

Steal
@BodyByChocolate's
Secrets



**To Building
Your Own Twitter Profile**

Forward

First, I would like to acknowledge my loving wife Irene Siverson for allowing me to take the time to put this Ebook together for all of you. You've heard behind every successful man is a supporting wife? That's certainly the case here. Now, without further delay...

In January of 2009 I joined Twitter.

I knew it would be a bittersweet type situation as I had tried several times before to figure this tool out without much if any success. As I heard more about Twitter on the news and elsewhere I finally decided it was time to come to terms with this frustrating Internet Website.

After many bumps and bruises I finally started getting somewhere. Today, less than 1 year later I reside in the top 1% of Twitter profiles. Considering that there is almost 3 million people involved with Twitter I am very happy to be at the place I am as it relates to the Twittersphere.

The following articles will provide you step-by-step ways to do what I have done and succeed on Twitter too. You can either read this as one entire Ebook with separating chapters or pick what pertains to your concerns and focus on that content. The choice is yours.

Since these are all written in very quick to read formats, I would recommend reading the Ebook through once and then picking those areas which you want to improve within your own Twitter experience.

I am open for seminars, teleconferences, adding content for books & videos or what have you. Please contact me for further details @ Guy@BodyByChocolates.com if you have an offer you think I would be interested in hearing.

Sponsored By

**Margie Basaraba of
CHECK IT OUT TRAVEL**

Book your travel online
and earn **60%** tax deductible
commission. Take the free test drive
that reveals all

<http://www.CheckItOutTravel.info>

Enter the trip of a lifetime drawing for
free while visiting.

Rocky Wilson

Author of...

Sharene --

Death: A Prerequisite For Life

More info @

<http://EffectualHistory.blogspot.com/>

**Healthy “Out of this World” Wonderful
CHOCOLATE
Redeem \$20.00
For
Free**

Find out how
<http://BodybyChocolates.com>
Twitter: @BodyByChocolate

Most important mention this E-Book
This is good for 30 days after purchase, terms and conditions can apply.

Contents

3 Reasons Why Twitter	6
3 Steps to Understanding Twitter	7
4 Twitter Branding	9
Twitter Bio	11
The Twitter Trick	12
6 Top Trending Twitter Topic Tips	14
Tweets From TwitWall	16
I Use TweetDeck	18
Understand Twitter Grader's Grade	19
Get Free Twitter Buttons	20
Hows Your Twitter Karma	21
Social Networking Wtih Video	22
SEO for Google Twitter Style	24

3 Reasons – Why Twitter

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

Why Twitter? I was asked just the other day.

Actually I'm asked this regularly. Seems as those that have heard the word Twitter, have heard it only in passing. Others stare blankly away reflecting on the account they setup, while not knowing what to do next.

It's like...

Well, it's like me prior to Jan 09.

The only difference between you and I is that I have taken the time to learn the secrets of Twitter. I guess there is another difference. Your reading and I'm writing. Now, if you follow the advice I will be sharing, you'll see nothing but net for your business, cause, organization, team, group or what have you.

#1: 3 Reasons – Why Twitter

Unlike other social networking platforms, Twitter provides a quick way for you to tweet your message to a niche audience who is ready to hear what you have to say. Not having the 140 character limit imposed leaves a person open to ramble endlessly with next to nothing to say. Focus, focus, focus – In today's world its the only way.

#2: 3 Reasons – Why Twitter

As I said, I joined Twitter in Jan 09. There was just over 1 million Tweepers involved then. Today, just 6 months later, Twitter is closing in on 3 million accounts. Thus, either there is one person who needs to get a life or Twitter is a social movement on fire.

Have you ever heard "it's best to follow a trend"?

I would disagree. Rather, find out where the trend will be and be there first.

#3: 3 Reasons – Why Twitter

Actually, I can't think of one reason not to Twitter. No matter if your cause is business, political, social, religious or other. Twitter is where you need to be. Keep reading, and I'll tell you why.

