

How to Use Twitter to Promote Our Programs and Make Money Without Spending a Penny!

By

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If you've been on planet earth over the last few months you will undoubtedly have heard about Twitter. It's been on Oprah, CNN, Ellen, and pretty much all of the big media.

Twitter (<http://twitter.com>) is a microblogging platform that asks you to describe "What you are you doing?" in 140 characters or less. Since its inception in 2006, Twitter has become all the rage in the social marketing and web 2.0 communities. It allows you to follow anyone you want (assuming they are on Twitter as well) and in return people can follow you and your updates too. For instance, some of the people I follow include Richard Branson, Tony Robbins, Yanik Silver, and other people whose lives and insight are of interest to me. At the same time, I tend to follow experts in the fitness and nutrition field as a way of connecting and developing relationships with more like-minded people who are serving a similar market. Twitter is truly an unbelievable medium for communicating and promoting yourself, while providing great content for potentially thousands (and even millions) of people.

Your 140 character updates are known as "tweets" and they can vary from self-promotion to telling others what you are doing, and anything in between. But one thing is for sure, using Twitter's free platform can be a massive way of promoting our programs (Fitter U, Eating for Energy, Total Wellness Cleanse, and Treadmill Trainer) and putting more money into your pocket without paying a single penny!

Why Use Twitter to Promote Our Programs

1. It's FREE!
2. You can develop a huge following of people who are interested in what you have to offer.
3. It's viral
4. It's a great way to connect with like-minded people who are interested in a similar topic – ie. a great way to find customers and drive tons of traffic to your offer.

How to Get Started

If you're not already a user of Twitter, then I'm going to show you how to get started in the matter of a just a few minutes.

Create Your Account

The first thing need you need to do is go to <http://twitter.com> and register yourself.



Again, it's free and takes about 2 minutes! You'll want to choose a username that reflects either your real name or your affiliate name – whichever works best for you. For instance, my twitter ID (or username) is yelkaim. So you can find me at <http://twitter.com/yelkaim>.

Here's what my profile page looks like:



Start with Several “Tweets” or Updates

Once you’ve created your account, you’ll want to start by posting a few updates before you start following other “tweeters”. The reason for this is that when people start to follow you, they’ll only do so if you have something interesting to say. If you’ve already posted several “tweets” you’ll have an easier time of acquiring interested followers than if you have no updates from the get-go.

The thing to remember about Twitter is that you need to provide valuable content. It should not be used as a shameless way to plug your affiliate efforts and our programs. My suggestion is to make 80% of your updates rich in helpful content and 20% promoting our programs. I can’t tell how important this is. I’ve stopped following literally hundreds of people because all they do is promote themselves and their products with little intention of connecting with others and providing helpful information. This is truly the essence of Twitter.

So remember – content first, promotion second.

If you break this rule, you’ll lose a good portion of your followers.

Find Other People to Follow

Once you’ve created a few updates (I’d say about 10-20 or so), you are ready to go out and follow whomever you want. There are a couple of ways to do so.

The first is to do a **Google search** for someone’s name and twitter (most people use their real name on Twitter which helps people find them). For instance, if you wanted to follow me and didn’t know my Twitter username you would do a Google search for “yuri elkaim twitter”. The first or second result would usually lead to my (or the person’s) account. Once you arrive on their Twitter “homepage” you can simply click on the button that says “follow” which is right under their profile picture. Just remember, in order to follow someone else, you must be logged into your Twitter account.

The second way to find someone on **Twitter** is by using the platform **search tool**, which is located at the bottom of each Twitter page. This tool allows you to type in any keyword or name and any relevant posts will then appear. Although you may not find the person you are looking directly using this method, you will surely have a bunch of related people who have been talking about whomever it is you are searching for.

Here’s what the Twitter search tool looks like (note: you can also access it at <http://search.twitter.com>)



Now, you can enter literally any keywords or names that you'd like. This is a quick and easy to find people who are talking about similar topics that you'd like to promote. For instance, here a few keyword ideas that you can search for depending on the program you are promoting (feel free to go way beyond these keywords as well):

[Eating for Energy](#)

Raw food diet, raw foods, eating for energy, lose weight, weight loss, living foods, raw food recipes, healthy diet, nutrition, etc...

[Fitter U](#)

Weight loss workouts, fat loss workout, fat burning, gym, exercise, fitness, ipod workouts, home workouts, stability ball exercises, fitter u, fitter you, etc...

