

*THE ULTIMATE
TWITTER
RESOURCE
GUIDE*

Compliments of Author Marketing Experts, Inc.

About Author Marketing Experts, Inc

Author Marketing Experts, Inc. (AME) is a full-service marketing and PR firm specializing in customized campaigns and Internet Marketing.

AME was the first book publicity firm to successfully implement the use of blogs, ezines, web sites, social networking platforms, social bookmarking, and book video to promote authors.

AME has developed and implemented countless marketing and publicity strategies and has worked numerous bestselling titles including: The Answer, Green Goes with Everything, The Go Giver, Happy for No Reason, The Laws of Thinking, and Chicken Soup for the American Idol Soul. Numerous high-profile clients have sought their expertise as well: John Assaraf (contributor to The Secret), Sloan Barnett, renowned psychic and ghost buster, Jane Doherty, Barney Rosenzweig creator of Cagney & Lacey, Jac Flanders (of the original Fantastic Four) and Tammi Menendez, wife of Erik Menendez and the first eBay auction of a Princess Diana gown (lot "9" from Christie's New York). AME's clients have been featured on The View, CBS The Early Show, The Today Show, Entertainment Tonight, CNN, CNN Showbiz Tonight, National Public Radio, Something You Should Know, The Heloise Show and in Publishers Weekly, People Magazine, Reader's Digest, The Los Angeles Times, USA Today, The Wall Street Journal, Essence Magazine, More Magazine, The Bridal Guide, Entertainment Weekly, MSNBC... and many others.

AME has offices in San Diego, Chicago, Seattle, and New York.

Twitter: a beginner's guide

There's a hot new trend going on right now and it's called micro-blogging. So what's a micro-blog? And moreover, what's Twitter? Twitter is a micro-blogger platform that allows users to create entries that are only 140 characters in length. These entries are referred to as "tweets".

Originally designed to keep friends and family up to date on what you're doing, Twitter can also be a great place to share your latest book project, promotional ideas as well as interacting with fellow tweets (folks who twitter) and writers. And yes, you can have a blog and a Twitter page. I have both but I feed my blog into my Twitter site so that my Twitter page gets updated each time I add new content to my blog. There's an easy application to add your blog feed to Twitter, it takes just minutes to do. Head on over to: Twitterfeed (<http://twitterfeed.com/>).

Don't feel bad if the first time you go to Twitter it seems like a mess of conversation, most people feel confused when they first enter Twitter-land and many don't see the point. When I made my first entrance into micro-blogging none of it made sense to me. It seems a bit useless to be honest but then I got the hang of it and saw the real benefit to having and managing a Twitter account. That's really the key. Much like any social media tool we've discussed in this book it's more than just having an account: you have to manage it too. But give yourself a little time on Twitter before you give up on it, at some point it'll either all make sense or it won't. Either way you're only out a few hours and, perhaps, a few informational tweets. Here's a quick start up guide to getting into the Twitterverse today:

1. To sign up for a Twitter account just go to www.twitter.com and complete their short sign up form. Accounts are free of course, you just have to fill out their form. Remember to brand yourself! This is important. Once you create a Twitter account you can't go back and change your name so find something that works for you. Maybe it's fictionwriter or businesswriter or whatever you want. My Twitter page is @bookgal, (note that all Twitter names are preceded by an @ when referenced on the site

you can also find me at www.twitter.com/bookgal) this is fun play on words for what I do (and what I love). I don't recommend that you use an underscore (so stay away from Michael_the_writer) since underscores can be tough to remember and if someone is trying to tweet to you from their cell phone or blackberry those underscore keys can be tricky.

2. The email address you use for Twitter is important. Because of the nature of frequent communication on this site I recommend that you use an email that you check daily. Opportunities abound on Twitter and they're usually in the form of direct messages (DM) which you'll get notified of in your email account.
3. Get rid of the brown square: no one wants to follow an ugly brown square (which is the default picture Twitter gives you when you sign up) so be sure and upload a picture of yourself or whatever logo you want associated with your Twitter page and brand. Before you do this though check out some of the other pictures folks have used and see what resonates. Because you're easily branded to your picture on Twitter I don't recommend changing it once you've uploaded it. Also, the picture can't be too complex, you want to be able to see it small which is how most of the avatars show up.
4. All about you: don't forget to add your bio and web site. It's important to identify yourself on this site and remember if your Twitter followers want to know more about you they're likely to click on the bio info to get more background on you.

