

Tweets That Engage Your Audience Worksheets

Frequently engaging with your Twitter audience is important to attracting new followers and maintaining a good relationship with long-time customers. In order to engage with your followers effectively, tweet messages that they are compelled to reply to and/or retweet to others. The more you “connect” with your followers, the more they will look forward to your tweets. Use this worksheet to identify and plan tweets that will help you get to know your target market on a deeper, more personal level.

Recent Niche Topic Questions

Date: Question:

Date: Question:

Date: Question:

Date: Question:

Date: Question:

Date: Question:

Niche Related Interests

Date: Interest:

Date: Interest:

Date: Interest:

Date: Interest:

Date: Interest:

Date: Interest:

Notes:

Common Problem (*Novice*)

Date: Problem:

Date: Problem:

Date: Problem:

Date: Problem:

Date: Problem:

Date: Problem:

Common Problem (*Intermediate*)

Date: Problem:

Date: Problem:

Date: Problem:

Date: Problem:

Date: Problem:

Date: Problem:

Common Problem (*Advanced*)

Date: Problem:

Date: Problem:

Date: Problem:

Date: Problem:

Date: Problem:

Date: Problem:

Notes:

Emotion & Motivation (*Feeling That Prompts Action*)

Emotion: Motivation:

Emotion: Motivation:

Emotion: Motivation:

Emotion: Motivation:

Emotion: Motivation:

Emotion: Motivation:

Emotion: Motivation:

Emotion: Motivation:

Emotion: Motivation:

Emotion: Motivation:

Top Buying/Action Phrases

Buying Phrases (CTA)

Action Phrases (CTA)

Open-Ended Feedback Questions to Ask Followers

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.

Followers' Frequently Asked Questions/Problems (FAQ Support)

Note the FAQ followers ask. Use the line below to answer or list the link to the answer.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes Date/Time: _____ Staff: _____

Followers' Ideas/Suggestions

Twitter Follower's Name: _____

Idea/Suggestion:

Twitter Follower's Name: _____

Idea/Suggestion:

Twitter Follower's Name: _____

Idea/Suggestion:

Twitter Follower's Name: _____

Idea/Suggestion:

Twitter Follower's Name: _____

Idea/Suggestion:

Twitter Follower's Name: _____

Idea/Suggestion:

Notes Date/Time: _____ Staff: _____

Twitter Followers' Needs/Requests

Twitter Follower's Name: _____

Need/Request:

Twitter Follower's Name: _____

Need/Request:

Twitter Follower's Name: _____

Need/Request:

Twitter Follower's Name: _____

Need/Request:

Twitter Follower's Name: _____

Need/Request:

Twitter Follower's Name: _____

Need/Request:

Notes Date/Time: _____ Staff: _____

Conversation Starters Based on Follower Comments

Twitter Follower's Name: _____

Follower's Comment: ☆ ☆ ☆ ☆ ☆

New Conversation Starter Idea:

Twitter Follower's Name: _____

Follower's Comment: ☆ ☆ ☆ ☆ ☆

New Conversation Starter Idea:

Twitter Follower's Name: _____

Follower's Comment: ☆ ☆ ☆ ☆ ☆

New Conversation Starter Idea:

Twitter Follower's Name: _____

Follower's Comment: ☆ ☆ ☆ ☆ ☆

New Conversation Starter Idea:

Notes Date/Time: _____ Staff: _____