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TWITTER FOR SALONS, SPAS, BARBERS & EVERY INDUSTRY



JON-DAVID

*This is the PDF
eBook format for the
6th Edition of*

Twitter for Salons,
Spas, Barbers &
EVERY INDUSTRY

Links to important web
pages are included.



Twitter 101
Video for **EVERY**
INDUSTRY

is viewable at
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To insure your success
with implementing
Twitter into you
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Twitter for Salons, Spas, Barbers & *EVERY INDUSTRY!*

10 minutes a day wins new clients and customer satisfaction.

Jon-David

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Book Dedication

This book is dedicated to my Dad. He is the best social networking guy I know. He taught me how to get along with everyone which is what this book is about.



Introduction

When I start a consulting job with a salon, a small company, or even a small group, I'll always have to allow the people paying me to voice what they think Twitter is. "So, it's kind of like Facebook, only..." "Isn't Twitter just a bunch of people saying stupid things?" "I'm not quite sure, but I know I don't want to spend all day reading people's Tweets."

My response is always the same: blank stare; with my trademark condescending half-smile. And then I launch into my soliloquy on what Twitter actually is. You, my dear reader, will have to make do with only my monologue. By the way, if you think this is going to be a straight-forward, dry, how-to book, *think again...*

I'm a hairdresser and they call me "Mafia Hairdresser." I know stuff. I have a cheeky brand. I pass stuff on, but in a "visual" way like a hairdresser would.



THIS BOOK IS FOR ANY INDUSTRY: This particular book is a labor of love and it is dedicated and uses the salon, spa, med-spa, and barber industry as the examples of how to or how to not use Twitter. The beauty/barber industry is my industry. Social Media, public speaker and self-publishing is also a part of my world. I do work with a lot of corporations too. With all that I do, I think using salons, spas and barbers is a perfect industry example to illustrate to *all* industries about Twitter. The Beauty Barber Industry encompasses: *Service, Products, Retail, Customer Service, Online Booking, Sales plus Employee and Customer Satisfaction*. Even if your business does not relate to these business characteristics, this eBook can still help you.

And who better to write a social media book for the beauty biz than a 30-year+ stylist and salon owner who is also one of Chicago's top social media specialists? I'm not bragging, there just aren't very many stylists who know as much about social media as myself. By the way, there are no Gurus of Social Media. We are all constantly trying to keep up. Mafia Hairdresser, *the company*, has grown so much that now I have a team of people helping me to stay current. This eBook is already a 6th edition and it's less than three years old.

We work in a world-of-mouth business but we have to realize that our clients find us through the Internet. Twitter is considered word-of-mouth marketing. I hope the visual tone of this eBook will make the intricacies of Twitter fun for you.

I know many of you reading this eBook are not in the salon industry at all but you found it because you heard it was a good book to learn all about the basics of Twitter. I'm thrilled this eBook is being read by other industries. Just like the reviews on Amazon.com say: "You can easily relate your own business."

Twitter and social media is worth the time investment to learn properly. I see so many salons, spas and barbers fly right into Twitter or Facebook or Google+ and, after a few months, quit. They assume that the social media channel/platform failed them. This happens all the time and it's because: They did not read the directions.

Until recently I have worked in a few wonderful salons and I have owned my own salon as well. Today I am a Salon Suite Renter. If you don't know what a Salon Suite Renter is, you can contact me at Mafia Hairdresser.com or wait for my Tutorial for Salon Suite Renters due in December 2015.

My "other (and main) job" is a maker of social media tutorials for salons, spas, barber and EVERY INDUSTRY.



Many Salon owners are still operating their business like it's 1985. They pay 50% commissions without keeping their employees busy. Most salons, barber shops don't have regular meetings with their staff members. And service providers, like their owners, still expect to get all their education from the product suppliers they buy their products from. The most old fashioned way of doing business is NOT teaching staff members to market themselves out of fear that they will quit or leave.

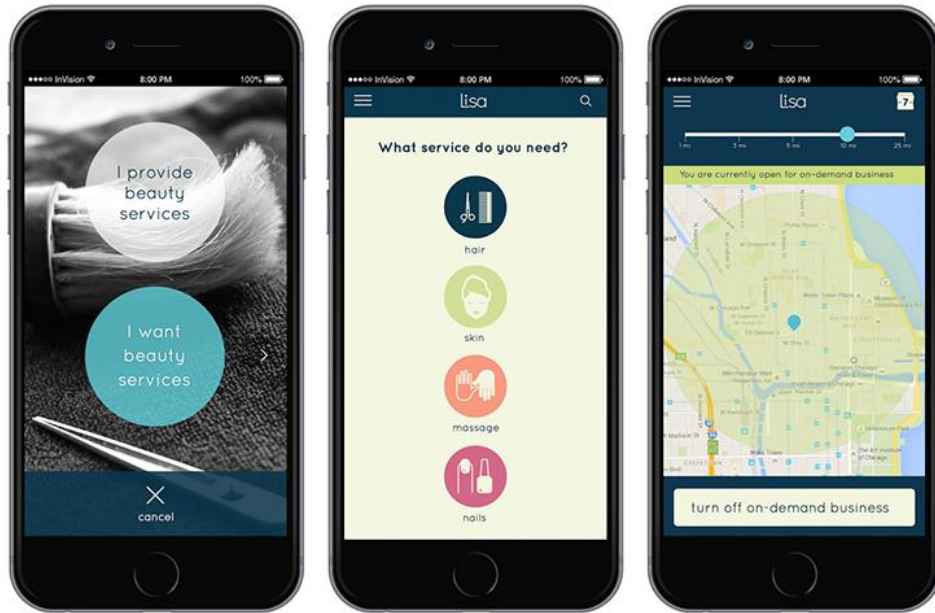
There is a better system to run your salon, spa or barber shop but I will leave that statement with you to ponder until 2016 when Mafia Hairdresser will branch out into being a change leader in my industry. But I will say that this eBook contains some very good insights into what the future of the beauty and barber industry (and many industries) needs to embrace and what it needs to let go of. One thing we need to embrace is that the customer is different.

The customer of today expects to go online (60% of the time on a mobile device) and they want to be able to click less than 5 times to find the type of service/product/business they want, know the location and hours, get the phone number and then click to book an appointment with an online schedule system or click to call directly to the business.

“I have been seeing JD ___ for a couple years now, and can't say enough good things about him.... JD is a very talented stylist, and always has fresh ideas for keeping my cut current and edgy. I have recommended JD to several friends, and they are equally as happy with their stylish new 'dos!” ~ Cindy M.



The prospective customer expects that there are enough digital reviews and a website with all the information about the business available to them. A prospective customer on Twitter expects that any business they find on this platform has a proper profile that matches their individual taste & level of professionalism. 90% of Salons, Spas & Barbers Shops have poor Twitter Profiles. Individual service providers (hairdressers, colorists, nail artists, estheticians, massage therapists, managers) have poor Twitter Profiles and lack an individual website. (PLEASE WATCH THE FREE VIDEO TUTORIAL: SOCIAL MEDIA 101 at <http://MafiaHairdresser.salon/social.media.101/>)



I think one of the most exciting changes in the beauty & barber industry is how we schedule our customers as well as how our customers schedule us.

There's a new app coming soon that promises to change our industry just as Uber did for transportation.

Whether you are a client or a mobile service provider or owner: Sign Up for The Lisa App.

**Coming soon in late 2015: LisaApp.com
Use my email mafiahairdresser.lisa@gmail.com
for pre-launch and launch in Beta!**

[Click](#)

Customers have changed and so have the stylist. We communicate via the internet and we connect with our future clients, our current clients and our co-workers through the internet. Look at your staff sitting in your staff room between clients. They're on Facebook, Snapchat and Twitter!

In regards to social media, if the boss is not part of the conversation, then clients and stylists alike will go elsewhere. (I did.) Customers and staff members will get lured away by businesses who tweet visually, have excellent Facebook Pages, provide great Pinterest DIY's or professional LinkedIn information and tips.

We are seeing a huge rise in Mobile Service Providers, Salon Suite Renters and Booth renters because beauty industry owners don't know how to incorporate modern day marketing which includes social media. Owners simply cannot keep their service providers busy so the service provider will venture out on their own to make more money.

Salon Suite Renters have Entrepreneurial Spirit!

It is estimated that more stylists will turn to renting rather than working for a salon or barber shop owner in 2016 more than any years prior. Owners cannot keep employees without keeping them busy.

Coming Soon: eBook and Tutorial for Salon Suite/Booth Renters & Mobile Service Providers.

The owners who learn social media marketing and have regular meetings with staff members on how to harness the knowledge of social media will survive. How the modern customer finds and connects to a service, product or business is different than 5 years ago and the business that understands this will survive and the ones who do not: will not survive.

I am going to assume that you are reading this eBook because you want to increase your business, make connections, and reach potential new clients. **Good!** Twitter is good for this and I will tell you how to begin to use Twitter and achieve a Big Goal of using Twitter to market your business.

Twitter is the quickest way to find out what's going on in the world and in your city. You'll get valuable information, both personal and professional, by being a Twitter User. Some people love Twitter for every reason except business.

Twitter's search is an excellent way to find prospective clients who are looking for a new haircut, massage, manicure, hair color or facial in your city today, tomorrow and every day. If I had openings in my salon for haircuts all I would have to do is put #Chicago and #haircut in the search and I'd probably find someone tweeting something like "I need a new haircut. Does anyone know a good stylist in Chicago?"



As I was writing this I decided that I needed a screenshot to show you and this tweet popped up. Yup: that's the actual tweet and the actual date. And, guess what? I got to tell Amanda that I was available! Just think if you did this daily or weekly. Can you imagine if you were in insurance or in the car repair business? You could enter a search of the service you do, and your city; and you'd find clients practically asking for you!

NOTE: if you stopped reading this eBook, this very second, you would have already learned how to find new clients via Twitter!

Today's customer who is using Twitter expects to be able interact with every brand that is using Twitter. Twitter Users want to feel connected to brands with this social media platform and this is the beauty of Twitter: It is a relationship building platform.



I also want you to know that Twitter is one of the best tools to keep your existing staff inspired as well as attract new staff members. Who doesn't want a line of applicants waiting for a chair in your barber shop? By adding proper Twitter practices to what you provide for your staff: you will help them build a larger clientele. Twitter will help you extend the reach of your spa brand-awareness. People all over the world could know how great your salon or spa is. Twitter makes it easy for your clients to talk about you and recommend you to others. These are all great benefits to your staff and your business. Think of Twitter as the tool that insures that people will know about your business before they walk through your doors: like why you carry brands in your business that people have already heard of.