Now you're ready to start tweeting!

Once you have a Twitter account you can immediately enter into the conversation. You can also keep up with other people's tweets by "following" them. Their micro-blog entries will show up on your Twitter home page so you can easily keep track of them. You can also be notified by phone (text message) when they add a tweet. You can twitter from anywhere, even your phone. I've been known to twitter from my blackberry.

Why on Earth Would you Want to Twitter?

When Twitter first started, people were a little perplexed and, as I mentioned before, many first time Tweets just don't get it. I mean why on earth would you want to blog in 140 characters? Well since the site emerged in 2006, it's grown enormously in popularity. With Twitter pages from sites like CNN and every one of the political candidates, the site's popularity can't be overstated. Nor can its applications for the future. Also, even if you don't have a ton of people following your tweets, keep in mind that Twitter search sites are popping up everywhere.

This means that if you tweet using keywords that matter to your reader/market, you could be found and followed! For one such search site check out: <http://summize.com/> (there are numerous other ways to search and new ones popping up all the time). Also, if you're trying to gauge the popularity of a certain word or phrase and how often it's being used or referred to, you can head on over to Tweet Volume and find out (<http://www.tweetvolume.com/>). Just plug in your search term or terms and up will pop a list of results!

They key with Twitter isn't to land on the site and say "What can this site do for me" but rather ask yourself, "What can I do for the folks on this site?" For example, when I started Twittering on other helpful blogs and web site and linking to my own articles that I'd syndicated on the 'Net my followers doubled and tripled on a daily basis. When I plug in my keywords and respond a few times a day to questions people pose on Twitter and offer helpful advice, my followers increase again. One of the other things I did on the site was log onto Socialto.com and used the site to autofollow anyone who follows me, this site also sends a welcome message to everyone with a free download of Twitter tips. This helps me capture email addresses who will then become a part of our email newsletter readership.

Twitter Tricks

There's a little something on Twitter called @replies, these are replies written to a specific person. So, for example if someone were commenting on one of my tweets they might say "I liked that link @bookgal" and that will immediately pop up on my @replies Twitter page. You should always (or whenever possible or appropriate) respond to @replies.

Hash tags: this # (hashtag) symbol is a great way to bring even more exposure to your topic, especially something that's making the news. Recently there was a lot of dialog on Twitter about #queryfail, which was a site dedicated to posting the worst query letters. If you post a tweet on Twitter and decide to hashtag it, meaning you put a # before the keyword, you could explode the topic on Twitter if enough people are searching for it.

Repeat, repeat: because there's so much noise on Twitter it's ok to repeat your tweets. I will generally repeat them once a week or every two weeks depending on the nature of the post. I use a service called Postlater.com to recycle and repurpose content on Twitter. Let's face it, there's only so much you can see in a day so when you really start to build followers they may not get to all your posts, reposting and repeating is ok, just don't overdo it.

Retweeting: also called RT - this is a cool way to engage and connect with others in your market. If you see a post you like RT it, it's easy to do via Tweetdeck.com which I'll describe more in the next paragraph.

Engaging on Twitter

One thing that's important to note about Twitter is that while it's great for sharing info, it's also all about personal connections which is why I encourage you to respond to @replies and DM's. Join in the conversation, start a conversation or answer someone's question. There's a lot of debate about whether to follow everyone that follows you but I always do, not just out of courtesy but if they've followed me, they are likely in my industry and may at some point have a question. That's where Tweetdeck.com comes in. This nifty little program gives you a much more global overview of your Twittersverse. You can show all your @replies, DM's but you can also do searches based on keywords or #-hashtags. That way, whenever a question pops up you can answer, it's easily spotted.

What on Earth will you Talk about?

