



GROW YOUR TWITTER FOLLOWERS LIKE A PRO

Secrets. Hacks. Tricks



Jerry Doubles



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TWEET
FOLLOW**

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SECRETS. HACKS. TRICKS.

JERRY DOUBLES

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*Dedicated to anyone, anywhere in the world who wants
to be influential on Twitter*

Book Review

A natural storyteller pens his experiences of growth and mastery of the "Bird" App. In this book lie the "How Tos" of Twitter appreciation, usage and general transfer of influence.

Achile Ebikwo.
Proofreader and Communications Enthusiast.
Twitter Handle: @AchileEbikwo

From getting the hang of Twitter, to growing your followers, to successful influencing, Jerry has answered all your questions in a very practical and straightforward manner. I promise you will love this book. Thank you Jerry.

Adetutu Akinyemi.
Legal Practitioner.
Twitter Handle: @adetutuomooba

This book is a very detailed guide on how to grow followers and if one pays attention to every detail I'm sure it'd be of help.

Omotoyosi Ojedokun.
Student.
Twitter Handle: @omohtoyo_

The 21st century has presented us with the big task of knowing how to use social media to advance our lives, it is almost impossible to do what we do without finding its correlation to the digital space. Lives have been changed for some in a flash, for others over a period of time just by the mere understanding and eventual application of the workability of social media. It is a widely accepted fact that social media is powerful engaging tool for businesses, organisations,

non-profits and individuals as well and only those who know how it works can reap of the benefits therein. What if I don't know how it works? The answers you seek is right in your hands at this very moment: Yes, This Book. In this book the writer shares his personal testimony to the transformative power of Twitter, one of the most popular social media platforms. The writer shares how he started from scratch till this point of elevated success while on the platform, little wonder He's very in tune with the hacks, tricks and ways to build a successful Twitter account and I'd recommend anyone to learn from him and the wealth of knowledge he has shared in this book on the subject matter. I will recommend this book as a Do-it-yourself (DYI) material for the understanding of how Twitter works and anybody(Emphasis on Anybody) should get a copy of this book. The book is simple to read, easy to assimilate, written in easy to understand grammar; describing each hack, tricks as simply as it could be. You've made a very good choice in getting this book and begin your journey into understanding of Twitter. Best regards.

Okezie Ifeanyi Praise.

Development Practitioner .

Twitter Handle: @Okezie_Ifeanyi

This book is relatable, precise and straightforward. Definitely a great read.

Amme Parah.

Medical Student and Baker.

Twitter Handle: @ParahAmme

I call Twitter "The Mother of all Apps because though keeping up with Social media is hard, Twitter is harder on a deeper level. The struggle on those "streets" are real and that's why the information in this book is timely and extremely relevant. When I saw that title, I knew this one was a must-read, so I set my fears aside and dived in. You should too! That said, Thank you Jerry Doubles for taking the Struggle and making it so simple!

Christine Samuel.
Brand Consultant.
Twitter Handle: @onevolunteerr

Introduction

Twitter (/ˈtwɪtər/) is an American microblogging and social networking service on which users post and interact with messages known as "tweets". Registered users can post, like, and retweet tweets, but unregistered users can only read them. Users access Twitter through its website interface, through Short Message Service (SMS) or its mobile-device application software ("app"). Twitter, Inc. is based in San Francisco, California, and has more than 25 offices around the world. Tweets were originally restricted to 140 characters, but was doubled to 280 for non-CJK languages in November 2017. Audio and video tweets remain limited to 140 seconds for most accounts. Twitter was created by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in March 2006 and launched in July of that year. By 2012, more than 100 million users posted 340 million tweets a day, and the service handled an average of 1.6 billion search queries per day. In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet". As of 2018, Twitter had more than 321 million monthly active users. (Source: [Wikipedia](#))

As social media becomes more and more ingrained in our daily lives, it's easy to relate each platform to our physical environments. LinkedIn, for example, is the office: a professional landscape we use for networking, sharing news, and connecting with coworkers. Facebook is your living room, where you catch up with friends (but still guard your

privacy). And Twitter? Well, Twitter is the bar scene, where people let loose and talk to strangers, drop one-liners (or pick-up lines), and engage with personalities from all walks of life.

It is this bar-like atmosphere that makes Twitter the ultimate platform for customer engagement, and for the same reason why Twitter is the ideal social network for marketers: Twitter is the only social network where brands and consumers have an even playing field and unrestricted lines of clear, concise communication.

What else makes Twitter the best platform for engagement? Let's start with audience diversity. Twitter not only attracts a unique audience, but it makes your desired audience easy to pinpoint. Characteristics and interests are easy to discern not only through profiles, but through tweets, retweets, hashtags, etc. that the individual shares. As we all know, in order to engage with someone, you have to be engaging—to be relevant—and Twitter helps us identify who we should engage with.

Finally, Twitter provides a user-friendly interface that's primed for engagement and 1:1 communication. BrightEdge CEO and founder Jim Yu puts it like this:

"The micro-blogging site [Twitter] is excellent for real-time engagement with consumers. On Twitter, marketers can share the latest news in a quick snapshot message, allowing information to be shared instantly while offering fodder for thought-provoking conversations. When it comes to mobile, Twitter's simple interface is ideal for engagement on the go that can reach hundreds of thousands of followers immediately."

Source: [Here](#)

WHY IS TWITTER SPECIAL?

We all know that Twitter is a household name when it comes to social media, but just why is it so special? What makes this social media platform the success it is? I'm a huge fan, and therefore hugely biased, user and supporter of Twitter, and there are over 200 million other active users.

These are just a few of the ways that Twitter differs from other social platforms and why I think it's poised for ongoing success.

Twitter As an Everyday News Source

Twitter is quickly becoming an important source of information about events as they happen around the world. Many political analysts have attributed the spread of the Arab Spring to Twitter. And according to Outside the Beltway, the news of Osama bin Laden's death hit Twitter before newscasters shared it, coming a full hour before the President addressed the nation.

Some people may even use Twitter as their main source for certain news stories. Tweets about Hurricane Sandy were the lifeline for many, rather than (or in addition to) tuning in to traditional news sources. Perhaps this is because the short chains of information (limited-character tweets) fly so fast and furious that users feel able to keep up with the news as it happens, without really having to break their own strides.

"News," of course, can include mainstream news as well as news about a local area, a particular business, a group of interest, and even news of friends and family members.

One problem with Twitter as news source is that there are many Twitter-shared hoaxes and much spreading of incorrect information. Still, this issue is not unique to Twitter and is unlikely to cause it to lose any popularity contests when compared with other social media platforms.

