automated?

So for that 15 minutes, I would say, log on to TweetAdder, see what the stats are and if you need to tweak it, watch your following grow enormously, and then log off.

~Jessica, YourDigitalStew.com

Jessica,

Thank you so much for sharing! I agree that in order to keep up with all parts of my life, automation does play a role. However, like you mentioned, social media does need to be personal and so I made sure to add my personal touch as much as possible.

I look at automation, like delegation. In any successful company or organization, there will be delegation of tasks. One person can't do it all.

Therefore, when it comes to [Twitter](#), ask yourself: what tasks can I delegate to someone else and what tasks do I need to do myself? With social media, there are certain tasks that simply take time, but don't require your specific personality and skills. Those tasks you can delegate to software or staff.

Personally, when it comes to replying to messages and mentions, I agree with you Jessica that it should be personal and so I do that myself.

*Thanks for all your helpful tips!
Shelley*

Make Friends with A Timer! by Lori Randall Stradtman

You've got 15 minutes a day to devote to expanding your visibility online.

Would you like to meet other authors, editors, and publishers? Want to chat with people who are particularly wild about a topic you're researching? Want to connect with your readers?

If any of those ideas appeal, then you should be on Twitter.

In 15 minutes a day you can do all this and have lots of fun while you're doing it.

Day 1:

- Open your account, upload an engaging picture of yourself, and write an appealing bio. Search for what your favorite authors have done to get inspired.
- Open an account with HootSuite or TweetDeck.
- Create columns called "Mentions," "Sent," "Direct Messages," and "Fascinating."
- Create a list called "Fascinating." Add people you want to follow more closely and possibly retweet.
- Download HootSuite or TweetDeck to your smart phone. Now you can tweet while waiting in line if you want to!

Day 2 and Onward:

Grab a kitchen timer and set it for 5 minutes. Focus on one activity at a time during each 5 minute interval and you'll be surprised by how much you can accomplish.

- 5 minutes: Respond to mentions and direct messages. Twitter thrives on messaging. It shows you're human. Most people on Twitter are educated, tech savvy, and fun.
- 5 minutes: Post interesting and/or amusing comments. Links can be nice.
- 5 minutes: Look for new people to follow and add to your "fascinating" list.

There's so much more to say about hashtags and scheduling tweets, so please visit me at <http://www.social-media-design.com> or on Facebook at [Social Media Design](#).

Need a Twitter background or some personalized coaching? Please contact me at lori@social-media-design.com. I look forward to seeing you on Twitter! You can find me at [@Lori_Randall](#)

Lori,

Thanks for sharing these useful [Twitter social media tips](#). A timer is such a great idea! It encompasses the concept of time boxing.

The time boxing system consists of three simple steps:

Step #1: Write down what you want to accomplish on social media for that day. Do you want to increase followers, interact with your followers, post great content or all of the above?

Step #2: Assign a specific time to each task or group of tasks. Anything from 15 minutes to 3 hours. Chunks of 30 minutes or less work best, so keeping social media in 15 minutes at a time is a great way to use the time boxing system.

Step #3: Start a timer (or use the free online [egg timer](#)), and focus on nothing but accomplishing that specific task on Twitter. This means you don't answer the phone, you don't get up for a drink, you don't log onto Facebook – none of that. You remain focused on the task-at-hand!

There is something magical that happens as your brain is forced to focus on getting that one task done...it actually makes you more productive!

I personally use a software tool called, "[Productivity Coach](#)" because I can set up my entire day with it. It really does enable me to be more productive and stay focused on the the task at hand.

Thanks again for these great insights about Twitter, Lori!

~Shelley~

Want More Social Media Tips?

Sign up below for our free 10 day e-course that will help you streamline your social media efforts to just 15 minutes per day. Here's what you'll learn on each day...

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4. LinkedIn in 15 Minutes Per Day
5. Managing Your Blog in 15 Minutes Per Day
6. Commenting on Other People's Blogs in 15 Minutes Per Day
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