TWITTER SECRETS FOR AUTHORS

Why authors use Twitter

Twitter has been called the world's largest book club because of its popularity with readers and authors. For readers, it is easy to connect with authors and book sites for news of discounted books, new releases, and giveaways. Because so many readers are actively looking for books on Twitter, it is the ideal social medium for book marketing.

How Twitter works

As a Twitter user, you choose who you follow and who you don't. After you "follow" someone, tweets from the person you follow appear in your "home feed" (what you see when you first open the Twitter app or open Twitter in the browser).

This is different from your "personal twitter feed" which you see at your "profile" (twitter.com/yourusername) or when you select the "Me" tab on the mobile app. Your personal feed displays all the tweets *you* have created (aside from replies to others.)

You can have an unlimited number of followers (people who follow your account). You cannot, however, control who follows you unless you set your account to "private", in which case you would need to approve every new follower. This is not recommended for authors who are interested in building a following of readers.

Pay attention to "impressions"

Here is a key fact. You will only see tweets that are sent by the people you followed when you have Twitter open. If that person tweets while you are in a meeting or sleeping—or for any reason you are not using Twitter—those Tweets simply disappear down a long scrolling list of Tweets from all the people you follow. You can scroll down to see Tweets from a while back, but most people don't bother.

This means that if you have 1,000 followers and Tweet a message, not all your followers will see your Tweet. Only those followers using Twitter at the time you Tweeted are likely to see it. Twitter calls your followers "impressions" whenever they view your Tweet. The

number of impressions your Tweet earns tells you how many of your followers most likely saw your tweet.

A Tweet only reaches 1-2% of your followers

Most people don't understand that a Tweet isn't seen by all their followers, but only by approximately 1-2% of them. If you have 1,000 followers and post a Tweet, it will only be seen by about 20 people, not 1,000 as you might think.

If you want your Tweet to be seen by nearly ALL 1,000 of your followers, you will have to post that same Tweet about 50 times or more at different times of the day and on different days. Alternatively, if you wanted a single Tweet to immediately reach 1,000 people, you could post it on a paid Twitter advertising network that has at least 50,000 qualified followers.

If you could grow your Twitter account to 50,000 "real" followers, you could reach 1,000 of them each time you posted a Tweet. But you could never reach all 50,000 of them with one Tweet.

Tweet often to reach readers

The AuthorScope Twitter Ad Network has 1,150,000 followers who are known book readers. A single Tweet from all 16 Twitter accounts in the Network cannot reach all 1,150,000 followers, but these 16 Tweets predictably can reach 23,000 readers. If you increased the Tweet frequency to 8 Tweets per day from each account, you could reach 184,000 readers in a single day.

AuthorScope gives you two powerful levers to control the likelihood of sales success:

- **Tweet frequency**. Increase the Tweet frequency to increase chances for sales
- **Tweet duration**. Increase the number of days or weeks during which you Tweet to increase chances for sales.

What makes a good book Tweet?

With 50,000 new books released on Amazon each month, it is seldom enough to simply announce the availability of your book—unless you are a famous author with a large following anxiously awaiting your latest work.

Assuming you have a riveting cover and compelling book title, your Tweet needs to accomplish one of these goals in 140 characters or a single image:

- Give both the means and a reason to buy the book
- Invite further scrutiny by linking to longer content.

The means and a reason to buy the book

Too many authors forget to include a link that provides a means to purchase the book. If there is no link to a buy page, there will be no sale. Period

When considering a reason for a reader to buy the book, consider the direct approach. Your book is aimed at readers who are interested in a specific genre or nonfiction topic. So explain to those readers why they should buy your book *right now*. Give them a compelling reason. To help you discover possible reasons, answer these questions about your book:

- *Who* is the audience?
- *What* is the book about (the genre and one-line description)?
- *How* and *why* will your book appeal to its audience?
- *What* about your book is new, better, more complete, different from its competitors?
- *Which* impartial and positive reviews has your book earned?