World Leaders use Twitter

Leaders from around the world apparently recognize Twitter as a worthwhile platform. According to DigitalDaya, three fourths of leaders from around the world have a Twitter presence and use it to communicate with their citizens. Based on December 2012 data, 123 world leaders had Twitter accounts – out of 164 countries. Even the Pope now tweets, in 9 languages including Latin. Clearly, Twitter is the mainstream and not solely the mundane.

Twitter for Online Events

Twitter isn't just about news, however. Like other social media platforms, Twitter is all about engagement and connections. Marketers can take that a step further by creating and participating in Twitter parties. Essentially, a Twitter party is an online event, centered around a particular topic or company, that allows people to virtually gather and discuss a particular subject. To participate, Twitter users tweet using the Twitter party's hashtag. That hashtag is all that is needed for users to follow the conversation and jump in to actively participate. Brands often use Twitter parties as a way to boost interest in their products and services, increase engagement, and gain followers.

Twitter chats are similar to Twitter parties, except the conversation focuses on a topic of interest that isn't necessarily associated with a brand. Twitter parties are more likely to be focused on a brand's promotional interests. However, some businesses do sponsor Twitter chats, getting some exposure for their business while keeping the conversations to more general topics.

Source: [Here](#)

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Chapter One - My Twitter Journey

HOW I STARTED

I joined Twitter again in November 2011, that was after opening an account in 2009 and abandoning it. Few weeks later, it was difficult to understand how to use it, guess what? I abandoned it yet again. Few years later, I had gained only 300 followers as at January 2019.

Don't we all have similar stories? I guess we do.

We started, found it complicated, abandoned it and came back later only to be addicted. Lol.

For me, I started learning the ropes step by step, gaining significant followers and gradually, I became an authority on Twitter. From a novice who barely got likes on Twitter to one who gets several hundreds of retweets and likes, called "engagements".

One day, i was voyaging through my timeline and I saw a slang being used to describe different opinions about a subject, this slang is called "Sco pa tu manaa". Actually, I don't know the exact meaning of that slang but the concept is universal, which is, share your thought on a subject. This subject is attached to the slang in a tweet, mostly pictorial.

"O jewa Ke Eng" had gone universally popular prior to this. The slang , "O jewa Ke Eng" which defines "what (is) itching/bothers you?" was introduced by @akreana_ a South African native. Her tweet was the most retweeted with comment tweet in the world in 2019. It was a great success story, being that one tweet can catapult one into fame. YES! she got verified.



In my case, I was curious to sample people's opinions comparing different social media networks. I made a "sco pa tu manaa" for Facebook, Twitter, Instagram, WhatsApp, etc. The opinions and thoughts of people on varying subjects were hilarious to mention the least.

But the "sco pa tu manaa" for Twitter stood out.



The Idea Junkie ●
@jerrydoubles



Sco pa tu manaa?



1:29 AM · Jul 10, 2019 from Jos, Nigeria · Twitter for Android

||| [View Tweet activity](#)

59.2K Retweets and comments **15.8K** Likes

The rave it got and the flood of replies and retweets blew the ceiling. My mentions spiraled and was busy every minute. I was totally thrilled with the influence this got, but when I started seeing languages that I don't comprehend, I knew it was bigger than it looked.



On this faithful day, @yungbabytate tweeted that the way this sco pa tu manaa has gone viral, twitter should rename its app. Twitter quickly replied the tweet and wrote "After this tweet, we almost considered it". Well, they quoted my "sco pa tu manaa" tweet on their reply.



There are over 330million people on Twitter globally, its a huge thing for this prestigious and prolific brand to quote your tweet, mention you or reply your tweet. Its HUGE! So I felt honored. In fact, people started sending "*congratulations*" for this Twitter reply. You see, I told you it is huge.

Thing is, most people with verified accounts have not enjoyed this rare gift and privilege to be noted by Twitter.

For me, that was when I realized that my "sco pa tu manaa" tweet was really big.

* * *

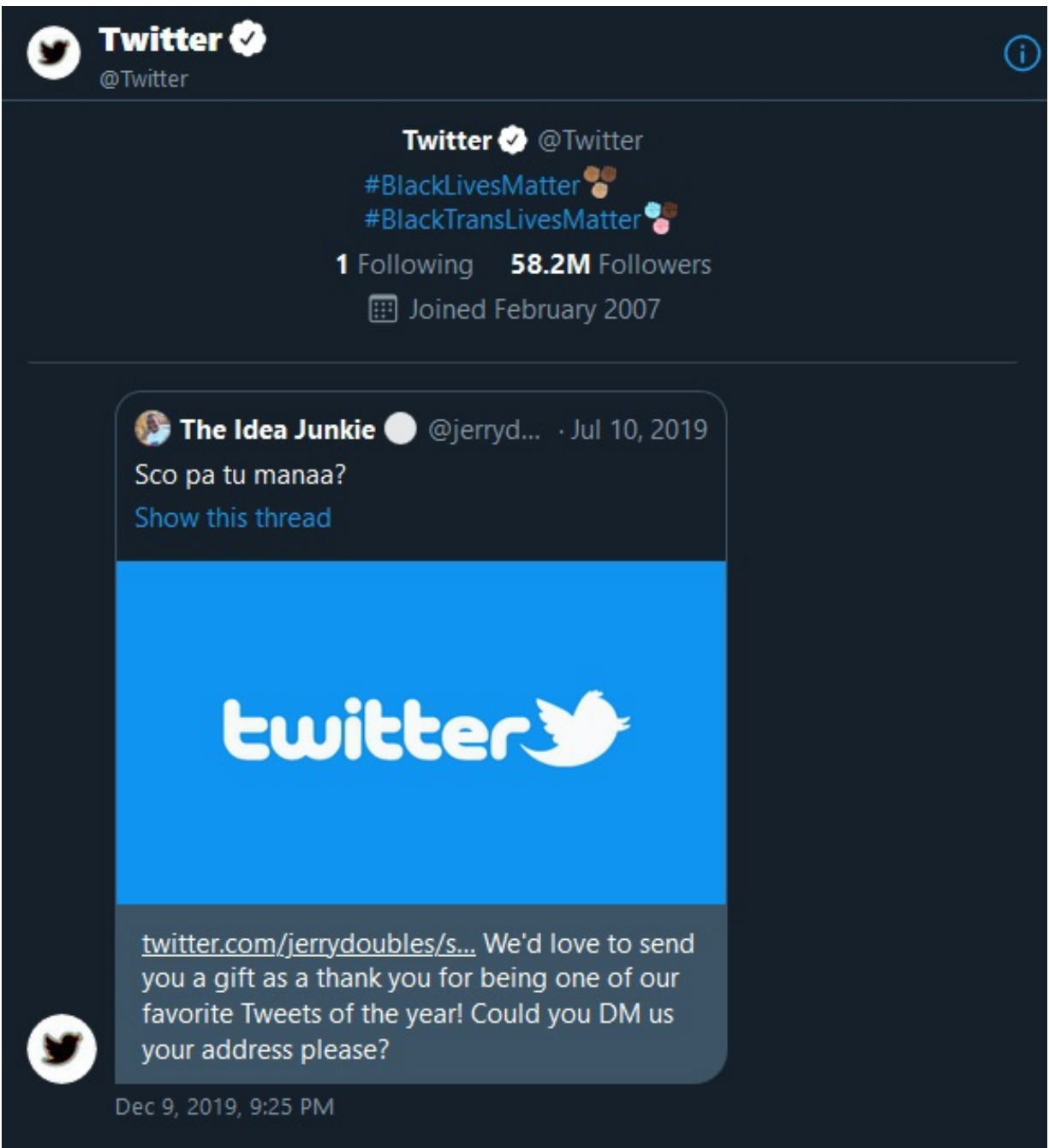
In December, 2019, @Twitter made a tweet to share their favorite tweets of the year. They listed 19 tweets that made their list, guess what? My tweet was seated number one on the list. Yes! In the billions of tweets that reeled in from different borderlands on Twiter, my Tweet was the first and top on the list of Twitter's favorite tweets in the world that year. I was not just blown away, I was mesmerized totally.