You know I didn't know either when I first started, it was really up to me to figure out what my followers wanted and in my case, they wanted information. Lots of it. So I gave them what they wanted. Once you figure out what your followers want you'll find your stride on Twitter. Maybe you're just sharing insights about the writing life or publishing information, helping other writers. Does this sell books? Sure it does. Helping others will no doubt spotlight what you do as well so don't make it all about you. If you're still confused about what to talk about consider this. Let's say you're at a cocktail party, would you walk up to a group of people and say "Hi, my name is Sam and my book is awesome, please buy it?" I didn't think so. Your internet conversations should be viewed as a cocktail party/networking event.

So how do you know it's working? With all the twitter about, well, Twitter, how do you really know this stuff is working? Well, you'll know when you know. Trust me on this. The first few weeks I was on there I thought very little of it, then as I started to engage, interact and see my stuff getting retweeted and then also adding followers like crazy, that's when I realized I was onto something. In the past four months I've gotten four speaking gigs, around ten media and guest blogging opportunities and a dozen new client inquiries. Twitter works if you work it. When you do, well, the results will be worth retweeting about!

Tips for Using Twitter

If you've pondered using Twitter but aren't sure how to use it effectively or if you've been on Twitter for a while and aren't sure if you're maximizing it as you should be, here are some quick tips to give you some great twittering-ideas:

- Teach stuff - teach a little mini-lesson on Twitter. Delve into your area of expertise or just talk about book publishing and how to get published.
- Share sites or blogs that your followers would be interested in. Be their “filter” to new and exciting information.
- Use Tweetlater.com to post tweets to your account for later posting so you don't have to be sitting on top of Twitter every minute of the day.
- Use Twitter as a news source: you can easily announce news both from your world (as long as it relates to your topic) and from the world of your expertise. So for example I've done tweets on book industry stuff, breaking news, etc.
- Widen your network - follow other Twitter folk, this will not only give you some ideas for your own "tweets" but it's a great way to network with other writers or professionals.
- Offer advice: use Tweetdeck.com or Twitter Search (search.twitter.com) to see who's asking for info on your area of expertise and then offer them some help/insight. This is a great way to build relationships.
- It's ok to market yourself but be careful about pimping your stuff too much.
- Be Original, useful and helpful.
- If you're on tour with your book or doing an event, tweet on that and invite your local followers to attend.
- Tweet any good reviews your book gets, it's always fun to share the good stuff!
- Every Tweet counts (don't tell people you're washing your cat) don't just tweet on useless stuff or you'll lose followers
- It's not all about you (again, back to the cat) people want to know useful stuff, I know, it's getting repetitive but there's a reason: it's important

- Promote your Twitter account in your email signature line and on your blog
- Network: don't expect your followers to grow if you're not following other people. Network, search for others in your area and follow them.
- Personal is ok. Even though I said not to post useless information it's still not a bad idea to (from time to time) post a personal Tweet or two. Provide value and twitter-followers will beat a path to your door.
- Follow everyone who follows you. You can use sites like Socialtoo.com and Tweetlater.com to autofollow everyone who follows you. These services can also send a nice welcome message to your new followers.
- There is a lot of noise on Twitter, the sooner you get comfortable with that the better. It's like being at one massive cocktail party, you have to find ways to filter out the noise. Sites like Tweetlater can help you do that.
- Imbed a link or some other sign up in your welcome message, this is another great way to capture emails for your newsletter (assuming you have one).
- Use sites like Tweetlater or Twitter Search to see who's talking about you and then follow them too or comment on their tweet.
- It's ok to repeat your tweets. With the volume of messages people get your followers will often miss some of your posts.
- Feed your blog through Twitter using Twitterfeed.com.
- Join Help a Reporter out @skydiver for tweets on media leads (it's a great service!).
- Don't feel like you have to respond to every tweet but I generally try to respond to all tweets that are replies to mine (you can find these under @replies on your Twitter home page).
- Want to stay on top of your market and find stuff to Tweet about? Then go to Alltop.com and search for your category. There are thousands of them up there. Here are a few to consider: socialmedia.alltop.com, twitter.alltop.com and publishing.alltop.com.
- Review a product or book on Twitter
- Follow big names in your market on Twitter: this will often bring in their followers too and you want to see what the "big guys" are up to.
- Get a good picture: don't leave your avatar blank. Personalize your page if you can but a good Twitter picture is a must.
- Tweetbeep.com is a lot like Google alerts. You can plug in your keywords and you're pinged each time they are used.
- Are you ready to add pictures to your Tweets? Then head on over to Twitpic.om, this site will let you upload pictures and tweet to them.
- Videos can also be shared on Twitter and 12seconds.tv is a great way to record a video (12 seconds long, hence the name) and share it with your followers.