By consistently tweeting your landing pages and blogs on Twitter you will get more clicks to your website which will raise your search engine ranking. AGAIN: You will be increasing your brand awareness. You can instantly share pictures and videos about your staff and salon and you will have immediate feedback and access to public chatter about your good business.

Many of you who are already Twitter Users may be disappointed with Twitter. You've been on Twitter for a year. You have less than 500 Twitter Followers and Twitter has not yielded you a single lead on new business as far as you know. It is especially for you and the "Twitter Newbie" for whom I write this eBook. By reading just a few pages more of *Twitter for Salons, Spas, Barbers & Every Industry*, you'll see how you might have flown out of the nest before you had wings and why you've been flopping on the ground instead of building your business. I'm pleased that you are taking the time to read the directions.

Jon-David aka: Mafia Hairdresser

***PLEASE AND THANK YOU: When you finish this book, could you please review it on
AMAZON.COM?***



Part 1) Get To Know Twitter

What is Twitter?

Twitter is a big cocktail party. Over there, in that corner, are the non-drinkers. They are chatting about health and puppies. In the middle of the room is a cluster of social media specialists and they are talking about the latest technologies such as Meerkat, Periscope and Blab; and how Twitter is now a visual tool. The beauty junkies are sitting around a couch sharing photos of their hairdressers, beauty products, and new designer clothes that they bought. The environmental group at the far end of the party is discussing the next Earth Day and how to rid the world of its dependence on fossil fuels. The drinkers are talking about everything from politics to push-up bras. They are hanging out with the “foodies” because they mix the best drinks.



This cocktail party is in one room. And this one room represents the whole world. (The internet.) Many people talk at once. Some are quiet and just listen, moving from one group to the next, picking up information that they want to hear: They’ll listen to information about breeding beagle puppies one minute, and then hear about new fashion tips from the beauty junkies. And anyone might stroll over to the environmental group to listen in and where they might be asked to sign a petition to stop global warming.

Because this cocktail party is the world, everyone can talk or listen to anyone. And everybody is an individual with separate and intertwining interests and specialties to share. The people of the world at this party can listen to what each and every individual has to offer. Just like you, they may like puppies,

fashion, and care about sustainable Earth practices. Isn't it nice that everybody can connect to other individuals even though they may not actually be a primary part of any particular group?

By the way, can I get you a cocktail?

"Twitter is an online social networking service and micro-blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "Tweets."

~Wikipedia



This is a Tweet: *I use Mafia Hairdresser as my User Name, instead of Jon-David.* @mafiahairdreser is my User Name, or "Twitter Handle." The Hashtags #salonspachat and #SOBCon are clickable references that identify this tweet as part of a larger discussion. And I just quoted Barbara Jones' Vidal Sassoon quote. I know this Tweet might look cryptic if you are a Twitter Newbie. But you'll be able to scan Tweets and understand every single character in your very first days of Tweeting after reading this eBook.

How I got into Twitter

I'm an artist. I've been a hairdresser & colorist for more than 30 years. I'm Second City trained actor and a playwright. But it was not until I finished my first novel, *Mafia Hairdresser*, that I fell into social media. I decided to self-publish my book and all of the how-to books I read on self-publishing instructed authors to build up their "social media presence" in order to be successful at selling their own books. Only then would an agent begin to look at an author's writing and represent their body of work.

In Chicago, where I now reside, there's a cool dude who got me started in social media. His name is Steve Green. He was and is at the forefront of social media and his company promised to help brands integrate social media to reach new customers. I did my research before I went to one of his weekly Wednesday gatherings on Rush and Superior. He was tops in the social media world and I wanted to learn from the best. His company also managed a lot of environmental companies at the time and I liked that.

I began to attend Steve's Wednesday night meetings and immediately began learning with other social media novices and experts: Twitter, Facebook, LinkedIn etc. The way Steve taught social media was that it was simply about people-connecting-people with like interests. Through these interests you build a relationship. In every relationship there comes a time when it is appropriate to tell your new friend what you do and to invite them to use your services or recommend the product you sell.

At my first meeting, instead of telling me how to use Twitter, Steve asked me a question: "Who are you and what do you want people to know about you?" In my case, I was a hairdresser and I wrote a fact-based novel about the time I moonlighted for a cocaine-trafficking couple in the 1980s. I wanted as many people to know that I was selling this eBook. "Oh man, that's rich," was Steve's reply, and so began a long friendship which included a lot more social media information and advice from him. After its publication, and over time, Mafia Hairdresser became my brand and my trademark.



[Click](#)

Steve Green now owns one of the most recognized successful brands in the world.

His company, *#FoodieChats*, began as a Twitter-Chat and now has a community connecting app and his possibilities seem endless as he continues to change with social media changes. I'm regularly chatting on his Twitter-Chat and you can see me there!

Why do I need Twitter?

You don't need Twitter. There are 150,000 new Twitter users signing up every day. And there are already more than 500,000,000 registered Twitter users. As of today, March 16th, 2015, there are over 307,000,000 active users on Twitter. The party is already going strong.

Who are you and what do you want people to know about you? There is always someone at the Twitter Party interested in getting to know you. Read on...

If you are manicurist by day, a mom by night, and a science-fiction fan, then you are just as unique as everyone else in the world. You have a lot to offer and your insights and opinions matter. Now, let's say that you have only been working at a particular salon for about six months. Like many new salon employees, when you're new, it takes a while to build up a following of loyal clients who will keep you busy five days a week. You might be doing a lot of sitting around in the salon's employee room scrolling through friends' Facebook Timelines and occasionally clicking on a friend's humorous YouTube share of a kid on a rollercoaster: "Janice, I'm falling!" You've seen it, right? Hilarious!

Twitter Ninja Tutorial

(video)



**Watch this
Companion Video
For This eBook**

MafiaHairdresser.Com

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If you are a hair colorist and a single dad, you've got at least one other mouth to feed. By not being booked up every day when you are in the salon could be very taxing on a weekly budget. I don't have kids to worry about, so, when I'm not busy I end up spending money because I have the time to do so. I'm only responsible for myself but it's plain to see that holes in your schedule can cost you.

Even if the salon where you work gives you the new client walk-ins sometimes that's hardly not enough to fill in your available booking times. Could you help yourself gain a more rapid rate of business growth so you could make more money? Yes.

You could attend weekly Chamber of Commerce breakfasts in your town and pass out your cards to those you meet. And you can leave your business card for every waitress who serves you at a restaurant when you eat out. Maybe you should post regular updates that you have appointments available on your Facebook timeline? All of these suggestions are terrific and put you in front of people where you can tell them who you are and what you do, as well as invite them to come into the salon to get a manicure or haircut by you. Hopefully, that salon has a website and you have a personal website as well so people can easily find you.



But what about that Twitter Party going on around you? There are thousands of potential new clients who live in your town and they are in attendance. And, at this party, there are also other barber shop owners, manicurists, hairdressers, and facialists, who, like you, are still building their businesses as well. Of course there would be other professionals who have already built a following at this Twitter Party. I'm sure they could offer you a few tips on how to get more clients at the Twitter Party. There are moms at this party. Single dads too. And Sci-Fi fans! Can you picture yourself walking around the Twitter Party and mingling with the people you have common interests with? What are the chances that you are a hairdresser *and* have haircut & color appointments available will come up? In regular conversation it usually will and Twitter is a regular conversation.

I'll point out that Twitter is a virtual party and this saves you a lot of time from actually passing your card out at networking meetings and such. In this book I recommend being on Twitter ten minutes a day.

Twitter can be your party. It can be the party where you can easily connect with other individuals who also share your interests. Momdom, Sci-Fi, and being a manicurist or a facialist are terrific ice-breakers. And, just like at any party, you can tell when your new friends are interested in finding a new manicurist or skin-care expert and that's when you can invite them to your salon to give them a manicure or facial.

I want you to be clear about why you want to join Twitter. If you want to increase your business then be social on Twitter and give people great content and information from and about your business. I would also want you to share other people's content, not just yours. If you are a professional then you

are also a human being who has other interests and causes that are important to you. I invite you to tweet about those types of subjects as well. Above all, *I want you to WANT TO BE SOCIAL!*

- Share tips
- Share behind-the-scenes of your business
- Share deals
- Share other people's great information

I want you to be clear what you want someone to do when you begin tweeting. What is your "Call To Action" in your tweets? Sometimes your Tweets are topical and fun and sometimes you want to have a "Call To Action." A Call To Action can be viewed as what you want people to do after they read your Tweet. Do you want people to know you are good hairdresser? Do you want a person to answer a question to start a conversation? Do you want people to comment on your photo to start a conversation? Do you want them to click on the URL to your website's landing pages? Do you want them to sign up for your newsletter so that you can email them future specials to your salon? I want you to have a clear "Call To Action" in your tweets. Is there a clear "Call To Action" on your website's landing pages? "Call us to book your appointment today." "Click here to receive 10% off your first visit." "Sign up for our newsletter to get monthly free samples."



I'm sorry if I'm offending anyone who doesn't drink by using my ongoing cocktail party analogy. With that said, I want you to think about this: When you walk out your door to go to a business mixer, a charity event, a golf tournament or any business related function, you plan to have fun, but you also have a clear "Call to Action" at-the-ready should the topic arise. You will hand out your card. You may invite someone into your office for a demonstration. And you may be asked to comment about something in your industry because you're known as an expert. You are going out and you hope you have fun, *but you can't have too much fun...* **TWITTER IS JUST LIKE THAT without the drinks and golf balls. P.S.: DON'T DRINK AND TWEET. IT'S BUSINESS AND YOU'RE IN PUBLIC AND TWEETS DON'T GO AWAY!**

Be the Life of the Party

The party has been going strong without you and now you've decided to join. But do people really start talking to you the minute you walk through the door to a party? No: They size you up to see if you look like themselves. And then they might listen to what you have to say and evaluate whether you have something in common with them.

Some party people are just lovely and remember what it was like to be "the new guy." They might be kind and introduce you around to their friends. Maybe you already know someone at the party? *Whew.* That would be nice because they might champion you into their group and tell their friends, *"He's cool."*

You might be nervous. You could take you a little while to warm up to mingling. Where are those Foodies with the drinks? Unless you are used to parties, or you're an extrovert or a super-confident individual, it's going to take a little while until you get into the swing and rhythm of the Twitter party.

