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HOW TO MEET WOMEN ON TWITTER

Transform Twitter Into Your Dating Site Of Choice

SCOT McKAY

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Twiduction: How To Meet Women On Twitter

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Introduction

Welcome. What follows is your complete guide to meeting MOTOS (Members Of The Opposite Sex) on the hot social networking site Twitter.com.

While I have written this e-book from the perspective of a man seeking to meet women, I'm convinced that whether you happen to be a man *or* a woman you will benefit from the logistical information and strategic ideas presented herein.

After all, there's no rule set in stone that dictates that women need wait on men to contact them first. And even if you are a woman who prefers men to make the first move, what follows will serve as an excellent insight into what you can expect from a well-informed man who is interested in you on Twitter, and how best to potentially respond to him.

Twitter itself is still a relatively new social networking platform on the Internet, so I realize in writing this book that it has to be, at least in part, a somewhat of a Twitter tutorial as well as a guided plan for meeting MOTOS (Members Of The Opposite

Sex). Rest assured that I will be sharing with you everything you need to succeed at enhancing your wildly successful dating life with Twitter, starting with the basics.

On that note, let's jump right in. Enjoy.

The Lowdown On Twitter…Particularly As A Dating Site

By technical definition, Twitter.com is a web-based "micro-blogging" application.

As you likely already are aware, typical blogging (e.g. Wordpress or Blogger) is designed to enable expression in the form of potentially lengthy posts on the subject of the author's choice, and the subsequent publication thereof on the Internet.

Blogging has become wildly popular, of course. Many have speculated that this is largely due to the powerful ability for the blogger and the reader to form a very real "conversation"--and therefore a connection--as the blogger presents ideas in the form of a "post" and readers respond with "comments".

Further, since most blogs portray the blogger as a real, human individual rather than some large impersonal company, a relationship of trust and affinity is much more likely to be formed between content producer and reader.

"Micro-blogging" extends upon the powerful social premise of blogging, with one key twist: it forces the author to *be brief and to the point*. Amazingly, and perhaps oddly, with that "forced" brevity comes an ever more heightened perception of "conversation".

Communication on Twitter simply feels more like a naturally flowing conversation between micro-blogger and reader. This means that rapport is that much easier to build on Twitter than on a conventional blog.

So one can already see how the foundation for easily and effectively meeting MOTOS is already built into the Twitter system by its very design.

While there are other "micro-blogging" apps out there, Twitter has already established itself in its as-yet brief history as the *de facto* standard.

The functionality is very simple. Using Twitter, you send messages that are hard-limited to 140 characters.

These messages are often referred to as "tweets". This is lame, I know. But we've all got to get over it, as that's just the way the chips have fallen.

In fact, you'll quickly find that a major part of the Twitter Culture is to mash "Twitter" with other words in order to create bad sniglets and puns (e.g. perhaps "Twiduction" = "Seduction On Twitter")

When Twitter first began a mere two years ago, quite a buzz surrounded it. This was mostly because of its potential, however, rather than its actual utility in its earliest iteration.

In fact, despite the buzz, tons of people were pretty much at a loss as to what good use Twitter could possibly be put to. Many *still* view Twitter in this light today, perhaps not having noticed the recent upgrades to its functionality.

After all, in the beginning, users were (at least apparently from the Web interface) limited to viewing what Twitter calls the "public timeline". For most, this was really cool to watch, but virtually impossible to derive any real purpose from. Essentially, you'd have to keep your eye on the increasingly

fast-moving stream in order to potentially notice any "tweet" of value to you from someone you actually knew and/or cared about.

With the advent of added functionality, Twitter started attracting more "followers"…literally and figuratively. A sorely needed new feature allowed Twitter users to search out other specific users and elect to "follow" them, with the function actually *named* as such.

This meant that one could now hand-select whose "tweets" were important to them, "follow" those people, and see a real-time stream bearing messages exclusively from that group.

Logically, being able to pinpoint those you want to follow also brought about the tantalizing ability to potentially *attract* people who want to hear from *you*.

Twitter began to really take off as people suddenly "saw the light" regarding the potential uses for the application.

Obvious "killer apps" for marketing and education have been identified, along with even more creative and ingenious potential uses such as customer service, sending remote prompts to voice command based systems, absentee notifications in school districts, updating one's Facebook status, etc.

But oddly, one potential use for Twitter has managed to escape mainstream discussion…until now. That, of course, is the core subject of this e-book: the implication of Twitter.com as a next-generation *dating site*.

In this book you will indeed be handed an entire blueprint for meeting MOTOS on Twitter with startling effectiveness.

So let's embark upon a deep dive into exactly that by continuing for now with a bit more on how Twitter's current site actually functions these days.

In addition to the core components of the 140-character message and the "follow" system, a mission-critical part of the user experience is the ability to send "@replies" or even "direct messages" to people.

By placing the "@" symbol directly in front of a Twitter user's screen name in the context of any 140-character message, you can direct a message to that specific person, *whether you are following them or not*.

And importantly, the person you sent the @reply to *does not necessarily have to be following you.* He or she will still get the message either way.

All your followers will also see it, and yes--@replies appear in the "public timeline" just like conventional Twitter messages, so keep in mind that no message sent through the main Twitter interface can ever be construed as private…@reply or otherwise.

It's important to note that in order for an @reply to physically land in someone's "@Replies" file under the associated tag on the Twitter main page, *the message must start with the @username*.

Similarly, and perhaps a bit confusingly, you can also send a "direct message" (or "DM") *via* Twitter to *anyone you actually follow who also follows you*. These messages are sent directly

from a specified tab within your Twitter profile. Again, this is in the context of a 140-character message, as always.

In the case of a DM, the only person who will potentially see the message is the intended recipient. It's the only way to send *private* messages to other Twitter members through the Twitter interface itself.

See how that works, and the differences between the DM and the @reply? This will be important to recognize as we discuss specific strategies later.

Incidentally, whenever you see "@name" in a message, you can find the profile of that person by adding "/name" behind http://www.Twitter.com.   For example, if you noticed that someone had sent a tweet "@emilymckay", you could go to http://www.Twitter.com/emilymckay and find her profile.

Emily's my wife, by the way. No, I didn't meet her on Twitter, but rather on Match.com. Unfortunately, I met her before there even *was* a Twitter, otherwise I'd have been all over it. But you can still "follow" her. She's got some good "Twitter game" tips of her own.

When you log in to Twitter for the first time, you're likely to find the interface dead-easy to use. In fact, if you find the actual Twitter interface confusing, you may want to check to see if you can still fog a mirror.

Essentially, the default configuration is also immediately workable, although you'll want to change it, as we'll cover in the next chapter.

And the 140-character message field is basically staring you in the face. You just can't miss it.

One other thing you'll notice is that the 140-character message field is tagged with the phrase, "What are you doing?" *Ignore this question*, similarly to how you'd avoid directly answering "Who I am and who I'd like to meet?" on Match.com.

Why? Isn't that tantamount to not following the "directions"?

Well, if you want to be a generic cookie-cutter like others on Twitter who not coincidentally have about three followers including their mom, their brother and their cat (don't laugh, I've seen it), then answer the question directly.

But here in the real world nobody wants to know what you or I are having for lunch, that we're just rolling out of bed at 1 in the afternoon, or that we're watching Oprah. This is especially true in my case considering I'm *not* watching Oprah…although I "plead the fifth" when it comes to having rolled out of bed at 1pm.

Those who are interesting on Twitter are *creative*. They share links to cool stuff, they send great quotes, they actively participate in discussions, they comment on pertinent news of the day, and they craft edgy opinions that in turn drive new discussions. Basically, they're helpful to others and fun to hear from.

For these reasons, Twitter was taken to immediately by an urban, educated, tech-savvy crowd who was particularly fond of social connection. And considering Twitter really has only been around for two years or so—and usefully so since sometime

just within the past twelve months--it has really caught fire in a major way.

The "in-crowd" feel of Twitter, sort of as if only the "cool kids" are on it, contributes to the mystique. Moreover, the proliferation of Twitter helper-apps has only helped it gain traction with the fast-moving, tech-elite types.

In fact, the helper apps are *so key* that we'll be devoting an entire chapter to them.

The net result? You got it. When you get on Twitter, you're likely to find mostly intelligent, socially adroit MOTOS…at least as of the writing of this book.

Those tend to be high-quality people all around, of course…and putting you in touch with the single ones is what we're all about around here.

I'm not going to lie to you. The decidedly "techie" culture of Twitter means that there are indeed *way, way* more men than women who are active members.

This is great news for you if you're a woman, of course.

But it's not *necessarily* bad news if you're a guy.