What a way to end the year - it was a bigger trophy than the initial quote few months prior. This is grand and a global one. I was quite excited. My "sco pa tu manaa" tweet of Twitter made a global scene, Wow. Well, the congratulatory messages poured down like rain. Influencial people on Twitter, those I looked up to, who had huge followers and

are seen as demigods on the Twitter domain congratulated me. It was phenomenal and I was marveled. In fact, how I felt that day was indescribable.

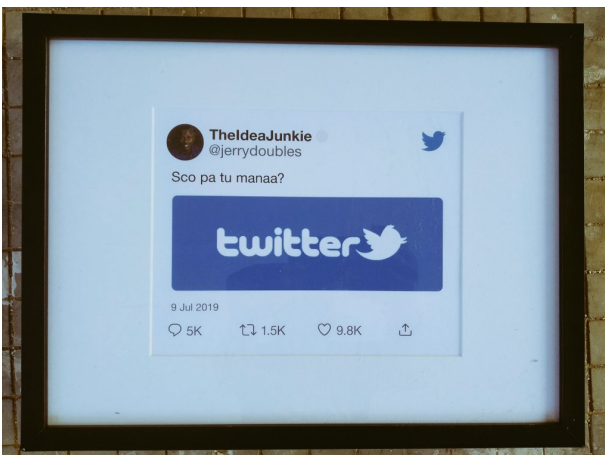
Okay, that was not all. Twitter sent me a Direct Message (DM), arghhh! that was more than I ever felt on the timeline. It was a personal message asking for my address because Twitter has a special appreciation gift for me. Really??? Can this sensation ever end? I quickly wrote my home address in Jos, Plateau state, Nigeria.



When I told people that Twitter sent me a DM, they all doubted. It was a glorious scene when I tweeted the screenshot of my DM. In fact, it went beyond congratulations, everyone started clamouring that I get "verified" to cap this amazing stride. Just imagine if you were in my shoes, how would you feel? Well, I kept contemplating what this gift would be. I was certain it would

be a phone. Because I felt they will want me to remain online right? Until I discovered that some persons on the 19 favorite tweets list have recieved their gifts. It is a beautiful frame with one's tweet engraved on it.

In January, my gift never arrived. I was bothered and worried, then i sent a message to Twitter. They quickly replied to affirm that my gift left San Francisco to Nigeria but the address I gave was never found so it got returned. OMG! I dropped a very familiar address this time, somewhere I work. It is easily traceable and very popular in the city I live.



In February, my frame finally arrived. FedEx delivered and it was riveting unlocking the seals and seeing the magnificent frame on my hands. Profuse smiles never ended flowing from my face, it kept flowing from my face uncontrollably. The FedEx representative can't fathom. Also the feeling was quite invigorating, I can't even explain. I signed that I have received this gift and he left. I picked it up and went back home. I hoisted it on the walls of my parlor and waking up everyday to see it is refreshing and rewarding.

* * *

THE POWER OF ONE

On Twitter, one thing you do can change you forever. I use to tell people that one thing on Twitter can either break you or make you. For me, one Tweet changed everything. It made me.

One Tweet got me thousands of followers, got me a gift from Twitter and made me global, featured on blogs and different articles globally. On Google, when you search for "sco pa tu manaa", my tweet pops up first. Remember, I did not invent the slang but just a tweet around it got me here.

In fact, that one tweet inspired this book.

A creative fine artist, @EWaduba, drew a picture of Kevin Hart and tagged him. He saw it and Retweeted with comment and said how he would buy the piece



of art and will indulge the boy to make some for his friends. Just one tweet. Thing is, this guy had less than 1,000 (one thousand) followers at the time, but this tweet made him 25,000 (twenty five thousand) followers within few weeks. He was featured on Steve Harvey's show and his popularity went global with just one Tweet.

Another artist, @Doks_Art, drew Donald Trump and he retweeted with comment saying he loves it. The beauty is that these guys did not just get a global attention beamed on them, but they also gained a lot of followers afterwards.

A photographer, @thekashope, shot a Mercedes Benz automobile and Tweeted about it. Mercedes Benz replied to this Tweet to check his DM for a contract deal. They loved it so much. Just one Tweet took him from wherever he was to



wherever he is today.

Two banks in Nigeria merged and @Chydee had accounts with both Banks before the merger. On his birthday, he

T



weeted that being that he had three accounts with both banks prior to their merger, he deserves a special birthday gift, not the regular text messages customers receive on their birthdays.



Guess what? The bank retweeted with comment and asked him for a thousand retweets within four hours to earn him an all expense paid trip to Egypt. Within an hour, he had amassed over a thousand retweets and numerous replies and likes.

@akreana_ Tweeted the slang "O jewa ke eng?". She got hundreds of thousands of followers and also got verified by

Twitter. She is now an ambassador for several brands worldwide.

I made a Tweet with the slang "Sco pa tu manaa" and I got a gift from Twitter, I had thousands of followers afterwards. Within a year, I have had 17,000 (seventeen thousand) followers from three hundred followers.

If you need global attention on your brand, Twitter will give you the platform, but it is up to you to work hard to make this happen. One retweet can boost your visibility within the shortest possible time, just one like can get you the attention you need, just ONE. You don't need to have thousands of followers, or get verified. You can start today and become an influencer tomorrow. But how can you position yourself to achieve this task? How can you align yourself to become globally relevant? How can you use Twitter to become successful?

This book will teach you how to maximize Twitter, so without further ado let us delve into the strategies needed to enjoy the great benefits of Twitter.

* * *

Chapter Two - Getting started

WHY DID YOU JOIN TWITTER?

This question will guide you through your growth on the platform.

