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Mark Shaw

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Your Business: A beginner's guide to using Twitter to successfully promote you and your business.:

Making an impact, 140 characters at a time Twitter is not 'a get rich quickly tool'. You will achieve very little by just having an account. It takes time, effort and commitment to stand a chance of success on Twitter. However, if you are prepared to spend some time on Twitter each day finding people and conversations where you can add value, then things may well happen for you. The real value of Twitter is in the ability to search for real people talking about real stuff, right now and in real time. This offers individuals, businesses, brands the real opportunity to stop talking at customers and start talking with customers. A subtle but huge difference.