While the ratio of men to women on Twitter may be skewed, the ratio of men on Twitter *who actually know what I'm about to teach you* compared to those who do not—*and who will likely never ask*—tilts the scale right back in your favor. I would argue that it does so in convincing fashion.

With that out of the way, now that you have a basic handle on

the fundamentals of how Twitter works and why, here's a crucial thing to remember: **Twitter is not a dating site**, at least not *per se*.

In fact, it's less obviously a platform for meeting MOTOS than, say, fellow social networking platforms [Facebook](#) or [MySpace](#) for sure.

As such, women are more likely than not to be *completely caught off guard* if and when you show interest in them on Twitter.

Since there's no set way of defining one's relationship status on Twitter (though there certainly should be) you've got to be ready to face the reality that certain intriguing women may not be single, may not be looking, may not be of your sexual orientation or may otherwise be unavailable.

Then again, it's Twitter's inherent lack of structure as a "dating site" that makes it kind of like the "day game" of online dating, in that women aren't there to meet guys, and they aren't *expecting* it.

It's also kind of nice that since your "competition" from a dating site perspective is virtually *non-existent* on Twitter as I previously noted, you have a really good opportunity to build "under the radar" rapport and really create sort of an online "magical movie moment" where you'll be able to sweep a woman off her feet exactly like she hopes you'll do. More on that later, in due time.

Without a doubt, meeting women on Twitter requires a certain degree of patience and finesse. So for now, bearing that in mind, it's important not to expect "overnight" results.

Nevertheless, success likely won't take as long as you think to realize. Social proof is HUGE on Twitter, and arguably even more crucial to achieve there than in the "offline" world.

You can get it going in your favor *fast* with solid setup and a great strategy for building a following in record time. Once you get the proverbial snowball rolling, Twitter could realistically become your preferred online dating platform.

So let's talk about how to get started on Twitter. Your setup is mission-critical, and therefore getting it right is the first order of business.

Set Up Your Twitter Account For Maximum Effectiveness

The obvious first step is to head to Twitter.com and sign up. I won't spend much time on this since the process really couldn't be more intuitive.

What you'll encounter is a rather minimalist interface featuring a prominent button that may say "Join!", "Get Started!" or something similar depending on what Twitter's developers have been up to lately.

Upon clicking that button, you will be directed to a page where you'll select a username and password.

Pick a logical username that at best portrays you authentically and favorably, or at least doesn't send a negative message. For example, if you were born in 1969 resist the urge to put "69" your username.

Unless you are a superhero in need of concealing your identity, try for your real name. Given the relative novelty of Twitter, you may find it refreshingly easy to secure your full name assuming it's even remotely unique.

If your name is not available, try placing an underscore ("_") between your first and last names.

Then again, if your name is Mike Jones or Jose Perez, you may still not get any joy. In that case, go for something that portrays confidence, intrigue and character. Think in terms of a screen name you might use on Match.com, and you'll be on the right track. "AdventurousSpirit", "ChasingTheDream" or "LifeIsGreat"

are all perfectly workable. "DesperateAndHorny", "DazedAndConfused" or "LonelyGuy"…not so much.

All in all, you're username (when anonymous, at least) can only hurt you if it's bad, while not necessarily having a huge impact on your Twitter success even if brilliant. In this respect, it's no different than your screen name on any other dating site.

For example, the Twitter user with "folllowme" as his user name has so far only managed to persuade 8 other users to do just that. Go figure.

When you type in your password of choice, make extra sure you enter it correctly. Twitter does not require that you type it in a second time to verify it, although you can indeed fetch a lost password later if need be.

You'll be asked to enter a "captcha" sequence—probably two words—to authenticate yourself as human, and once you hit the button marked "I accept. Create my account" you're officially a Twitter member.

Continuing the theme of absolute simplicity, the next page of the process invites you to find out which of your friends are on Twitter by entering your e-mail address at Yahoo, Hotmail, AOL, G-mail, or MSN.

If you are the owner of any such address, you've just been given a gift of great value—especially if you've got a sizable address book.

Simply add anyone you'd like to from the ensuing list that's shown to you. I'd personally stick to adding those who are indicated as already on Twitter rather than sending unsolicited

"join Twitter" requests to contacts who aren't, but the choice is yours.

From there, the next page is—*voila*--the standard Twitter user interface.

You're ready to go at this point, at least technically. We've got plenty to cover before it's time to talk to MOTOS.

Note that after you sign up, upon returning to the Twitter homepage in the future you'll want to simply login with your username and password in the space also provided there.

On the main Twitter page, you'll find the simple 140-character field along with the infamous question, "What are you doing?" that I mentioned before.

To the right of that field, you'll see three numbers (all zeroes for now, naturally) respectively corresponding to the number of Twitter users you are following, how many are following you, and your number of "updates" (aka "tweets") to date.

You'll also find two sets of tabs. The set to the right of the page (black letters on a greenish-beige background) let you keep track of your @replies and your Direct Messages (DMs), see who you are following at a glance and even elect "favorites".

Note that "favorite" status is not disclosed to those on whom you bestow it, at least not unless you choose to tell them yourself.

Also note the "Everyone" tab. This allows you to view Twitter's "public timeline", which nowadays moves at a breathtaking pace. While theoretically useful for putting your finger on the

"pulse" of Twitter at any given moment or for gleaning cool ideas from others for possible use in tweets of your own, the novelty of the "public timeline" will likely wear off very quickly for you.

You'll also notice that you can set your mobile phone up for SMS (text message) updates. You can select from different parameters should you choose to tie your phone to Twitter, ranging from the broadest (i.e. to notify whenever someone you are following tweets) to more narrow ones such as to notify you when Direct Messages are received.

Trust me when I say that you will absolutely want to narrow your parameters sooner than later, especially as you begin to attract "followers".

But it's that other set of tabs, namely the blue-on-white ones at the top of the page, that we'll want to pay particular attention to…especially the tab marked "Settings". After all, it's from there where you are able to customize your Twitter profile to suit your needs.

When you click on the "Settings" tab, you'll note that the fields containing your username and e-mail are already populated. Thankfully, you also have the opportunity to specify your real name in a separate field, should it not have been available as a username.

Whenever a Twitter user hovers over your picture or goes to far as to consult your profile, whatever you enter into this field will be what will your "true identity" will be defined as.

If you don't elect to enter your real name here, use common judgment—which to me usually is best represented by matching "Name" to "Username".

Next, adjust your time zone and the "Location" field to accurately reflect where you are. Needless to say, marking this accurately is logically a no-brainer if you plan on meeting women who live in your city.

Note the "Protect My Updates" box and leave that one *unchecked*. If MOTOS cannot view your "tweet history" (i.e. the list of tweets you've made in the past, especially the recent past) that's to your clear disadvantage. More on that later when we discuss social proof.

You are also given the ability to type a "One Line Bio". Inexplicably, you're given *160* characters for this one. Use that space to paint yourself as a confident, interesting guy. If you play guitar, cook the best Chili in Texas and/or have the ability to lighten up even IRS agents, say so. Avoid simple statements of what you do for a living, or worse—that you "have no idea what to write".

You'll also see a "More Info URL" field. While your first impulse may be to enter your employer's Web site, think again. This is the golden opportunity to direct Twitter users (especially MOTOS) to your Facebook, MySpace or Bebo page. You can even point to your personal blog if you have one.

The value of tying your presence on various social networking sites together cannot be underestimated, though. No matter what, your profile on one of those aforementioned sites is going to be able to convey *tons* more about who you are…and at a

deeper level. By the way, the *Online Dating Domination* program covers how exactly to do that in great detail.

As noted, the Twitter interface is decidedly *minimalist*. Therefore, there's simply not as much flexibility in terms of setup, profile content and design than you'll find on a Facebook or a MySpace.

That said, the *disadvantage is also the advantage*. Since you've got *very little* room for input as yet in the Twitter system, this takes the pressure off to spend LOADS of time on a killer profile since the limitations effect everyone.

But these same limitations reward creativity.

When you look beyond the surface profile configuration, there is considerable leeway for such creativity, and you can really use the limited number of parameters to your advantage. This, as yet at least, *can very much separate you from the herd*.

After all, you'll soon notice that a shocking number of even the more active Twitter users do little more to spruce up their profile than add a picture…and some not even that.

But I'm not about to leave you hanging like that. Your profile needs to be set apart as completely killer.

So here's a step-by-step tutorial on how to build the perfect Twitter profile page and even "beat the system" in some key ways.

When tweaking your profile, you want to be intentional about envisioning the message you want it to send. Aim here, as you would do well on MySpace of Facebook to do, for a *seamless and congruent* portrayal of who you are: a man with a cool and

exciting life, ambition and direction, and a masculine confident demeanor.

