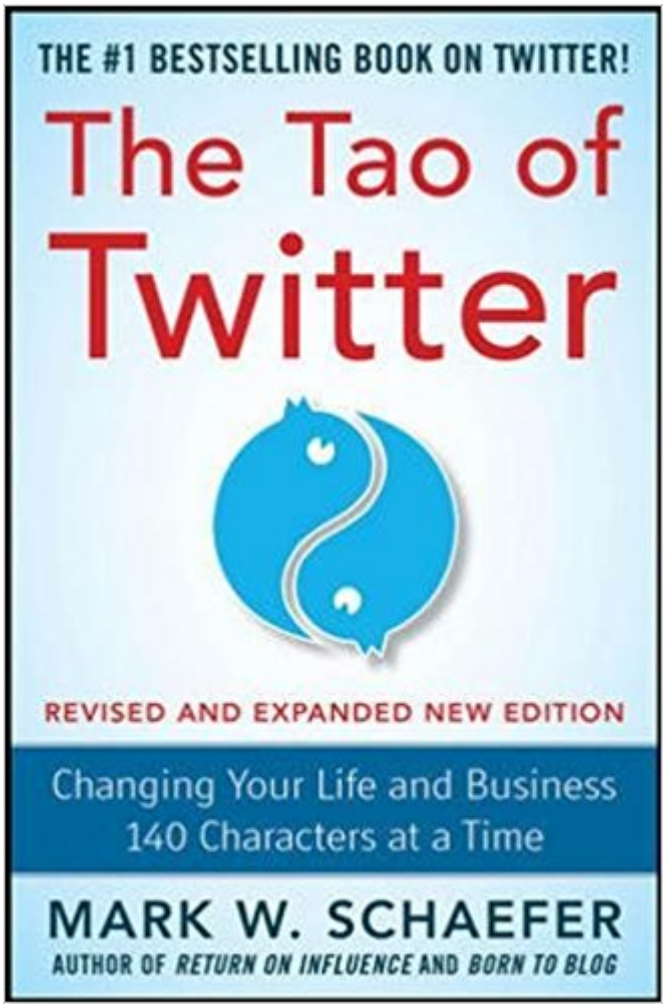
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The Tao Of Twitter, Revised And Expanded New Edition: Changing Your Life And Business 140 Characters At A Time (Business Books)




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Synopsis

The Definitive Guide to Twitter Success Fully Updated and Expanded FEATURING new statistics, strategies, and case studies You’re busy and you don’t have time to decipher the confusing world of Twitter. In less than two hours, Mark Schaefer’s bestselling book will show you how to connect and start creating meaningful business and personal benefits right away! Behind every Twitter triumph is a well-defined success formula. This is The Tao of Twitter: a path that holds the potential to improve your daily life at work and at home . . . if you know the way. Through real-life examples and easy-to-follow steps, acclaimed marketing expert Mark Schaefer teaches you: Secrets to building influence on Twitter The formula behind every Twitter business success 22 ways to build an audience who wants to connect with you Content strategies, time savers, and useful tips 20 ways to use Twitter as a competitive advantage Start your journey toward social media influence and business success today by learning--and following--The Tao of Twitter!

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Customer Reviews

"The best book on Twitter you will ever read." -- B2B Marketing Magazine --This text refers to an out of print or unavailable edition of this title.

Since the first edition of The Tao of Twitter came out in 2011, I have been amazed at the outpouring of love for this little book that comes across my desk each day. People have told me it has changed

their lives. Agencies have bought the book by the case to teach social media to clients. And at least 30 universities are assigning this to business and journalism students asÃ Â requiredÃ Â reading.The book was initially created to solve a problem. The most common question am I asked is, "Can you help me understand Twitter?" Ã Â That is just not something that can be addressed over a cup of coffee! So I wrote this book, first to help my students, but it caught on has loyal fans all around the world. Ã Â The Tao of Twitter teaches you the practical MINDSET for success, not just a bunch ofÃ Â theoreticalÃ Â or technical suggestions. If you follow the strategy in the book, I know it can work for you because I have seen it impact hundreds of lives.The Tao of Twitter is beyond a book. It’s a movement. Welcome to a global community that is unleashing the power of this amazing communication platform to connect to the world and drive new business benefits in wonderful and unexpected ways!Ã Â --This text refers to an out of print or unavailable edition of this title.