- Music on Twitter is also possible thanks to TwittyTunes (<http://www.foxytunes.com/twittytunes/>) this site is great for sharing music and it has a simple Firefox add-in that lets you Twitter on music you're currently listening to!



Not sure what to Twitter About? Check out these

creative Twitter sites!

<http://twitter.com/celebritygossip>

<http://twitter.com/cookbook>

<http://twitter.com/books>



- Keep Twittering, followers will come if you keep updating your Twitter account

More on Twitter

Twitter, the little micro-blogging site that could has seen an enormous growth lately. Traffic to the site has nearly doubled in the last two months, seeing 1.2 million unique visitors per month. If you're not on Twitter you might want to consider it. Twittering or micro-blogging (as it's commonly referred to) is getting bigger each day as applications for this form of promotion continue to grow. Don't believe me?

<http://www.webpronews.com/topnews/2008/05/16/traffic-to-twitter-nearly-doubles-in-two-months>

Fun Twitter Stuff

If you're still confused about what Twitter is, check out this easy-to-understand YouTube video:

- Twitter in Plain English:
<http://www.youtube.com/watch?v=ddO9idmax0o>
- TwitterMail: <http://twittermail.com/> - supplies you with a personal email address. If you send an email to that address it will be posted to Twitter.
- Is Twitter a popularity contest? Yes, without a doubt. Find out how you rank in the grand scheme of Twitter fame: Twitter Quotient
<http://web.forret.com/tools/twitter-tq.asp> Find out if you're a Twitter hero or BIG zero
- Addicted to Twitter? You're not the only one. Check out the most popular micro-blogs on Twitter: <http://www.twitterholic.com/>
- Ready to update Twitter from your phone? Check out Twitter Fone:
<http://www.twitterfone.com/>
- Ready to follow some other Twitters but not sure who you should be following? Head on over to Who Should I Follow
(<http://www.whoshouldifollow.com/>), plug in your Twitter user name and it'll pop up results appropriate to your Tweets.
- And if that's now enough, try following @mrtweet, when you do this service will send you back a list of people who are top in your category that you should follow. Tres cool!
- Ready to make some quick cash? Twitter me this
(<http://www.twittermethis.com/>) is a site that will ask a random question, if you're the first one to answer you win \$5. Just enough for a latte. Not bad. I haven't won anything yet but I'm still hopeful.
- If the Twitter-language has you confused check this out, it's every possible Twitter-term you'd ever want to know (and maybe a few you don't): <http://www.sitemasher.com/smblog2/2008/10/my-twittinary-every-twitter-term-and.html>

Twitter Sites to Optimize and Maximize Your Twitter Experience!

TwitTip Graphics: <http://www.twitip.com/181-twitter-buttons-badges-widget-and-counters-to-help-you-find-followers> This site features 181 free Twitter gadgets, buttons, badges, widgets, and counters that you can use.

Please Retweet Me: <http://www.pleaseRT.me> Very cool site, post a tweet and the site will add a link asking people to retweet you.

Tweeterized: <http://www.tweeterized.com> This site allows you to create a dynamic Twitter signature to use on websites and blogs.

TwitSig: <http://www.twitsig.com> This site let's you display your Twitter status as an image which you can then use on a web site or blog.

Add Twitter: <http://www.addtwitter.com> This is a series of animated Follow Me on Twitter buttons you can use, the site is free!

TwitIMG: <http://www.twitimg.com> Your latest tweet can be made into a graphic image that you can then imbed on your web site or blog. Tres cool!

ReTweetist: <http://www.retweetist.com> This site lets you see the hottest retweeted links. Great for gauging popularity!

Twerm: <http://labs.webcom.dk/twerm> Enter any Twitter username at the end of this URL and see what they are tweeting about. Here's mine!
<http://labs.webcom.dk/twerm/bookgal>

Twidentify: <http://www.twidentify.com> Ready to find some Twitter trends or influential Twitterers? Twidentify can help!