The first step in this direction, within the "Settings" tab is to upload a picture to replace that bizarre default avatar pic. Note that there is a sub-heading labeled "Picture".

Open that tab up, hit the "browse" button and upload your best "head and shoulders" shot you have, preferably "battle tested" for relative quality in a neutral environment on a site like HotOrNot.com.

The 700K limit should be easy to adhere to. Select a picture that shows you at your confident and engaging best. Think in terms of how a celebrity's "autograph photo" may look, or even how a customer service agent is portrayed in a mail order ad or on an e-commerce site.

Sans the headset, the typical customer service rep's expression is one of confidence, competence and friendliness…all designed to compel the beholder to make contact.

When you get right down to it, that's exactly what your picture is supposed to do in this context also.

This picture is going to be the only official touchstone of visual, personal connection that other Twitter users are going to be able to make (at least by default on your profile, and unequivocally so when they are viewing a live "tweet" from you), so you've got to "swing for the fence" here.

Given the hard truth that your picture is the first and only visual impression you get to make from your tweets—and at low resolution, no less—you do well to make your picture of choice

as eye-catching (read: "colorful") as possible. To that end, absolutely avoid black and white shots and select a pic with a colored background of some sort.

You'll quickly note in your travels in the Twittersphere that there are some users with flat-out killer profile pics. Resist the urge, however, to follow suit with some stylized self-portrait or a picture of something other than yourself. You've got to have a clear and effective pic of yourself headlining your profile if you expect to meet MOTOS on Twitter.

With your pic securely uploaded, it's time to turn our attention to the "Design" sub-heading under "Settings".

This is where you are truly able to make the personalized statement you want.

You'll note that you can select from twelve different "standard" backgrounds, and it's not a bad idea at all to go with one of those immediately, at least for now, simply to get out from under the default "cloud" background setting.

But you'll also note that there are two very important links below the stock background choices. They are labeled "Change background image" and "Change design colors". You indeed have granular control over those parameters, which I firmly believe you should exercise to your full advantage.

As you embark upon doing so, the guiding principle to keep in mind is that your Twitter profile *must remain easy on the eyes*. Surprising visitors with neon brightness and/or the ever-painful red text-on-blue background nightmare is to be avoided. Think in terms of colors that work well together while accurately reflecting your personality.

The psychological effects of color are also good to bear in mind. For example, dark gray or even black are always very cool, slick, mysterious and decidedly masculine. Black is the color of intrigue and of power. Blue is also a wise choice, portraying masculinity while simultaneously conveying peace and security—always a great idea when attracting MOTOS.

Now if you have very limited computer skills, you will find an invaluable resource at [TwitBacks](). There you can build a background graphic based on their template that you can upload right away. That alone will set you apart *vis-à-vis* most Twitter users out there. It's free, no less.

But I'm going to be forthright with you. If you have a graphics program of any sort and even a marginal level of knowledge regarding how to use it, you can create a truly excellent custom background for yourself quickly and easily.

I would argue that going this route takes only slightly more time than using [TwitBacks]() and creates a much more personalized and indeed *more powerful* Twitter presence. Essentially, when you hold all the creative power you thereby wield the ability to produce a finely tuned image for yourself that will send all the right messages, with nothing left to chance.

So here's exactly how to get the job done.

First, start with a blank slate sized at exactly 2048 pixels × 1707 pixels. Twitter has a way of shrinking whatever background graphic you upload to their serve, so this large size allows you to create a background that will not repeat (i.e. tile out) on the vast majority of monitors used by us mere mortals.

You are indeed going to want to create a contiguous image, so adhering to this sizing convention is very important. Avoid tiling a small photo unless it's an established pattern and/or creative enough that you've got the thumbs up from several friends you've head-checked the plan with.

Otherwise, it'll likely come across as cheesy and will be flat-out hard to look at. That goes *double* if it's a company logo, and *triple* if it's a picture of your mug.

If you want to use an actual photo, nature shots (e.g. a mountain sierra or tropical island) or cityscapes are always killer. One particularly memorable example of the latter I recently saw on a live Twitter profile was a night view of the Vegas strip from the top floor of the Mandalay Bay hotel and casino.

When selecting the right photo for this purpose, you want something that has a wide or larger "texture" to it so that it doesn't offend the eyes (e.g. your massive face on the screen, as if tiling it wasn't obtrusive enough).

Obviously, the source photo needs to be a *high-resolution* shot, preferably the raw pic taken with your relatively new four megapixel (or higher) digital camera.

If you prefer, instead of using a photo for the background you can definitely go with a solid color or a gradient fade, especially if you really want to highlight the other components of the graphic once finished, which we're about to discuss. My personal Twitter background graphic is set up as such, which is what I suits my particular purpose the best.

If you do in fact go with a photo background, here's a *critical* thing to remember. Make sure the pic you select can retain its aesthetic purpose with the addition of a solid-color, oblong, vertically rectangular block in the upper left-hand corner of the graphic. This will be used as the designated "info space" for links and other text.

You are indeed going to want to create such a block by using your graphics program to select a somewhat narrow section in the top left-hand corner of your Twitter background photo, extend it to about a third of the way down the graphic, and fill it with a solid color of your choice.

Complimentary or contrasting colors could work here, but remember that your profile is often what potential "followers" see even as they are adding you, so it really is important not to hurt their eyes.

The strategic reason for creating this "info space" in the exact position I described is very simple. That's the portion of the background most likely to remain visible behind the overlay of the rest of the Twitter profile, regardless of screen size. By adopting that design schematic, even as the screen size of any particular computer diminishes in width and in length (e.g. a laptop screen), you'll still be well prepared.

In that rectangular space, or perhaps directly onto a solid color or gradient background if you prefer, use the text function in your graphics program to enter links to your social networking profiles on Facebook, MySpace, Bebo, etc. and/or to your own blog or Web site if it's super cool. If you want to meet women, it's indeed always best to point them to at least one other social networking site.

Use a very readable font in a contrasting color. Remember, your background image is ultimately going to appear *much smaller* than its actual dimensions when deployed on your profile.

You may want to add in a favorite quote or an invitation to find you on Facebook, etc. Keep these simple and direct, however, as the amount of actual text on the page should be left to a minimum.

Incidentally, now is *not* the time to look like you're there specifically to get women, and it's *absolutely not* a good idea to look needy. Focus on appearing naturally masculine, cool and confident.

Simply put, if you get too wordy, you're likely to cause viewers to lose interest in reading all that you've written. Besides, the fewer the words, the greater the intrigue anyway.

And after all, you're about to *let the secondary pics do the talking*.

That's right…*secondary pics*. With control over the graphical design of your Twitter background, you suddenly have the ability to drop other pictures on the background, "picture in picture" style.

This is a major part of what I mean by "beating the system". Whereas most other Twitter users will limit themselves to one picture by default, you can add additional pictures…thereby telling a more comprehensive story about who you are.

Aim for selecting three pics of much smaller size and resolution that you can easily layer on top of the larger background pic.

These should fit neatly within (or at least *around*) that upper left-hand "info space" portion of the graphic, situated strategically in the midst of any text you've added.

It's a great idea to follow the same highly effective formula here that you would when placing pictures in any other dating site's profile. Choose a full body shot, a picture of you hanging out with cool friends (preferably doing something interesting) and an action shot of you enjoying your favorite (non-prurient) pastime.

When smaller pics are placed over a larger background pic, it's an excellent idea to set them off with a border in a contrasting color to make sure they get noticed.

Feel free to be as creative as you care to be with regard to design, and go beyond pics and descriptive text if you like…just as long as the conventions of space and color choice are prudently adhered to.

One particularly cool touch, if it appeals to you, is to add your name vertically to the "info space" in a large and stylish but readable font.

Once you are satisfied with your background image, save it in .png format for maximum clarity and upload it to Twitter using the "Change background image" function. Then, save your changes.

Next, and finally, select the "Change design colors" and experiment with various color combinations until you are pleased with the aesthetics and legibility of your profile when viewed live.

Note that you can exercise your option to change design colors even if you use one of the general background designs offered by Twitter.

Whether you are familiar with the structure of hex codes as representations of color or not, you may find this site and/or this site useful as you experiment with different color possibilities.

Incidentally, one of the timesaving conveniences of the Twitter interface is that you'll be able to see how color changes affect your profile in real time.

When pleased with your color combo, save changes and your profile is officially configured in its entirety.

Now that you have your profile set up, it's time to get your virtual hands on some of the killer third-party apps I alluded to earlier and familiarize yourself with them.

Build Your Extended Infrastructure For Twitter Success

One of the downsides of Twitter being a relatively new app is that its development isn't entirely mature just yet. This means that you'll soon find yourself wishing for functionality that is simply not yet built into the software.

