

Hello,

This issue is being sent to you courtesy of:

*Robin G. Coles
 R G Coles and Co. LLC*

It is our way of saying we appreciate you and truly value your business. Please feel free to pass this along to others (friends, family and neighbors) whom you feel would benefit from it. Enjoy!

Word search Puzzle:

Below is a list of words that pertain to writing. Each word can be found in any direction within the puzzle.

<i>Badge</i>	<i>Post</i>	<i>Twitter</i>
<i>Blog</i>	<i>Style</i>	<i>Voice</i>
<i>Follow</i>	<i>Tool</i>	<i>Web</i>
<i>Link</i>	<i>Tweet</i>	<i>Write</i>

F	O	L	L	O	W
H	T	G	I	L	R
I	W	O	N	A	I
T	I	L	K	B	T
S	T	B	E	R	E
O	T	W	E	E	T
P	E	G	D	A	B
N	R	T	O	O	L
V	O	I	C	E	E
P	E	L	Y	T	S

3 Keys to Using Twitter Professionally

Are you tweeting with the best of the best, or like me, still trying to figure this thing out? It isn't twitter itself that's the problem. It's using a multitude of social media marketing (LinkedIn, Facebook, and Plaxo), including blogging, which all takes time to use.

According to GeekPreneur, "while a conventional blog is a great tool for attracting readers and potential customers, those blog posts can get pushed to the bottom of your list of things to do." Blogs; take time to write, can be any length, and are sometimes referred to as the "novels of social media.

Twitter, on the other hand, only allows you to write 140 characters or approximately 23 words. Most often, you won't even need that much. For example, here's a recent post:

Twitter: What are you doing?

Me: Writing this month's newsletter re: 3 key ways to use twitter professionally and effectively. Ask questions, get advice, network - likeminded people.

That's 131 characters. Perfect! Just 22 words.

Other than taking a few minutes to rewrite that sentence so it would fit in less than 140 characters, it's a much quicker way to let your followers know what you're up to. They also get the idea of what you're doing in a short quick read. Then, if you have room, you can add a link* to either your website or blog for them to get more information if they're interested.

Ok, as the title says, there are 3 keys to using twitter to increase awareness for your business. And, believe me, they are a lot easier than writing the sample above. They are:

Ask Questions – This is a great way to get feedback, do research, or even send your followers to your website and/or blog. For example:
 "What food contains high calcium levels found on earth and may be able to decrease your bone loss and risk of osteoporosis?" 101 chars/22 words



**From the desk of:
Robin G. Coles**

It's tea time. Thanks for joining me. I've made a pot of loose Twinings English Breakfast. September brought; two boat shows in New England, the Jewish Holidays starting with Rosh Hashanah, the official New Year (it's now 5770, wow!) and Yom Kippur: Day of Atonement. Yom Kippur is the toughest. This is where we spend 24 hours fasting and praying for forgiveness of everybody's sins, not just our own.

Unfortunately, both boat shows were during the holidays, but I did attend the first day of the Newport International Boat Show in Rhode Island. I got to climb aboard the bigger boats that don't come to Boston, including the big yachts. My favorite was the 60' loader Hatteras Yacht and though I'm a sail boater at heart, one could change my mind with a Hatteras.

I've been doing a lot of driving back and forth to New Hampshire near the Vermont border and the foliage has already started. The locals, however, will tell you the colors are quite subdued due to all the rain we've had.

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Short Email version available. To receive your copy go to <http://www.rgcolesandco.com> and signup today.

Using a rhetorical question like the one above is also a great way to test headlines for a white paper or sales letter you're writing. It also gets your followers into a dialog with you by having them tweet back an answer.

2. **Get Advice** – Here you're looking for an opinion on a product or even feedback for something specific. Be careful not to give away any business secrets or strategies. One application that works great here is TwtPoll (<http://twtpoll.com>). TwtPoll allows you to set up a poll and gives everyone who answers an opportunity to retweet your questions to their followers. Results are also available realtime.
3. **Network with likeminded people** – Twitter is the fastest way to find other people around the world who have the same interests and hobbies as you. Once your business account is setup, search twitter to see who else has an interest in your product and/or service, then follow them. Eventually, some of those you are following will follow you.

Last but not least; whether you're asking a question, looking for advice or just networking to build a repoire, be sure to include specific keywords to help your new followers find you in their searches.

*(A great tool to use for shortening your website links is: <http://www.tinyurl.com>)

Special Offer:

Have a writing project that needs to get done? Or have an idea for one, but not sure what's the best way to use it? If so, give me a call (339-532-8334). Mention this newsletter special and receive a 25% discount. Offer good till November 1st.