HashTags: <http://www.hashtags.org> Did you know that # (hashtag) sign before a word, you can tag your tweets? This site tracks the most popular hashtags.

Nearby Tweets: <http://www.nearbytweets.com> Looking for Twitter peeps in your area? This site allows you to search for tweets within 100 miles of any location for any keyword you want.

Twitter Vision: <http://www.twittervision.com> Shows real-time tweets on a world map Features real-time tweets and the location on the world map where the Tweeter lives.

Twopular: <http://www.twopular.com> What's hot on Twitter? Twopular allows you to search for the most recent trends on Twitter. You can then follow the trendsetters if you want!

My Cleanr: <http://www.mycleanr.com> Ready to clean out your followers? This site works if you have 700 or fewer followers (although they're working on a bigger version) - very cool way to clean up your Twitter account.

Top Twitter Friends: <http://twitter.mailana.com> Allows you to see who you interact most with on Twitter.

Tweet Replies: <http://www.tweetreplies.com> If you'd rather get your @replies in email this site will help you set this up.

Tweet Stalk: <http://www.tweetstalk.com> If you want to follow someone but don't want them to know you're following (huh?) I present you with Tweet Stalk. Creepy.

TweetSum: <http://www.tweetsum.com> Allows you to quickly follow or ignore people who are following you.

Twit This: <http://www.twitthis.com> If you'd like folks to retweet your blog posts you'll love this button. TwitThis provides an easy way for people to send Twitter messages about your blog post or website. When someone lands on your blog and likes a post, they click the "Twitthis" button and it will launch a tweet into their feed and spread the word about your blog!

Breaking Tweets: <http://www.breakingtweets.com> World news twitter-style. This is a great place to track world news as it happens (and often much quicker than CNN)

ReTweet Radar: <http://www.retretraradar.com> So what's being retweeted on? Retweet Radar can show you. It's a fast and easy way to see what's being talked about on Twitter.

Twitturls: <http://www.twitturls.com> What's the most tweeted link? This site searches for links people post in their Twitter feeds, counts them and features the most tweeted links each day.

Twitt(url)y: <http://www.twitturly.com> What URL's are people linking to? This site will show you the hottest web sites being mentioned on Twitter.

ReTweetability Index: <http://www.retweetability.com> How retweetable are you? This site will show you how much your tweets matter. It's like High School all over again, only with technology.

Tweet Stats: <http://www.tweetstats.com> How popular are you? How much do your tweets matter? This site will show you. Whether you want to know or not.

Twinfluence: <http://www.twinfluence.com> How influential are you? This site will tell you. It measures you by reach, social capital and velocity.

Twitter Break: <http://www.twitterbreak.com> This site features a tweeter of the day. It also features some games to break up your tweeting-day....

Twitter Counter: <http://www.twittercounter.com> This is a great site to see where you rank in the Twitterverse. Gives you stats on your profile but others as well. It's also got the top 100 Twitterers to follow! Check me out:
<http://www.twittercounter.com/compare/bookgal>

Twitterholic: <http://twitterholic.com/> This site let's you check anyone's rank if you know their Twitter name. My page on Twitterholic:
<http://twitterholic.com/bookgal>

Tweet Beep: <http://www.tweetbeep.com> This service will alert you via email anytime your name, book title, company, or other keyword is tweeted about.

Twit Tag: <http://www.twitag.com> Let's you search for any hashtagged tweets on Twitter.

Twitter Hawk: <http://www.twitterhawk.com> This is another neat little keyword site. If you're into tracking keywords on Twitter, you might like this.

Commuter Feed: <http://www.commuterfeed.com> What's up with traffic? This site let's you see reports on traffic incidents in your local area via Twitter. You'll need to follow @commuter then log in incidents using @commuter followed by their city code, like this: *@commuter SD [their city codes] accident on 52 at Santo Road.*

Dear Tweetie: <http://www.deartweetie.com> This is a fun little advice column that uses the Twitterverse to answer people's questions. Here's a tip: if you're an expert shoot a Tweet to @deartweetie with your field of expertise, and when a question comes in that applies, Dear Tweetie will notify you. Another great way to build followers!

TweetAways: <http://www.tweetgiveaway.com> Got something you want to give away on Twitter? Then tweet it to @twitaway. You can also see and follow other giveaways. A great way to promote!