Are you working on pushing your career on the platform? Are you just there to exhibit your talents? Are you there to network and connect with users around you or around the world? Are you there to find a new pathway? Are you there because everyone else is on it?

The reasons why people join Twitter are enormous to fathom at this time. But what is most important is your own purpose. If you can't find this, then you will goof tremendously later while using the platform.

For instance, when writing your Bio, you must portray your qualifications when you join to boost your career chances and choices. People who will follow you will do so mostly after reading your Bio. What message do you want them to see. The Bio avails you few characters, so you cannot drop your entire Curriculum Vitae on it, NO! But those few lines you will enunciate have to be a selling point for you.

Find your "why?" Before you sign up. Without purpose you will be directionless on the platform. People who became successful on Twitter have a purpose they were hanging unto. Maybe you are on Twitter already but you have not fathom your own purpose, it's not too late. Ask yourself and enumerate as many reasons as possible, write them on a sheet of paper, arrange them according to importance, according to which you want to sell to the world first before another and then work around it. Your image on Twitter

should be about it. This is the first and most crucial part of everything.

UNDERSTANDING TWITTER

The peculiar story we have always had is that we don't understand the platform and how it works.

If you go through this part, you will not encounter difficulty comprehending the platform in a snap. So I was able to list key features that form the basics of your starting out. This will affect your Twitter growth quite deeply. Do it well and as instructed and you won't face issues while taking the steps to grow your followers.

Let's jump on them already.

* * *

HANDLE

Your handle is your account address on Twitter. It is the function with the "@" sign before it. If anyone wishes to search or find you on Twitter, the person will have to use this address. It is very important to have one that is easily memorized and remembered. Twitter permits the use of "_" while adopting a handle. Don't over use it because it will complicate your handle's simplicity and people will find it difficult to get to you.

A Handle is yours, so you can edit multiple times over. But remember, just like your phone number, no two people have the same handle on Twitter worldwide. It means, which ever handle you pick, it is unique on the Twitter platform.

AVATAR

This is the profile picture on your Twitter account. It is sometimes called "Avi" for short. This is where you add your picture. While you can use any picture to update your

Avatar, I will strongly advise that you use your picture. If it is a corporate account, use your company's logo.

HEADER

A Header is a background picture placed behind your Avatar. You can change this to anything you want. But consider the size before you upload, because it is trimmed to fit into the background. When someone visits your profile, this is what greets a visitor. Make it colorful. Most times, they are inspirational quotes or call to action like "Hit Follow". They can be the logo of your favorite football team. So be creative in getting something you love displayed on there.

BIO

This section is where you write a short description of yourself. What do you want people to know about you? This is where you write it. Make it social and fun. In the course of this book, the reason for this will be revealed.

OTHERS

Add a date of birth on your profile, great thing is, it will automatically hide the year unless you permit it to be made public. Also, add a location on your profile - please use your dominant location and this is so emphatic, I will tell you why later in the book.

Your account is set.

Congratulations!

Next baby step will be adding your friends and family who are already on Twitter. It starts from there. Follow them and get followed back.

FOLLOWERS & FOLLOWING

Let me paint a picture of how this is;

Imagine you are on a queue. You will see the person in front of you and everything this person does. It is because you

are following the person. But when you do anything, this person doesn't see it, so this person is not following you. But only when this person turns back and faces you, it means this person is following you back, so you both can see feeds of each other.

On Twitter, when you follow someone, you will see all the activities of this person. When the person Tweets, Retweets or Likes any Tweet, you will see it. That is why people ask for a "Follow back" so that their own activities can be seen by the people they Follow.

Celebrities and most verified accounts have huge followers but less following, this describes how their own activities are seen by thousands and millions of followers but they only want to see the activities of a handful of people, hence they follow just few.

If you don't want to see anyone's tweet or activities, don't follow them. But when you want to, follow them and all their activities will show up on your timeline.

* * *

Chapter Three - Consistency is Everything

STAY RELEVANT

Beyond Twitter, in our daily lives, consistency has been a major tool to being relevant. Doing something the right way, over and over again always pays off ultimately. There is no one who has been consistent in life that was not rewarded, no one.

I cannot overemphasize the need to be consistent on everything as far as twitter is concerned. This is the major key to successful influencers on Twitter. The more consistent you are, the more you grow followers.

As a pro, I will advise you tweet once every twelve hours while starting out. Between tweets, ensure you are engaging.

REPLY

Truth is, most people will follow you by your engagement on the Timeline. Reply to their tweets. Make your opinion known, it attracts the right people to you. Remember, Twitter is a large planet on its own, a tweet can fly from one part of the world to another within seconds. So do replies. They are as crucial as tweets. In fact, I know someone who replies more than he Tweets and his followers haven't stopped growing significantly.

Also, remember to reply to as many tweets as possible, especially those that touch your area of interest. Write an opinion and see the number of likes that opinion will generate. It further shows that people are sharing that opinion with you. Try replying to a Tweet made by a popular

celebrity, make sure the Tweet is not stale, if possible, reply within minutes that the Tweet was made, you will see the number of likes that reply will generate.

While replying, be dramatic and make it fun. On Twitter, pun and sarcasm is the voice of most impactful tweets made. Make sense on your replies. Do not copy any reply you have read on the same Tweet. Make the words yours, be true to your opinion even if you are against the poster of the Tweet.

Remember, 50% of the people who read your reply will check your profile to see who this is, well, that is how they get to decide to follow you or not. Those who liked your replies obviously agree with your thought and would gladly follow you being that you share a common ground with them.

This is why your profile should be set to convert visitors to followers.

On the flip side, when anyone replies your tweet, their replies attached to your tweet is shown on the timeline of their followers. So, just imagine that someone with millions of followers replies to your tweet. This single effort will expose your tweet to a huge audience.

In the quest to grow followers, don't forget to reply on tweets, especially those with huge followers and replies from these same persons will move your tweet up the scale within a very short time.

RETWEET

Being that any Retweet you make will be mentioned to the poster of the tweet, the more "useful" retweets you make births followers, esp the owners of the tweets you've retweeted. Keyword is "useful". It is not every tweet you Retweet. Remember, retweeting means that the tweet will be reposted on your timeline. So all your followers can see this tweet you retweeted. As far as it doesnt tick the "why

you are on Twitter" box, don't Retweet. You could just reply instead of Retweet.

LIKE

People underrate the "like" on twitter. We invest so much time looking for Retweets neglecting the fact that even likes are as close and as powerful as Retweets. Let me explain - when you like a Tweet. Most times it appears on the Timeline of your followers telling them that you liked a tweet. The only difference between this and retweets is that with likes, the tweets aren't shared on your timeline. With likes, your followers are notified that you liked a particular tweet.