When you join Twitter, relax and give yourself a few months. You can be the life of the party but it takes time and how much time depends on you.

If you've already entered the Twitter party, are you interacting? Are you actually having Twitter conversations?



Your Clients and the Clients whom you've not yet met are using Twitter.

The greater Chicagoland area is currently and always in the top 5 of North American cities that use Twitter. In 2012, Chicago was third, behind New York and Los Angeles. I lived in Toronto for a while and they have begun to edge us out of third place and Houston is right on our tail as well. But it's not just big cities that use Twitter. If you live in a very small town and it has Internet access, there are people there who are using Twitter. It's easy to find them. Even if the people you meet on Twitter don't become clients they might be inclined to recommend people to you, especially after time and relationship building.

Every day, the percentage of your clients who use Twitter is greater. And a huge percentage of the population who are not your clients use Twitter every day. You'll be able to reach your clients and prospective clients with Twitter. With Twitter, you'll be able to inform the world where you work, what products you use, and why your services are best. Tweet your blogs, pictures and videos: This will raise your search engine rankings which allows people doing a search for your particular service to find you.

Through Twitter, I've not only made new contacts and clients, I've connected with salons and spas owners, stylists, massage therapists and shampoo assistants from around the world. In the salon industry, I've found that the United Kingdom has a huge amount of stylists, colorists, makeup artists, and manicurists using Twitter to connect with clients, new clients and other professionals. I'm a fan of my U.K. compadres because they've tapped into Twitter and they use it well.

Just like me, I hope you will use Twitter to connect with your existing clients to improve your client retention. Did I say *client retention*? Yes! A client who is a Twitter User always loves to tweet about their services. I hope you re-tweet their positive review tweets and the pictures they tweet of the hairstyles you just did. Those types of tweet are great content and quotes you can use on your website. And your customer will love it when you thank them on Twitter for being a great client.

Of course you will also be able to invite new clients to your salon or spa and you will also be able to connect and share information with beauty industry professionals and brands around the globe like I do. All of us have knowledge and we would love to share it with other barber shops, salons, and spa people. Whether it's tips on how to use a new color line, a new product, or how to use social media campaigns to entice and invite new clients into the salon.

Twitter is your free social media platform to connect and share.



This was the 1st through 5th Edition Cover

This is the 6th edition of Twitter for Salon & Spas and it's now retitled: *Twitter for Salons, Spas, Barbers & EVERY INDUSTRY*. I have updated the eBook with some of the latest apps and Twitter information. I've added the new "Visual Twitter" section AND a section about Periscope, and Meerkat and Blab which will change the look and feel of Twitter! It's only in the past years that you are now able to post pictures with your tweets and videos too! Twitter has also recently rolled out Direct Message Groups. You can now send Direct Messages over 140 characters long which can really help communication with your staff members, customers and anyone whom you want to share more-than-quick information with.

I took a poll of the many salons, stylists, and barbers who have read this book that I could reach. I asked them if they had made any changes to their social media practices after reading this book. I also asked them what made the difference between their past "fail at Twitter" to "success on Twitter." Here are the four main pieces of information that I got from my poll that I would like to pass on to you:

1. Salons, stylists, spas failed at Twitter because they had not "read the directions." In fact, most beauty and barber industry peeps never read anything about Twitter before starting to tweet. One of my best friends, who is also the very first person I followed on Twitter was an interior designer. He kept after me to join Twitter. Once I made a plan to market my eBook and I decided that Twitter was the social media platform to do so, I learned all I could about Twitter. Today, my Interior Design Friend still has less than 500 followers and does not use Twitter at all. This is an example of what I see from not reading the directions. You really have to decide why you want to join Twitter and then look at it as tool to be used to achieve your goals. Then, of course, you have to read the directions to operate the tool.



2. Companies and people failed at Twitter because they did not Automate their tweets. Almost every beauty technician or owner who read this book and who gave me feedback did not realize (before reading this eBook) that most good tweeters automate by pre-scheduling their tweets. If you need to tweet at least 5 tweets a day, that's 150 tweets a month and that can become time-consuming by coming up with tweets on a daily basis. By having a clear vision of what you want Twitter to achieve for you and shaping your tweets to help you do this forms what you tweet about. Then, all you have to do is automate those Tweets for your minimum 5 tweets per day and then daily check to see if anyone responded to those tweets.

3. All people polled realized that once they started to COMMUNICATE and RECIPROCATE regularly on Twitter the number of Followers increased as well as the level of business leads. I might say this more than once: "Put the social in social media!"



CREATE A
TWITTER PROFILE
THAT ATTRACTS
NEW CUSTOMERS



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4. Almost everyone who read this eBook changed and updated their Twitter Profiles and added a Twitter Header. To me, these are the most important things to do. You see, your customer and future customer wants to use the services and products which resonate with them.

If your prospective customer is a professional and they see a less-than professional Twitter Profile, they will bypass that Twitter User to find the one that looks like themselves: *Professional*. 90% of beauty/barber industry professionals have poor Twitter Profiles because they are copying other industry pros; *who are doing it wrong!* Your Twitter Profile, like any other Social Media Profile, is your online storefront, your business card and your first impression. Before anyone will call your business or walk through the door to your business, they will see you online. If you look shabby or un-professional, that

customer will do a 180 and walk away once they catch a glimpse of you. You have 3 seconds to make a good impression on Twitter with your Profile and by having a bad picture or posting your hours and phone number in you bio will only turn people away.

NOTE: Please don't copy famous platform artists, distributors or industry brands. These folks will get thousands of instant followers because their brands might already have had global brand awareness. Everyone will follow them no matter how bad or good their Twitter Profiles are. This will not work for the individual small business or service provider: You've got to look as professional as the customer you want to attract. A good Twitter Profile can attract potential customers even when you're not on Twitter.

How to Use This Book

I recommend that you view the video Tutorial *TWITTER FOR SALONS, SPAS, BARBERS & EVERY INDUSTRY* which goes along with this eBook at MafiaHairdresser.salon Tutorials. This video gives you a visual strategy and further explains great marketing practices to insure you become a Twitter Ninja!

TAKE NOTES and Ask QUESTIONS: If you are reading this eBook on a Kindle or another reader, you'll be able to make notes as you think of them right on this eBook! If you received this eBook as a PDF then print it out and write your notes directly on the pages. If questions come up, hopefully, they will be answered by the end of this eBook. But the best thing is that you could tweet me your question at @mafiahairdreser! If you are already a Twitter User and you glean a new insight, write it down. You'll retain that information longer.

This eBook will not only tell you how to use Twitter as a main social media platform for any brand, individual or business (in any industry!), it will teach you how to build a community which begets strong word-of-mouth marketing.

This eBook is organized into parts which include short chapters. You can breeze through this whole eBook in less than two hours. I hope you read this eBook straight through. Sometimes I will plop down terms you may not know like Auto-Tweet or Hootsuite. Don't worry, you'll learn those terms and what things are in due time. You don't need to know exactly what I'm talking about all at once: All will be revealed.

10 minutes a day wins new clients and customer satisfaction. But, in order to accomplish this, you've got to be fully up to speed on what Twitter is and what it can be for you. Once you are a Twitter User you will learn to set up your Auto-Tweet content every month which will free you up for your 10 minutes a day.

If I talk about one occupation such as stylists, manicurists, waiters, colorists, facialists, barbers, make-up artists or massage therapists, please know that I could use any or all of the occupations listed. If I talk about salons, spas, med-spas, barber shops, or small businesses, please mentally insert your particular industry instead of the example I mention.

Sections are 8 parts:

- Part 1) Get to know Twitter
- Part 2) The Twitter Details
- Part 3) Definitions and Terms
- Part 4) Strategy and Growth
- Part 5) The New Visual Twitter
- Part 6) What to Tweet
- Part 7) Twitter Tools and Automation
- Part 8) Taking Care of Twitter Business

At the end of this book I'll invite you to some other exciting social media marketing events so you can expand your business even farther.

*Twitter is a free microblogging service founded in 2006 by Jack Dorsey and Biz Stone. ~
Mashable.com*

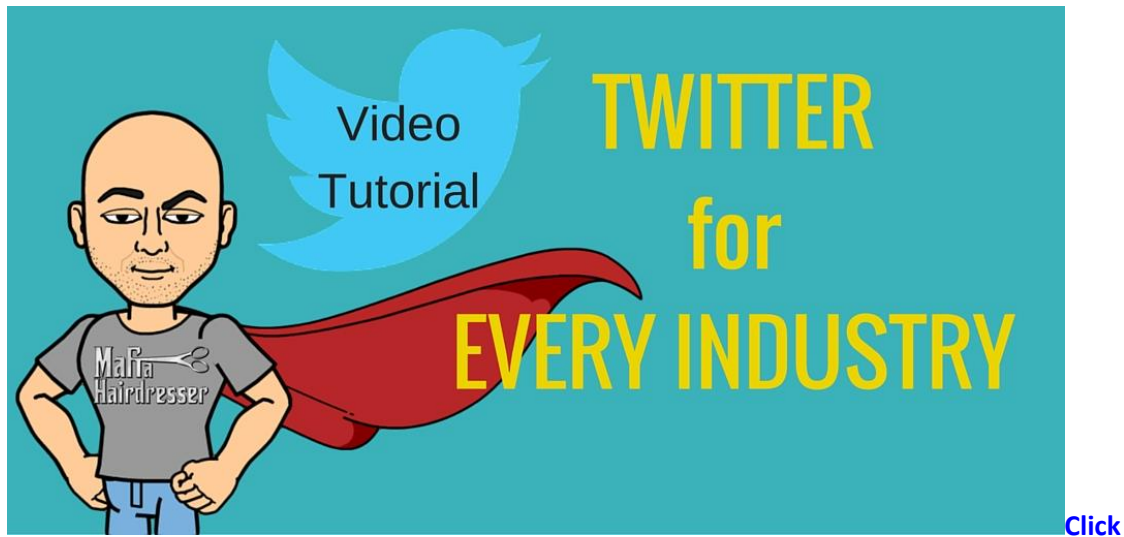


Learn how I am now able to sell retail to my clients online: MafiaHairdresser.salon in my "Famous Blog"

Take-Aways:

- Twitter is a huge party where you can meet people and exchange information.
- Your clients and your future clients are using Twitter and they would love to connect with you, whether it is for your services or because you both share interests.
- Salons, Spas & Barber shops need to keep their staff members busy or they will lose them to the growing Renter & Service Provider Industry.
- Watch the Video Tutorial TWITTER FOR SALONS, SPAS, BARBERS & EVERY INDUSTRY
- I recommend being on Twitter only for 10 Minutes a Day but you will post your Auto-Tweets once a month to be able to do this.
- Don't copy other salons, spas, barber or beauty brands.