For more valuable tips about Twitter follow [@BodyByChocolate](#) on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

3 Steps To Understanding Twitter

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

Twitter has been the fastest growing social network in existence so far.

It is powerful
It is useful
It is Twitteriffic

Unfortunately, it is also very confusing for beginners.

It's my personal opinion that Twitter will fast be a tool of the past if the creators of this fine service don't continue to hone it and make it easier to use. However, for now the world is turning to Twitter and as such people like myself will do our best to provide steps to understanding Twitter like the ones below.

STEP 1: Twitters Unlike Other Social Networks

That's important to understand even before you create your Twitter account. Yet, if you have already created an account it can be equally important afterward. With other social networks you log on and...

- * Create a huge profile page
- * Join countless groups
- * Weed through numerous unnecessary options

Not Twitter.

Here you have 160 characters for your bio, answer a couple more quick questions and you're away into the Twittersphere. Therefore, you need to understand that the words you apply to that short bio are critical to who does and does not find you on Twitter. Which means that if you want to talk to people about chocolate, words like "hello, my name is" and the like aren't likely to give you a great deal of mileage in reaching your audience.

STEP 2: Twitter Etiquette Is Followed

Be a good Twitter citizen and watch your popularity soar quite quickly.

- * If you're followed by someone follow them back.
- * If you receive an RT (ReTweet) or other nice gesture reply with "Thank You"
- * To receive more RT's plus many more nice things give RT's and be nice.

I had a person from the UK contact me with awesome advice for my website which I quickly followed. In my own case, I sent him some healthy dark chocolates from my company as a thank you. I've received stickers absolutely free and made some very nice joint ventures. You'll need to

decide what works for you.

STEP 3: Don't Be A Stranger

I know life is busy.

That's the way things are today. However, if you want to become part of the Twittersphere you need to first be part of the Twittersphere. In so doing I personally went from non-existent this last January to one of the top one percentile on Twitter in June of the same year.

While I certainly have more strategies than just these that have helped me to succeed on Twitter, without being present on a regular basis I would have gone absolutely no where.

CONCLUSION:

Follow the above steps to understanding Twitter and you will indeed succeed to find the people you need to find for making your own Internet success story.

For more valuable tips about Twitter follow [@BodyByChocolate](#) on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

4 Twitter Branding Secrets

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

Social networking today is a huge opportunity for any business to use. Not only is it a system that is free to use, but also you can potentially reach more people faster by using these Internet related tools. All this goes doubly for Twitter.

The unfortunate part is that most people don't use the full power of Twitter. One of the biggest reasons for that is they don't have a clear understanding of what Twitter branding is all about.

May I help?

***** Secret 1 *****

Use a screen name, not your own.

I get far more mileage out of a creative USER ID than I would out of my own name. After all, whom would you rather tweet with?

@BodyByChocolate
@GuySiverson

Using a creative screen name that reflects who I am also allows people to clearly see what my mission is.

***** Secret 2 *****

Stuff your bio with keywords related to your mission.

Words like "I, am, the, a" simply don't help your profile. Don't use them. The more keywords you can get in your bio the more lists you will find yourself to be part of.

Have you ever been in a networking meeting where everyone has the chance to describe who they are and why they are there? On Twitter this your moment to tell people who you are. This is your 30-second elevator speech. And this is critical to your success.

***** Secret 3 *****

Perhaps this is the most overlooked part of branding for Twitter.

Take full advantage of your location.

Most people know they have 160 characters to describe themselves on Twitter. What they don't know is they also have 120 characters for their location information.

I personally started out by telling people that my location was "Spokane."

Once I discovered this secret I quickly changed my location information to read "Seattle B4 Spokane WA USA."

Now, when people are searching for any of the following keywords

- * Seattle
- * Spokane
- * WA
- * USA

I am there.

*** Secret 4 ***

Use a branded picture.

In this age of social networking people see more pictures of people than ever before. To a certain extent, I believe people have learned to ignore these pictures. Even worse, put an image or a logo where the picture goes. Now visual people cannot connect with you but only your brand. Given that your brand is likely located elsewhere you lessen your image with this approach.