So just imagine that someone with millions of followers likes your tweet? It will be seen by so many people. While people are obsessed to get Retweets which is good, a like won't be a bad idea at all. Eventually you will have a good amount of exposure to the tweet.

DIRECT MESSAGE

This is mostly shortened and called a "DM". This is a private messaging section where only the sender and the receiver can see it, no one else. Some people on Twitter don't know the relevance of this powerful tool. Thing is, if you are chatting with three people privately, whenever you tweet, the chances that these three persons will see your tweets will be much higher than those you don't engage in the DM. This has worked for me tremendously. Under my "sco pa tu manaa" viral tweet, I asked that anyone who wants to grow their followers should send me a DM, I get hundreds of DM weekly. Now anytime I drop a tweet, I see those in my DM asking to grow followers engaging my tweets, because they see it first or more than those who are not in my DM. In fact, even if they don't come online, when they do, your tweet

will be shown to them first. Also, theirs will be shown to you likewise when you both engage in the DM regularly.

I feel the twitter algorithm is designed to put tweets relevant to you on your timeline more than those that aren't. That is why the system feels that those people in your DM are important to you and will hence show you more of their tweets than not at all.

So, do not neglect the power of the DM. You can send people from the Timeline your DM, especially when one wants to have longer conversations. Start on the timeline and end it in the DM. At a certain period I was almost sending everyone to my DM. At the end, these people see my tweets more and engage it.

A GREAT TWEET

Well, there isn't a formula for making a tweet that is great. In fact, sometimes, the tweet you don't expect to go viral, just does - but the one that you expect to go viral doesn't at all, and it's fine.

Something happened to my friend, he went for an interview before 7am and the interviewer asked them to wait a bit. By 3pm, three of them had left in frustration of waiting for eight hours. By 6pm, almost twelve hours later, the interviewer came and met only two people still waiting. He gave them the job. My friend had waited till 6pm. The employer claimed patience is one of the major quality he is looking for.

Well, I tweeted about my friend's experience and how I did not see this coming, my expression was "wow". But when I dropped the tweet, it went viral within minutes. The employer was insulted and dragged on *twitter street*. The tweet garnered about 2k retweets within hours and people with huge followers replied and retweeted with comments.

In fact, even verified accounts jumped on the tweet, most registering how displeased they were with the employer.

Did I know that tweet will go viral? No!

I have made tweets that I felt would have been viral, but never were. So, saying this is the right way to do it? No one can easily say. But then, while accumulating relevant followers, there are few rules you should consider.

1. Write Comprehensively Write tweets that are readable to your audience. People who don't spell well, or who don't have how to articulate what they want to say always miss it completely. I will always advise those who can't spell well to pass it through those who can help them check their sentences and spell-check their contents before tweeting it. A good number of people have not amassed followers because of this simple fact. No one will follow someone random online who can't delightfully send his thoughts out there comprehensively. I am not sure I can like or retweet a bad grammatical tweet. So, the poster has lost a chance to have a Retweet, like or reply which will not birth a follower or more.

2. Add media When you add a picture or a video to a tweet, it gives it more relevance than not at all. Do you know that most twitter users, often called "Tweeps" scroll down their timeline in a fast pace, most times, what will make them stop to read a tweet is its media. Make it catchy and something to attract attention. The chance that someone that stumbles on your tweet on their timeline would Retweet, like or reply to your tweet is pretty much high. This translates to followers in the longrun. Since there are more tweets without media attachments, stand out, add media to yours and see it attract more engagements.

3. Add location When I click on tweet locations, I can see all the tweets being shared in that particular location. So

adding a location will expose your tweets to people close to you. In fact, I grew most of the followers around me because of my location. Everyone wants to follow people who make tweets they easily relate with. So, it is essential to add location to your tweets. Its a followership gainer.

4. Quickly reply replies When you launch your tweet and its on the timeline, it is possible someone will see it and reply, make sure you quickly reply back, even if its an emoji. But I advise that when replying a tweet, always end the reply with a question so that this person can reply again and again. For any reply made on your tweet that is the number of chances the tweet is exposed and by so doing, more followers to you. At the end, don't forget to ask for a follow.

* * *

Chapter four - Engagements

RETWEET GROUPS

This is unarguably the most effective way to grow relevant followers on Twitter. If you do this effectively and as planned out in this book, using this strategy alone you will gain thousands of followers within a short time. So imagine implementing this strategy called "Retweet Groups" and then adding the others enumerated in this book, you will sporadically grow your followers with relevant engagements and meaningful followers.

You can send DM to more than one person at a time. If you highlight more than one name to send message to in the DM it becomes a group. You can add not more than 50 people in a group. This is a good start.

Create this group with 50 people who want more engagement on their tweets, then follow these rules;

1. Everyone in this group follows everyone on the group before anything else. It means that everyone would have had an additional 49 followers from joining the Retweet Group.
2. Everyone on the group has the chance to drop a Tweet link once everyday. Tweet links can be obtained from the tweet in the timeline. When they drop more than one tweet link, they are removed immediately. Remember, this rule is not cast on stone. But this is the most effective for me. Other Retweet Group owners have made different kinds of rules, like allowing people to drop tweet links more than once and at different points in a day.

Why I feel my Retweet Group rule is most effective (to accomodate only one tweet a day) is because not everyone would be online at all times or within the periods that are open for engagements. In a day, one is supposed to come online and engage all tweets dropped on the Retweet Group.

3. Everyone MUST engage all tweets dropped on the group - it is important to like, reply or Retweet every content in the group. People have argued that since it is a Retweet group, one must Retweet all tweets in the Retweet Group. But then, this is only effective when the members of a Retweet group share the same interest. For instance, if you are an engineer and you have 49 other engineers in the same Retweet Group, it is easy to Retweet everything that has to do with engineering as it is in your niche of interest and will not sway your followers away from why they are following you.

Most times, followers follow you for a reason, mostly because of your niche of interest. When you Retweet tweets that have no placement on your niche, you will lose so many followers. As an engineer, if you Retweet a thing about politics, you will only divide your followers because sensitive topics like politics, religion or gender is always dicey and has a high tendency to affect your followership being that no matter how you sound on these topics you will still sound biased and those who don't share your thoughts will eventually stop following you. Now since you aren't known for being political, just stay off it.

A typical Retweet Group is composed of people from different interest, so it is not mandatory to Retweet every tweet shared on this Retweet Group. But as I have enumerated in this book how effective likes are, liking a tweet isn't a bad idea after all. Also, dropping a reply is equally relevant. In fact, what's the glory of a tweet with

only retweets and no replies? Replies births more replies and hence exposes your tweets even more.

Most times, I tell founders of Retweet Groups to give room for other things aside retweeting, esp replies even if its just an emoji. Having 49 replies and 49 likes is equally as powerful as retweets. The edge that retweets have is that retweeted tweets will remain relevant on the retweeter's timeline for a long time. That is all.

