

Twitter Expert Answers Questions About The Internet's Hottest New Marketing Tool

By Sean Malarkey

Dated: Jul 03, 2009

Turn on any entertainment medium these days and you're sure to hear about the internet's newest trend, Twitter. Sean Malarkey, an expert on all things Twitter, has written a new book to help beginners get started.

Worthington, Ohio - From Oprah to Ashton, Twitter's all the rage. Catering to everyone from the biggest corporations to the stay at home mom, Twitter is rapidly becoming the most talked about marketing tool to ever hit the internet. Unfortunately many people are still new to the idea of micro-blogging (a process much like text messaging where users can send a 140 character message to their "followers"), and have trouble figuring out how to use Twitter to its maximum potential.

Twitter expert, Sean Malarkey, has written a book designed to guide people new to Twitter through the process of setting up an account and using it as an effective business tool. The book, Twixplode, is set to release on July 15, 2009; and will include a number of bonuses including video and audio sessions about using Twitter.

Twixplode covers all aspects of how to use Twitter, including how to create a Twitter account, how to send your "tweets" out into the world, how to follow others on Twitter and how to get more Twitter followers. The latter is especially important as Malarkey's initial rise through the ranks of Twitter experts was due to the fact that he was able to legitimately accrue more than 80,000 followers on Twitter without using spamming tactics or having celebrity status (many will remember the Ashton Kutcher vs. CNN stunt a few months ago).

"Twixplode is a complete blueprint to using Twitter and to gaining a huge following fast and ethically. It also covers how to interact with that following in order to maximize your efforts on Twitter" says Malarkey, "I created it because I felt there was a huge void in Twitter training products, and felt I could explain it in terms business people would understand to help them un-tap Twitter's potential. "

The Twixplode package will release on July 15, 2009. To learn more, visit Malarkey's site at <http://www.twixplode.com> .

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Twixplode is a complete guide to using Twitter. The book covers everything from how to set up an account on Twitter, how to use Twitter, and how to gain a massive Twitter following. The book also covers how to monetize Twitter without resorting to SPAM.

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