The answers to these questions can lead you to uncover reasons for readers to buy your book. You may come up with several strong reasons, each deserving of a showcased Tweet. Here are some effective messages developed as images that give readers a reason to buy the book:
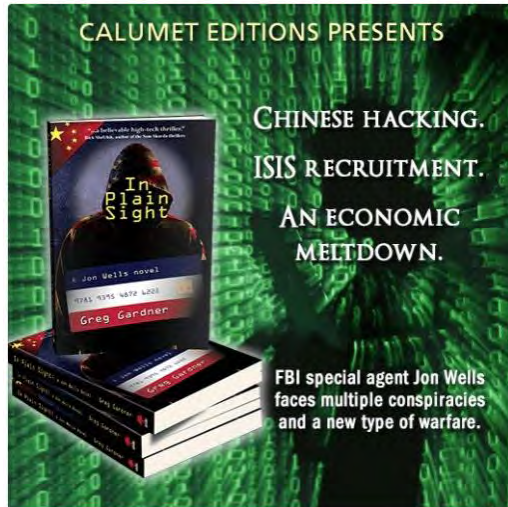
Explore the book! ➡ smarturl.it/SEEtg #spirituality #misbeliefs
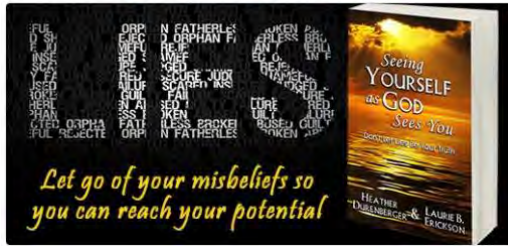
A race to strip her psychiatrist of his license to kill. smarturl.it/FATtg #ebook #kindle

Get the book now. ➡ smarturl.it/IPStg #thriller #books

An invitation to further scrutiny

A less direct sales approach, but one that has met with considerable success, is to invite readers to dig more deeply into the story or topic of the book. Generally, this is accomplished by providing a link to a blog post, a review, or an online article highlighting the book.

This "content marketing" approach recognizes the difficulties of crafting a short Tweet that by itself adequately "sells" the virtues of a book. Instead, it works to create or identify a longer message that presents a more coherent and persuasive reason to consider purchasing the book. This approach can also do more to strengthen the author's name recognition and brand.

How does the story you're telling yourself inhibit your growth? ➡️
smarturl.it/HBstor

Listen to the radio interview here: audioboom.com/posts/5863409-...

What's the world of a White House "Advance Man" like?" smarturl.it/kcur #Kindle #Ebook

WHAT'S THE WORLD OF A WHITE HOUSE "ADVANCE MAN" REALLY LIKE?

Listen to the interview with Steven Jacques, author of the novel *Advance Man*.

@Steven_Jacques1

Why I write thrillers. Check out my blog. smarturl.it/LBwhy @AMZ0NE #kindle #ebook

Why I write thrillers.

Read my blog post.

#1 BESTSELLING AUTHOR
GARY LINDBERG

@Gary_Lindberg - LindbergBooks.com

Deconstructing a Tweet

A Tweet is comprised of several parts. Here is a concise explanation of each part.

ABOVE THE IMAGE

Message

For most Tweets, the message is the main part. In the Tweet directly above, the message is "Why I write thrillers. Check out my blog."

Link

After the Tweet's message is a link. When a reader clicks the link, the browser or app immediately displays the link's destination page. For a book, this is often the Amazon book page from which a reader can buy the book.

In the Tweet directly above, the Amazon link has been converted into a SMARTURL, which is a link with some additional features. We will discuss SMARTURLs below.
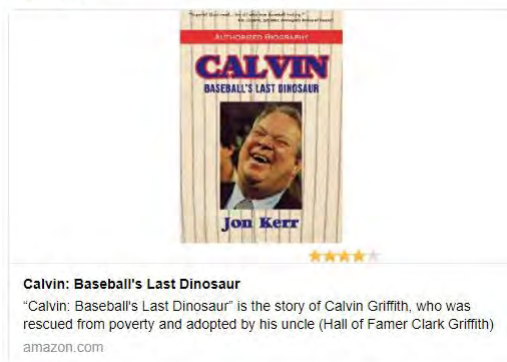
Hashtags

Tweet directly above ends with two hashtags (#kindle and #ebook). People use the hashtag symbol (#) before a relevant keyword or phrase Tweet to categorize a Tweet and help it show more easily in **Twitter** search. Clicking or tapping on a hashtagged word in any message shows you other Tweets that include that hashtag. This provides a convenient way to get your Tweet to be seen by nonfollowers who are interested in the hashtag's topic.