Fortunately, an increasing number of third-party developers have come to the rescue—some bringing some seriously useful and decidedly slick apps to the table. Most of these are web-based and therefore agnostic as to which platform (e.g. Mac or Windows) you are using. For that matter, even most of the desktop apps I'll present below can be used on either.

If you're like me, one of the very first thoughts you're going to have—especially as you get more and more active on Twitter—is how cool it would be were you able to free Twitter up from being tethered to a single URL in your browser.

That way, you could monitor Twitter activity while retaining the ability to multi-task more effectively.

There are several great ways to accomplish this goal even while actually increasing the utility of Twitter. I'll share four of them with you here.

First, if you like the idea of keeping Twitter activity visible within your Firefox browser even as your surf elsewhere, try the TwitBin plugin for Firefox. This neatly keeps a running tally of "tweets" by those you follow in a separate frame on the left-hand side of your browser, along with a window for sending

your own messages. With this app, there's no longer any need to remain at Twitter.com in order to conduct Twitter business.

As cool as [TwitBin](#) is, [TwitKit](#) is another Firefox add-on featuring what I'd consider to be more robust functionality and perhaps a more attractive interface.

If you'd prefer to cut loose the browser interface altogether, there are *desktop* apps that allow you to do exactly that.

If you are using a laptop or other machine with limited screen space, try [Twitteroo](#) or [Twhirl](#). Either will give you a good ability to track and send messages, while receiving automated notifications of certain events. Each of these unobtrusive apps requires only a small window to view, and can be minimized when desired.

But if you are so blessed as to have a larger viewing area to work with, the undisputed champ of the desktop Twitter apps has got to be [Tweetdeck](#).

This Adobe-Air powered program is by far the most feature-rich desktop Twitter app I've seen…especially considering it's still *free* to download like the others I've mentioned.

[Tweetdeck](#) allows you to separate tweets, @replies, a search function and even tag clouds into separate columns within the interface. The ability to monitor @replies with such elegant simplicity and immediacy—even after having stepped away from the computer---is clearly a powerful tool as you begin conversations with any number of women (or other friends for that matter) on Twitter.

Particularly slick is [Tweetdeck](#)'s ability to sort messages that contain @yourname even if the tweet *doesn't start* with the @reply. Very, very cool.

So while this app can take up more of the visible portion of your workspace, it's well worth the real estate it occupies.
If only the likes of [Match.com](#) could move to the desktop like that, right?

By the way, are you noting the corny similarity between the names of these Twitter applications? Don't say I didn't warn you about the bad sniglets involved here from the very outset.

Another powerful function that is in great demand is the ability to use Twitter from your 3G smart phone. There are currently various apps designed around that very purpose, allowing you to meet MOTOS and flirt even when mobile. It's pretty much like text messaging on steroids, if you care for it to be.

Twinkle is a particularly popular application of this type that was developed specifically for Apple iPhones. In addition to the expected ability to "tweet" and view incoming messages, it has the ability to tell your Twitter followers precisely what your location is and can actually affix photos to outgoing "tweets". You can readily see how those could be "killer apps" when communicating with MOTOS on Twitter and especially when it comes time to physically meet them. Nice.

Twinkle can be downloaded directly from iTunes. While users rave about it, there is some apparent complexity to its installation, including required membership to a secondary network.

[Twitterific](), [Twittelator]() and [Tweetsville]() are all potential alternatives to Twinkle, each worth a look. All are likewise available on iTunes, and available either for free or for a reasonable (if not downright nominal) sum.

[Twittelator]() tends to get rave reviews for its relative simplicity, although [Twitterific]() is notable because it supports both iPhones and Mac desktops, a nice feature. [Twitterific]() is also the priciest of the lot at $14.95 USD.

Be advised that @replies are harder to access in [Tweetsville](), which could turn out to be a deal breaker for the purpose at hand.

If you have an iPhone, one thing is for sure. Whichever of the aforementioned apps you choose, you'll suddenly find yourself with way more personal freedom relative to your Twitter online dating pursuits. No other online dating site can touch that, with the arguable exception of Facebook.

If you have a 3G phone other than an Apple iPhone, your choices are decidedly more limited. Nonetheless, examples include [Blackbird]() for BlackBerry devices and [TinyTwitter]() for Windows smart phones. To research the availability of mobile Twitter apps for your particular phone, simply conduct a Google seach for the name of your device along with "twitter".

Other "killer apps" of note, each with a very unique and specific purpose would include:

[Tweetscan](): The salient feature of this app is its ability to search "tweets" featuring your username, someone else's username or any generic search term, really. As such,

you can tell who is mentioning you and/or any other topic of interest--*even when not used in the context of an @reply*.

Besides being privy to any chatter about you, this tool could give you what looks like clairvoyant power to capture a woman's interest with a topic that interests her…seemingly (and perhaps magically) out of nowhere.

Twitscoop: This could be thought of as the mirror image of Tweetscan.   Rather than finding search terms like "needles in haystacks" as it were, Twitscoop gives you a snapshot of the overall hottest terms at any given point in time. This is *pure gold* if you are ever at a total loss with regard to how to begin an @reply conversation with a particular woman.

Tweetworks: With what could be the true "killer app" as pertaining to meeting MOTOS on Twitter, this website's software can actually group users according to interest. This means—you guessed it—you can essentially build "chatroom" functionality into the Twitter works.

What is particularly intriguing is that you can set it up so that "tweets" to one another within the "group" can be either private *or* public to your other Twitter followers. This allows either for "intimate" discussion or potential invitation to others to join in the conversation.   Clearly, this is a tremendous way to create a sense of "community" that others will want in on.

Twitpic: True to its name, this app allows you to share and receive pictures on Twitter. In many ways, this is the "holy grail" of Twitter "killer apps" since it covers what is as yet a glaring weakness in the Twitter user experience. The advantages to using this service when meeting MOTOS online are rather obvious, especially as you successfully begin conversations that could lead to offline meetings.

The only drawback here is that while Twitpic's functionality is not tied to a single interface choice (e.g. Twinkle), it *is* only supported by a select number of Twitter clients. But if you use Twitterific, Twhirl, or Twittelator (among a few others) you're in.

Twitterholic: Representing a pretty good gauge of social proof, at least to a certain degree, this app ranks all Twitter users (including you) on a worldwide scale based on the number of followers you have. Although interesting, and it's elegance worth noting, there is another app that one-ups this one as a real-time measurement of true Twitter social proof. I'll introduce that to you in the next chapter, coming right up…

Indeed, there will be several more cool apps to talk about as we move on to the next chapter, better served to talk about in context.

NOTE: *Obviously, I've hand picked Twitter apps for this chapter that I've found to be particularly useful to meeting MOTOS on Twitter. A more comprehensive (and frequently updated) list of Twitter apps can be found here.*

Find Friends, Build Social Proof

In the Twitter community as in any other social community---online or offline—achieving and maintaining as high a social status as possible is the name of the game.

This is particularly true when seeking to intrigue women, generate attraction and keep their attention. There's nothing like social proof (also defined as respect and/or admiration from the community) when it comes to sending the message to women that you are a man who deserves a high quality woman.

Basically, social proof causes women to see you as a "great catch" who meets, if not exceeds, her high standards. When a woman views you as a high status male, she tends to feel compelled to compete for your attention rather than to keep you at arms length, as she does men with lower perceived social status.

And job #1 when it comes to achieving social proof on Twitter is to draw "followers".

Granted, Twitter's choice of vernacular could have been better. I mean, being a "follower" sounds lame and weak, making it all the more psychologically difficult for people to friend you on Twitter.

But as time passes, I think people will get over that as Twitter gets more and more popular.

And make no mistake; Twitter is indeed just now gaining real traction as a popular social networking site. You're getting in

on the ground floor here. Imagine Yahoo Mail in 1995 or MySpace four years ago and you get the basic idea.

If you'll recall, at the end of the previous chapter I promised to introduce you to my "secret weapon" for gauging social proof on Twitter—whether it be your own *or* someone else's.

Indeed, take a look at [Twitter Grader](#) and start entering Twitter usernames (your own and/or others) into the search field. Besides discovering that you've come face-to-face with one jaw-dropping and potentially habit-forming web app, you'll soon realize something *very refreshing*. It actually takes *far fewer* followers to achieve a very respectable measure of social proof on Twitter than it does on Facebook or MySpace.

In fact, you'll quickly be able to deduce on your own that most anyone with as few as five hundred followers and a lesser number who they are following can, as of December 2008 at least, sit comfortably in the *top three percent of all Twitter users*.

Getting to such a level does not require an exorbitant amount of heavy lifting in order to achieve, as you'll soon see. And doing so will allow you to demonstrate more than enough social value in the eyes of MOTOS to measure up to, well…*at least 97% of them*.

