

## Twittering On?

"I think there is a world market for maybe five computers" TJ Watson, IBM Chairman said in 1943.

By the time Bill Gates knocked on IBM's door in the 1970's with a plan to put a PC in every home they had changed their mind but not much - they thought that the world market for PCs would peak at less than 50,000. With an estimated 2 BILLION people now owning a PC - and many with phones that do all the same things too - how good are you at adapting your behaviour to take advantage of all the wonderful opportunities that technology brings us to make contact with people who could become friends and/or customers?

If you're fed up with cold calling, spending lots of money on advertising and all the other traditional methods of getting your business noticed, you can literally surround yourself with potential customers by using the new communication phenomenon that gives you unparalleled visibility and enviable Google rankings. What's more it costs very little, it's fun and it's growing faster than any other marketing tool.

There are over 100 social & business networking web sites (Facebook, Bebo, LinkedIn, Friends Reunited, Plaxo etc) and if you've dismissed these because you think it's just for kids and people with too much time on their hands – think again!

The relatively new site TWITTER [www.twitter.com](http://www.twitter.com) has attracted over 35's and business users faster than any other site. There are famous fans like Stephen Fry, Philip Schofield, Jamie Oliver and Jonathan Ross (even Wogan mentioned it this morning!), there are business gurus like Richard Branson & Bill Gates, politicians, journalists, authors, musicians and millions of other folk all around the world talking happily to each other without any barriers. Growth for the coming year is predicted to be 435%!

How can this help your business? In the same way as traditional networking - you meet someone, chat, get to like them, trust them and then do business. There is no shortcut for this process - all twitter does is make a lot more people available for you to meet. If you're interested in them (works much better than trying to get people interested in you), they'll chat, get to like you, trust you and want to know more about you and what you do. It's like a really big house party but much, much faster because it cuts out the ritual - strangers talk to each other! Could you meet 200 new contacts in three weeks? I have - without really trying!

How it gets you good Google ranking is that, if you have a blog, there are little devices that can take all your twitters and tweets and automatically update your blog. Constantly updated content is what Google and other search engines look for and that's what gives you good rankings. Many people are ditching traditional websites for the new socially optimised blogs because they're cheap, easy to manage, get good SEO ranking and bring you lots of new contacts. (And you don't need a webmaster!)

Try it - its free and fun. If you get stuck or you'd like to talk to me about blogging or any other business issues, please just give me a call and if you'd like to get free articles sign up to our newsletter Inspired! on my website.

Traditional businesses may be suffering at the moment but there is a whole new way of doing business that is thriving so I hope you'll join in and make the most of it!

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