[Treadmill Trainer](#)

iPod workouts, running workouts, how to run faster, treadmill workouts, interval training, fartlek runs, 5k, 10k, half marathon training, runner training, treadmill trainer, etc...

[Total Wellness Cleanse](#)

Cleansing diet, detox, cleanse, total wellness cleanse, colon cleanse, natural detox, detoxification, master cleanse, holistic detox, liver cleanse, whole body cleansing, etc...

The goal with these kind of searches is to tap into a market where others are talking about the product that you have to promote. Once you find these people, have a look at some of their older updates and see if they'd be a suitable person to follow. Would they be someone who might be interested in one of these programs? If so, then follow them with the hope that they will follow you back.

Getting Others to Follow You

Once you've selected a bunch of people to follow, you can do a couple of things to encourage them to follow you.

The first thing is simply to follow them in the first place. Most people will follow you back as a sign of thanks. But remember, this may not occur if you don't offer them something of value. They need to see that you've got some interesting updates and things that would make them say, "Hey, this dude (or gal) is pretty interesting. I think I'll follow him/her!"

The next most obvious thing is to follow people who follow you. Doing so, will show mutual respect and the likelihood of them continuing to follow you will be greater especially since you can now engage in 2-way conversation with them.

Another cool strategy to use is to go through other peoples' updates and simply respond to their tweets with some valuable input. Doing so will put you onto to their Twitter "timeline" and your comments will be visible to their followers should this person respond to you. This is a great way of networking and getting yourself "out there" in the Twitter community.

But remember, don't just reply to someone's tweet with a "cool, thanks" type of comment. That brings nothing to the table and it will most likely cause you very own followers to "un-follow" you because they'd rather not see those kind of updates come up on their Twitter timelines.

Instead, you could add value to the conversation by replying with such statements as:

"That's a great post. Definitely something to consider. I also believe that...(your input)"

"Thanks for that, I've tried it myself and I agree with you but I also have noticed that...(your input)"

Again, these 2 generic examples but I hope you catch my drift. Seek first to give, then to receive. Don't spam and avoid over-selling. Develop relationships with others through great content, valuable suggestions, helpful websites, quotes, and initiating conversations by replying to their tweets.

The final technique I want to share with you to get more followers is to by "re-tweeting" other peoples' updates. Let's say someone posted a really helpful comment. What you can do to spread their message to your own followers is simply copy and paste into your update bar beginning with **RT @ twitter username**, which stands for re-tweet of a particular twitterer. This basically tells others that you're re-using the tweet from "Joe Blow.

For example, if you found one of my updates useful for your own followers you would start your message by using RT @ yelkaim (initial message).
Got it?

When you do this, it shows the initial person that their comment or update was picked up by you and they'll appreciate the fact that you shared "them" with your audience. It gives them a chance to acquire new followers and they'll mostly follow you in return and perhaps even RT you in the future!

So, What's Your Money Making Strategy?

Now that you're all set to go on Twitter, it's time to put together a strategy of making money by promoting our products.

As we've discussed throughout the report, the first order of business is providing the Twitter community with valuable insight and content. Here are some ideas to get your creative promotional juices flowing:

- Talk about your workout – if you're using/promoting Fitter U or the Treadmill Trainer workouts
- Discuss some healthy eating concepts
- Give your followers an inspiring quote from time to time
- Ask others for their advice or opinions on a particular topic – great way to stimulate conversation.
- Tell others what you ate for breakfast, lunch, or dinner
- Direct them to any of [my YouTube videos](#) as a source of great workouts and healthy eating advice.
- Discuss internet or affiliate marketing topics (if that's your focus)
- And on, and on ...

When you do decide to do a "plug" and direct people back to a sales page for Fitter U, Eating for Energy, or our other products, be sure that you use your hoplink or affiliate URL. This way, you'll get credit for any sale that comes from your tweet.

And don't worry about link cloaking on Twitter since they automatically trim down your URLs using a "tinyurl" so you can never really tell what the original URL is in the first place.

Interesting Promo Ideas

Using Twitter can be really fun and very rewarding. I mean, how much more could you ask for? It's free and you literally develop a database of followers (that you didn't have to pay for) who are interested in what you have to say and/or promote.

Now, my goal is to get you raking in as much money as possible as one of our affiliates. There's no reason that with Twitter alone (after a few weeks of building up your following) that you can't be generating one or more sales per day!

So to help you out, I've been thinking of some cool Twitter-based initiatives that we (as a group of affiliates) can do to spread the word and get people talking about Fitter U, Treadmill Trainer, Eating for Energy, and the Total Wellness Cleanse.