So then, even as you'll tend to find profile after profile with a ridiculous number of followers, bear in mind you're often seeing the same cadre of user's profiles coming up again and again.

In essence, It really only *seems* like everyone has thousands of followers. The *vast majority* of Twitter users have very few.

So how does Twitter Grader work its magic?

Essentially, the app measures the "profile power" of individual Twitter users relative to one another. Going beyond the all-important but simplistic measurement of followers as performed by Twitterholic, Twitter Grader uses a more complex algorithm that takes into consideration such factors as ratio of followers to followed, relative strength of those following you, number of updates, etc.

You simply enter your username (or anyone else's) and the software does the rest.

Seriously, you'll probably be pleasantly surprised by your ranking sooner than later—especially once you've put into effect the strategies for gaining followers that I'm about to share with you.

This means you can talk about Twitter Grader in your "tweets", and even get a badge with your ranking on it to use on your website. You can see an example of such on the website for this very book, www.twiduction.com.

What's more, you not only get your "ranking" on a worldwide scale, you find out how you stack up against the "Twitter Elite" in your *local metro area*. With the search results you are provided with a window into this metric, and it's really cool.

This is really where the rubber meets the proverbial road when it comes to social proof. After all, your intent will likely be to meet women who are located in reasonable proximity to where you live.

This also means that besides identifying the high-status hotties who are Twitter users in your area, Twitter Grader is also offers

an *outstanding* way to find the key people to network with in your area and friend them.

You can even hop to other geographical areas if you'd like and view the "Twitter Elite" there.

In addition to what I've described, [Twitter Grader](#) has even more cool features that I'll let you discover on your own. It's immensely valuable to you…just don't get addicted.

So clearly there is more to achieving solid social proof on Twitter than what meets the eye.

But the baseline premise remains: *You want to gain followers as quickly as possible.*

Importantly, as I hinted at earlier, it's *crucial* to establishing social proof on Twitter to **follow fewer than the number who follow you**. Granted, the actual number can be just slightly fewer for the sake of demonstrating that your *modus operandi* is to follow those who follow you, but the premise stands.

In truth, though, the importance of this factor actually goes beyond mere social proof. It helps you avoid looking like a spammer.

There is real danger in following, say, 1000 and only having 100 following you in return. Twitter actually cites an unfavorable ratio of following vs. followers as grounds for account suspension.

A great policy to adopt would be to follow those who follow you automatically at first, at least until you get a few hundred

followers. I'm going to show you key ways to leverage that plan in just a bit.

Later, after you've built your base of followers up some, you can mix up your strategy a bit--perhaps electing not to follow everyone who follows you. That said, I currently still auto-follow though I'm well beyond the first few hundred followers.

At the time I am writing this, Twitter has no built-in functionality allowing you to auto-follow. Fortunately, there are web-based, cross-platform helper apps such as Twollow or SocialToo that enable you to follow people automatically.

I highly recommend SocialToo in particular, as it *also* lets you send a custom-configured thank you/welcome DM message in auto-response to those who follow you.

SocialToo also has the power to tell you who "unfollows" you, alerting you to those who were following you at an earlier date but have removed you from their "follow" list within the last 24 hours. This information can be wrapped up and sent in a convenient message directly to your inbox, if you so choose.

Clearly, those additional features are particularly powerful—and unavailable as of right now on the standard Twitter interface.

By sending an automated "welcome" message to those who follow you, you can add an immediate touchstone of familiarity even as you invite new "followers" to visit any link you'd like.

The examples of your Facebook profile and/or personal blog remain effective choices in this context, just as they were when configuring your Twitter profile.

The power of having a full-on Facebook or MySpace profile to direct women to really cannot be underestimated, as it truly does gives a more complete description of who you are and what you're about than any Twitter profile can at this point in history.

As always, avoid looking needy in that automated message, and especially avoid any indication that you're only on Twitter to meet MOTOS. The welcome message is not the time or place for that.

And by catching "unfollowers", you can easily weed out those who opportunistically followed you only to get a follow in return. This keeps your ratio in check.

Qwitter is also an easy way to keep up with those who stop following you, if you prefer a standalone app for that purpose.

So with all that in mind, the question undoubtedly arises: "How DO I get people to follow me, anyway?"

Well, short of the ability to find people you my know through your e-mail address books, as you discovered immediately when signing up for Twitter, there really is no super-effective way to search people you may already know.

Indeed, "discovery" of real-world personal contacts on Twitter is still in the Stone Age. Apart from going around asking everyone you know if they're on Twitter or not, you sort of have to guess someone's @username and type in "www.twitter.com/username" to see it if works. Welcome to a particularly compelling argument for having your real name as your Twitter username, right?

A fantastically effective strategy, after having canvassed your web-based mail account when you first signed up to Twitter, is to surf your Facebook friend list for people who have their Facebook status updates tied to Twitter (which is easily accomplished by searching and adding. This is an obvious cue that they're active on Twitter. Since they are your friends on Facebook, it follows logically that they could be your "friends" on Twitter also.

Beyond that, Facebook can be a valuable resource in another very key way. You can join Facebook groups for Twitter users.

This is undoubtedly one of *the best ways* to find friends quickly *and easily*. I'm going to refrain from citing examples since Facebook groups tend to come and go, but the basic premise is this: Search groups on Facebook using the keyword "Twitter" and note the ones that come up in the results.

Join the ones that feature an active purpose of bringing people together who agree to follow each other. **Post a message as soon as you join**, or else nobody will know how to follow you.

Be sure to give the entire URL to your Twitter profile in that message (e.g. http://www.twitter.com/scotmckay), otherwise Facebook will not render it as an active link.

Also be sure to mention that you have your profile set to *auto-follow* (using Twollow or SocialToo, etc.).

If you combine those two elements of your message with a friendly greeting that shows you're likely trustworthy in your intent to play by the rules, you'll get followers.

You can even take initiative and follow others who have posted to the group first rather than "safely" (but passively) waiting for them to follow you. If you choose to go that route, a super-cool (and cross-platform) web app called Friend Or Follow is your *best friend* here.

This is because you are going to want to keep tabs on those who you follow first. Indeed, one "black hat" M.O. among certain Twitter users is to follow bunches of people, hoping for "auto follows" or simple friendly reciprocation, only to go and delete everyone they've followed a few days or a week later. This is evil, but it works in the short term…except on those of us who use Friend Or Follow.

I would advise against following a similar practice, by the way. Twitter absolutely frowns upon the practice of following large numbers of random users with the express purpose of gaining reciprocal "followers".

They can tell when it's going on, and they will delete your account for doing so. Notably, you are on even thinner ice if you routinely purge "non-followers" on a regular basis in direct association with the practice.

When in doubt, it's always best to avoid anything that could remotely be construed as "black hat" on Twitter.

We mentioned SocialToo and Qwitter earlier as apps that assist in catching "unfollowers". While either of those two apps will give you a daily accounting of who "unfollowed you", Friend Or Follow actually shows you *who never followed you after you followed them*.

It also affords you the luxury of not having to keep up with "unfollows" on a daily basis, instead giving you a real-time snapshot of anyone you *are following* but who *isn't following you* in return at any given moment.

A quick note here to Facebook users. It's important to remember that Facebook relentlessly fights spam, and could "block" you (which more and more often is *permanent*, these days) simply for posting a substantially similar message to three groups in a row.

So if you join several Twitter-related Facebook groups, be sure not to cut/paste your invitations to follow. Make each such message an originally worded post. And definitely don't post to such groups rapid fire within a few seconds or even minutes of each other. Distribute them evenly over a few hours or even over a day or two.

Obviously, the more members of the Facebook group, the better your results are likely to be. If you do see results, drop a fresh message on the group's page within a few days with another invitation to follow, again reminding them that you auto-follow in return. That'll keep the momentum going.

Another useful strategy for quickly boosting your number of followers is to start surfing Twitter profiles by simply starting at one and jumping from that to others using the graphical icons on any user's profile indicating who he or she is following.

As you do this, actively look for user icons that *keep appearing* time and again on people's profiles.

Very, very quickly you'll start noticing a pattern of the same Twitter "power users" beginning to show up on profile after profile.

Some of these people are just flat-out Twitter rock stars. But a high percentage of them are popular at least in part *because they auto-follow*.

These are great, great people to follow proactively. Remember, if after a few days they still turn up on Friend Or Follow, you can easily delete them. But you most likely will get the joy you're looking for instead. Nice.

The formula for quick success here couldn't be simpler:

Finding a profile with a large numbers of followers and almost even number of those who are followed = someone you can practically bank on following you.

@starbucks is but one such example.

Here's an important note at this point. Don't worry much about exactly who you are following and who is following you back for now. THE most important part is to get rolling with numbers of followers.

