

RETWEET LINKS

Your “Secret Weapon” For Getting More Traffic And Followers On Twitter

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Let's get straight to it...

In this short report, I'm about to share with you a technique that can give you more traffic, more “retweets” (i.e. people sending your message on Twitter) and more followers on Twitter - with virtually *no extra effort* on your part.

In other words, if you're not using this technique, I can almost *guarantee* that you're losing traffic that rightfully belongs to you.

I've kept this report deliberately short and “fluff free” to make sure you read and apply it - because it sounds so simple, yet very few marketers are fully using it *at present...* giving *you* the advantage for now!

In some respects, it's a kind of “secret weapon” that Twitter themselves provide. And yet most Twitter users still don't even know this feature exists!

It's called a **Retweet Link**. I'll show you how to make one quickly and easily in a moment, and why you should use them *everywhere*, but first...

What on earth is a Retweet Link?

It's just a web link, but with one very special property. *When you click on a Retweet Link, it inserts a pre-determined message into the "What are you doing?" (or Status) box on Twitter.*

Here's an example of what a Retweet Link looks like:

<http://twitter.com/home?status=I+found+a+really+useful+FREE+service+for+creating+%22re-tweet+links%22+for+your+blog+posts,+forum+posts+and+web+site:+http://RetweetLink.com>

Pretty ugly, huh? (Don't worry about that for now).

However, this link does something fairly impressive. Assuming the visitor is already logged in to Twitter, when they click on the link they will go from seeing something like this on Twitter (perhaps with different colors)...

A screenshot of a Twitter status update form. At the top, there is a teal header bar with the text "What are you doing?" on the left and the number "140" on the right. Below the header is a large, empty white text input box. Underneath the input box, there is a "Latest:" section with the text: "Writing up a short report that is intended to go massively 'viral'. It will be fun to watch it do so :) half a minute ago". To the right of this text is a grey "update" button.

... which is the normal way of updating their "status" (i.e. what they're doing at the moment), to this...

What are you doing?

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I found a really useful FREE service for creating "re-tweet links" for your blog posts, forum posts and web site: <http://RetweetLink.com>

Latest: Writing up a short report that is intended to go massively "viral". It will be fun to watch it do so :) 6 minutes ago

update

Now, all they need to do is press the "update" button and they've tweeted. In other words, they've sent out *your* pre-defined message out to *their* followers on Twitter!

(Incidentally, if the person clicking the link isn't already signed in to Twitter, they'll be taken to Twitter's login page – and once they log in, the pre-defined message will still appear!)

Now, before you dismiss this as too simple or a "gimmick", don't... because I'm going to show you the many different and clever ways you can use these to generate more traffic and Twitter followers, but first...

How do you make a Retweet Link?

If you're going to do it by hand, the latter part (the so-called "query string") of the link needs to be "percent encoded" ... but quite frankly, why do it the hard way? I've created a simple web site which does it for you quickly and for free...

<http://RetweetLink.com>

Sure, the site ain't beautiful, because it's been designed to do one thing, and one thing only. You type in your message (up to 140 characters), and RetweetLink.com creates the Retweet Link for you! (I've even called the site by something you can remember, whenever you need a Retweet Link.)

If you have any long links (about 28-30 characters or longer) that you want included in the message, I strongly recommend you first use a URL shortening service like Bit.ly or TinyUrl.com – and then use the shortened URL in the message. (I recommend Bit.ly, for reasons I'll explain in a few minutes).

OK, so now that you know what a Retweet Link is and how to create one, let's get to the good stuff... *where* to use them, *why* you should use them, and the *proof* that it's a great idea to use them!

(1) Use them in every blog post.

Definitions: To **tweet** is to send out a message on Twitter. To **retweet** is to send out somebody else's message on Twitter, usually with credit to the original “tweeter”.

Now, I'm aware that there are plug-ins available for blogging platforms like Wordpress, that provide fancy buttons for people to “retweet this” or “share this”.

However, useful as they are, there are several possible drawbacks with these methods.

First, some of the plug-ins ask for the visitor's Twitter password. Quite frankly, I'm very wary of giving out my Twitter password to anybody who's name is not Twitter.com (and you should be too).