The goal is to get these programs viral. We want everyone to be talking about them. We want people to inquire about why everyone is using and talking about these programs. As we accomplish this goal, you will have more people come across you (since you'll be talking about one or more our programs) and they will be more likely to buy once they click on your link.

Just like in advertising, it takes about 7-9 exposures to the same message to finally get someone to take action. Now imagine if someone consistently gets "blitz" with similar tweets about amazing Fitter U is from numerous sources. They will be get curious about using Fitter U themselves, which increases your likelihood of them clicking through your "promo tweets" about Fitter U. Make sense?

Promo Idea #1 – Twitter Tuesdays

To help us get these products viral and get you more exposure, we will be launching a weekly initiative called Twitter Tuesdays. On Tuesday of each week, I will ask you to use either (or both) of the following tweets 2-3 times throughout the day. All of our affiliates will be doing the same and the result will be a mass influx of related messages that will pique peoples' interest. These promo tweets should be spaced out throughout the day and interspersed with valuable content. The goal is to use this one day each week to spike the curiosity and interest of whichever Total Wellness Consulting product you are promoting.

Here are the "promo tweets" I would like you to use on each Tuesday:

If you are promoting Fitter U...

1. *I used to unfit and overweight. Not anymore thanks to Fitter U: [your Fitter U hoplink]*
2. *I'm fitter than ever, and without hiring a trainer. Thanks Fitter U! [your Fitter U hoplink]*

If you are promoting Eating for Energy...

3. *I'm lost when it comes to eating healthy. But Eating for Energy made my life (and diet) so much easier: [your Eating for Energy hoplink]*
4. *I never knew eating raw foods and losing weight could be so easy. Eating for Energy changed my life. [your Eating for Energy hoplink]*

If you are promoting Treadmill Trainer...

5. *Four months ago, I could barely tie my shoes. Now, thanks to Treadmill Trainer, I just ran a 5k: [your Treadmill Trainer affiliate link]*
6. *I just ran 5.5 km using Treadmill Trainer volume 2. What a motivating workout. Thanks @yelkaim. [your Treadmill Trainer affiliate link]*

If you are promoting the Total Wellness Cleanse...

7. *I was thinking of doing the master cleanse until I came across the Total Wellness Cleanse. A big eye-opener! [your affiliate link]*
8. *Yay! No more sugar cravings or nasty love handles. Try the Total Wellness Cleanse if you're in the same boat. [your affiliate link]*

IMPORTANT NOTE:

Because Twitter limits your tweets to 140 characters it is recommended that you use <http://www.tinyurl.com> to create a more space-efficient hyperlink. To do so simply enter your affiliate link into the bar that says "Enter a long URL to make tiny" and it will spit out a smaller URL that will direct your followers to whichever URL you've entered. An example of a tiny URL (usually 25 characters) would look like this:
<http://tinyurl.com/58gzry>

I'm very excited about this "Twitter Tuesdays" initiative. I hope you are as well because I firmly believe that if we all do our part, you will benefit tremendously from the incredible exposure we will be creating.

Check your email on Tuesday mornings as I will be sending a reminder about the Twitter Tuesday promos and I'll be sure to include the above "tweets" to add into your time line throughout the day.

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Helpful Twitter Tools and Resources

Here is a brief list of some the tools that can make you Twitter experience more effective and enjoyable.

[Twellow.com](http://twellow.com) – works like the Yellow pages to find other twitterers

[Tweetdeck.com](http://tweetdeck.com) – a FREE downloadable interface to use on your desktop making it easier to manage your followers, updates, etc...

[FriendorFollow.com](http://friendorfollow.com) – Lets you know who you are following that either is or isn't following you back?

[TweetLater.com](http://tweetlater.com) – Allows you to set-up automated response messages and autoresponders for your tweets.

Twitter Power by Joel Comm (find it on Amazon.com)

Conclusion

As I continue to learn more about Twitter I'll be sure to keep you up to date so that you make the most of your marketing efforts. The first 3 things I'd like you to do when you're finished reading this special report are the following:

1. Register yourself an account at <http://twitter.com>
2. Follow me at <http://twitter.com/yelkaim>
3. Send me a message via Twitter or via email at yuri@totalwellnessconsulting.ca to let me know you're now following me and I'll be sure to follow you back!

Let's help millions of people get healthier and fitter and make truckloads of money in the process.

Thanks again for your efforts in promoting our programs. Your friend and coach,



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