Fewer people than you think (even MOTOS) are going to spend much time surfing through your list of followers. So don't worry so much about people who aren't in your social milieu being on the list (e.g. having nice grandmas as "followers" when you're, well…*not* a nice grandma.)

But if you *do* want to discover your very best shot at finding people in your city (or even your own neighborhood) who are

already on Twitter, the best app to use is a web-based one called TwellowHood, of all things.

This site allows you to progressively click on an active map until you drill down as far as you want geographically. For example, if you live in San Francisco, California you would begin by clicking the United States, then California, then the Bay Area, and finally your actual town.

TwellowHood then feeds you a nicely structured list of Twitter users who are active in your local area—whatever "local" means to you, actually, as noted above. Interestingly, the order of the list you are given tends to follow the Twitter Grader rankings very closely for a particular city.

But rather than limiting the list of "locals" to the "elite" top 50 users, TwellowHood lets you surf as far down the complete list of users as you'd like…presumably until you've identified all the MOTOS in your entire metro area that you'd potentially like to contact. Very nice, but file that information away for later.

Importantly, your first goal with TwellowHood is to make contact with as many Twitter users in your city, generally speaking, as you can. You may choose to @reply to them mentioning that you live in the same town that they do and that you are always interested in networking and making new friends.

As with anywhere else in the Twittersphere, not every person will respond to you. But it makes perfect sense that *more people* are *more likely* to build a "following alliance" with you given that you have that instant touchstone of rapport of living in the same metro area.

TwellowHood is actually a newly unveiled sub-app of the popular Twellow service, which originally began as a way to connect with fellow Twitter users who share common interests and/or who work in a common field. The advantages there are manifold also, of course.

Other services similar in scope to Twellow include JustTweetIt, Twitterel and FlockUp.

Another relatively little known but potentially useful strategy for connecting with people who have common interests involves use of the "#hashtag".

How it works is simple, and rather similar to "@reply" functionality. Simply type a "#" in front of any term in your Twitter message, and that term is now *searchable* by the Twitter search engine.

This means that "hashtagged" terms in your messages make it easier for others to find you (and potentially follow you) on Twitter if they are interested in that term enough to search "tweets" on the subject.

And what's more, *you* can search terms from the main Twitter site (or from Tweetdeck, *et al*) and see what—and who--comes up. It's all about improving the ease of starting conversations, right? Nice.

One final, if obvious, strategy for gaining Twitter followers is to begin placing a link to your Twitter profile signatures for e-mail and any forums you may frequent. This small change can result in an incremental increase in followers on Twitter.

Once you have built a base of friends who follow you, having utilized any or all of the strategies I've shared so far in this chapter, it's time start @replying to people.

Be witty, banter back and forth, send cool links, and be generally social…just like you would in real life if you expected to demonstrate high social value.

Next, if at all possible, build a pact with "wingmen" on Twitter who will have your back as you have theirs. By this I basically mean that you agree to send each other plenty of @replies and help build each other's value in those messages.

Whether you bust on each other in a good natured way or genuinely slap each other on the back, the positive image of high social value will be clear to those who follow *any* of you.

Build your circle of Twitter "wingmen" by getting your *real life* wingmen or other friends (perhaps even *via* Facebook or MySpace) on Twitter with you and actively letting them in on this.

If it helps, you are free to pass this e-book around to guys in your social circle, seduction lair, forum community, etc. in order to give them the "big picture" without having to explain it dozens of times. That's what this book is for.

But don't underestimate this step of aligning with "wingmen". This is *massively* important, as it demonstrates to women whose attention you may draw that you *have friends*, are *interesting*, and are *socially skilled*.

You can by all means add me @scotmckay, and it'll be my pleasure to directly assist you here (after all, it's sort of my job).

And yes…you've got to be *patient* enough to let this step and the others discussed in this chapter work themselves into fruition before actively meeting women on Twitter.

Done right, you can get great results in under thirty days of preparation.

One very distinct feature of Twitter to note here is that those who find your profile can see your "tweet history". You build a legacy illustrating the kind of guy you are with every message you send, and in the @replies people such as your "wingmen" send you.

Don't put too much pressure on yourself here, but do be *very* careful about presenting patterns of negativity, creepiness, nerdiness (e.g. too many tweets about video games, etc.) and the like.

Also be *very* careful about giving TMI about your personal life, especially perceived negatives. Don't talk about how you live at home with your 'rents. Avoid complaining about things like being unemployed. Don't rattle on about insecurities (not to be confused with self-deprecating humor, which can be powerful when used correctly).

But when mindful of the potential pitfalls, social proof is displayed in your "tweet history" as you @reply to people, highlight cool and exciting things that are going on, and share witticisms.

Above all, *be very careful* not to spam in any way shape or form, taking similar care as you would on Facebook. We've mentioned a couple of examples of Twitter spamming thus far,

but just to be safe be sure to consult this link frequently for updated user rules:

http://Twitterhelp.blogspot.com/2008/08/suspended-accounts.html

So ultimately, creating the right atmosphere of social proof on Twitter is really not at all complicated. There are basically three steps:

1) Get a three-digit number of followers (one well-chosen Facebook group can do this for you…seriously)

2) Start @replying to your "wingmen" in a way that builds a solid "legacy" of high-value in your "tweet history"

3) Avoid disclosing anything in your "tweet history" that would crater your chances with women…look alive out there at all times.

Having talked about how to build a bulletproof social reputation on Twitter, it's finally time to turn our attention toward actually talking to some women.

Make Contact With Women

You have the killer profile setup. You've begun to use the helper apps you need to create world-class efficiency and personal power as a Twitter "power user". You've got the all-important network of followers in place with the social proof to match.

Now, at long last, you've completed the process of positioning yourself for maximum success at attracting and meeting MOTOS on Twitter.

So how to you get started?

Well, if and when you see a woman who interests you, having discovered her through any of the means we discussed earlier, the first move you should make is to check out her profile. **Do not follow her** just yet.

Instead, note the nature and tone of her "tweet history". What does she seem like as a person? Is she coming off as the kind of person you could get along with?

Does she ever talk about a boyfriend or husband?

Is she showing every indication that her sexual orientation matches yours?

And perhaps most importantly, is she even *active* on Twitter? In particular, are there *plenty* of @replies? If so, it shows she's plugged in and fully-engaged in the Twitter social dynamic.

If all these preliminary checks pan out, then you've got a great chance to start a conversation.

Your first contact with her should be via @reply. Again, **do not follow her yet**.

And here's where the Twitter 140-character structure really shows its merit by helping you to *shine* socially.

First, it's the magic elixir "cure" to guys who write "life stories".

But beyond that, you are thereby *required* to be mysterious to some degree. Play your hand right here, and it's easy to intrigue MOTOS to no end.

I should be quick to add here that Twitter is *incredible* practice for writing brief e-mails for "regular" dating sites. (Hint: If you couldn't theoretically send your first e-mails you've been writing to women on Match.com or Facebook as "tweets", they're probably *too long*.)

So what exactly to write?

For starters, resist the urge to use "pickup lines", which I realize is *majorly* tempting given the context and design of Twitter.

Instead, a powerfully effective strategy is to respond directly to a woman's tweets. You may have found her through any of the various sources I've cited, but you've GOT to be a part of the culture of Twitter in order to *succeed* on Twitter.

That means you must approach with some degree of subtlety, in accordance with how people generally tend to communicate to each other on the site.

Don't be needy, clingy or even close to "hitting on her" (for now).

Match the tone of her "tweets". Perhaps share a link that *demands* a response, given what her interests may be, perhaps sourcing content from a video-sharing site like YouTube or Viddler.

If you can be witty, funny or charming without being insulting or creepy, go for it. I realize that's "advanced game", so for now you can simply respond to her with something that will interest her.

Yes…I hear you saying that this strategy I'm describing would likely fall flat on its face in the real world. And I agree with you 1000%.

I have a friend who once resolved his approach anxiety toward a particular woman who worked at his doctor's office by handing her an envelope containing "valuable coupons" for a sandwich shop. He told her, "Here, this is for you", and ran away. He had scrawled his number on the envelope.

Well, as I suggested, that strategy didn't work for him.

Nor would it work even in the more similar context of a Match.com or Facebook. That would look oddly like "kissing up" there also.

But Twitter is different. The culture is basically built on the cornerstone of people sharing quick links and other informational tidbits with each other.

So, therefore, first contact with women on Twitter is literally fall-out-of-bed easy--even for the guy who is literally hamstrung by approach anxiety elsewhere. You quite literally *aren't even required to figure out "what to say"*, at least not at first.

And even if you do elect to spout creative witticisms in first @replies to women, that is not the time for "negs" or "cocky/funny". You just can't risk misinterpretation in the land of 140 characters…where communication is 1000% devoid of non-verbal cues.