Even assuming that nobody is ever going to set up a malicious web site to fool people into handing over their vital Twitter details, some people (such as myself) are cautious about passwords by nature, and so won't use the application *regardless* of the assurances given. By contrast, a Retweet Link takes them *directly* to Twitter.

(Incidentally, some plug-ins use Twitter's authentication system called OAuth, which is better and generally more secure because it first takes the visitor to Twitter.com to approve what the plug-in wants to do... but is still not as efficient, simple and trustworthy as a direct Retweet Link. And you still need to trust the third party plug-in with your Twitter account.)

Second, a “retweet this” button doesn't give you much flexibility over the wording of the *link*, let alone the message! And a “share this” button may lump Twitter in with all of the social bookmarking sites. But with a Retweet Link, you are in control of the exact link text *and* the retweet message itself.

In my opinion, the best way of using Retweet Links in blog posts is right at the end, once the visitor has (hopefully) enjoyed reading your post and is *ready* to share it with others.

You could say something as simple as this...

Twitter users, please [click here](#) to re-tweet this post.

Since people like to share and be social, a little psychological tip is to imply a benefit for them (i.e. wanting to be social and wanting to be an authority source) as to why they should share it...

Twitter users, please [click here](#) to re-tweet this post and give others the opportunity of reading this.

Twitter users, please [click here](#) to share this post with your Twitter followers, who need this information as well.

The format I recommend for the retweet message itself is something like this...

RT @twittername Your Intriguing Blog Post Title <http://bit.ly/blah>

By the way, RT is just the standard Twitter abbreviation for “retweet”, @twittername is your user name on Twitter (which Twitter will convert into a link to your profile)... and hopefully the rest is self-explanatory.

For example, here's the retweet message I used for one of my blog posts...

RT @paulhancox Attention Marketers – Here's Proof Of Why You MUST Test Your Prices <http://bit.ly/7FeAu>

Don't forget, Twitter themselves make the link and profile “clickable” ... you just need to pop your retweet message into the form at RetweetLink.com to get the Retweet Link.

Technical Note: Before using a URL shortening service like Bit.ly, you'll need the URL (i.e. web address) you wish to shorten – but this can pose a dilemma when you're creating a blog post, where the page doesn't exist until you publish the post! For self-hosted Wordpress blogs, you can specify the URL in advance with what's called the “permalink”. If your blogging platform doesn't have this facility, you may need to create the post first, get the URL of the post, then edit it to add a Retweet Link.

I'll show you proof that Retweet Links are effective in just a few moments...

(2) Use them on static web pages.

If you can use them in blog posts, then why not use them on your regular web pages as well?

For example, if you offer a web service, the wording of the link could be as simple as...

Twitter users, click here to tell others about our service via Twitter.

After all, people have email “tell a friend” services on their site, but in some ways, a Retweet Link for Twitter users is much better - because they don't have to fill out the names and email addresses of their friends, they just click once and the message is ready for them to send out! (You can see an example of this at RetweetLink.com.)

The point of Retweet Links is to *make it incredibly easy for your visitors who use Twitter to share your content with others.*

Just for quick handy reference, the standard HTML code for a web link (one that opens in a new browser window or tab) is...

```
<a href="http://www ... com" target="_blank">the link text</a>
```

(3) Use them on your “thank you” pages.

So you've convinced your visitor to sign-up to your email offering (maybe a free subscription and free PDF report, or something like that).

They've arrived at your “thank you” page (which is the page they see where you thank them for signing up and give them your offering, such as the PDF report).

Now, instead of bombarding them with one-time-offers, why not simply thank them and ask them to retweet a simple message about what they've just downloaded? (Provide a Retweet Link for them to do this.)

Think about it. Even if just 10% of the visitors who get to your “thank you” page actually bother to retweet... *if* those retweets result in another 10 subscribers, you've got yourself a self-

sustaining viral marketing campaign!

Admittedly, your offering would have to be very good to get to that point (although see my Bonus Tip near the end of this report for how you *could* achieve that). Either way, every single retweet could potentially generate you extra free traffic!

(4) Use them in your emails.