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-pooping newborn, discovered that her $ 1,300 appliance didn’t work. After several weeks of botched service calls, Heather vents on Twitter..."This is where Schaefer’s book excels: Instead of giving the typical bullet lists, which can be found on blogs "7 Ways how to..." he tells stories, which readers can relate to and apply to their own lives.Lastly, I would like to point

out where Schaefer excels most: He explains that even if at first glance it might look different: Twitter is PERSONAL.It is about demonstrating real class and style. In chapter 3: `Offering Authentic Helpfulness' he suggests to always tweet thank-yous after somebody helped. This in itself is nothing new but it is the author/expert's style, which makes all the difference. Here is his example: @jfloyd helped me with a problem today. You should definitely follow Jeremy.These 78 characters demonstrate that Mark Schaefer can teach how to build personal relationships. Instead of tweeting annoying "Gave you +1K", which are really nothing but attempts to brag, Schaefer's tweet shows how to make all tweets personal.If you plan to read only one book about social media this entire year, I recommend "The Tao of Twitter"Gisela Hausmann, blogger and author @Naked_Determina

Mark Schaefer clearly explains to his readers how to successfully derive business benefits from Twitter. Mr. Schaefer reduces what he calls the Tao of Twitter to three guiding principles:1. Build targeted connections: More relevant connections mean more opportunities for business benefits.2. Create meaningful content: Providing consistent, compelling content builds awareness and generates trust over time, resulting in new (relevant) Twitter connections.3. Be animated with a mindset of helpfulness: The social Web is not different from any business relationship. Trust must be earned before it is given.The author warns his (business) readers that mastering the third principle is the most challenging aspect of the essence of Twitter. Whoever is keen to oversell oneself on Twitter and confuses this social platform with a traditional broadcast media will alienate one's audience.To his credit, Mr. Schaefer stresses that gaining success on Twitter requires persistence, patience, and a consistent presence. The author shares with his readers a number of tools and techniques that can facilitate the mastery of the Tao of Twitter.As a nimble small business owner, Mr. Schaefer can make things happen fast on Twitter and in the physical world as he repeatedly demonstrates with much conviction through his book. People working for larger corporate organizations usually do not have both his authority and flexibility to move as fast as he does in both dimensions. Unsurprisingly, some readers will feel puzzled at times about how to successfully market what they have to offer in a non-overbearing way on Twitter.In summary, the Tao of Twitter is a good addition to one's social media library.

I never understood why Twitter is so popular and didn't really think there was much value in wasting your time sending tweets. The author tells a story of his experiences early in the book and it was quite clear just how powerful Twitter can be. This book was easy to read and understand. Shaefer gets right to the point and provides information for using Twitter and the tools available. He tells you

how to use Twitter, what to say, and why.The main message Schaefer sends is that Twitter is about connecting people with people. This is where he explains what he means by the Tao of Twitter. He outlines 3 areas: (1) Connecting with each other, (2) Learning from one another, and (3) Truly helping each other.This book is packed full of tips, tricks, ideas, resources, links, and much more. I will be keeping this book for reference when I start my Social Media Marketing adventures. I definitely recommend to anyone who is thinking of using Twitter, to read this book.

I read this book as an assignment for a Social Media Marketing class and found it easy to read, engaging and informative. Twitter has never been my favorite social media platform but I found myself wanting to dust off my old Twitter account and finally see how I can make it work for me. I appreciate how the book is written with a number of first-hand engaging stories, followed by a concise breakdown about the key takeaways from the authors experiences. The author comes across as a true Twitter expert (though not boastful about it), but he still takes the time to explain the smallest basics (like what a retweet is and the etiquette of using it). I really liked the author's style and plan to read other books written by him.

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