[Are you a visual person? Watch the Video Companion to this eBook:](#)



Part 2: The Twitter Details

User Name and Real Name

Twitter User Names can only be 15 characters long after the “@”. You should not change a Twitter User Name once you establish the Twitter account.

Twitter Real Names can only be 20 characters long. You may change your Real Name any time in your profile settings.

Your Real Name might be Mike Smith. But your User Name on Twitter might be @FacialsByMike.

Your Real Name might be Belinda Beckenbauer-Drescher. But your User Name might be @BellissimoNails.

My name is Jon-David. I have no last name because I chopped it off, legally, years ago, though not for Twitter. (If you want to know what my last name was, follow @JElshere, my brother.) I use two Twitter accounts (I have 3) My User Names are @mafiahairdreser and @SalonSpaChat. My Real Name for @mafiahairdreser is Mafia Hairdresser and my Real Name for @SalonSpaChat is Jon-David.

Your User Name is your personal identifier and it’s displayed on your profile page and used to identify you to your Followers. Your User Name can only contain 15 characters and it has “@” in front of it. If you are joining Twitter to reach new clients make sure your User Name helps you do that. The User Name might use the words hair, stylist, or colorist if that’s what you do. But make sure the User Name is a name that has a little flair, like your profession. Or make sure your User Name has some sort of connection to your industry, brand or service.

NOTE: think of your bio as keywords that your future clients might put into a search engine to find you. Avoid numbers, addresses, and useless search words such as "fantastic," "and," "the."

Name — Mafia Hairdresser
UserName — @mafiahairdreser
Bio — Jon-David-Hairdresser – Salon Owner – Author – Social Media Consulting – Host of @SalonSpaChat – Speaker-Manuals-Ghost-Writer-Trainer
City — Chicago
Website — mafiahairdresser.com
 Joined July 2009

This is where your phone number and address is: on your website!

For Twitter, you must have a Real Name and a User Name. If someone is searching for you on Twitter, they will be able to find you with either your Real Name or your User Name.

If Mike Smith is a Detroit esthetician and he didn't want to use the word "facial" or any derivative of the word in his User Name, he could use: @TheresMike, @MikeDetroitNow, @MikeSpaMan, @SpaMan. He can also use an underscore, like @Mike_Spa_Man. Since Mike Smith's name and surname is less than 20 characters, he may use that as his User Name if it is available: @MikeSmith.

Belinda Beckenbauer-Drescher obviously has a problem with her long hyphenated last name. It's more than 20 characters so she might have to drop the Drescher. She might even think of shortening her Real Name to Belinda B. or Belinda Beck for Twitter. And maybe Belinda might even drop her last name entirely, for security purposes. She could use Belinda or Belinda SanFran if she's does manicures at a salon in San Francisco.

This leads me to give you a little advice about personal branding: If you are a stylist, manicurist, facialists, etc., you might already have a personal website, Facebook page, Instagram account, or a Google+ account. If you have a lot of friends and Followers on these social media platforms, you'll want your Real Name and/or your User Name to be as close as possible to those existing accounts. At least make some sort of connection with your choice of words or name. If someone wants to find and follow you on Twitter, they might look for the name you go by on other platforms, either by your User Name or Real Name.

I am one of those people who may have made an error when I signed up with Twitter. My first eBook is titled *Mafia Hairdresser*. I did not brand myself as Mafia Hairdresser, the world did. So I decided that Mafia Hairdresser was going to be my personal brand. But "Mafia Hairdresser" is 16 characters long so I chose to use @mafiahairdreser as my User Name. It was confusing at first. A lot of people were Tweeting to @mafiahairdreser and I could not see those Tweets (Mentions) because it had the normal extra 'S. This rarely still happens now because instead of using Jon-David as my Real Name for @mafiahairdreser, I use my Trademarked name, Mafia Hairdresser. Jon-David, is now in the body of my actual profile which is also searchable and people can find me if they are looking. Whether you use, Jon-David, @mafiahairdresser, @mafiahairdreser or Mafia Hairdresser in a Twitter Search you will be able to find me. The Real Name for @SalonSpaChat is #SalonSpaChat. The profile bio includes my Real Name as well.

As a rule, I don't recommend putting your real name in your Bio area because takes up valuable space where you should be stating what you do and how you do it. Remember when I said: *don't copy other professionals who might be already a brand?* I've been on Twitter and in social media a long time

so now I have a big enough following that I can attract new customers with less effort than someone starting out. To get to this point, you will have to do as I say and not as I do. Don't copy me.

NOTE: YOUR PROFILE SHOULD INCLUDE AS MANY KEYWORDS AS POSSIBLE. Keywords are the words that people will put into a Google or Twitter Search to find you.

If you are a company employee and you want to mention who you work for, you may put the company User Name in your profile. If anyone clicks on that User Name Twitter will take you to that company profile. If you clicked @mafiahairdreser on my #SalonSpaChat profile Twitter would take you to the Mafia Hairdresser profile.

You may change your Real Name any time in your profile settings.



For Salons, Spas, Barber Shops and Med-Spas: Your User Name must represent you well. Your branding, your image, and your reputation are wrapped up together. Your website should be visible on Twitter in the area set up for your website and not in your Bio.

If your salon is called House of Beauty Salon, you might be @HOBSalon. But watch out: There might be @HOBSalons. Someone might make a mistake and follow them instead of you. @HOBplusSalon, or @HOBSalonNow might be better. The Real Name, of course, would be "House of Beauty Salon." If there is specific person who tweets for House of Beauty Salon it is recommend to put his or her name in the Bio and his or her picture should be in the Twitter Avatar/Picture instead of a logo. Save the Twitter Header to put the company logo and a graphic of the interior of the salon there.

Chrysalis Med Spa might be @SerineMedSpa or @SpaSerine on Twitter. The Twitter Real Name would be "Chrysalis Med Spa."

Pencil and Paper Time

You need to figure out what your Twitter User Name will be. Think of what you do, who you are, and what you want get out of being a Twitter user. Twitter User Names can only be 15 characters long after the "@".

Your Real Name is also visible when Twitter Users view your Tweets and profile. If you are a business, your Real Name is the name of your business. Real Names can only be 20 characters long.

Begin writing down a few User Names that you think you would like to use. The more simple and catchy the better. And know that some of those names may already be taken. That's why you'll want to write many and then sleep on it. Wake up and type them out on a computer or on your smartphone. Does @salonspachat or @beckydoeshair look and sound good to you? I think they are great!

Note: @Catrinia312 has numbers in the User Name. 312 might mean that is her area code or it might match her email or website. It's not clear to me and probably not to anyone else either. If you must keep numbers, then you must. But I'm not a fan. Many "Spam-Bots" use numbers and odd letter combinations in their User Names. More on Spam-Bots later--but don't look like a Spam-Bot by using code letters and numbers unless it makes sense to a lot of people.

You can change your User Name after you've signed up with Twitter. This will not affect your existing Followers, Direct Messages, or @replies. Your Followers will simply see a new User Name (That is ONLY IF IT WAS AVAILABLE ON TWITTER) next to your profile photo when you update. Twitter advises you to alert your Followers before you change your User Name so they can direct @replies or direct messages to your new User Name.

A Picture Says a Thousand Words: Twitter Avatars (Profile Picture)

The small Twitter Picture, or Avatar, will be at the left top corner of your profile in Twitter. When you register and sign up, your Avatar is of a white egg with a solid-colored background. This represents that you haven't hatched yet. Get it?

Mafia Hairdresser
@mafiahairdresser

TWEETS 49.8K FOLLOWING 6,799 FOLLOWERS 8,848 FAVORITES 2,594 LISTS 30

Margueritta Shelton
@ravofytynsa
Dear All, we can Provide You 10,000 Unique Twitter Followers 100% Safely for \$39 | More Info : goo.gl/dZSDHg #1st

Mrigendra Thompson
@piftowofihu
Now you can BUY Twitter Followers | Fanpage Likes | Youtube Views | Very Cheap!! at : goo.gl/GtNY0I

Itta Bullock
@desitatijipi
Social Media Trend To Buy Twitter Followers Grows Among Firms, try it, only \$29/5000 Followers, at : goo.gl/3Pu7E #Sale

b-spot
@010plus
Professional cosmetics for hair care & an innovative hair color in just 10 minutes 010 plus

The Important Bits
@ImportantBits
WHAT? NO HEADER? Hmmmmmmm....

Nicole Hanchi
@nicolehanchi
Attraction Marketing Leader - Join Social Media Marketers UNITED! & learn how to brand YOU & attract prospects to you, so you can end the chase for good!

I will follow you if you have a header & a real name AND, hopefully, a website or link that shows you provide great information or a service to the Twitter Community. A great bio with keywords is great too! -J-D

To change your Twitter Avatar/Profile Picture, your Twitter Header Bio, Location and Website URL you press the Edit Profile Button.

The egg stands out against the color and this is a great example of an eye-catching Avatar. But don't think *for a second!* that you'll just use the Twitter egg as a profile picture. In fact: **Have a clear picture ready to upload to Twitter BEFORE your sign up for Twitter!**

It doesn't take long to grasp that the Twitter Users who use the egg are not active or not to be followed. "Egg-People" can be Spam-Bots and I'll teach you how to Block those "eggs" later. I don't want you to spend more than a few minutes with that egg as your Avatar and that's why I want you to get that picture of you ready before you sign up with Twitter.

If you signed up with Twitter and followed me with the Egg Avatar I would immediately block you. I suggest you don't hit the Find Friends button or Follow more than a few of the "Tweeps" you know well until you have a proper Twitter Photo.

Most smart phones take great pictures and they are able to utilize filters, lighting, and contrast Apps. So if you don't have a professional headshot or a photo that you like, use your phone to take a picture and edit it. Then email it to yourself and download it to your computer. There you can do some more Photoshop work on it if it is needed.

Profile Photo	400 x 400 Displays 200x 200
Header Photo	1500 x 500
In-Stream Photo	440 x 220

Things to avoid with your Avatar are blurriness, low quality, busy backgrounds that are not solid, and black and white photos. And stay away from cartoons that are not actual representations of you. You might love Batman but unless you and your business represent Batman memorabilia, you'll want to stick with a picture of yourself. (There are probably copyright issues too.) And please eschew over-sexy. If you are new to Twitter, you'll soon size up the overly sexy pics as solicitors of porn sites, or worse: a spam site that wants you to click on a "special deal, just for you." Twitter is not a place where you want to build a reputation of anyone other than a likable individual who is also a professional.

