

caters to their desire to network with other like-minded individuals.

This means that you want to make sure your automated DM message, as well as every tweet you broadcast is seemingly written for the benefit of the reader, rather than direct advertisements.

Posting entertaining and useful tweets is an important part of successfully building your online business with twitter, however you want to focus on spending your time wisely and ensuring that each tweet is productive in helping you further your brand, right?

This is where twitter link bait comes into play. Instead of posting a link to a direct news story, post a summary of it on your blog and direct people to your page in order to read the message you are broadcasting.

This is a passive aggressive marketing tactic that works very well within twitter, because rather than directly trying to sell to your following base, you are simply posting about something you found interesting, useful or entertaining.

Once you have them on your blog, they'll likely explore your website and if you've done your job of developing relationships with your following base and staying active within the twitter community, it will be a lot easier to convince them to subscribe to your newsletter or purchase your products.

anything but annoying those on your list.

Take the time to talk to people individually by directing messages to specific people, post useful information or links to free products and resources that people in your various niche markets would appreciate.

Just like anything else you need to develop a reputation on Twitter as being someone who is interested in helping others, while developing your own Twitter presence.

A great thing about Twitter is the ability to quickly locate other people who are involved in your target market, or industry.

For example, if you are looking to find people to interview who may be experienced in specific things, you can find many people who are involved in nearly every topic and subject online.

It's like a rolodex of the entire online business industry, and as Twitter continues to grow, more and more people are jumping on board, so expect to see Twitter evolve and change to improve their system and add more interactive, productive features that will make it even easier for use to reach out to other users.

Posting subtle little updates about your current projects, websites, blogs and products is an easy way to keep people up to date on what you are