If you have email subscribers, you can ask them to tweet about your offering using a Retweet Link.

For example, Edward Weiss of QuiescenceMusic.com used this technique by sending out the following message to his email list:

Dear QM Student,

Do you have a Twitter account? Want to help spread the word about New Age piano and give your friends and followers a free piano lesson? If so, all you have to do is [click this link](#) and let Twitter do the work!

If you do this, **I'll love you forever!** 🥰 Your friends and followers on Twitter will love you too for giving them a cool free piano lesson: "Reflections in Water!"

Thanks in advance,
Edward Weiss
Quiescence Music

He sent this out to his list of students, and generated a lot of new sign-ups as a result.

As subscribers, they already knew and trusted him, so he had the reciprocity factor going for him. Notice how he suggested two

reasons they should retweet it: “I’ll love you forever” (and who doesn’t want to be loved?), and “Your friends and followers will love you too for giving them a cool free piano lesson...” (because we all want our followers to think we’re cool and worth following).

Personally, I would recommend using a [Bit.ly](http://bit.ly) shortened URL in your email, both to prevent the link from accidentally “breaking” in someone’s email client (especially if you’re sending out text only emails), and also to enable you to track the effectiveness of the email message, as I’ll explain shortly...

(5) Use them in forum posts.

If you have a favorite Internet “message board” or “forum” in which you like to participate, then why not give your posts more attention from Twitter users by adding a Retweet Link to the end of your post?

For example, Andy Henry over at the Warrior Forum made a post. I was about the third person to reply to him, and at the bottom of my reply I added a link which simply read...

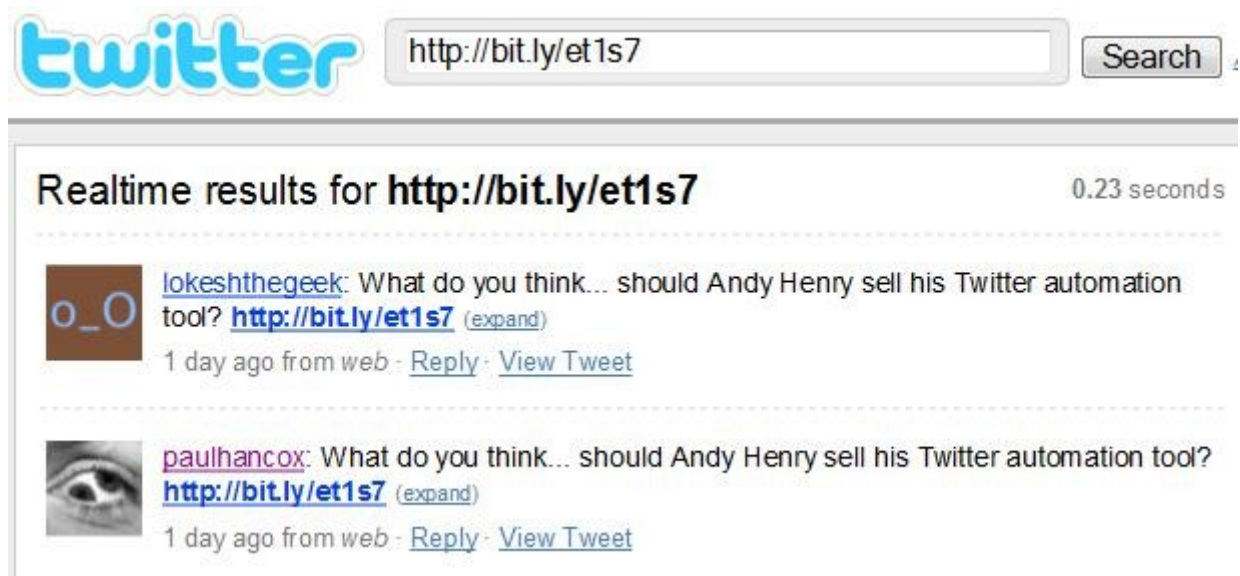
Discuss This On Twitter

After clicking the link, this is what a logged in Twitter user would see in their “status” box...



This enabled both Warrior Forum members and Twitter members

to add to the discussion. And a quick [Twitter Search](#) shortly after showed me that at least *one* person beside myself had retweeted it...