So what's the answer?

For me, it was to dawn a cape with my logo on the back and secure a mask. After all, I am the Body By Chocolate Man saving the world from unhealthy chocolate.

With this approach people have the ability to see me as well as to connect with my brand all in the scope of a single picture.

*** Summary ***

Twitter branding, like with any social network may take a bit of time to do right. Those who choose to take the time to build correct profiles will reap the rewards 10, 100 & even 1000 fold.

For more valuable tips about Twitter follow @BodyByChocolate on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

Twitter Bio's

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

Probably elsewhere too, but we talk Twitter here.

Many people just put any ole thing in these sections. I suppose that is okay if they are looking for any ole response.

“hi mom I’m home”
“my name is and I’m”

For those who desire to reach a targeted group of people with their message I can think of little that would be more important than the bio, perhaps especially with Twitter.

The Twitter bio field is where you put all your keywords related to your business. With Body By Chocolates we focus on telling people about healthy chocolate. That’s why among other words we use on our @BodyByChocolate account you will find...

“healthy”
“chocolate”
“eat”

Then when people are searching Twitter using these key terms either directly from Twitter or from a 3rd party application you will be very easily found.

Also, I love including symbols in my bio. Consider this. If someone is looking through a list of text for people they want to follow, what is your little heart symbol going to do if not break up the monotony of their task.

Another tip, don’t run all your words together in an effort of getting more mileage out of your bio.

Here are 2 examples.

1. Flavanoids, Antioxidants, Cocoa
2. Flavanoids,Antioxidants,Cocoa

With the first example you will be found for all three keyword terms. Guess what you will be listed for in the second example.

If you guessed: “Flavanoids,Antioxidants,Cocoa” you are right. How many people do you think will search for that keyword term?

So take special care with your Twitter Bio’s. After all, you only get one per account.

For more valuable tips about Twitter follow @BodyByChocolate on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

The Twitter Trick

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

Twitter ticks me off.

The number of times I read comments like that are vast. Yet there are nearly three million people on Twitter today.

Makes me wonder, what are the rest of us getting that some fail to see?

I can't help but believe some of that answer exists within the third party apps that are an essential part of the Twitter experience. Combine lack of understanding on that front with lack of knowledge on how to engage tweeps on Twitter and you have an all around bad experience on Twitter which leads you to make statements that are very silly, like the one above.

May I show you the Twitter trick that I just learned which will help you gain a loyal following?
Read on.

I can't tell you the amount of times I've received an automated direct message as my first contact with someone. The message amounts to nothing more than a glorified sales message.

Just yesterday I received a first contact DM about how this person can help my Toyota. I don't even own a Toyota.

Or how about the time I received an obvious auto DM just to read these words in the final characters of the post...

"This is not an auto DM"

Yeah right. And my names not Body By Chocolates. Well, actually it's not. But the point remains the same.

Think about your favorite show you like to watch on the TV. What do you do when the commercial arrives? Advertisers hope you will sit there and watch. Perhaps some people do. I don't. I'm up and doing something or scanning to a new station. I really don't believe I'm alone in this action.

Think about the last business meeting you were at. If the person only talks about themselves isn't that rather boring? It's even worse online. That's why you need to find ways to engage people that have nothing to do with your main objective.

While I've found very nice ways to do this, yesterday I just took it up a notch when I discovered StuffToTweet.com. This resource brings the best of a variety of different social networks together as one so you can see the results on one page.

**You get the best of Twitter.
You get the best of YouTube.
You get the best of FaceBook.**

And that's just the start.

Here is what you do with it.

- 1. Look through the info.**
- 2. Pick items you believe your audience would be interested in.**
- 3. Tweet those items out to your followers.**

That's really all there is to it.

What about the result?

Easy. Your followers will begin putting more value in all your tweets, which will encourage them to spend more time reading your information. Now you can occasionally feed them information about your main objective on Twitter and they will be more inclined to read it because of the Twitter trick you have taken the time to use.

