



A Twitter How-To from True Essentials

Are you new to Twitter? Wondering what it's all about? No worries, friends. We were recently new to Twitter too, and not so sure about it. We quickly learned that it is simple, easy and fun. Here are some helpful tips to help you get started.

Once you do, you can stay up-to-date regarding the True Essentials family of products (id=**TrueEssentials**). By following **TrueEssentials**, you will be among the first to know about promotional offers and product updates. We include messages to help you learn about our products, including tips and tools to help you earn substantial income through product sales. We include quotes and messages from our leaders, including Paul Orberson, Tom Mills, and David Mills. Jeff Orberson, FHTM's CBO, has his own Twitter account; follow him at id=**FHTMcbo**. The Marketing department sends messages to our Representatives to help you build your business and to keep you in the know with Fortune happenings, id=**MarketingFHTM**.

Are you interested in learning more about nutrition, health and wellness? True Essentials has a second Twitter account that is designed to keep you motivated to live a life of health and wellness (id=**TEHolly**). Follow **TEHolly** if you are trying to maintain your weight, are working to lose those extra pounds, and/or are interested in making lifestyle choices that lead to a future of health and wellness. The **TEHolly** Twitter account will help you to take care of your and your family's well-being as you build your FHTM business and journey toward your financial goals and dreams.

A Few Interesting Facts & Tips to Know Before Getting Started

1. Twitter is free!
2. You must be 13 years of age or older to join the Twitter community.
3. Twitter messages are similar to text messages that get sent through your computer or phone. It's your choice which one to use at any particular time. Standard Twitter messages are displayed for anyone to read, but you may also send "Direct Messages" by beginning the message with d and space before the <username> at the beginning of a message: (i.e. type: d_TEHolly followed by the message...)
4. Twitter messages are short and sweet; they are limited to 140 characters. As you type your Twitter message, the program counts down to let you know how many characters you have remaining. If you are using your cell phone to send Twitter messages, remember that most text messages allow 160 characters, but only the first 140 will show up if you send a Twitter message. If you use the computer instead, it will conveniently count down the number of characters you have remaining to use.
5. You can use Twitter as much or as little as you like; it's your choice. However, before using Twitter from your cell phone, make sure you have a plan with unlimited texting.
6. A Twitter is, "a short burst of activity – like chirping," so that is why the logo for Twitter is a cute little bird who chirps or "tweets."

Getting Started Using Your Computer

- A. You may access Twitter from your computer at <http://www.twitter.com> or from your mobile phone at <http://m.twitter.com>.
- B. If you wish to join Twitter from your phone, send a text to “40404” (without the quotes) with the message, “Join.” Later, go to Twitter.com and begin by clicking the link that says, “Already using Twitter from your phone.”
- C. To join Twitter from your computer (if you skipped step B above), go to Twitter.com, click on the big, green “Get Started – Join” button and you will be on your way. Twitter provides helpful hints and tips to step you through the sign-up process.
- D. Fill in the “Join the Conversation” screen.
 - a. Enter your actual, real, Full Name
 - b. Select and enter your User Name (such as TrueEssentials, TEHolly, FHTMcbo)
Your User Name can be up to 15 letters long, but keep it short if you can.
You may wish to use the first part of your email address, the end of your Office Assistant address or some other name that people know you by.
You will want to make it as easy as possible for people to find you.
 - c. Your User Name forms your Twitter address (i.e. twitter.com/trueessentials, and twitter.com/TEHolly)
 - d. Enter a Password of your choosing and enter your email address.
 - e. You will be asked to copy the security code shown on the screen to prove that you represent a live person and not a program that is generating spam.
You have probably seen this security measure used before. If you have difficulty reading the security code, just ask the program for a new one.
- E. Now you are ready to find people to follow and invite people to follow you as well.
Welcome to Twitter!

Suggestions for Using Twitter on Your Smartphone*

iPhone Users - Tweetie: <http://www.atebits.com/tweetie-iphone>

Windows Mobile Phones with touch screens - PocketTwit:

<http://code.google.com/p/pocketwit>

BlackBerry Users: - TwitterBerry: <http://orangatame.com/products/twitterberry>

*Make sure your plan allows for unlimited data and that there will be no hidden or additional charges if you use these applications on your mobile phone.

How to Follow People

Once you have a Twitter account you may follow other people’s messages. Navigate to a person’s Twitter site, <http://twitter.com/username> (i.e. go to <http://twitter.com/TrueEssentials> or <http://twitter.com/TEHolly>), then click on “Follow.” It’s as easy as that.

You may also type F_username or Follow username on the user interface to begin following another user. If you are logged in to Twitter, you can then navigate to other people’s site and click on the “Follow” link near the top of the page. If you are already following them, you will see “Following” in place of the “Follow” link.

