

# Grow Your Twitter Audience Worksheet

Use this worksheet to attract Twitter followers and grow a successful business.

## I tweet more often by including these tweet types:

- |   |   |
|---|---|
| <input type="checkbox"/> Tweets from followers (retweets) | <input type="checkbox"/> Testimonial/recommendation |
| <input type="checkbox"/> Relevant industry article links  | <input type="checkbox"/> Special offers             |
| <input type="checkbox"/> Buzz-worthy stats                | <input type="checkbox"/> Support or Q&A info        |
| <input type="checkbox"/> Breaking industry news           | <input type="checkbox"/>                            |
| <input type="checkbox"/> Personal updates                 | <input type="checkbox"/>                            |
| <input type="checkbox"/> Comments & questions             | <input type="checkbox"/>                            |
| <input type="checkbox"/> Niche topic quotes               | <input type="checkbox"/>                            |
| <input type="checkbox"/> Niche related memes              | <input type="checkbox"/>                            |
| <input type="checkbox"/> Niche tips                       | <input type="checkbox"/>                            |

## My audience is usually active on Twitter at these times (my time zone):

|                |    |
|----------------|----|
| Monday - AM    | PM |
| Tuesday - AM   | PM |
| Wednesday - AM | PM |
| Thursday - AM  | PM |
| Friday - AM    | PM |
| Saturday - AM  | PM |
| Sunday - AM    | PM |

## These activities and events affect when my audience is present on Twitter:

**Holidays & Events Scheduling Considerations for my audience:**

Holiday/Event:

Date/Range:

Tweet Schedule:

Holiday/Event:

Date/Range:

Tweet Schedule:

Holiday/Event:

Date/Range:

Tweet Schedule:

Holiday/Event:

Date/Range:

Tweet Schedule:

Holiday/Event:

Date/Range:

Tweet Schedule:

Holiday/Event:

Date/Range:

Tweet Schedule:

**I have decided to incorporate more visuals in these *types of content*:**

- |  |                                |
|--|--------------------------------|
| <input type="checkbox"/> How-Tos                     | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Case Studies                | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Charts & Graphs             | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Ebooks                      | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Email                       | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Newsletters                 | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Autoresponders              |                                |
| <input type="checkbox"/> Book Summaries              |                                |
| <input type="checkbox"/> Tool Reviews                |                                |
| <input type="checkbox"/> Giveaways                   |                                |
| <input type="checkbox"/> FAQs                        |                                |
| <input type="checkbox"/> Q & A (text)                |                                |
| <input type="checkbox"/> Webinar                     |                                |
| <input type="checkbox"/> Guides                      |                                |
| <input type="checkbox"/> "A Day in the Life of" Post |                                |
| <input type="checkbox"/> Interviews                  |                                |
| <input type="checkbox"/> Online Game                 |                                |
| <input type="checkbox"/> Helpful Apps                |                                |
| <input type="checkbox"/> Video Transcripts           |                                |



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**I have chosen to use these hashtags based on:**

*Primary Business/Site Hashtags*

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*Audience Vocabulary Hashtags*

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*Buzz Word Hashtags*

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*Niche Topic & Category Hashtags*

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*My Humorous Hashtags*

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*My Product or Service Related Hashtags*

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- Trait: \_\_\_\_\_
- Trait: \_\_\_\_\_
- Trait: \_\_\_\_\_
- Trait: \_\_\_\_\_
- Trait: \_\_\_\_\_

**I have made connecting on Twitter easy by:**

- Using hashtags that are easy to remember and spell
- Researching existing hashtags
- Creating & using my branded hashtags
- Making hashtags fit into the message naturally, as part of the content
- Providing motivation or a reason to use the hashtag
- Encouraging followers to re-tweet helpful, informative messages.
- Focusing on one hashtag and one goal per tweet
- Increasing visibility by capitalizing the first letter of each word in long hashtags
- Using an app like HootSuite to maximize my efficiency and time management
- Retiring hashtags that are out of date and no longer active or relevant
- Including my website link
- Highlighting the Support Center link
- Adding humor and memorable content
- Tweeting at least 3 new tweets each day
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## **Notes**