If you are doing an ad campaign and have picture of women, both men and women are more likely to pay attention. This is also true with a sexy picture of a woman. But on Twitter, if your picture is too sexy you will receive much more attention for that than for business building. If that's your Twitter Goal, then go ahead.

Choose professional over sexy pics to increase business.

A smile or a sly smirk defines you as someone approachable. If you are an artist, then you might have a creative hairstyle, no smile, or an edgy earring in the shot but we still want to see your face. Be unique to stand out from the crowd but don't alienate by looking scary or angry to people who might be more conservative; they might become your next client.

When you first upload your profile picture to Twitter make sure it looks good when you are logged on. Profile Photos now should be 400 x 400. Twitter shrinks it down. This is a big reason you cannot have too much going on in your picture. Like the egg, your face should be visible and a solid background

behind you will make you stand out. Slight face profiles work nicely. There are a few hairdressers who use their models as their Twitter head shots. Some hair stylists even use action shots of doing a model's hair. Just make sure it pops.



Once you get going on Twitter you'll see how other people use their Twitter Photos and you can copy them. Don't copy other stylists. Copy the type of customer you want to attract. Just be consistent and stick with a Twitter Photo that you finally think works for you after a while. Change your Twitter headshot (photo) twice a year, or less. Or, after your first week on Twitter you can Tweet: "How is my new Avatar? Honest answers welcome." Your new Twitter friends will tell you.

I change mine about every 6 months and I get lots of chatter, which is great because that shows people are "listening."

If you are a salon or spa, med-spa or a barber shop, you are not an individual. But you can use a picture of one of your hair or makeup models as your Avatar. Just make sure the picture truly shows off the hair and NOT so much the face or personality of the model. Many salons use their logos or a portion of their logo because they might be iconic where they reside. You'll want to maintain brand and image continuity if you do so. Exterior shots and interior shots of your salon rarely ever work well. On most Social Media Platforms it is recommended that you post a picture of the person using the platform as the "Avatar" or headshot. People are more inclined to follow a person rather than a business.

One of the biggest mistakes that businesses make with Twitter Profile Photos and Bio-Profiles is to NOT have a real person in the Profile Photo or in the Bio. If you are the owner or manager of a business: Use your picture and add your name to the Bio. You will be adding personality to your Twitter Party attendance, just the same as you would representing your business at real parties. Let your Twitter Header do the Business Branding and you add the social personality.

Many Med-Spas avoid being personal or have any personality on Twitter. In this case, I recommend that Med-Spas use a logo or a close up of a model with beautiful skin. Your product companies always have great graphics. So long as you only use the jawline or half of a face from one of their ads, they won't mind helping you represent your med-spa with their graphic. Do not use product placement unless the product line is synonymous with your med-spa. Even then, you will have to get permission.

If you are a product company and your packaging or product is “architecturally” interesting and looks great for a Twitter Profile Picture then use it.

So many salons and stylists have grainy pictures on Twitter. Some have group shots of their staff. Please check out @SalonSoy @ArrojoCosmo, @BrowBellaSpa, @RowdyHair, @Acutabove_Hair, @FreddiesforHair, @angels_aberdeen, @GotRootsHair, @RikyaTaylor, and @livandletdye. They have very good, clear, iconic Avatars.

Look for other salons or stylists who use Twitter. Look at the Twitter Photos of the ones who have thousands of Followers and who are also Following about the same amount of people. Also look at their Tweets. Are they having Twitter Conversations? I suggest you mimic those Twitter User’s Photos/Avatars.

You will need to think about TWO more additional Designs you need to consider to represent your Organization: *Header and Color*.

Twitter Header

If another Twitter User clicks on your profile to see everything about you they will be able to see your Avatar, your Bio, your city and your website; all of that will be overlaid upon a larger picture. This picture is called the “Header.”



THIS PICTURE IS CALLED THE “HEADER”

Think of this picture as a free billboard. You can have your logo, your mission statement, pictures of your work or pictures of you doing your work. The Header is prime real estate to show off your brand. THIS section is good advertisement and should not be ignored. You can make a great Header for Twitter at Canva.com and it will be the perfect dimension to upload immediately. Feel free to change your Twitter Header anytime to reflect your promotions, seasons or big changes with your company.

Background

Twitter used to have a background option but now it's toned down. My background was a picture of the NHL Blackhawks. You used to see a tile of the Blackhawks but this is no longer viewable.

Customize your own

Your changes are not saved until you click "Save changes." [Learn more.](#)

Background image



Change background ▾

Maximum file size of 2MB

Tile background

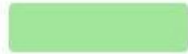
Background position

Left

Center

Right

Background color



#A1E69A

Theme color



#0084B4

Save changes

Twitter now has a menu of background themes/colors you can use. Theme and choosing your own background colors can be found on your "Dashboard" for Twitter, under your profile: Scroll down and click on Settings. Under Setting you will have a list: Chose *Design*.

Pick a premade theme



You can also use your own colors. (I recommend) Use the official colors you use on your website. To find out the Hexa Code to use for your business colors, use the Hex Color Tool at <http://www.hexcolortool.com/>. You will be able to use this Hex Color code for many of your graphic

making tools such as Canva. Check out Pantone if you need a Pantone code.
<http://www.mypantone.info/> By having company or personal colors you can be consistent with your branding across social media channels, your graphics, newsletter and websites.

Twitter Bio

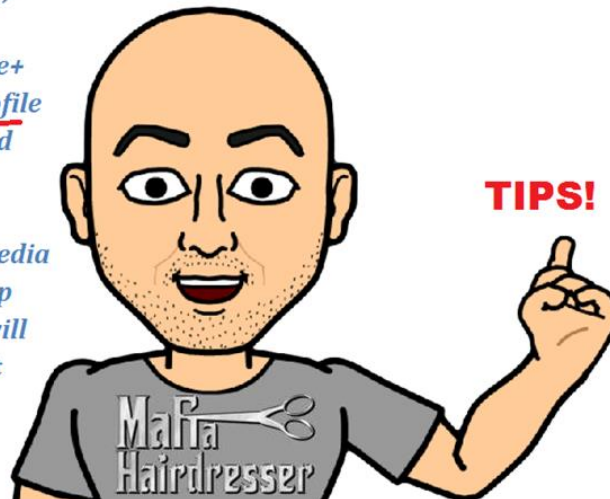
Your Twitter Bio and is limited to 160 characters.

Your Twitter Bio is Most Important. This is where most beauty/barber industry people and Twitter Newbies fail at Twitter. Many professionals have weak Twitter Bios. If you are already on Twitter, this is where you can really improve yourself as a Twitter User.

Avatars and profiles should intrigue and captivate other Twitter Users. They should enlighten people visually as well as stat that you are awesome, unique, and a skilled professional. If another Twitter User views your profile, they should, not only want to follow and Re-Tweet you, they should be enchanted enough to go to you for their next haircut or facial. To be a pro with Twitter, you'll learn to be a concise writer (micro-blogger). You will also need to be critical in your evaluation of what you are presenting to the world with your Twitter Bio with the words you choose.

"WRONG IS: Signing up for Twitter, LinkedIn, Snapchat, Pinterest or making a Facebook Page or Google+ Page and not making a proper profile the minute you sign up. You should also read an eBook or two on the social media platform you are choosing to use; or hire a social media coach to help you before you "jump in." Have a clear strategy or you will not benefit from the effort you put into any social media platform. "

- Mafia Hairdresser



Think of your Twitter Bio as "keywords." Keywords are what your future client might put into a search engine to find you: "Best Hairdresser Chicago" "Haircolor Chicago Best" "Acne Specialist Chicago."

I believe the most important part of your profile is your Bio and that is limited to 160 characters. Like all things Internet, you only have two to three seconds to grab someone's attention. So your Avatar better represent you well and your Bios have to tell it like you want it. Get rid of extraneous words like *and, in, a, the*, because they waste space.

So many Salons, Spas, Barber Shops have cryptic Bios. These are a few I've seen: "Discover your Alter EGO." "Fabulous Fabulous Fabulous in Seattle." What does this mean and why would I follow them unless I knew them very well? The idea is to attract new clients, not to make them figure out who and what you are about. If you want to be clever and cryptic and cool, wait till you have 5,000 Followers and then switch it up.

- To change your Twitter Avatar/Profile Picture, your Twitter Header Bio, Location and Website URL you press the Edit Profile Button.



If you are a "Man about Town," and you want your personality coming through your Bio then then go ahead and say that your profile. But if you just put "Chicago" in your location Section (not your Bio Section) this would accomplish the same thing as stating "Man About Town in your bio. If this "Man About Town" truly was, he'd add keywords such as "Restaurants," "Nightclubs," "Tourist Tips" into his Bio and then let his tweets and tweeted pictures show how "Man About Town" he really is.

In the last few editions of this eBook I used real examples of stylists and salons that had terrible Twitter Profile Photos or Bios. And then I fixed them. I started to do so again today but all I had to do was go to my latest Twitter Followers to see fail after fail. So I'm going to let you go to my Followers and I'll let you do some of your own research.



- Notice how some stylists or barbers use scissor ✂️ emoticons? This is starting to be a standard. Do you like this? *Okay...* I do not. The reason I don't like symbols in your bio is because when someone is putting a search in Twitter for "Best hairdresser in Chicago," your bio' symbols will not help you show up in that search. USE WORDS in your bio that people would use to find you! Symbols waste characters.
- Does the salon, barber shop or nail artist state what they do and why they are the best in their bio?
- Look at the professional Profile pics and Bios of other businesses who have thousands of Followers vs. some salons and spas that have very little Followers. What do you see in their Profile Photos and Bios that is different than the beauty/barber industry Twitter User? If they

don't have a lot of followers that may be because they don't automate or tweet or re-tweet; or maybe their content is spammy? It could be they have a bad Profile Avatar or a terrible Bio.



Mafia Hairdresser

@mafiahairdreser

Jon-David~ Social Media Coach ~ Salon Owner ~ Author ~ Hairdresser ~ Co-Host
TwitterChat: @SalonSpaChat ~
Speaker~Video~Periscope

📍 Chicago

🌐 mafiahairdresser.com

🕒 Joined July 2009

📷 4,964 Photos and videos

I am a hairdresser and I cut and color some very successful business people. I am also a successful business coach so I want to represent this on Twitter as well to keep attracting new professional and successful hair clients and coaching customers who can afford my services. My Twitter Bio works for me 24/7 because there are people searching for what I do and they can find me as well as where I am.

