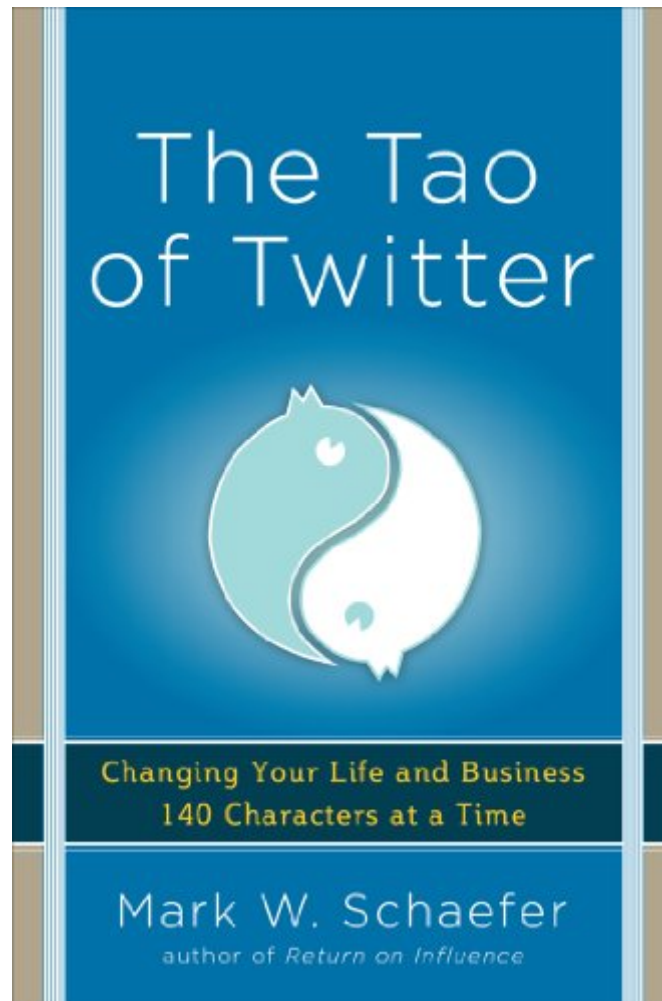


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# The Tao Of Twitter: Changing Your Life And Business 140 Characters At A Time



## Synopsis

The best-selling book on Twitter in the World! The Tao of Twitter offers strategies, tactics, and time-savers for driving measurable marketing benefits on any personal or business Twitter account. You'll get hundreds of tips, examples, and easy-to-follow instructions that will help you increase influence, get relevant new followers, and discover measurable new business benefits. Whether you are an experienced Twitter user or just starting out, this beloved book has ideas you can use to improve your Twitter experience TODAY!

## Book Information

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## Customer Reviews

Why I read The Tao of Twitter: Twitter is one of the social-media technology companies with a growing influence around the world. I first read about Twitter more than four years ago. I understood that it broadcast messages called "tweets" in 140 characters or less. Unfortunately, I did not know how to use the service effectively. Since I am now in the final months of a 45-year prison term, I'm trying to educate myself more on social media. I've never accessed the Internet directly, but I've worked hard to build a web presence over the past 15 years. I want to use my website in ways that provide value for people seeking to understand prisons, the people they hold, and strategies for

overcoming adversity. I suspected that learning more about how to use Twitter would be a good use of my time. My wife researched books that described the service and when she found *The Tao of Twitter* by Mark W. Schaefer, she sent it to me. What I learned from reading *The Tao of Twitter*: I learned a great deal about using twitter effectively from reading this book. As a federal prisoner I've never had the privilege of logging onto the Internet. From what I'd read in the business news, I knew that Twitter was growing remarkably fast and I instructed my wife, Carole, to reserve a Twitter "handle" for me several years ago. Since then, she has tied my Twitter account to my websites, facebook, and LinkedIn presence. Although I didn't have a coordinated strategy, somehow I've built a following of more than 800 Twitter followers. Still, it wasn't a coordinated strategy, and I knew that I was not using the site effectively.

I recommended this book to my mother, which says it all. While I might recover from losing followers I would not want to disappoint my mother. She is not on Twitter (yet); if anything will help her ease into this social medium it is "The Tao of Twitter". Beyond that, this compact book offers general advice, good for all social media. Twitter has received great attention because of its role in various political revolutions during the Arab Spring. While that may have demonstrated the power of Twitter, many people, who then looked at Twitter for the first time, might have been unsure, how this medium could help them. The author explains all ins and outs of basic twitter plus how to take it to the next level. Anybody following the book can look like a pro in one week. Beyond that Mr. Schaefer delivers the URLs and twitter handles for various outsourceable twitter services, some of which I, a regular twitter user, had never heard of. Very cool. & many thanks. Schaefer's statistics speak for themselves. Any marketing person should look into this." 79 percent of Twitter followers (versus 60 percent of Facebook fans) are more likely to recommend brands since becoming a fan or follower. And 67 percent of Twitter followers (versus 51 percent of Facebook fans) are more likely to buy the brands they follow." On the flipside, every individual consumer should look into twitter too. Chances are that consumer input will be heard better and faster via Twitter. In fact, Schaefer tells Heather Armstrong's story "who had just purchased a new washing machine to keep up with the diapers of her prodigiously-pooing newborn, discovered that her \$ 1,300 appliance didn't work. After several weeks of botched service calls, Heather vents on Twitter...

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