Again, all you *really* need to do is find a relevant link, type "@" with her screen name behind it (no spaces between) and send the tweet.

Then, it's important to *wait*.

She may not be on Twitter at the moment, and unfortunately there's no way to know when or if a particular Twitter user is "online" or not (at least not at the time I'm writing this).

So resist the urge to "follow up" with her immediately. After a while, check her "tweet history" to see if she has even been active during the interim.

If so, plan for a second attempt to contact her. There's no real "timeline" for this, beyond waiting at least enough time for her to have definitely received the first message. Simply stick to the strategy of being interesting in direct response to her posts. You could wait an hour, or a full day or two.

Just like you did the first time, send an @reply in response to *another* of her tweets. Sometimes it takes sustained interest

from someone before a woman may be compelled to respond to @replies.

Remember, Twitter is not unlike the online dating world in that attractive women are going to get messaged *a lot* by guys.

And also not unlike the online dating world, most of those guys are going to be cheesy about it, if not flatly telegraphing a basic lack of female attention in their lives.

So yes, although hardly anyone has thought about Twitter as a dating platform until now, that hasn't stopped needy, clingy guys from groveling nonetheless.

But when a woman sees that a certain guy is messaging her in a confident manner that is free of perceived "hidden agendas", she'll be MUCH more likely to respond.

Should you not get a response after the second try, it's supremely important to note here what *isn't* rejection.

First of all, *no response* does not necessarily equal *no interest*. Plenty of people don't have a good mechanism for detecting @replies, especially if they use the web version where it's really, really easy not to notice.

Others, for whatever silly and anti-social reason, may have opted against receiving @replies from people they aren't friends with or turned off @reply functionality completely. Thankfully, the default setting is to receive all @replies.

Beyond that, some people on Twitter don't even *understand the concept* of @replies yet, and therefore don't ever look at the file! Sure, I understand this is problematic. But you're going to

have to get over it, at least until Twitter gets better at solving the issue of user ignorance more intuitively.

Thankfully, the majority of people on Twitter tend to pay much closer attention to their @replies, so if you follow the steps I just shared with you, you should be getting @replies from women in no time.

So then, what indicates that she may be *interested*?

Well, an outstanding indication is a friendly response message, of course. Bear in mind that she may not throw "direct game" at you, especially within the confines of 140 characters. As such, you'll likely have no clearly defined indication that she's "interested" in you *per se*.

And that's no problem at this stage, if you stop to think about it. I mean, give each other a break. You only met 140 characters ago, right?

But when she *does* respond positively, that's the time to @reply to her with a question inviting her to share something about herself.

If nothing about her "chat history" or her profile jumps out at you, you can lead with something as simple as asking how she got on Twitter…or perhaps why she hasn't yet taken to being more active.

Please, however, refrain from asking her "who lies more" or whether she flosses before or after she brushes. I asked nicely.

But in all seriousness, you should be able to find LOADS of interesting places to take a conversation based on her hometown and the URL on her profile, if not on her "tweet history".

The "tweet history" really is like a window into someone's entire life, and is potentially MUCH better than a dating site's static profile for creating conversation.

After all, it represents a running, real-time account of this person's actual stream of consciousness rather than any pre-packaged blurb about "who they are and what they are looking for". And this much more genuine look at a person's authentic self is, perhaps ironically, yet another reason why Twitter is brilliantly suited to meeting high-quality MOTOS.

The bottom line is this: If the subject of your interest has more that five or ten total tweets, and you cannot build a 140-character opener from that, then you probably need a complete overhaul of your social skill *before even considering* Twitter.

Really. It should be ridiculously simple to find something you are genuinely curious about, and starting a Twitter conversation with a woman about it.

If you consider yourself socially astute enough and you *still* can't find anything to talk to her about, it may be that she's hopelessly boring anyway. Simply move on at that point.

Importantly, note that you **have yet to follow her**.

And herein lies one of the most overlooked yet powerful aspects of meeting women on Twitter: **You need not ever**

follow her first at this stage…at least until the time comes where you want to send her a DM. But we'll get to that in a bit.

Now, if she follows *you* first, so be it…follow her back.

Incidentally, if a woman follows you, that's another outstanding indicator of interest. At the very least it shows that you have intrigued her in some way. @reply with a gesture of thanks for the follow. You should actually have an auto-message for that purpose in place, as we've discussed earlier.

I have seen lately that several of my Twitter contacts send periodic @replies to several people at once thanking them for recently following. This could be a solid strategy for social proof, no doubt, although I have seen several Twitter users complain that such "tweets" irritate them.

Personally, I wouldn't listen much to the haters. I'd do whatever builds your social proof in a "white hat" manner, and what I'm talking about here certainly qualifies.

But notwithstanding a woman volunteering the "follow", the "power struggle" of who follows first, etc. is *never even on the table* as you're just getting acquainted.

In fact, truth be told your follower list is purely for the purpose of projecting social proof and being able to send DMs.

Remember, you can @reply to people all day long *without following them*.

That said, you may want to show some restraint in @replying to too many MOTOS in one day and/or @replying with extraneous content that isn't directly in response to someone's "tweet

history". Facebook apparently treats that as spamming, and could block you for it.

No doubt, Twitter best supports a more surgical approach to meeting high-quality women online than a "carpet bombing" tactic of messaging as many women as possible.

But if you subscribe to my particular outlook on online dating, you'll agree that this is all about *actually meeting* the *highest quality women* out there rather than throwing the proverbial bowl of spaghetti against the wall to see what sticks.

With that, it's now time for the culmination of everything we've discussed so far…moving from Twitter to a real, live meeting.

Move The Discussion From Twitter To Real Life

After sending a question to a woman on Twitter and receiving a favorable response, you should take careful inventory of the situation.

Has she been responding coldly with "just the facts", or has she sprinkled some personality into the mix?

Better yet, has she gone so far as to come off as slightly flirtatious? Remember, *any* communication that appears appropriate only between MOTOS constitutes light flirtation. If you see this in her responses, that's a *very good thing*.

But still, 140 characters (or 280 between two responses) are not enough to effectively gauge a whole lot…at least definitively.

That's where you've got to take the bull by the horns and *lead*.

After all, you know for sure that there isn't *dis*interest. And it's also safe to say that both of you will agree that the realm of Twitter is a finite if not distinctly restrictive one indeed—you can only *ever* know so much by "tweeting" to each other.

So what do you do?

You simply tell it like it is. You tell her that it's time to take the conversation beyond Twitter.

Now if fortune has smiled upon you and she has listed her e-mail address in her profile, then absolutely send her an e-mail

to the effect I'll share with you a bit later in this chapter—after you send an @reply to her letting her know you're doing so.

Knowing that it's sort of rare to find e-mail addresses in a woman's Twitter profile, however, I'm going to stick to the presumption here that you're going to likely have to send her a direct message (DM) in order to share contact information.

After all, most of us are wisely reticent to publicize our personal contact info on a live Twitter message if we haven't already volunteered it on our Twitter profile.

So then, here's a 139-character example of how a purposeful @reply expressing intent to send her a DM may be written:

You seem like someone I could be friends with. We're in the same city so lets talk. I'd like that, actually, so I'll send you a direct msg.

Or, if you prefer, here's one that uses up the entire 140:

Looks like we could be friends, especially since we both live in the same city. 140 characters isn't enough for that, so I'll send you a DM.

Clearly, a message that is custom-crafted by you personally will likely be even more effective than either of the templates I've offered. But you get the idea.

The key elements are as follows:

1) Nothing weird, creepy or aggressive. You want her to feel comfortable with you, as is always job #1 when meeting women online.

2) You are taking the lead. There is nothing that is presented in the form of a question. Rather, you tell her you think she'd potentially be someone you could enjoy meeting and express a desire to make that happen.

3) You have not pre-qualified her in any way. You're interested, but not "pre-sold" on her.

4) It's not overtly sexual. She is likely woman enough to know that you are potentially interested in her, so don't push the proverbial envelope just yet.

Next, once you've sent an @reply to her to that effect, you again *wait*. Make it a good hour or two.

Careful here. She may just remain silent at first expecting your direct message, especially if she isn't quite up on the rules of Twitter regarding the necessity that two people follow each other before sending DMs back and forth.

But there's no doubt about it: *the two of you are going to have to follow each other* at that point in order to exchange contact info and take the discussion offline.

This of course means that you'll likely need to proactively "follow" her first. This isn't giving your power away at that stage. It's *leading*.

*But…*make no mistake. Your *patience* in waiting that sixty to 120 minutes before simply (and impatiently) "following" her and hoping she'll follow you in return could pay huge dividends.