Of course, you should make sure that adding a link like this doesn't violate the rules of the message board on which you post. However, I would imagine that most board owners would be quite happy, since it could potentially draw yet more visitors to their message board – which, if you do it right, is a win-win situation.

You get to promote your post on Twitter, and at the same time, you're promoting the message board itself.

(6) Track the retweets and visitors

Now, this is where I really *love* this simple Retweet Link technique – I *know* it works, because you can track it and see it in action!

First, there's a simple way of keeping an eye on who is retweeting you.

Simply go to [Twitter Search](#), and then type in part or all of the message you wanted people to re-tweet.

For example, when I did a search (using “@paulhancox” as the search term) for my most recent blog post at the time of writing this report, Andrea Chin (@AndreaChin) appears to have retweeted my post as a *direct result* of my Retweet Link at the end of the blog post:



[AndreaChin](#): RT [@paulhancox](#) Attention Marketers - Here's Proof Of Why You MUST Test Your Prices <http://bit.ly/7FeAu> ([expand](#))

2 days ago from web · [Reply](#) · [View Tweet](#)

By contrast, Scott Stratten (@unmarketing) retweeted as a result of Michel Fortin's (@michelfortin) earlier retweet:



[unmarketing](#): RT [@michelfortin](#): RT [@paulhancox](#): Attention Marketers - Here's Proof Of Why You MUST Test Your Prices <http://bit.ly/7FeAu> ([expand](#))

2 days ago from TweetDeck · [Reply](#) · [View Tweet](#)

Felicia Slattery (@FeliciaSlattery) retweeted it because of Andrea Chin's retweet:



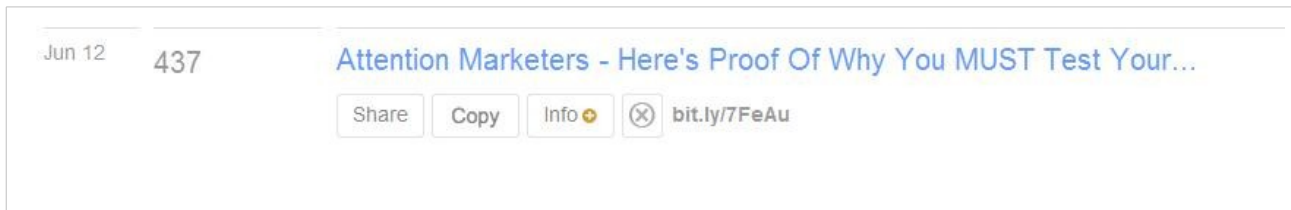
[FeliciaSlattery](#): RT [@AndreaChin](#): RT [@paulhancox](#) Attention Marketers - Here's Proof Of Why You MUST Test Your Prices <http://bit.ly/7FeAu> ([expand](#)) (great experiment!)

2 days ago from TweetDeck · [Reply](#) · [View Tweet](#)

In other words, retweets can spawn further retweets! Yet another reason to use Retweet Links.

Tip: Many people retweet directly from Twitter by copying and pasting your original tweet, and adding *RT @yourtwittername* in front of your message. So when first tweeting about your blog post on Twitter, leave *at least* 20 characters to spare in your tweet, so that people can retweet it and add the customary credit.

Now, I also said earlier that I particularly recommend [Bit.ly](http://bit.ly) for URL shortening. That's because they provide some cool info on *how many people have clicked the link*, and also on *who has tweeted on Twitter referencing your Bit.ly URL*. (At the time of writing this report, the extra info was hidden behind the “Info” button underneath the name of the page you've shortened.



This means you can easily track the effectiveness of your tweets and retweets – and you can get to see who *in particular* has helped to facilitate the spread of your retweets. These are very important people...

These are the people who are not only reading your tweets but also sharing them with others!

If they are already following you, treat them as extra special members of your Twitter “club”. If they're not following you, go and follow them right away... straight after they've retweeted you is the time they're most likely to follow you back (and thus increase the chances of them retweeting you again in the future)!

So then, now that you know what a Retweet Link is, how to create one, and why they can be so powerful, let's summarize... and get to the bottom line of why you should use them everywhere you can...