Image

When an image is attached to a Tweet, the Tweet appears like those shown above. The text portion of the Tweet appears above the image itself.

If no image is attached to a Tweet that contains a link to an Amazon book page, the Amazon link is removed from the text. Twitter automatically replaces it with a clickable book cover image and the first 25-30 words of the book description.


A GREAT GIFT for all who love #baeball history. CALVIN: BASEBALL'S LAST DINOSAUR

Calvin: Baseball's Last Dinosaur
"Calvin: Baseball's Last Dinosaur" is the story of Calvin Griffith, who was rescued from poverty and adopted by his uncle (Hall of Famer Clark Griffith)
amazon.com

SmartURLs

When you buy Tweets on the AuthorScope Twitter Ad Network, AuthorScope will take your submitted link and convert it into a SMARTURL link, which has several additional features:

- **Third-party click stats.** At any time you wish, just enter your provided SmartURL into the address bar of a browser, add a PLUS sign (+), and press the Enter key.

  ← → C   smarturl.it/XXXxx+
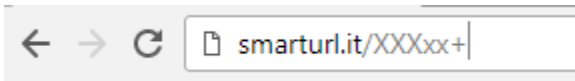
  You will get a report of the previous seven days click activity, along with data about which countries from which the clicks originated. SmartURL is an independent organization not affiliated with AuthorScope, so this data cannot be tampered with.

- **International Amazon links.** AuthorScope programs a custom SmartURL for you that displays the Amazon book page in the country from which the click originates. If the click occurs in the UK, the link will display the Amazon book page in the Amazon.co.uk store so the book can be purchased with the customer's Amazon UK account.
- **Reprogrammable links.** At any time, if you want your SmartURL to display a different web page, the SmartURL can be reprogrammed. If you move your blogsite, for example, and want your SmartURL to keep pointing to an old post with a new address, no problem. It can be done.

Creating Twitter images

If you want to create your own Twitter images for use on Twitter, AuthorScope recommends three sizes (in pixels) for optimum performance, all of which are permissible to use on the AuthorScope Twitter Ad Network:

- 525 (wide) x 250 (high)
- 525 (wide) x 300 (high)
- 525 (wide) x 525 (high)

Use PowerPoint to Create Images

One of the simplest ways of creating images for Twitter is in Microsoft PowerPoint, which most people already have. If you wish, you can download three PowerPoint templates here, one for each of the image sizes mentioned above.

You should know, however, that text-only Tweets are still effective. Sometimes even more effective than using a graphic. And if you include a link to your Amazon page, your book cover will still show up in your Tweet.

The following PowerPoint tutorial assumes that you are familiar at a basic level with using PowerPoint, and that you are using one of the AuthorScope templates.

1. Open the PPT template, which contains one light-blue shape (rectangle). Change the color of this object if you wish to use it as a background for your image. Otherwise, delete the object.

2. Locate and insert a background image into the template, if you want one. Resize and position it appropriately.

3. Insert your book cover image into the template if you want to use it. Resize and position it appropriately.

4. Insert, resize and position all other graphical elements into the template.

5. Insert text boxes as appropriate into the template containing appropriate text. Choose fonts of your choice, then resize and position text as appropriate.

6. When you have completed your image satisfactorily, save your PPT file.

7. From the FILE menu item on the Ribbon, select the SAVE AS command.

8. From the File Type dropdown menu, select the JPEG File Interchange Format (*.jpg).

9. Select a location in which to save your JPG file, then type a filename if necessary and and click the SAVE button.

10. Find your saved image, then double-click it to view it.

A Twitter network for authors

After three years of building a Twitter network for book and author promotion, AuthorScope has released its *AuthorScope Twitter Network* to the public. For a long time, AuthorScope has been curating followers, promoting a selected assortment of high-quality books, testing and measuring effectiveness of the network, and building infrastructure.