Tweet My Jobs: <http://www.tweetmyjobs.com> Looking for a job? This site let's job seekers and recruiters post and look for jobs by state and city. In March there were almost 18,000 jobs listed.

Twitter Me This: <http://www.twittermethis.com> Got answers? This web site asks a random question and if you are the first to answer, you win \$5. No kidding. But the good news is, you can sponsor a question and get a lot of attention for your book that way.

Micro Plaza: <http://www.microplaza.com> This is a great little research tool. You can search on any topic and see what Twitter users are saying about it.

My Tweetheart: <http://www.mytweetheart.com> Single Tweets unite! This is a singles meetup place. No kidding. Dating, microblogging style.

My Twitter Story: <http://mytwitterstory.com> Got a good Twitter story? Then you might want to consider posting it to My Twitter Story. You can also read other people's stories and Twitter experiences.

Customizing Twitter!

If you're ready to customize your Twitter page, you'll love these sites!

Custom Twit: <http://www.customtwit.com> Offers free Twitter background themes.

Custom Twitter Background: <http://www.customtwitterbackground.com> Free and paid custom Twitter background themes.

Customize Twitter: <http://www.customizetwitter.com> For \$10 you can get a custom Twitter background.

Free Twitter Designer: <http://www.freetwitterdesigner.com> A flash app that lets you personalize your own Twitter backgrounds.

Hip and Twendy: <http://www.hipandtwendy.com> Free backgrounds for your Twitter Page (and MySpace too).

Killer Tweets: <http://www.killertweets.com> A cool gallery of Twitter backgrounds for as low as \$9.00.

My Tweet Space: <http://www.mytweetspace.com> A free service that allows you to customize your Twitter page.

Pimp My Twitter: <http://www.pimpmytwitter.net> Custom Twitter backgrounds for \$75.00.

Tweet Backs: <http://www.tweetbacks.com> Some free Twitter backgrounds.

Tweet Image: <http://www.tweetimage.com> Free and paid for Twitter backgrounds (price ranges \$5 - \$10)

Tweet Skins: <http://www.tweetskins.com> Offers custom Twitter backgrounds from \$47 to \$97.

Tweet Style: <http://www.tweetstyle.com> Free and custom backgrounds.

Twitter Backgrounds Gallery: <http://www.twitterbackgroundsgallery.com> Some super unique Twitter backgrounds submitted and recommended by Twitter users worldwide. Want to submit your own? Send a tweet to: @TwitterBGallery.

Twitter Backs: <http://www.twitterbacks.com> Offers sample backgrounds that can be customized to use on your own page.

Twitter Gallery: <http://www.twittergallery.com> Tons of free patterns, easy one-click installation.

CelebWitter: <http://www.celebwitter.com> Track posts of all celebs who tweet!

Just Tweet It: <http://www.justtweetit.com> If you're looking for people to follow in your market you'll love this site. Check out all the categories and see who's on there. If you're not listed be sure to add yourself to this site too!

Twibs: <http://www.twibs.com> Features the top-followed businesses on Twitter.

Twitter Moms: <http://www.twittermoms.com> A cool social network of moms who Twitter!

Friend or Follow: <http://www.friendorfollow.com> A neat little site to find out who's following you and who you are following who's not following you.

Mr. Tweet: <http://www.mrtweet.net> This is a fun site that will help you find influencers in your market and make recommendations on who to follow.

Twitterless: <http://www.twitterless.com> Allows you to track your followers by notifying you when they unfollow plus follower filters, search, and history graphs.

Twitter Snooze: <http://www.twittersnooze.com> Is someone abusing the Twittiverse? Well you can either unfollow them or turn off their tweets for 30 days.

Twit Ya!: <http://www.twitya.com> What's someone tweeting about? Enter a Twitter username into the box and view their recent tweets.

Twollow: <http://www.twollow.com> Allows you to auto follow people on Twitter based on the keyword phrases in their profiles or tweets.

Google Twitter Gadget: <http://desktop.google.com/plugins/i/twitter.html?hl=en> This site allows you to read and update Twitters right on your desktop.

HootSuite: <http://www.hootsuite.com> This site lets you manage multiple profiles and pre-schedule your tweets.