Let's track back -

You make a tweet, share the tweet link in a Retweet Group and it gets tens of Likes, Retweets & Replies in a day. Next day again, and the day after. This is HUGE! Most of us joined Twitter and didn't have one like, reply or Retweet for several tweets.

Unarguably, the Retweet Groups is most effective to push you from zero to a hundred within the shortest possible time.

Also, do you know that you can create or belong to more than one Retweet Group? So if you belong to five, you must have had 245 followers added because of these Retweet Groups. Also, that is the number of possible engagements you will earn from belonging to five Retweet Groups. You can belong to more.

How do you get members? Just make a tweet explaining what Retweet groups are and anyone interested should send you a DM. When they do, add them to the group. Drop them the group rules and that is it. Are you excited already? Let me blow your mind.

I had created about thirty Retweet Groups sometime in 2019. It was quite a number of notifications from my DM daily. So I moved all the groups to a WhatsApp group. I was able to accomodate up to 256 people in one group at a time since WhatsApp only allows this number of people at a time.

After a while, the WhatsApp group couldn't accomodate as many people who wanted to join, then we moved to Telegram that accommodates up to 20,000 people at a time. We are still growing this Telegram group and we hope to go up to the 20,000 mark. This simply means, when anyone joins the Telegram group, he will have 20,000 followers at the spot for joining the Retweet Group. You see, the Retweet Group is an Amazing tool to grow followers quite fast.

You can create one and run it, or ask using a tweet on the timeline about anyone who belongs to one and that you will love to join. The reward for this is priceless. In fact, you can grow thousands of followers within the shortest possible time using active Retweet Groups.

Remember you might find people who won't be active on these Retweet Groups, don't hesitate to remove them and add very active ones. This is so, because the success of a Retweet Group is in the hands of its members. I have belonged to a Retweet Group of only fifteen persons and the rate of engagement was quite impressive. They will like and reply then most times Retweet your tweet, with these guys, I was having an additional 10-20 followers daily.

You see, you can even get paid to grow followers for people around you. Use this method and do it easy for yourself. People find it difficult to grow followers on Twitter and if they can hire another person to do it for them, they will pay handsomely. Clients pay between \$200-\$500 for a thousand relevant followers. When they want more followers, you charge more.

Twitter is hard as most people will say, but using these methods will make you do and undo within the shortest possible time with the best results.

HASHTAGS

Clearly, we cannot mention Twitter engagements without adding the use of hashtags. Look at a hashtag as a tool with the "#" added before a word or a phrase, that holds endless string of tweets built around it from anywhere on the Twitter platform.

For instance, #GrowYourTwitterFollowersLikeAPro can be a hashtag attributed to this book. When you click on this hashtag, you will find the tweets of different people around the world on the Twitter platform sharing their thoughts about the book.

Hashtags have remained powerful on Twitter. In fact, when you use a hashtag multiple times by different users, it trends on the Twitter map. So, when you use hashtags, it exposes your Tweets to people using that hashtag.

The use of Hashtags will definitely increase your engagements and at the end of the day, these engagements will translate to followers.

* * *

Chapter Five - Other Useful Tools

HAVE A NICHE

Twitter is often called a street because it is filled with all kinds of voices, interests and niches. Find yours and stick to it. There are so many people doing what you are doing, in fact, whatever you are doing on Twitter there are a dozen others doing the same thing. So after understanding why you joined Twitter, find where you fit in the crowd. Next will be improving yourself and becoming an authority in it.

Many followers followed you and will follow you because of your interest and niche. Doctors are often followed to deliver medical advice on their timelines. Political analysts are also followed because of their analysis on trivial political topics. So apparently, followers follow because of different reasons, why should followers follow you? Your answer to this question is your niche.

I personally give business advice and I am always posting about my brands. I have hosted several WhatsApp masterclasses on advertising and branding, which have remained my majors. People learn from me and my tweets. In fact, I get lots of questions in my DM around business. This is what I am known for, what about you? What are you known for?

I am also known for tweeting about my city of residence. This has been a tremendous growth serum for my twitter account. Thing is, people know me to have up to date info about my city, they readily go and see a thing I am talking about around the city. In fact, people who hail from this city but live outside the city readily follow me to be kept abreast

with information around their city of origin. That is one of my niches too, what is yours?

I love cats so much and it is captured on my Bio and I dedicate some of my tweets to share activities of my cats. Cat lovers for have followed me quite well over time because of this alone. You don't love cats? Write about your dislike for cats and you will grow significant followers of people who don't like cats.

Your lifestyle comes as an added bonus, and an inevitable niche. When people like those other niches, its a matter of time before they like you even more. This is huge follower growth for you.

Don't be random and tweet about everything. Have a niche, that will be your power and in a very little time you will soar like an eagle. I am soaring, why not you too?

FOLLOW TRENDS

Trends is a section on its own on Twitter - it shows topical issues people are talking about in a particular location. You can be in Turkey and see what is trending in Ghana. All you have to do is change the location on the trends map and boom you see it all.

You can see up to twenty relevant topics being talked about in one location at a time. Now people don't realize that this is a great tool to grow followers too. Being that when you reply and engage tweets on trending topics, they will expose you to many more followers.

If the president of your country is trending on the trends map at number one, any tweet you make with the trending phrase or hashtag will expose you to millions of people reading through that trend topic. Now since there are twenty trending topics at a time, you have the chance to make as many tweets as possible on each trend and engage

other tweets on those trends. You could get hundreds of followers using this method undoubtably.

Don't spam, be relevant and make your tweets and replies sensible, if not, it will be efforts in futility.

Truth is, not every trend is yours to jump on, because they might not strike your interest or niche, so be careful which trend you dig into at all times. I jumped on the "sco pa tu manaa" trend and it made the tweet global. What next trend will work for you??

TAGS

When you upload a picture on Twitter, you have the opportunity to tag not more than ten people on the picture. The trick here is tagging people in your niche with heavy followers. When you tag someone with lots of followers, even if the person doesn't like, reply or Retweet your tweet, Twitter will announce to their followers that they were tagged on your tweet. Imagine you tag someone with 1million followers. Let's assume that 100,000 of them see your tweet on their timeline notifying them that this person they are following was tagged on your tweet. At the end, even if 10,000 attend to your tweet. You will have nothing less than a thousand likes at the end of the day.

Bad news is that most celebrities and those with huge followers barred people from tagging them. Because many people tag them every time. So they get overwhelmed by tags on pictures that are mostly not relevant to what they do. If you are a model, you can tag top models worldwide. It is only logically for them to have other models following them, they will also have big endorsement brands following them. When you tag them, all these people will likely see

your tweet. At the end, you have exposed yourself to a large number of people on Twitter.