- You're making it super easy for visitors and subscribers to retweet about you, or whatever content they're reading,

- You're increasing your chances of a retweet, which may lead to yet more traffic and followers,
- You're in more control of the message (although they still have the freedom to change or adjust it to suit them),
- You can track the impact of these Retweet Links by using [Twitter Search](#) in combination with a service like [Bit.ly](#).

Bonus Tip: How To Make Your Campaigns Go Viral

Earlier on I talked about using Retweet Links on your “thank you” page – and I said that even if only 10% of those who get to your “thank you” page actually retweet, if those retweets draw another 10 people to arrive at the “thank you” page, you have yourself a perpetual, self-sustaining viral marketing campaign!

However, I'll admit it's unlikely to “go viral”, *unless* you somehow increase the effectiveness of this loop.

An awesome way of making this more likely is to *reward those who arrive at your “thank you” page with an additional offering, in exchange for the retweet.*

You can do that automatically with software like my [TweetFurther](#), which enables you to set up campaigns to do just that.

The way it works is fairly simple. You direct your visitors to a special form that TweetFurther creates for you. (You can add your own logo and blurb to the form).

The visitor copies and pastes the pre-defined retweet message that you want them to send out into their “What are you doing?” update box on Twitter... *or* they can click on a Retweet Link that is automatically generated for them.

Once they've sent your specified tweet on Twitter, they enter their Twitter name into the form, and TweetFurther checks to make sure they've actually posted the message – and if they have, it makes the reward available to them!

There are a couple of other tools out there that do something similar, but they usually ask for your visitor's Twitter password, which as I've already explained, is a big no-no in my opinion – apart from the risk of someone scamming them (it would be ridiculously easy for some unscrupulous hacker to set up a page that *claims* to be using one of these legitimate tools, but instead just harvests people's Twitter passwords)...

... asking for additional details like a password is, in viral marketing terms, what we call *friction* or *resistance*. Since it's an additional step (also coming with a major trust issue), it's likely to significantly lower the effectiveness of any viral marketing campaign.

That's why my software *doesn't* ask for your visitor's Twitter password – period.

I have a free edition and a paid edition. You're limited to 1 campaign in the free edition, and for the paid edition I provide technical support and may add additional features.

Whichever version you use, I recommend you add a campaign like this to your “thank you” pages.

Once the subscriber arrives at your “thank you” page, thank them and give them your initial offering – and then offer to give them more, in exchange for a retweet!

The trick is to make sure the retweet message draws *yet more visitors* into your subscription process.

Let's look at some numbers here:

Let's say you get 100 visitors, and 20 of them subscribe to your initial offering.

With the offer of the additional reward, 25% of these new *subscribers* retweet your message – in this case, that's 5 of them tweeting.

If those 5 tweets can generate 100 fresh visitors of the same quality, then you could well have yourself a very nice self-sustaining viral marketing campaign!

Even if it doesn't achieve that, those tweets are likely to generate *some* extra traffic... which is far better than no extra traffic, don't you think?

So grab yourself the free version of [TweetFurther](#) right away and start creating your “tweet for reward” campaign.

You've come to the end of this report – in which I've given you some great ways of using the Retweet Link (remember [RetweetLink.com](#)) and making your tweets go further, to generate you more traffic and followers from Twitter. I hope you've found this report useful!

All I ask in return is that you share this report with those you think could best benefit from these powerful tips – perhaps your email subscribers, or Twitter followers. I'm sure they'll love you even more for sharing this important information with them.

You're welcome to send them this report directly (it's a good idea to let them know it's a PDF report first), or you could direct them to

the following link...

<http://RetweetLink.com/?tt=report>

Or best of all, you can click on the following Retweet Link to quickly and easily tell your Twitter followers about this powerful technique you've discovered!...

[Click here to share this technique with your Twitter followers, and help them to benefit from it as well](#)

Thanks for reading, and I'd love for you to connect with me on Twitter at [@paulhancox](https://twitter.com/paulhancox) - I'll see you there! You can also enjoy and subscribe to my blog at <http://PaulHancox.com>

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