For more valuable tips about Twitter follow [@BodyByChocolate](#) on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

6 Top Trending Twitter Topic Tips

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

You have a topic. Chocolate.

You have a mission. Create a trend on Twitter for your topic.

Impossible? No. Perhaps a bit difficult, and time consuming, but certainly it is plausible using the right techniques. These 10 top trending Twitter topic tips will help you succeed.

Tip 1: Prepare Your Plan

Some even say write it down. I think that to be good advice even though I personally have trouble with written plans like this.

The general idea here is to build yourself into a brand for your topic. If it's chocolate, then become the Body By Chocolate Man like I did.

Tip 2: Keyword Targeted Bio

Let's say you want to see the word's "dark chocolate" trend on Twitter. Be sure to include those exact keywords at least once in your bio information.

More is not better.

Don't get carried away with only 2 or 3 keywords repeated or your bio will look like spam and you will succeed in creating far more enemies than friends.

Tip 3: Using Hashtags

The more you can hashtag your content the better. On Twitter a hashtag is equivalent to putting a number sign in front of the word you are trying to promote.

Let's say you want to cause the word antioxidant to become a trend. In your tweet you would target such a word like this (#antioxidant).

Tip 4: RT'ing Waves

The more people you can get talking about your keyword the better. Which is why you want to create posts that others will retweet (RT). One of the easiest ways to do this is to include their user ID's in targeted tweets.

Once you start the RT thank you ball rolling, you can include most anything in the tweet as long as it sounds positive to the reader.

Tip 5: Watching News

Another way to gain momentum for a given keyword is to find hot news for that specific keyword and tweet it. If it's already been tweeted by others you are practically guaranteed that it will be tweeted for you. Not to mention the popularity it has already taken. To find the right news I use services like.

- * Google Alert
- * StuffToTweet
- * TwitterAnalyzer

Tip 6: Repetitive Repetition

Be careful here. No one wants to be spammed. However, as long as you do so tactfully you can repeat information with your given keyword in it on a regular basis without difficulty. The more you do the greater importance that keyword will receive especially if you have others RT'ing your tweets for you.

Following the above steps over time will help you to create trends for specific words, especially if they are talked about in the news on a regular basis. The larger the "celebrity status" of your given keyword the greater the chance of building top trending Twitter topic lists.

For more valuable tips about Twitter follow @BodyByChocolate on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

Tweets From TwitWall

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

Tweeters Love Twitter.

Short 140 character messages can be sent instantly. Social networking has never been so easy.

No matter what you want to use Twitter for its quick, easy and fun to use.

Unfortunately, there in is the problem.

- * No audios heard**
- * No videos watched**
- * No articles read**

Just 140 character tweets with links. Unless, of course, you are talking about tweets from TwitWall.

What is TwitWall?

Good question.

If Twitter is the heart, and it is; TweetWall is the muscle.

Twitwall allows videos, audios, longer articles and other critical media to be shared over Twitter. There are many advantages to this.

For me?

**I post related articles I've writing from my TweetWall.
I share niche related audios and videos from my TweetWall.
I even invent games and promote people from my TweetWall.**

The reasons to use TweetWall are as numerous as the reason to use Twitter.

No matter if your focus is political, religious, business or just play fun adding TwitWall to your Twitter account makes perfect sense. To install TwitWall as part of your system just visit TwitWall.com and follow their easy instructions.

HOT TIP:

In the URL section of Twitter settings add your unique TwitWall link that is create. Then when people select your link from Twitter they will go to your TwitWall automatically. Your TwitWall can be stock full of pertinent web links for whatever your project might be.

TwitWall is yet another reason that Twitter is taking over the world of social networking in serious ways. No matter if you tweet from Twitter or from TwitWall each tweet you send will help you gain major success very quickly and easily. So use TwitWall.

For more valuable tips about Twitter follow @[BodyByChocolate](#) on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

I Use TweetDeck

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

**I use TweetDeck, yes I do.
I use TweetDec...**

Okay okay, I'll stop cheering. But I must say I really do like TweetDeck. After all, it is the main place I tweet from on Twitter.

