



Twitter Checklist: Setup for Success

Sign up for your Twitter account at <http://twitter.com>

My Username:

My Password:

- Customize your profile settings
 - Upload a picture
 - Enter your name
 - Enter your location
 - Enter your URL
 - Add your mini bio

- Customize your design
 - Create your background image and upload it
 - Customize your colors to match your background

- Start tweeting! (see pages 16-18 of the guide if you need ideas of what to share)
 - Add 10 or so tweets to your profile
 - Re-tweet someone else's tweet (or two or three)
 - Do a search for a topic you are knowledgeable about and @ reply to a question or comment on the topic
 - Post a quote you like

- List yourself in <http://twellow.com> and look for a tribe or two to join at <http://twibes.com>

- Go to <http://TweetBeep.com> and setup alerts for the key subjects you want to watch for (your name, your business name, your URL, and the key services or products you provide)

- Start jumping into conversations and chats with others (if you aren't sure what to do, just go to <http://twitter.com/smallbizmuse> and reply to something I've said – I'll tweet back at you!)

- Add a link to Twitter from your website – you can just add a link that says "Follow Me on Twitter" or an image from <http://twitbuttons.com> or you can add a tweet stream box from <http://twitter.com/goodies/widgets>

- Sign up for your account with <http://HootSuite.com> and use it to schedule your 30 #hashtag tips (look at pages 34-35 of the guide to get details on how to do this)

- If you've got a blog, add the TweetMeMe retweet plugin and the Twitter Tools plugin

- Create your Twitter plan:
 - What time(s) of day will you check in on Twitter?
 - How long will you spend on the site (a timer is a good idea)?