Currently, AuthorScope administers a Twitter network of over 60 accounts and 4,000,000+ followers who are readers and authors. It is by far the largest Twitter network of readers in the world. More than 1,000,000 of these are now available for paid book promotions. AuthorScope adds close to 10,000 new followers per day and posts nearly 6,000 Tweets per day and, so it has learned a lot about getting results from Twitter.

Why shouldn't I just buy ads from Twitter?

Twitter sells advertising, but for each dollar spent a user will get fewer clicks than from the AuthorScope network, and no assurance that the impressions delivered are for truly *active* Twitter users. We have compared the sales effectiveness of Twitter-bought ads with Tweets distributed by the AuthorScope Twitter Network, and the AuthorScope campaign consistently delivered nearly twice the clicks per dollar spent.

The AuthorScope Twitter Network has virtually no fake followers

With the proliferation of fake Twitter accounts, many people have asked about the integrity of our followers. To monitor this issue for

our Network, we have used AuditScore.com, a third-party resource that specializes in checking Twitter accounts for fake followers. Here are the results for the Network's 16 accounts:
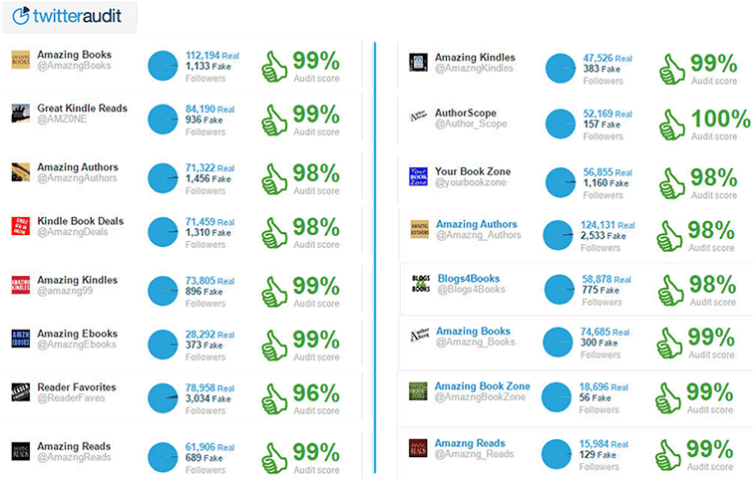
Millions of ad impressions

The AuthorScope Twitter Network has a large build-in audience. While the total follower base is over 1,150,000 readers and authors, Network ads recently generated 8.8 million impressions in just 28 days.
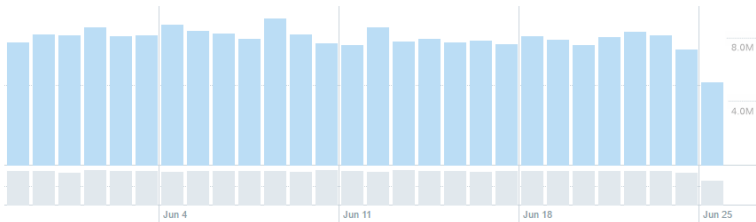
Can the AuthorScope Twitter Network guarantee sales?

In short, no. Any ad channel that says it can is misleading you. The job of an advertising channel is to present your book to as many qualified potential buyers as possible. AuthorScope does this. The success of "selling" the book once it is presented depends upon the quality and effectiveness of many other factors that AuthorScope has no control over, such as:

- The effectiveness of the **Tweet** (many marketers test various messages to find the best one).
- How distinctive and memorable the **book title**.
- How well the **book cover** stands out from the crowd and provokes interest
- How engaging the **book description** is
- The book's **price** compared to the competition (generally, the higher the price, the fewer books are sold)
- The **age of the book** since its publication (recently released titles usually sell better)
- How well the book **landing page** converts browsers to buyers
- The availability and quality of **sample pages**
- The author's name recognition and reputation
- The **number of competitors** and books sold in the genre or topic
- How many current **promotions for competitive books** are currently in play
- How much promotional activity for your book is currently in play