Some people have actually bought into the text phone craze, but not me.

Strange really.

They have their phones with them 24/7 likely and yet I appear to be leading the pack on Twitter according to TwitterGrader. Okay, maybe not leading the pack just yet, but I am getting really close to the top with a 459 rank out of nearly 3 million just today.

But, I digress, this topic is about TweetDeck and TwitterGrader did indeed have its turn.

I love TweetDeck because I can see my DM's and @'s in a single glance.

Plus, I have my own group setup for those who have an interest in healthy chocolate and I deem to be excellent power Tweeters; like @JeannetteNL, @KathyKeefe and @ImmaChocoholic for example.

When I see a good tweet from a power tweeter I make sure to RT it out to the rest of the twitter universe. The more I tweet for them the more they are likely to tweet for me. This doesn't always happen but most tweepers understand it as Twitter etiquette.

I also enjoy the fact that TweetDeck periodically tells me the status of my various lists that they are monitoring. More than once this has kept me from drifting off to la la land as it is an excellent break in monotony when facing a grueling project.

Yes, I use TweetDeck and I highly recommend that you put it to use too. Some have found that Sismic works better for them, but for me and my house its TweetDeck all the way.

Uhhummm... at least for now. Stay sharp TweetDeck!

For more valuable tips about Twitter follow @BodyByChocolate on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

Understanding Twitter Grader's Grade

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

One of my favorite stat tools for Twitter is Twitter Grader.

Why?

Well, it's not really because of the grade they give, for even they state.

“What Twitter Grader is trying to measure is the power, reach and authority of a twitter account. In other words, when you tweet, what kind of an *impact* does it have?”

This, of course, is all subjective.

Which means putting your focus on the actual grade would be a wrong approach to understanding Twitter Grader's grade. While seeing your place in the world of Twitter as it relates to other peoples:

- * Followers
- * Updates
- * Engagement

And such is a much better approach to working with your grade at Twitter Grader.

Yet, personally speaking, even this really isn't my major focus with using Twitter Grader. Don't get me wrong; I do pay attention to the grade. It's just that I pay more attention to the people using my Twitter bio's keywords for these are people that are great for me to become friends with especially in the beginning of my Twitter account.

NOTE: The above is the very reason that I put more than one word in my Twitter account settings under “location.” I'm not just from “Spokane” but rather I am from “Seattle B4 Spokane WA USA.” Now I can focus on each of those major keywords as well as the keywords from my bio.

My two favorite searches within Twitter Grader's grading system are

- * Twitter Elite / Top In Location: (Shows who is leading in a given location)
- * Search: (Individual keywords can be searched to discover who the leaders for that word are.)

Whatever the case use Twitter Grader and I'm sure you will learn secrets that even I haven't uncovered yet, and when you do be sure to let me know. After all, it's only fair, right?

For more valuable tips about Twitter follow @BodyByChocolate on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

How To Get Free Twitter Buttons

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

Want to drive more traffic to your Twitter sphere?

Do you have a website, blog or at least something you can post HTML upon?

One fun way to create a traffic funnel to your Twitter world is by installing Twitter buttons. Some actually make you pay for their graphical interface, but why? Especially when there are a lot of cool options that do not cost a penny.

With that said, you might wonder where to get free Twitter buttons.

One way would be to use a search engine like Google while typing in the words “Free Twitter Buttons” quotes included. This should give you an excellent source of information to research.

Problem?

You have no history with these particular graphics and as such potential trouble is ahead.

You could look for a source reference when you find such a link on someone else’s website. This way you can be comforted by the idea that if someone else is successfully using a given graphic you should have no trouble doing the same thing.

Problem?

Finding the graphic that works for you somewhere within the entire World Wide Web.

Another option?

Simply visit this website I just discovered today and decide which Twitter graphic works best for your website creatives.