Pocket Tweets: <http://www.pockettweets.com> A web-based Twitter app for the iPhone.

Splittweet: <http://www.splittweet.com> Let's you track and manage multiple accounts on Twitter.

Tweet Deck: <http://www.tweetdeck.com> I love this application and use it all the time, a great way to keep track of the ever-expanding Twittiverse.

Tweet Grid: <http://www.tweetgrid.com> This is a web-based version of Tweet Deck which allows you to monitor up to nine Twitter searches.

Tweet Take: <http://www.tweetake.com> You back up your blog so why not your tweets? This site lets you do just that.

Twiddict: <http://www.twiddict.com> Is Twitter down? Sometimes it does crash and when it does, there's Twiddict to the rescue! This site lets you continue to tweet even when Twitter isn't functional.

Twitter Keys: <http://thenextweb.com/TwitterKeys/keys.php> Allows you to add special graphics and other symbols to your tweets.

Book Authors, book publishers and other book peeps on Twitter:

<http://www.highspotinc.com/blog/2009/02/a-directory-of-authors-on-twitter>
and here: <http://www.highspotinc.com/blog/2008/12/a-directory-of-book-trade-people-on-twitter>.

25+ Celebrity Twitter Users: <http://mashable.com/2008/10/20/25-celebrity-twitter-users> Celebs who tweet.

Consider us for your next Internet Marketing Campaign!

Because Internet Marketing is constantly changing, our team of Marketing Strategists and Web 2.0 specialists is always looking for new techniques to improve your online campaign! That's why we are the leader in Internet Marketing and Publicity.

Why are we the best?

We have one of the top Search Engine Marketing experts in the country, managing all of our campaigns. What does that mean for you? It means we'll offer you the hottest, best, and most effective marketing available.

Micro Blogging

You've heard of Twitter, right? Well, our Micro Blogging Campaigns use the power of the mini-message to push your message into cyberspace.

Social Networking

Yes, we're talking Facebook and Squidoo: but the point is, what if you build a social networking site, and no one shows up? We build, customize, and optimize social networking pages that will funnel readers directly to your book!

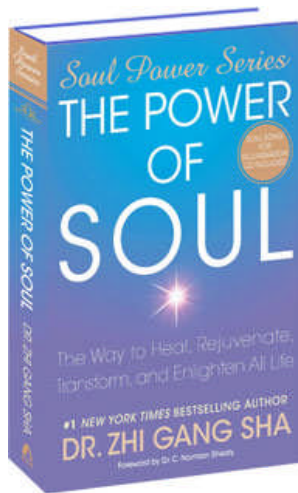
Blogging

Is blogging outdated? Not at all, but we do it differently. It's not just about blogging. It's about getting people to talk about your book. Our buzz building strategies are an exceptional way to gain more exposure for your web site and your book! Book reviews online are great ... buzz is better. Let us show you how!

Social Bookmarking

Did you think we'd forget this one? If you're looking for a fast way to maximize your exposure, this is it. Social bookmarking is powerful, fast, and effective.

Recent Books We've Worked On



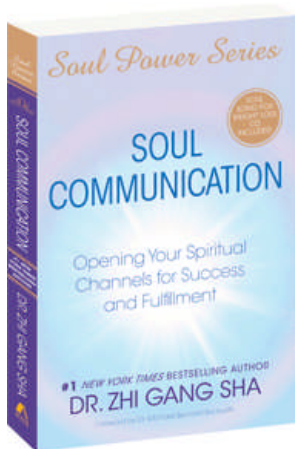
The New York Times

THE WALL STREET JOURNAL.

Program outline:

- ✓ Blog Tour
- ✓ Social Networking Tour
- ✓ Micro Blogging Tour

Results: This book hit the #1 spot on the New York Times Bestseller List and was also #1 on the Wall Street Journal list (2009)



The New York Times

THE WALL STREET JOURNAL.