Your Location

There is no need to add Chicago (or your own City where you do you work) into your Twitter Bio because it will be stated the location section on Twitter. The location section is Located underneath your Bio. Your Location is searchable and attached to your User Name and Twitter Bio automatically.

In your Settings under Profile you will be able to paste your address and or city.

There is no need to waste your Bio characters telling people where you are based because that will be in your Location section.

If you have multiple locations it might be advisable to have separate Twitter accounts for each location.

If you only want one Twitter account for many locations in one state, you can list the state, or province, in which you mainly do business; the same goes with Country or County. Worldwide is also fine.

Your Website Link will go underneath your Bio.

Website

I used to tell people if they didn't have a website that it was okay to have a Facebook Page or even an Instagram account or an About.me page or, at the very least, a URL to your Google Map locator: BUT NOT ANYMORE! Everyone must have a website and you should view my free tutorial Social Media 101 and download the eBook companion to find out why. Even if you are an individual Service Provider or you work for someone else: YOU MUST HAVE YOUR OWN WEBSITE.

Your website should contain a phone number, your prices, location, testimonials, pictures of your work and links to products you like. If you work for someone else, you will have a backlink to your employers' website and phone number where you can be reached for scheduling. You should not add that website URL to your Twitter Bio - it goes in the space marked for Website.



Your website must be “Responsive” which means it will automatically change its appearance to look great on Mobile and Tablets. 60% (and rising) internet users will view your website on mobile devices.

If someone wants to call you for an appointment they will be able to click on the phone number link in your website. Your exact location and your phone number are always listed in your website: Those are actually clickable!

Your website should be simple and clear. Brand your website but make it very easy for people to find the information they want. (View Free Social Media 101 at MafiaHairdresser.salon) When people view your website or call you from your website, you will be able to tell them, personally, more about your services than is on your Bio.

Once you are signed up with Twitter, they have a way-cool Help Center available. You can take a tour. And you can learn just as much online as you will from reading this book. My book is way funner.

Tweak Your Settings

On your “Dashboard” for Twitter, under your profile scroll down and click on Settings. Under Setting you will have a list:

- **Account**
- **Security and Privacy**
- **Password**
- **Cards and shipping**
- **Order history**
- **Mobile**
- **Email notifications**
- **Web notifications**
- **Find friends**
- **Muted accounts**
- **Blocked accounts**
- **Design**
- **Apps**
- **Widgets**
- **Your Twitter Data**

Account

Under Account you will be able to Change:

- Your basic account and language settings.
- User Name
- Email address associated with your Twitter account. One email address can be used with one Twitter account. You cannot use the same email address for multiple accounts. Your email will not be publicly displayed.
- Language you want Twitter in
- Your Time zone
- Content
- Country
- You will be able to do a little bit of filtering of media you might find sensitive or have Twitter mark your tweets as “sensitive.”
- I suggest you turn Video auto play on.
- Your Twitter Archive is here and it is a list of your tweets from when you started Twitter. You can request them from twitter and they will email them to you.



TIP: Once a day, put your city and a word for your city in a Twitter Search. Is there a client looking for your services? Try using the product lines you carry in a search. Add your city. What comes up? Feel free to Re-tweet about the products you carry or other people’s insights about your services.

Security and Privacy

Under Security and Privacy you will be able to change:

- Login & Verification processes such as using a simple code or smart phone text verification.
- You cannot reset your Password here. But you can add personal information you would want to be asked to verify you as the re-setter.
- You should verify your phone number with your Twitter account.
- If you have multiple Twitter Users on one account you should allow account log in with a password or login code.
- You will be asked to allow Photo tagging. (Yes, is my answer.)
- Do not Protect your Tweets if you want to be social. "If you selected this box, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places." I do not follow any profiles set to Private.
- Tweet location. When you tweet with a location, Twitter stores that location. You can switch location on/off before each Tweet.
- You can allow people to find and follow you by your email address.
- There are a few more tweaks you can do in Security and Privacy and one of them is to be able to Receive Direct Messages from anyone. This is a big no. You'll only want to receive direct messages from people you follow.

60% of new Twitter Users quit Twitter



Password

This is where you can reset your password and you will be asked what your old password was.

Cards & Shipping

You'll soon be able to purchase through Twitter but now you'll only want to give your credit card information when you regularly run Twitter Ads.

Order History

This will keep a record of what you bought on Twitter including ads.

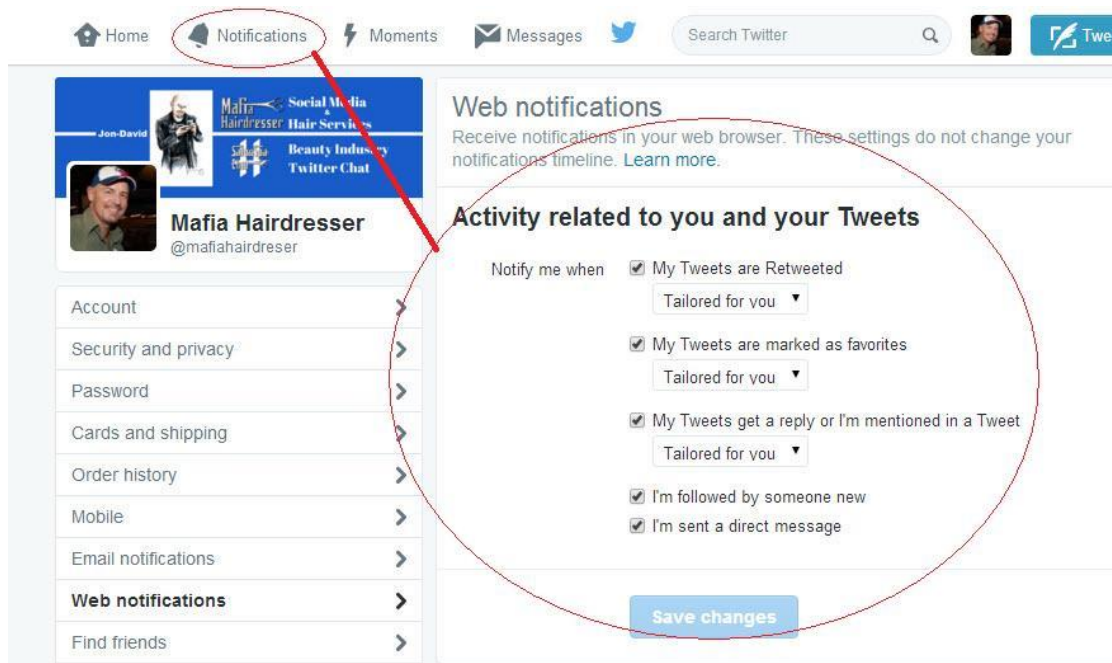
Mobile

This is where you will be able to link your smart phone to your Twitter account.

Email Notifications

I have way too many Twitter and other Social Media Accounts to have any email notifications sent to my email inbox. But you can tailor your email notifications to what you think you would like. If you're on Twitter 5 days a week I'm not sure you will ever need an email to go with your Twitter interactions.

Web Notifications



The screenshot shows the Twitter interface for user 'Mafia Hairdresser' (@mafiahairdeser). The 'Notifications' tab is selected in the top navigation bar. The 'Web notifications' section is open, showing settings for 'Activity related to you and your Tweets'. The settings are as follows:

Notify me when	Selected	Customization
My Tweets are Retweeted	<input checked="" type="checkbox"/>	Tailored for you
My Tweets are marked as favorites	<input checked="" type="checkbox"/>	Tailored for you
My Tweets get a reply or I'm mentioned in a Tweet	<input checked="" type="checkbox"/>	Tailored for you
I'm followed by someone new	<input checked="" type="checkbox"/>	
I'm sent a direct message	<input checked="" type="checkbox"/>	

A 'Save changes' button is located at the bottom of the settings panel.

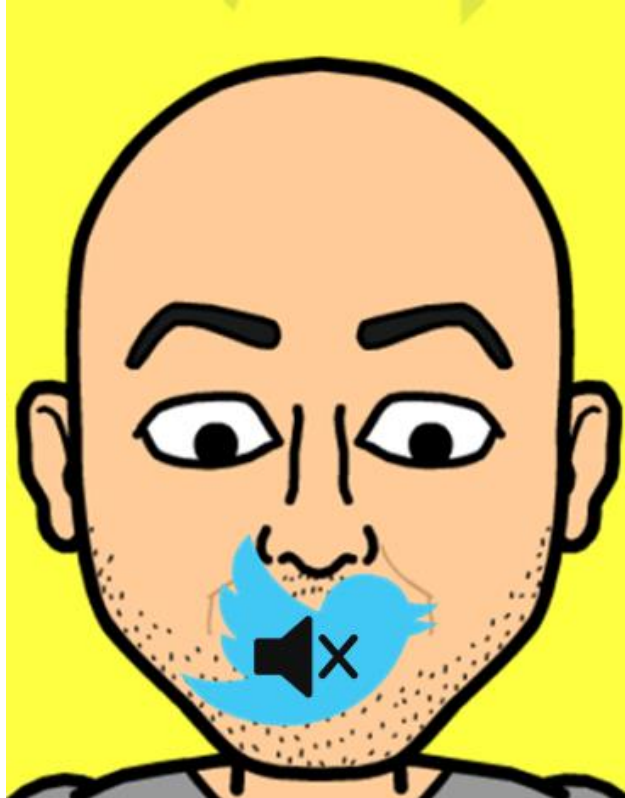
This section will help you streamline what number of notification you will see when you log into twitter. The section open and shown for Web Notification affects your Notifications on the dashboard but you can only access Web Notification in Settings.

Find Friends

Find Friend will find anyone on Twitter who is on your email list and give you the option to invite them to follow you. This is a great tool to get you some followers with you sign up for Twitter. You can manage this section by uploading your email contacts by allowing Twitter to access you email addresses.

Muted Accounts

I love this option. There are many friends and businesses that I want to like my brand so I will follow them. If they happen to be very poor Twitterers or they clutter up my Twitter Feed with too many tweets in a row or I find their content lacking; I can mute them. Muting allows me to follow them but not see their tweets.



Log into the Muted Accounts section of Setting allows you view who you have muted and un-mute them. Don't worry, your Twitter friend will never know you muted them.