MENTIONS

When a celebrity has set his/her account to stop being tagged on pictures, one thing that can't be set is to be mentioned. The best trick that has always worked for me is mentioning their handle in a tweet, pegged in a question. Let's assume you are a photographer. You can upload pictures you have edited then ask these big photography celebrities to rate it or judge it. There is more than 50% chance that your tweet will be replied by this celebrity, this is huge. It will expose your tweet exponentially.

People are fond of mentioning celebrities without a conversation or a question, the impact will reside in announcing to their followers that they were mentioned on your tweet just like tags, but can't be more. But where you will reap even more is when these celebrities reply or engage on your tweet.

Truth is, celebrities don't jump on tweet from people they are just encountering. Be consistent in doing this often and see how it will pick the attention of these celebrities. Don't relent if this doesn't work at first, continue and you will be their favorite. Some big celebrities will even follow you eventually. That means whatever you do, they will see it. No win as big as this.

GIVEAWAY

Another brainer in growing followers is giving gifts on Twitter. So many people who have money made huge followers by gifting them money online. But it is not about distributing money online, no. It can be gift of resources. Check something you have that your followers would have paid for it, give them for free and see how quickly people will follow you looking forward to the next giveaway.

If you are a makeup artist, you can give away tips on some make-up tricks. I personally giveaway data for my followers. I probably will give away 10GB of data to ten people on my timeline, but there might be a hundred people who want the same thing too.

Most times, you can add conditions like; "if you are not following me, you won't be eligible for the giveaway". You will move up within hours. You can then choose randomly those who will win the prize or you just say first to do this and this will win. I usually make it dramatic - I make a first tweet to announce the incoming tweet and tell them that the first five to Retweet win the giveaway. You will find so many people turning on the notification bell on your profile, so that Twitter gets them notified whenever you make any tweet. I use this method when I want a particular tweet to gain popularity, maybe a product or services, in a few minutes, many people will engage this tweet.

Don't forget to reward those who win your giveaway. Most giveaways are not true, you will have the engagement but no one can come out that they won? That is wrong. So, what I advise is that those who win should come to the timeline to show appreciation to affirm that they received the gift you promised. Then Retweet their tweet saying this, your followers will be reassured that they weren't just lucky, and no, it wasn't scam.

Next time when you are giving out gifts, you'll see the tremendous attention it will attract. Use DMs to give these giveaways so that you can utilize the power of the DM as I have enumerated above.

FOLLOW TRAINS

You must have seen tweets saying like and follow everyone who Retweets, likes or replies. Well, this isn't approved by Twitter and doing this can get your account suspended.

Because it is no news that when you follow so many people at a time, you could get suspended. It is against Twitter rules. So also unfollowing too many people at the same time. I advise, that either you are following or unfollowing, it should not be more than 50 every twelve hours. Apparently, you can follow or unfollow 100 people in a day.

Follow trains are incredible way to grow followers, but it has some short comings.

1. You stand a risk of being suspended by Twitter and that means you could lose your account forever.
2. You will grow followers who are not necessarily following you for your interest or niche. So immediately you start making tweets, you lose them steadily. This is not an effective way to grow followers that will stay with you for as long as possible. If the follow trains are around your niche, yes, you can win with a follow train. But rarely do they do it this way, its random and just everyone can jump on the train. People who don't speak your language can jump on the trains and comprehending their tweets becomes a problem. This is a challenge.
3. When you choose who to follow, you will make your timeline better with the kinds of tweets that move down your timeline. For instance, the Follow Train might include porn stars or porn enthusiast on your list, this is how your timeline will look like, all porn.
4. People on follow trains don't keep their promises of following back when you follow them. Being that their follow has a threshold per day, this person who is a fervent follow train disciple might not be able to follow you and might forget later to do so when his/her threshold is relaxed. So it is possible to gain 100 followers using a follow train within 30mins but lose half of that before 24hours elapses.

5. My little research has it that people who jump on follow trains have huge followers with little or no engagements. So what is the point having a million followers with five likes on tweets you make? That is why I don't recommend this way to get followers.

In fact, I have discovered that Twitter have done a good job to suspend several accounts who do nothing but make follow trends on your timelines.

WHY YOU ARE NOT FOLLOWED BACK?

Well, it is no news how we get really upset when we are not followed back especially when we follow people on Twitter. I have a trick you should use that has always worked for me.

You followed this person and the person refused to follow you back, don't unfollow the person, make sure you don't forget the person. Always reply on the person's tweets and either when you get along you ask for a follow back or they do so by themselves especially when they notice you.

First of all, you can't see their tweets when you are not following them. Truth is, sometimes I get more than 20 followers in an hour, the Twitter mention panel can only show you about 8 set of followers a time and writes "8 and 12 others". Maybe your profile is on the others, many people don't go through the stress of checking who is following them. Personally, I have followed people who have followed me prior to seeing their replies.

You see? Follow and engage their tweets, that is you coming out for them to follow you back. No one wants a boring timeline, so when you are a good vibe with a positive energy who is fun, you will be followed by even huge verified celebrities. The message is simple, don't quickly unfollow people who don't follow you back. They will eventually, just engage them and see them becoming happy to follow you back.

Only unfollow people who either don't fit your beliefs or whose tweets don't align with your standing. But if you want someone to follow you, stay with the person for as long as possible. Unless they outrightly say they won't follow you back, remain with them. In fact, as I enumerated above the relevance of replies, if the person in context who isn't following you has big followers, use their tweets to raise your followers by replying to them regularly and quickly before their tweets get stale.

Ironically, people with more followers than you feel reluctant to follow you back, it is natural. I remembered when I started out, anyone with a thousand followers or more doesn't follow me back, because I had less than 300 followers. But those with less than mine readily follow back quickly. So this might be a guide for you to note, it is not bad that you are not being followed, No, grow your followers and see that people who did not follow you before readily follow you back, no questions asked!

* * *

Chapter Six - Conclusion

DOs and DONTs

While I try to enunciate all the relevant parts in growing your followers on Twitter, this might be one of the most relevant there is in this book. When you adhere to these, you will see results when you apply all the principles and tricks above, if not? You will not see results. This means that everything depends on this part -

Let us dig into it.

1. Don't copy Tweets -

Remember that being original stands you out. Create your voice on Twitter. It is a busy place, little wonder its called a "street". Let me give you an assignment to try. Get a tweet that has become successful with high engagements, lots of likes, retweets and Replies, copy the tweet and paste it as yours. You won't have as much relevance as the tweet itself. You know why? Because people have seen it and have already engaged it on the timeline, so why would they engage it as yours again? They know you copied it and hence their lack of engagement. It is proven that you might lose more followers when you copy tweets of others. It is the fastest method of losing followers there is.

