

# Twitter White Knight

*Action Guide*

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# How To “Borrow” Followers From Anyone

1. Figure out who the biggest names are in your niche and follow them on Twitter. Use your brain, Google, magazines, mainstream media, forums and Twitter to find out who the big names are.

(Remember, it's more important to find someone who has followers that would be interested in your stuff than it is to just find someone with a ton of followers.)

2. Give them a good first impression of you by tweeting positively about them (not TO them). Use the @ and they will see your nice Tweet

3. Once they're following you, direct message them. Compliment whatever they're working on so they can see that you're smart and nice.

4. Offer helpful advice or resources for whatever they're working on or having trouble with. Do this without being asked and you'll accelerate the bonding process and invoke the law of reciprocity.

5. Tell them what you're working on and get them in early and free. Plant the idea that you think their followers would like it to, but do not put any pressure on them to promote you.

This is what friends do and it will actually make them more likely to share your stuff with their followers...because you're cool about it. This is how you 'borrow' their followers.

6. Whenever they have new stuff coming out, promote that to your followers. You are friends now and this is what friends do. It's now a win-win relationship, where you're both helping each other out.

# How To Become A Taste-Maker On Twitter

1. Become an opinion leader in your niche by Tweeting out:

- News

- Insights about the news from your perspective (like why it's important, wrong, misleading, etc)

- Cool or funny entertainment related to your niche

- Good educational pieces related to your niche

2. Interact with your followers by:

- Asking a question and starting a conversation

- Jumping into existing conversations via the 'hot trends' tags

- Run a contest

- Let them know when you're at conferences/etc so you can meet up and hang out

3. Build trust and goodwill with your followers by offering great and exclusive content. This should be some kind of edutainment on your own site (not a typo, it's a combo of entertainment and education. So teach 'em something but make it fun). This is how you siphon your followers off of Twitter and onto your site.

4. Once you've done this for a few days, you will begin the snowball process of good word-of-mouth and viral marketing. Also, you should combine these techniques with the "follower borrowing" techniques from the last section to turbo charge your number of followers.

# 18 More Ways To Explode Your List Of Followers

1. Explain what retweeting is to your followers and encourage them to retweet your tweets. This can get you more clicks from social graphs.
2. Tweet about your passions and use #hashtags when you do. You'll catch the attention of people who are searching for those topics. They can't follow you if they can't find you.
3. Fill out your bio. Nobody trusts a shadow. The more of your personality you share, the more likely people are to add you.
4. Link to your twitter profile from all of your other web presences. If you've got a blog, a site, FaceBook...tell people there to follow you on Twitter too.
5. Put your Twitter account on your business card, and mention how people can find you on Twitter whenever you go to a conference, do a podcast, a talk, interview, etc.
6. Follow top twitter users and watch what they tweet. Pay attention to how they address their audience, and how they engage them. Don't be shy to join in their conversations. You can model your Tweets after what they Tweet.
7. Reply and get involved in hash tag memes. Use the 'trending topics' list at [search.twitter.com](https://search.twitter.com) and jump in on conversations about those hot topics.



8. Track your results with something like: [TwitterCounter](#)
9. Start a contest. You can get people following you like crazy if you offer the chance to win a prize for following you.
10. Add pictures to your tweets. Pictures get shared and retweeted a lot. For iPhone you can use [Tweetie](#) or [Twitterific](#), both support on the go uploading.
11. Tweet when people are online. Usually the peak times are between 1pm and 2pm, local time. You can also use [Tweriod](#) to send out your tweet when most of your followers are online. You can also check out [BufferApp](#) to schedule when you want your Tweets to go out.
12. Follow other people. Lots of people simply follow back anyone who follows them. Find tweeters in your niche to follow by searching for niche-related keywords. This can be a good strategy for building up followers in you niche.
13. Do not automate too much. Too much automation can lead to accidental spam or simply annoy people with follow/unfollow requests. This may lead to a banned account. So be careful.
14. Tweet other people's stuff. If it's good, it deserves to be tweeted. Your followers know that you're smart...and that other people are smart too. So spread the love and karma may come back to you.
15. Double tweet. You can tweet the same thing out at a few different times. Think about the time zones here. If you tweet at 4pm and 4am, half of the

world will be awake during your first tweet and the other half will be awake during your second.

16. Don't tweet too much. If you tweet 200 times a day, every tweet after that first tweet just pushes it down the feed and reduces the likelihood of it being seen by any of your follows.

17. Entertain and inform. People live boring lives! Give 'em something entertaining, but informative about the subject they're interested in and you'll make it impossible for them to ignore you.

18. When linking out of twitter, test out the curiosity appeal. See if your followers respond to being teased a little about what you're linking to. Tell them a tiny bit, but don't tell them the whole story and really hit their curiosity button.