Blocked Accounts

This section lets me view the accounts I have blocked from following me or seeing my tweets. I only block accounts that have the following traits:

1. Suspicious Twitter Names or Names that don't make sense to me such as number or "code."
2. Names and Twitter Names do not match and look suspicious.
3. Accounts whose Twitter Avatar does not match what they say they are.
4. Accounts with no Bio information.
5. Headers that have nothing to do with Bio's, Twitter Avatar or Name.
6. Accounts that look like they might be a funnel to porn or prostitution.

I will not follow accounts that only re-tweet and have no content of their own and I may block them. I will not follow accounts that only tweet their Facebook content and Instagrams but I will not block them.

I may block Accounts with no websites even though they claim to be "professional," especially if they have some other traits that I block.

Home Notifications Moments Messages Search Twitter Tweet

Mafia Hairdresser
@mafiahairdreser

Account >
Security and privacy >
Password >
Cards and shipping >
Order history >
Mobile >
Email notifications >
Web notifications >
Find friends >
Muted accounts >
Blocked accounts >
Design >
Apps >
Widgets >

Accounts you're blocking

You've blocked these accounts. You will not see their Tweets in your timeline. Additionally, blocked accounts cannot follow you or view your profile while logged in to Twitter. [Learn more about blocking.](#)

All / Imported Advanced options ▾

	Veronica Davis @VeronicaD533	⚙️	Blocked
	Manushi Holcomb @sikagehowuki	⚙️	Blocked
	Xilonen Blackburn @hakysemetepi	⚙️	Blocked
	Tammy Kelso @Jepguri	⚙️	Blocked
	Kadijah Lopez @kobojisyvij	⚙️	Blocked
	Bain Pollard @matawijewuc	⚙️	Blocked
	nice_matsura @malukha2016	⚙️	Blocked

This section allows you to see Blocked Accounts and you can un-block them here.

Apps

Apps are all the apps & Third Party Apps that you've allowed access to your Twitter account. I have over 100 apps that link to my Twitter account and some of those can tweet to my account. If I want to tweet that I bought a light fixture on Amazon, Amazon.com will be able to tweet that for me. If I want to be able to take an Instagram picture and have it show up on my timeline *as a picture (instead of as a URL)* I have allowed IFTTT.com to do this for me *automatically*.

Home Notifications Moments Messages Search Twitter Tweet







Mafia Hairdresser
@mafiahairdreser

- Account >
- Security and privacy >
- Password >
- Cards and shipping >
- Order history >
- Mobile >
- Email notifications >
- Web notifications >
- Find friends >
- Muted accounts >
- Blocked accounts >
- Design >
- Apps** >
- Widgets >

Applications

These are the apps that can access your Twitter account. [Learn more.](#)

	Facebook Connect Manage your connection with Facebook.	Login to Facebook
Having trouble? Learn more.		
	Linkis.com by A brand new way to share links on Twitter. Permissions: read and write Approved: Monday, October 26, 2015 at 2:57:25 PM	Revoke access
	Tweet Jukebox by Hands free twitter account management. Permissions: read, write, and direct messages Approved: Friday, October 2, 2015 at 1:33:52 AM	Revoke access
	Twitter for iPad by Twitter Twitter for iPad Permissions: read, write, and direct messages Approved: Wednesday, September 30, 2015 at 6:32:19 PM	Revoke access
	Blab - by a Slack 'channel' that let's startups have their own show Permissions: read and write Approved: Tuesday, September 22, 2015 at 5:18:55 PM	Revoke access
	New Samsung Galaxy by Samsung Electronics Samsung Mobile own applications Permissions: read, write, and direct messages Approved: Sunday, August 9, 2015 at 12:34:31 PM	Revoke access

- This section allows you to review who you've allowed access to your Twitter Account. You can revoke access at any time.

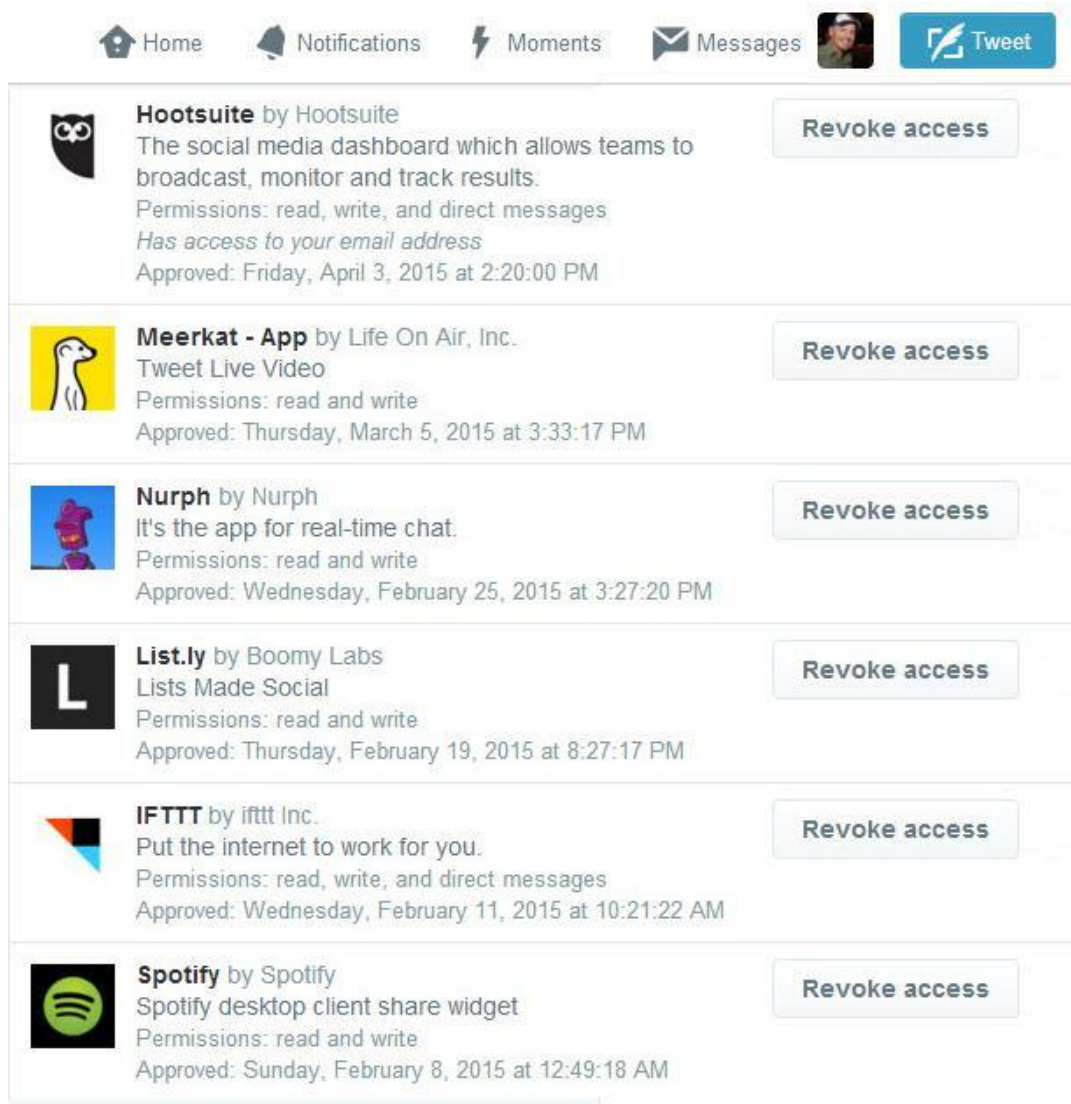
Widgets

Widgets allows you to provide yourself with added streams of things that you might want to keep a closer attention to such as other Twitter User's timelines, Favorites, and any use of a hashtag that might be important to you.

Widgets let you create another feed or stream.

This section will expand in the near future on Twitter.

Your Data

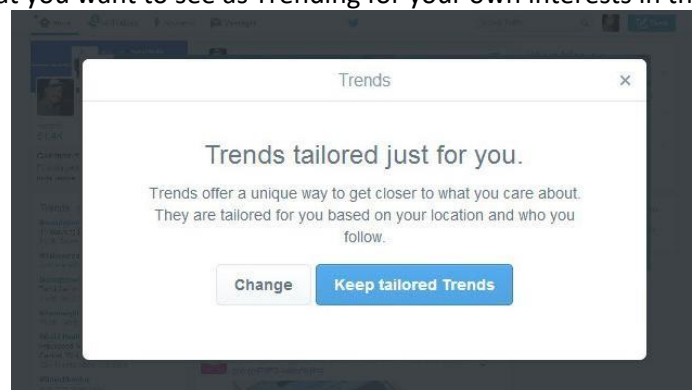


The screenshot shows the 'Your Data' section of a Twitter account. At the top, there are navigation icons for Home, Notifications, Moments, Messages, and a profile picture, along with a 'Tweet' button. Below this is a list of six third-party apps, each with its icon, name, developer, description, permissions, approval date, and a 'Revoke access' button.

App Name	Developer	Description	Permissions	Approval Date	Action
Hootsuite	Hootsuite	The social media dashboard which allows teams to broadcast, monitor and track results.	read, write, and direct messages	Friday, April 3, 2015 at 2:20:00 PM	Revoke access
Meerkat - App	Life On Air, Inc.	Tweet Live Video	read and write	Thursday, March 5, 2015 at 3:33:17 PM	Revoke access
Nurph	Nurph	It's the app for real-time chat.	read and write	Wednesday, February 25, 2015 at 3:27:20 PM	Revoke access
List.ly	Boomy Labs	Lists Made Social	read and write	Thursday, February 19, 2015 at 8:27:17 PM	Revoke access
IFTTT	ifttt Inc.	Put the internet to work for you.	read, write, and direct messages	Wednesday, February 11, 2015 at 10:21:22 AM	Revoke access
Spotify	Spotify	Spotify desktop client share widget	read and write	Sunday, February 8, 2015 at 12:49:18 AM	Revoke access

This section will tell you what Third Party Apps are connected with your Twitter Account. You can easily revoke access to any Third Party App here.

- **Trending:** Trending is a section where you will be able to view what is trending on Twitter. You can set up what you want to see as Trending for your own interests in the settings section.



Sign up with Twitter

You could have already signed up with Twitter before this chapter. Yeah! I'm glad that you are not waiting to start building and becoming part of a great community.



