

# How to get more followers!



Tweetinggoddess

# Your Bio



# 1

Have you got an interesting bio?  
People won't click 'follow' unless you look interesting

# 2

Have you got a nice picture up? Does it look professional?

# 3

Do you have your bio filled in?  
Is the link to your website there?



Tweetinggoddess

# Your Audience



**Are your audience on X  
in the first place?**



**The demographic on X are  
professional, urban and aged 35 to 55.  
The highest growing demographic  
are the over 55s.**

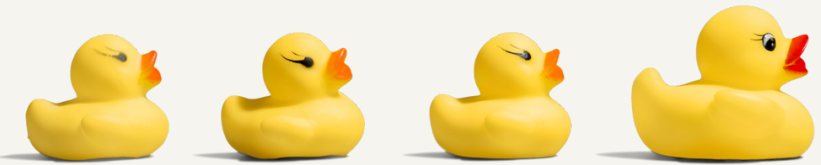


**If this is your target demographic  
then happy days, you are in the right  
place!**



**Tweetinggoddess**

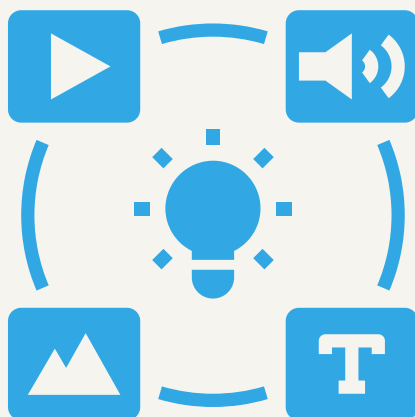
# Who Are YOU Following?



No point in following Beyonce and Justin Bieber and such celebrities unless you want engagement. Yes they are cool, but the likelihood of them engaging with you is very low. So follow your peers, other business owners who, like you are on X and will support you as they understand the challenges & will understand your musings.

Follow other influencers in your area of expertise. Why follow them? First of all to learn, and engage with them. Don't underestimate the feeling someone gets when you say 'well done' or congratulations on the award' ....trust me you are on their radar. Everyone likes a boost now and then so if you like their latest article etc ...tell them! They might even share it.

# Content



Are you putting out good content yourself.



People on X don't want to be sold to, they want to learn and build relationships



People want to be entertained and find out the latest news in real time. (We also love discounts more than freebies)



Tweetinggoddess

# Top 6 ways to get more followers:

1

Post regularly. For my clients I do ten posts per day at busy times. E.g. morning commute, lunchtime and 9-11pm is the busiest time on X. Start by following people you are interested in and admire. Sometimes they will follow you back. Thank them if they do. (not by dm....never use auto dm)

2

Be consistent. If you are the expert in Social media, we want tips. Share your knowledge with us, share other people's articles and tag them where you can. Trust me they will be happy you have shared it for them.



Tweetinggoddess

3

Take part in X chats. There are plenty of hashtag X chats out there. E.g. #Britishbizparty #Belfasthour and one for almost every county in the UK too. Take part. Jump in and say hi! Your followers will start to soar.

4

Assist others. If you share others content they will be delighted and will usually Thank you for it. If they do, continue the conversation. Keep the engagement going and have a chat. Create a list of active or favourite accounts so you can keep an eye on what they are up to and not miss anything.

5

Be positive, keep away from controversy. This is your business, so keep it nice, no bitching about others.

6

Be authentic and the followers will come.....people are watching and talking....others will start tagging you and recommending that others follow you.



Tweetinggoddess

**For more tips on X  
Follow @TweetingGoddess**



[www.tweetinggoddess.com](http://www.tweetinggoddess.com)



**Tweetinggoddess**