Also, plagiarism, which is even illegal is a bad way to go. So why not sit and create your own tweets? Make them yours and they should be unique to your niche and interest. Be so known that when people see a tweet, they could predict it's yours. In fact, you can create a voice on twitter that whenever someone else copies your tweet, you'll be mentioned underneath it. This has happened several times with me. So , why not you? It won't be easy, there are so

many voices on the Twitter street, find yours, create it and make it unique. The rush of your followers will amaze you.

There are so many doctors on Twitter, a lot of them, but why are only two or three popular? They created a voice on the street and they are known for this thing, that is why their relevance will never just varnish. They will remain in people's minds for a very long time.

2. Don't stay a day without Tweeting or Engagements

Let me tell you something to try, stay away Twitter for a month and see if your followers are still the same. They will definitely reduce. The truth is the more you tweet and engage other tweets, the more you will grow followers and not reduce them.

3. Your tweets should be understood

Make sure it is tweeted in the language of your followers so that they don't feel misplaced in your tweets. Remember that you cannot edit tweets, so you need to be understood at first glance, if not, you will lose followers tremendously.

4. Don't change your avatar, handle or display name often.

I advised that only change these once every years if it is really relevant. It is no news that huge celebrities and people with lots of followers on Twitter don't change their Avatar constantly. The essence is so that the Avatar registers on the minds of their followers. With an old avatar, you don't need to do much before everyone knows it is you. So don't always change your avatar, keep it for a long time and you won't lose followers as much as if you change your avatar regularly.

Also your display name is a relevant part of your profile too. Good thing is that it is not like the handle that can't be changed, it can be any unique phrase that will stand you out. Mine has always been "The Idea Junkie" since I started

my twitter account. This is a nick name my business associates gave me being that they believe I am a wealthy of ideas, anytime we have a brainstorming session, I am always leading in tabling fascinating ways to get by different idea challenges. I have been using this since I started the account till date. I have never changed it.

Why you should not change your display name is because when you follow someone, or appear on their mentions, or when you Retweet someone's tweets, etc... Your display name is revealed at these times. So when you keep changing it, you keep being new to your followers.

For handles, it is not also advisable to keep changing your handle. Mine has been [@jerrydoubles](#) since I started the account. In fact, when you are verified and you change your handle, you lose your verification immediately. This is the relevance of sticking to one handle forever, if possible. Also, your followers are already use to your handle, when they want to mention you to someone and they type in your handle and it isn't suggested by Twitter or it doesn't appear. They will never know your new handle because they won't be notified when you change it. Your handle is like your name, if you change your name, you will lose so many people not knowing your new name.

Please don't change these key parts of your profile if not you will significantly lose followers. Even if you may change, keep it to stay a year after your last edit. I have only changed my avatar, but I do it in years. But my handle and display name have been there since I started my account on Twitter. Make up your mind what to use, when you start, don't change it.

5. Use your location & picture

Some of us prefer to be Anonymous on Twitter. It is not a sin, but when growing followers, it is not optional. Some

people will follow you just because of where you live. Hundreds of people will be coming to your profile when you have a good engagement on the timeline.

People are fond of writing mystical locations on their profiles like; "cloud 9", "heaven", "Asgard", "Jannah Insha Allah", "Canada in Jesus name", etc. It was hilarious until I discovered that someone did not get a job because the prospective employer could not find a location on his profile. You will save a lot of stress when there is location on your profile, because not everyone will come to your DM to ask you.

If you intend to be an influencer on Twitter with millions of followers, you will need a location on your profile, because advertisers will come to your profile to see where you reside, so don't mislead them. I know how many followers I have gained from my location alone. Simply put, location is a magnet of followers.

Use your own pictures in your own personal account. I know how many times my avatar has made so many people follow me. I have no record how anonymous or abstract pictures on one's avatar has helped him gain followers. For me, I know using your picture will get you followers beyond how much you can imagine.

6. Your BIO should align with your Tweets

Don't say you are a "child of God" on your bio, but tweet nudity and porn. So live your words. Stay true to your Bio. That is why I emphasize that your tweets should portray what you stand for always. I tweet about my city of residence, business, cats and my personal life. This is my niche, my tweets are around these, they are written on my Bio and my tweets are about this always. I have cats and I know how many followers I have made because of their love

for cats too. In fact, when I don't make tweets about cats, they send me a DM to ask how my cats are. You see?

Sometimes I get mentions on pictures of cats online, knowing that I love cats, people mention me to see them. I have had people who mentioned me on tweets of others demanding to buy cats or something related to cats. My point is, be known for one or two things, your followers will grow geometrically.

I am not a football fan, but I know so many people who support say @manutd and have gained followers who are Manchester United fans and other clubs. Thing is, when @manutd lose their matches, they are easily mentioned and dragged for fun. The trolling is fun and when your followers know you with a club, its a big win for you. Capture it on your bio, the club you support.

For those looking for a job or are career oriented, capture on your bio your qualifications. One person can stumble on your profile and give you a job. If you are a business person, add on your Bio what you sell or what services you render. This is key to gaining not only followers but patronage

7. Make your PIN tweet a timeless relevant tweet

You have a chance to pin a tweet to the top of your profile. Make sure its an extension of your Bio. What would you want a visitor to know about you??? Maybe on your Bio you captured that you are a florist, show us pictures of flowers on you pin tweet.

Another amazing thing is that you can add more tweets to your pin tweets to form a thread. This is good because you can capture as many things you want a visitor to know about you as possible. Use this tool very well. Most of my followers followed me because of my pinned tweet, which is a record breaking hike expedition my brand organized in 2019 to make it the biggest hike in Nigeria.

8. Read Twitter Rules & Policy

You can be suspended by Twitter at anytime if you bridge their rules of remaining on their platform. Anyone can report you to Twitter also, and if Twitter review your tweet and any little thing against their rules, you will be suspended swiftly. So ensure you read Twitter rules to be guided so that you don't get the bullet eventually.

Rememeber again, Twitter change their rules very often. You might be doing something and getting away with it, when they review their rules and you don't crosscheck to understand that modifications, you will be suspended and you may have to start all over again.

Conclusively,

We are either starting a new Twitter account, or we are trying to resuscitate an old one, or perhaps we recently got suspended but don't know how to start all over, this book is for you. It won't be easy and if you are looking to implement this and see results immediately, then you are wrong. This will take time, give yourself a year and see how these hacks have impacted on your followers growth.

Apply it diligently and use your results to finetune your strategy that best fits you. If you have any challenges, follow me on Twitter @jerrydoubles and send me a DM. I'll be there to help you.

This is a toast to a fascinating journey, a new beginning and a successful pathway.

I'll meet you at the top. Make sure you recommend this to your friends and family.

Cheers!

* * *

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A Business Consultant, with passion for Advertisement. He has written books on Branding Ideas, Advertising and other Business principles. He has been on social media for over ten years now and has built an incredible following over time. He loves adventure and also loves cats.