Hints and Tips for Using Twitter

- A. Use Twitter to build your Fortune business. It's a convenient way to communicate with your downline and to find people who might be interested in building a business of their own.
- B. Do fill in your profile and your biography information so that people who know you can find you and so that new contacts can learn something about you. You can download your picture, select a background image, use 160 characters to describe yourself, and also enter a link to another site you would like to share.
- C. Use an @ (without a space) before other Twitter user names when you are referring to them. Twitter users can go to their home page and click @username to find retweets that include their messages and messages that mention that username. It's fun!
- D. Twitter has made it easy for you to repeat, or as they call it on Twitter, "re-tweet" other people's messages. Allow your cursor to hover over someone else's message and you will see a symbol allowing you to retweet another user and automatically recognize them as the author.
- E. Browse around the Twitter site to find ways to invite people to follow you and to find people you may wish to follow. They will step you through the process.
 - a. Send a message to invite: invite_<emailaddress>
 - b. Or send a message to: invite_XXX_XXX_XXXX (where the X's represent a phone number with text capabilities).
- F. You may send people private messages that do not get posted on their public board by sending the message to d_username. For example, to send a direct message to TrueEssentials, enter d_TrueEssentials followed by your message and it will appear on our site privately. We can then click on the right side bar title "Direct Message" and read and answer your message to us.
- G. If you are using your cell phone for Twitter messaging, you can set a "quiet" time so that Twitter messages will not wake you up in the middle of the night. Go to you home page, click on Settings, then Devices, then check the box, "Turn Off Updates During These Hours" then select the times during which you wish to silence Twitter messages from the drop down menus.
- H. If you start following too many people, you may wish to silence text messages from certain people and only view their messages on your computer. To do so, go to www.twitter.com/friends. There you may select On/Off for each person you are following. Before using this option you must have turned on "Device Updates."
- I. Save your favorite messages as a "Favorite" by clicking on the star to the right of the message. When hover your cursor over someone's message, you will see options to retweet the message (place it on your message board), reply to the message (place a message on the sender's board) or save that message as a favorite by clicking on the star image. When you save messages as Favorites, then you can access them later by going to your home page and clicking on "Favorites" in the right-hand bar.
- J. Remember, if you Reply to a message, your reply will be posted for all to see. If you wish to reply privately, send a Direct Message to that person using d_<username>. Use @<username> to send a message to someone if you wish to post it on the public board (stream). To keep things easy, hover your cursor over the tweet that you wish to respond to then click on "Reply" to send a message that is linked to the tweet you are responding to.

Personalize Your Twitter Profile

CUSTOMIZE your PICTURE or AVATAR:

If you did not originally set up your Twitter account with a picture, you can still go back anytime and change it. In fact, you can change your picture (also referred to as your avatar) as often as you like. Sign in to your account, then click the “Settings” link at the top of the page, then click “Picture.” Twitter crops the picture and creates a thumbnail picture for you from your larger photo. You can browse your computer to use a picture in .jpg, .gif or .png format that is 700 KB or less.

CHANGE your BACKGROUND:

Sign in, click on Settings, then click on Design. Select a pre-made background or use a picture. Try out the options. You can also click on the Change Design Colors link and personalize your page further. If you are happy with the design you have created, then click the Save button before exiting. If you want to explore further for a background, search www.twitterpatterns.com for more ideas or go to www.twitbacks.com to create your own background by following a step-by-step guide.

Advanced Twitter Applications

There are numerous ways to expand your use of Twitter for both personal and business use. Here is a web site designed to help you find resources for doing this:

www.oneforty.com

You may also benefit from visiting:

<http://twitter.com/downloads>

and <http://apps.facebook.com/twitter>

or <http://desktop.google.com/plugins/i/twitter.html>

Twitter is an open application, which means that third parties can write programs that help you get the most out your experience. Once you are comfortable with the basics of Twitter, check out:

tweetdeck.com twirl.org Twitpic.com hootsuite.com

You can use Twitter to find weather, find restaurant recommendations, fund raise, track expenses, find people, follow your favorite brands, stores or celebrities,...

findlocal.net twellow.com search.twitter.com <http://xpenser.com>

Event Planning tools:

You may like to use <http://twtvite.com>, along with www.eventbrite.com and/or a Facebook Event page to plan your event and receive replies.

Hashtags “#”

A Hashtag is a tool used to organize discussions centered around specific topics and events. It is a tool that can be very useful in organizing an event for your Fortune business. A Hashtag can be established by placing a # immediately before keyword to define its topic. People at the same event or meeting or who are discussing the same topic can use a shared

Hashtag to communicate. The Hashtag makes it easy to search for and follow messages related to a particular topic.

For example, event organizers can designate a Hashtag, then send a message out telling others to use #<ouevent> as a Hashtag for messages and updates and comments related to that event. Using a Hashtag allows people who are not at the event to follow what is happening and people who are at the event can discover other people there whom they may wish to talk with. Use Hashtags to create a shared bulletin board of ideas, notes, questions and discussions and other information related to a topic or event.

TIP: Before using a Hashtag, first search Twitter for it (search #hashtagidea) to make sure it is not already in use.

Send Followers to a Web Page by including a Link in Your Twitter Message

You may wish to include a link to your blog, to your web site, to an article or to an interesting or amusing web page. Sometimes there is not enough room to include the link within the 140 character message length limit. URL shorteners are web-based applications that will help you shorten long URLs by turning them into coded small URLs that will forward your followers to the appropriate original page. Twitter uses www.tinyurl.com as its default URL shortener. Twitter will do this automatically when you click update.

There are other URL shortener applications that will track your links to see how many of your followers are clicking on the links you include in your messages. You can use these services to track how often your link is being clicked and help you evaluate your target audience. Try <http://bit.ly> or budurl.com or search Google for other URL shorteners.

Use Twitter to Share Links to Pictures, Videos and Audio Files

There are a variety of services and free programs that help you to record and post media online through Twitter and other social media. If you are going to post someone's picture, be sure to have their permission.

www.Qik.com Record short, live videos and broadcast them online. It will post a link to Twitter, YouTube and the Qik.com site.

www.Utterli.com Record short, live audio and video files and post them to the Web and to Twitter. You can attach still photos and articles to each audio or video file.

www.TwitPic.com Upload and share pictures from your mobile phone or camera. You may add comments on the pictures if you want to.

www.Flickr.com Upload and share pictures from your mobile phone.

www.Last.fm