==> <http://www.twitterbuttons.com/>

No matter how you decide to promote your Twitter account doing so will help your web world grow in powerful long-lasting ways that will bring tremendous results. Its much like anything else, the more value and quality you ad to your project the greater the results you will receive. You’ve heard this before, garbage in garbage out, good in good out.

So get free Twitter buttons today and put their power to work.

For more valuable tips about Twitter follow [@BodyByChocolate](#) on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

How's Your Twitter Karma

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

I sent this following tweet out to my followers the other day:

“Follow or be unfollowed. If unfollowed follow and I will refollow. Follow?”

Many people RT'd the above post. A couple wrote back and asked me why I would unfollow anyone in the first place.

How's your Twitter karma? The answer to that question is why I personally unfollow people who do not follow me.

Twitter is a powerful tool. Unfortunately, not unlike most other powerful tools, it can also be abused. Not following back people who follow you is one such abuse strategy. Sure, it can be the case that someone simply doesn't know the etiquette of Twitter, but even so they too need to learn just like I did.

That's why I unfollow people who don't follow me.

They are like dead weight that brings my ratings down keeping me from the top of the lists for keywords I choose to pursue. No thanks.

For the record, I also unfollow people who have not deemed it necessary to tweet within a 30-day period. They obviously have priorities other than Twitter for their life and that's okay. However, keeping a profile clean and sharp also helps you in the rating game. I'll be watching for them to start tweeting again and when I discover they have done such I will immediately start following them again.

Perhaps you're thinking this is a lot of trouble for someone to go to.

Your right!

Minus one very useful tool that makes this a piece of cake. It's called Twitter Karma though strangely enough their URL looks nothing like that. The easy way to find their website is by Googling “Twitter Karma.” Their website should be one of the top items found. You'll know you've arrived if you find a big blue button in the middle of the screen that reads “WHACK!”

Once you use their tool you too will be able to know how's your Twitter Karma.

For more valuable tips about Twitter follow @BodyByChocolate on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

Social Networking With Video

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

I love Twitter. I really do. I believe it is the best social networking tool available on the Internet today.

Once you understand a few of the rules of the road related to Twitter you will find that it keeps things...

Simple
Fresh
Easy
Fun

But it also keeps your information text unless you know the secret I know. I'll share it later in this article. Keep reading while we talk about social networking with video.

Someone tweeted me the other day wanting to know if I use video with my marketing strategies. My answer was very clear.

NO!

Don't get me wrong. It's not that I don't see the value of video marketing. Rather, I just haven't gone down that path very well yet. I am hoping to change that in the very near future though.

Especially with the availability of video marketing arenas like:

- * TubeMogul
- * YouTube
- * And others

There is no denying that video is huge. Further, with the right keywords, title tags & descriptions you can cause a huge wave of traffic to come your way using video. But how do you combine video creations with social networking?

*** PING.FM ***

I'm sure there are a number of ways. A couple of my own personal favorites include Ping.FM. While it is not designed to post videos out to the various network services, if you put your video on your blog and then create a status item about it through Ping.FM with a link back to the post people will come.

Even better if you write an article related to the video and post it on the same blog entry. Then you could use Ping.FM to status the new creative as well as posting your blog out to the various locations available.

***** TwitWall *****

Perhaps you don't have a blog and don't want to take time to create one. No worries, as long as you have a Twitter account you can use the third party app named TwitWall and be finished in no time at all.

What TwitWall allows you to do is post graphics, posts longer than 140 characters, audios, and yes even video. Thus you could create your video, post it to your Twitter TwitWall, write the associated article and be done in no time at all.

Further, if you want to take advantage of the TwitWall but don't want to create a video just search a video directory like YouTube for a video related to your topic and post that on your TwitWall. Nothing could be easier.

***** That's A Take *****

Whatever you do, take the time to use video. You'll be glad you did. For social networking with video is hot stuff.

For more valuable tips about Twitter follow @BodyByChocolate on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

SEO For Google Twitter Style

By Guy Siverson – The Body By Chocolate Man
Twitter: @BodyByChocolate

Google: Algorithmic based search utility for find Internet related information.