Program outline:

- ✓ Blog Tour
- ✓ Social Networking Tour
- ✓ Micro Blogging Tour

Results: This book hit the #1 spot on the New York Times Bestseller List (2008/2009)



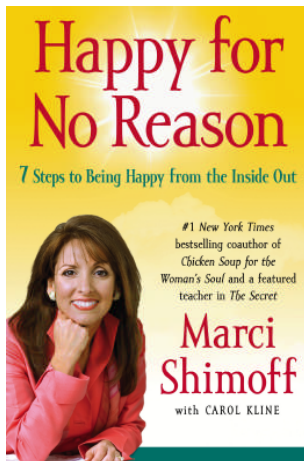
The New York Times

THE WALL STREET JOURNAL.

Program outline:

- ✓ Blog Tour
- ✓ Social Networking Tour
- ✓ Video Tour
- ✓ Micro Blogging Tour

Results: This book hit the #6 spot on the New York Times Bestseller List and was #2 on the Wall Street Journal list (2008)



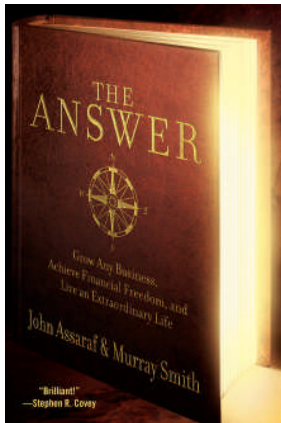
The New York Times

THE WALL STREET JOURNAL.

Program outline:

- ✓ Blog Tour
- ✓ Social Networking Tour
- ✓ Video Tour

Results: This book hit the New York Times Bestseller List (#7) as well as spending three weeks in the top 150 of the USA Today Bestseller List, it was also #10 on the Wall Street Journal list (2008)

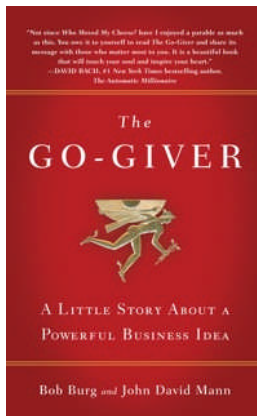


THE WALL STREET JOURNAL.

Program outline:

- ✓ Blog Tour
- ✓ Social Networking Tour
- ✓ Video Tour
- ✓ Micro Blogging Tour

Results: Currently on the Wall Street Journal Bestseller List (top ten)



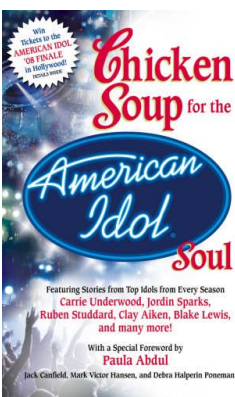
THE WALL STREET JOURNAL.

amazon.com

Program outline:

- ✓ Blog Tour
- ✓ Social Networking Tour
- ✓ Video Tour

Results: This book hit was #1 on Amazon.com across 12 different categories. It was also #6 on the Wall Street Journal list (2008)



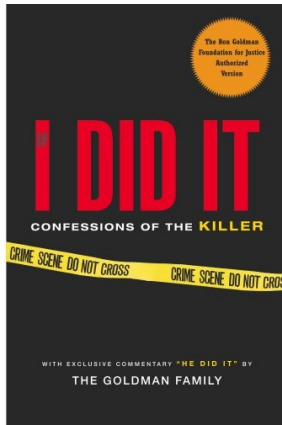
100,000 copies sold!

Program outline:

- ✓ Blog Tour
- ✓ Social Networking Tour

Results: In excess of 100,000 books sold in December 2007 during height of our promotional

efforts



Bestseller List

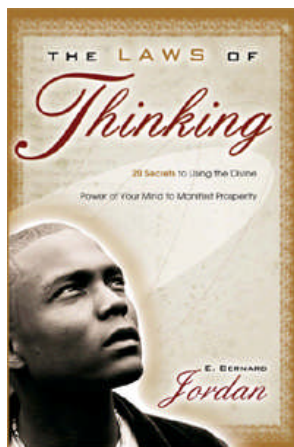
The New York Times

Los Angeles Times

Program outline:

✓ Blog Tour

Results: Book hit the New York Times Bestseller List and Los Angeles Times



THE WALL STREET JOURNAL.

Program outline:

✓ Virtual Author Tour

Results: This book spent three weeks on the Wall Street Journal Bestseller list in 2007

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