Such could come in the form of a response from her actively inviting you to follow and direct message her, and that she's looking forward to it; or in the form of getting a proactive "follow" from her.

Such a response or a proactive follow should be considered an excellent and well-earned verification that it's indeed "game on".

But the simple fact remains that typically women will expect you to follow first. So be the man, indeed *take the lead* and follow the woman at that point.

Then, send her an @reply telling her you've just done exactly that, and invite her to likewise follow you so that you can send her a DM.

A mission-critical style point here is to *tell her* to follow you rather than *asking her* to. This further demonstrates *leadership* and shows that you fully expect her willingness to comply.

This isn't about being pushy or controlling, but rather more about *confidence*. You are simply directing traffic along its due course, if you think about it.

Asking her if she'd follow you would come off as sort of silly at that point anyway. Worse, such a tactical error would also

telegraph that you're worried she may not in fact do so…when it's obvious that simple logistics dictate that she follow you in order to receive a DM. See the mindset there?

After following her and inviting her to follow you, the chips are down for sure. She'll either follow you, allowing you to DM her…or she won't.

One 'reminder' message if she hasn't followed you within a reasonable amount of time is okay, but here's a caveat: If you are able to make the follow request in the context of a live exchange of @replies (i.e. a Twitter conversation featuring back-and-forth messaging with responses only a few seconds or minutes apart) you will almost instantly know if she's on board with getting the DM from you or not. This is, as you might imagine, the optimal scenario.

And if that's the case and she *does not* follow you, take that as a clear indication that you have not yet built enough rapport and trust with her to move "offline" from Twitter.

What you should do when that happens is, again, call it out. Use humor if you'd like…and keep the *attitude of leadership*. For example, you may @reply to her as follows:

> *You've gotta follow me in order for me to send you a DM,*
> *that's how it works. It'll be okay…I don't bite you know.*

You'll be shocked at how often she'll comply after such a second request as that.   If she doesn't, then you're likely shooting yourself in the foot if you continue to press. You'll just come off as needy.

Some women simply need more time to feel comfortable, and if she's one of them then so be it.

That said, if you have already spent what you feel is adequate time conversing back and forth with her, I would personally recommend moving on to making friends with other, more sociable women at that point.

But if you choose to ignore that idea and press onward in attempting to build rapport and comfort with that particular woman, you'll be best served by waiting a couple days or so before @replying to her again in the manner you did at the very beginning with her.

With time comes some familiarity with you, and if you aren't pushy or needy when you resume communication, you may find she's almost immediately more amenable to you.

If not, well then it's *most definitely* time to move on.

But lets assume for now that the woman who has captured your attention indeed follows you back, and you've got the "green light" to proceed with a DM.

Waste no time in writing an engaging yet efficient direct message to her.

In that DM, you want to basically stick to giving her the contact info that you wouldn't transmit over the public Twitter timeline. You won't have room for much else, believe me.

Give her your email address and invite her to either email you or give you hers. Also give your phone number, and if you've

got room (depending on the length of your e-mail address) indicate you're happy to call her first.

Remember, you have 140 characters for this message like all others:

> *Lets talk for sure.* scot@deservewhatyouwant.com *is my email. Drop me a note or give me yours. 210-260-6400 is my #, text me and I'll call first.*

The potential pitfall you could encounter here is also the inherent beauty of it all. With 140 characters, you're forced to be direct and to the point. So while you really can't "fluff up" your response with "Mr. Nice Guy" stuff designed to put her at ease, that could be a good thing.

All in all, she's a grown-up now and likely fully understands the limitation of 140 characters. Any (and I do mean *any*) intentional attempt to put her at ease will go a long, long way.

In the example I gave, there's a clear call to action (i.e. "Lets talk for sure") followed by two options for connecting via email, plus an open invitation to take it directly to the phone.

Note that she is also invited to *text* her number…a subtle nod to your acknowledgment that some women prefer the gentleman to call first. Beautiful.

Allow her some time to respond "offline" from Twitter. Perhaps 24 to 48 hours. You should also have auto alerts for DMs set to "on" in the Twitter settings, just in case she responds with a DM of her own.

If you haven't heard from her after that amount of time has past, feel free to send another direct message. *Do not beg or grovel.* Instead, playfully call her out on "playing hard to get" or remind her that "0 character messages don't get delivered on Twitter", etc.

Have some fun, and demonstrate that you have a sense of humor. Now is not the time to show even minor frustration, let alone anger.

Importantly, don't "unfollow" her shortly after sending a DM to her—either the first or the second one. Remember, you've *taken the lead* here and you've got to give her a reasonable chance to respond.

Even if she sees the DM later and would like to respond to it, your "unfollow" will—by definition—mean that you'll have lost all chance for a response…even a late one. So don't give up quickly, even though your frustration may compel you to "pull the plug" on her out of pure spite.

But if she responds favorably with her contact info, so be it. E-mail her and/or pick up the phone and call her at your earliest *actual* convenience. That way you're not scrambling for the phone like a needy guy *or* play "three day rule" games with her…and that's all good.

Whatever you do, don't start a precedent of texting her. If you think about it, that's really no different than Twittering to each other. Therefore, it accomplishes very little if anything toward going "offline", right?

On the other hand, if she returns your message with some sort of "run around", then take that as a red flag that *she* plays games.

But assuming all has gone favorably, the point is ultimately to meet her, and evaluate whether you want to continue to hang out with her or not…and vice-versa. That's the point of all online dating, and "Twiduction" is no different.

At the point you've successfully moved from Twitter to e-mail or phone, generally effective online dating practice for moving toward a live meeting applies. In other words, you proceed as you would as if you had met her on Match.com, Facebook, or if you had gotten her number having met her in person, for that matter.

For more on that, I highly recommend the *Online Dating Domination* program. It's a comprehensive system for meeting the highest quality women online.

The Leading Man is also a potentially valuable resource to you, as it covers phone/text strategies in great detail along with everything else a man needs to manage relationships with women.

Conclusion

I trust you've found this brief e-book to be informative and a solid foundation for finding great success with MOTOS on Twitter. I've thoroughly enjoyed researching the content herein and presenting it to you.
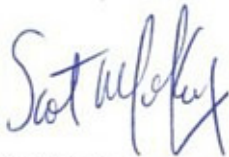
My firm belief is that if you take the steps outlined in this book seriously, you could very well become the absolute most effective guy in your entire metro area at meeting women on this most progressive of "dating sites". That's what "dominating" your metro area online is all about—being able to attract and meet your first choices among women, and being in full control of your dating life.

One thing is for sure, you have been given a true "head start" over virtually all other guys around you at succeeding with women on Twitter.

If you have any questions, suggestions or other comments please feel free to e-mail me anytime at scot@deservewhatyouwant.com. You can expect a thoughtful response.

And I especially look forward to hearing your success stories as you discover the power of Twitter as a "dating site" for yourself.

Be Good,

Scot McKay
X & Y COMMUNICATIONS

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About The Author

Scot McKay graduated from Messiah College in Grantham, PA in 1988 with a Bachelor of Arts in Education. From there, he did graduate work in psychology and counseling while working as a life-coach for "at risk" kids in Yuma, AZ.

After a difficult divorce years later, Scot heard from virtually everyone that "it wasn't his fault" and that "there was nothing he could have done" to have been a better husband.

Not accepting the victim's mindset, he adopted an attitude of continuous research into exactly what it is that attracts men and women to one another, and--more importantly--what keeps them together for years.

In other words, what exactly *is* a "healthy" relationship, and what makes it happen?

Get Online Dating Domination: http://www.onlinedatingdomination.com
Twitter: http://www.twitter.com/scotmckay
Contact Scot McKay: scot@twiduction.com

This research has been ongoing for five years to date, and has literally been a life-changer for him—going from divorced and alone to married to the woman of his dreams during that span.

The findings have been so profound and meaningful that Scot has gone back to his roots of life coaching after a successful management career in the IT world...and X & Y Communications is born.

Scot lives in San Antonio, TX with his wife Emily, three children (David, Danielle and Scot Jr.), plus two hairless terriers called Cosmo and Gracie.

About X & Y Communications

X & Y Communications LLC was founded by Scot McKay in 2005.

Our organization exists entirely to help you become the best you can be when it comes to dating and relationships--without having to learn to do things the "hard way".

It doesn't matter if you are young or old, as yet unmarried, married, divorced or widowed. X & Y Communications can help you maximize your success in preparing for and eventually realizing the ultimate in relationships with a significant other.

True to what you've seen demonstrated in this book, we publish free newsletters containing straight talk about the most creative subjects, somehow encompassing character-based principles while being neither too shy nor too judgmental to hit the important things head on.

The stuff you've heard a million times isn't rehashed around here. Enjoy!

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