Social Networking: Humanly powered intertwining of common interests via electronics.

No matter if you find full agreement with my definitions or not there are two unmistakable truths.

- 1. Google is the major search engine of the day.**
- 2. Twitter is the major social network of the day or perhaps tomorrow as it is currently in its major growth spurt, which happens to be greater than any other social network ever to date.**

The question is, can they be combined so that they work in tandem with one another? Or put another way, what steps does a person take for Google Twitter style when interested in SEO?

***** Brand Yourself *****

Don't worry, it's not as painful as cattle branding and is so much easier than writing HTML. To brand yourself on Twitter you simply come up with a more creative name than Bod, Guy or Sue.

Here are some examples:

@DeliciousCookin – Focused on health food.

@BodyByChocolates – Focused on healthy chocolate.

@SkinCareDoc – Focused on healing skin.

Simply think of what it is you are trying to promote and build a creative user ID around that concept. Google will be taking notice of this as part of your ranking.

***** Focused BIO *****

Your BIO is your chance to tell the world who you are. You only get 160 characters to do so. Someone sent me a tweet the other day saying that is not enough characters and as such they don't worry about it. What a mistake. Even one word is better than none.

Nevertheless, here are some key points to keep in mind when creating your BIO for SEO.

*** Skip non-descript words like I, the, my and the rest. It is possible to write a 160-character sentence without including those.**

*** Keep all words within your bio related directly to your specific focus with only one targeted topic per account.**

*** Pay as much attention to your location information as you do to your bio. Don't just put down "Spokane" as your location but rather "Spokane WA USA" as each keyword in this section will also help your SEO ranking.**

***** Tweet SEO *****

Did you know Google actually reads the tweets you send? I didn't until I researched it out. Turns out that Google looks at the keywords in your first 45 characters and rates your message on the search engines accordingly.

Unfortunately, most posts look like this:

@ImmaChocoholic Hi there, glad to see you on Twitter. I too love chocolate.

Google will never understand that chocolate is the targeted keyword being focused on in this post. Lets try the same exact post, but this time written for SEO.

Chocolate lover here too @ImmaChocoholic glad to see you here on Twitter.

***** The Pretty Bow *****

As you can see, with a little bit of work you too can write Twitter text for Google SEO. It's not really that hard to write SEO for Google Twitter style when implementing a tad of creative ingenuity. Considering the mileage you can receive from doing such, its more than worth your time to create a catchy user ID, write a focused bio, and tweet SEO friendly posts.

For more valuable tips about Twitter follow @BodyByChocolate on Twitter or Email Guy@BodyByChocolates.com with your questions. If you need a syndicated social networking author that focuses on Twitter please let me know. The Body By Chocolate man is open to being involved in seminars, teleseminars or syndicated article distributions and healthy chocolate is heavenly <http://BodyByChocolates.com>. You can reach me directly by calling 509.993.7215 or 253.948.2509.

In Closing

Thank you for taking your time in reading this Ebook. Please tweet me directly on Twitter with any questions you may have.

@BodyByChocolate

I am open for scheduling of interviews, seminars, classes or whatever your project needs might include. Please Email me with details related to your needs and I will see what I can do to meet them to the best of my abilities.

Guy@BodyByChocolates.com

Please feel free to share this Ebook and all of its contents with whomever you believe will benefit from the contents herein. I believe in the concept of helping others helps you in the long run. Given the success that I have had in my healthy chocolate business, I am quite satisfied to proceed through life with this concept in mind.

Take care, and hope to see you on Twitter.

The Body By Chocolate Man

Guy Siverson

@BodyByChocolate

<http://BodyByChocolates.com>

Healthy “Out of this World” Wonderful

CHOCOLATE

Redeem \$20.00

For

Free

Find out how

<http://BodybyChocolates.com>

Twitter: @BodyByChocolate

Most important mention this E-Book

This is good for 30 days after purchase, terms and conditions can apply.