If your salon, med-spa, barbershop or small business is exactly as you portray it on Twitter, then you will most certainly win new clients. **But you must have clear Twitter Goals.**

Developing a Twitter following which will help build your business, as well as support you in other aspects of your life, will take a little time. Give yourself time to build this social media platform as a referral and business tool. Make goals as to why you want to join the Twitter Party so that you achieve your goals.



The number of minutes and hours per month that you want to put into Twitter is going to be up to you. More or less time on Twitter will not necessarily help you reach 1000 or more Followers or guarantee more business. Only clear goals, where you set up how much time you'll spend and what you will do in that time, will help you reach your *Twitter Goals*. Goals set you up to monitor how well you are doing on the way to achieving your Twitter Goals. Monitoring your goals informs you what extra steps must be taken to achieve your marketing and Twitter goals.

Give yourself 3 months to get to the place where Twitter is the marketing community you want it to be. State **in your Twitter Goals** exactly how many people you want your Twitter marketing to net you every month in three months.



You should also decide what your Customer Avatar is so that you can find them on Twitter. Your Customer Avatar is the traits of your existing customer: Age/sex/likes/hobbies and are they using Twitter?

This type of knowledge is part of being able to control how many people a month you want and will be able to attract to your business once you build your Twitter community.

A sample of making a Twitter goal:

- State your Twitter Goal and set a date in which to achieve that goal.



TIP: State your Goal as if it has already happened.) Ex: “I have 1000 Twitter Followers and I invite 10 people per month to my business and receive over 5 new customers a month via my Twitter Marketing.”

- Set the date you will achieve your Twitter Goal three months away from the date you start marketing with Twitter.
- Break up your three months into 3 phases such as: Phase 1) Educate yourself on Twitter. Phase2) Apply and Build your Twitter Following. Phase 3) Begin Twitter Campaigns.



[Click](#)

To help you achieve your Twitter Marketing Goals we've put together 2 great Free Tutorials for you:

- View the two-part free Video Tutorial: **Social Media 101** + read the eBook Companion at MafiaHairdresser.salon
 - **Social Media 101** will show you how to make a proper profile for all of your social media platforms, explain why you need a website and help you see how email, SEO, Graphics and social media all work together. You will also be able to find your Customer Avatar.
- Download the eBook: 30/60/90 Goal Achiever Plan (99¢ on Amazon.com) and get the free worksheets at GoalAchiever.Club.
 - **30/60/90 Goal Achiever Plan** will help you become a Twitter Ninja by helping you clearly map out the time you will spend on Twitter; and what your Twitter Goals should

be. This plan helps you adhere to acquiring the number of followers you set out to get and how many customers a month you want.



[Click](#)



Using the 30/60/90 Plan Goal Achiever Plan will help you keep an eye on your Twitter growth as well as help you achieve your goal of using Twitter to attract new business. At the end of your first 30/60/90 days, you'll be able to see how many Followers you've built up.



If you've built up 200 Followers in 30 days, then you can estimate that it will take 2 more months to reach 600 Followers; or 6 more months to reach 1000. Use your 30/60/90 Goal Achiever Plan to track how many new customers you've acquired using Twitter.



Any way you use your 30/60/90 Goal Achiever Plan will take the pressure off of you with your numbers. You can clearly see how you are growing by marking your progress and then making bigger goals by being clear where you are failing and how you are succeeding.



[The 30/60/90 Goal Achiever Plan](#) is not new and it is certainly not complicated. If you find that it has been hard for you to adhere to other goal achieving plans in the past then you'll be able to read through this one and decide, very quickly, if it is for you. If you've become lost, confused or bored with other goal setting books because of a lot of acronym usage or too much technical or corporate language, this plan is you!

"I use the plan for my Social Media Coaching clients and this is how I help them reach new customers with Twitter." - Jon-David

It's Time

If you have not signed up with Twitter, it is time to do so. *Are you Relaxed?* Good. Now sign up with Twitter at [Twitter.com](https://twitter.com) if you have not already done so.



1. You'll be asked for your full name. This is neither your User Name nor the Real Name that you will have to use. Remember, you can change your User Name and your Real Name later.
2. You'll be asked for your email address. I have three Twitter User Names so that means 3 different email addresses. Choose the email that you want Twitter alerts to go to. You will be able to sign in with your User Name or your email whenever you sign into Twitter.

3. You'll be asked to create a password. I suggest using numbers and letters and punctuation characters. Change your password every 3 to 6 months for security. Write the date when you will change your password on your Calendar.
4. You'll be asked for your User Name. Try using the one you like best out of the few that you wrote down earlier. Once you hit "Create My Account," Twitter will tell you if that User Name is available. If it's not available, use your second or third...
5. Upload your Twitter Photo/Avatar. If it looks good to you then keep it. If not, you can resize it or use another one. (400x400)
6. Type in your Bio that you have previously written down on a piece of paper.

And, now, you are done. Welcome to Twitter!

Once you are signed up with Twitter: they have a way-cool Help Center available for you. You can take a tour. You can always learn just as much online as you will from reading this eBook. (My book is way funner.)

It is now time to download the Twitter App to your Smartphone.

Now you can Tweet where ever you are and whenever you want.



Make sure you set your Twitter updates to your liking on your smart phone Twitter App. My smartphone ringer is always off and it is not set to vibrate for anything. My friends have to text me to call them or they have to DM me on Twitter. My Twitter App and my text messaging are the only two things I allow to "ping me." Whenever I get a DM or a text message I'll see it visually whenever I look at my phone—at my convenience.

You will most likely be accessing Twitter and your Twitter Third Party Apps on your Smart Phone on a daily basis. You will automate and change settings mostly on your PC, Tablet or laptop.

How to get Twitter Followers without Twitter

When you sign-up with Twitter the quickest way to attract the specific Followers that you want is to coordinate with everything.

Once you have your Twitter User Name and an active Twitter Account you will want to:

- Add a "Twitter button" (add a Widget!) on your websites and blogs. When anyone clicks that Twitter Icon it should take them straight to your Twitter profile where they can Follow you. Some Widgets will allow your last few Tweets to show up in your website.



- Add your Twitter User Name in the “About” section on Facebook and/or Facebook Pages. Mark your Calendars to post, once a week or once a month, (to remind yourself) to invite your Facebook friends to Follow you on Twitter and give them your User Name. Sometimes I’ll share/post the Twitter URL of the Twitter User Name that I want people to use to follow me. It would look like this: <https://Twitter.com/mafiahairdreser/> Yours will look the same. Just take out my User Name, without the “@” and insert yours.
- Put your Twitter User Name, “@SalonSpaChat,” on your business cards.
- Add your Twitter User Name in the “Signature” of your emails. You can add that through your email settings.
- If you are on Pinterest, Instagram, Google+, LinkedIn, or any other Social Media Platforms, you should have a designated space to add your Twitter User Name, or you can add it into your Bio.
- Post signage at each hair and makeup station in your salon that you are now on Twitter.
- Post signage on your barber shop’s front desk.
- Give new Twitter Followers a travel sized hair care product when they follow you immediately in your spa!



“Fantabulous! This is an amazing guide on how to generate new business via twitter. I'd say any type of business could use these tips to create productive twitter leads. I highly recommend this book!” By Mitch B (Illinois, U.S.) @Refrigeration

Please: Don't forget to review this eBook on Twitter. [Click](#)

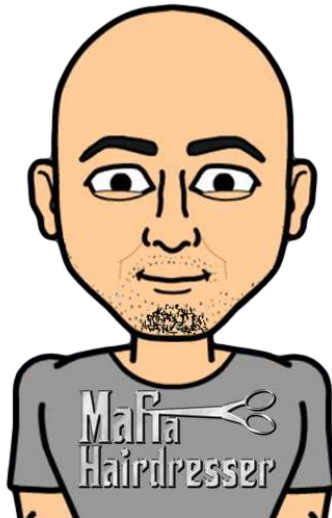
Numbers Matter and Real Time

Do not be fooled by super high numbers of followers. Many larger brands pay for Twitter Followers and this is not a good practice for medium to small businesses and individuals. Your audience cares less about your “Twitter Might” than your ratio of follows to following and if you actually “talk” on Twitter.

An even ratio of “Followers” to “Following” says: “I am open to hearing what you say if you are open to hearing what I say.”

Before I follow anyone, I always check to see if the Twitter User has a mixture of re-tweets, Twitter Conversations and interesting tweets. If they have a combination of these tweets, I am more than happy to follow them!

You must build up the numbers of people following you so that your Tweets do not fall on deaf ears. Twitter, like anything new, takes a little bit of time and, as I've said, there's a learning curve. This eBook cuts down the learning curve but it will be up to you to be social and to make Twitter work for you. Above all: Twitter is a social platform and being social effects your numbers more than any other process.



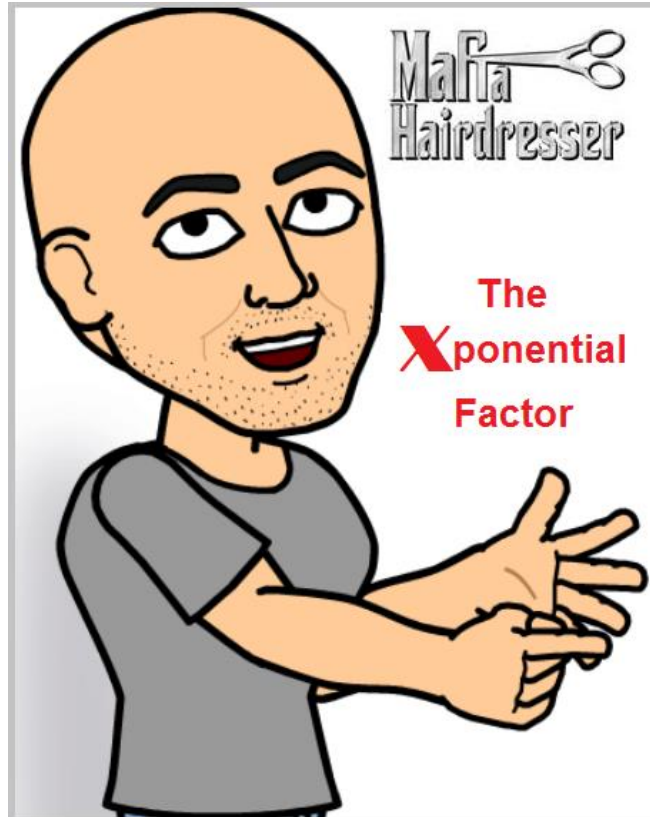
Whether or not you're a business, business owner, or an employee who wants to build up their clientele, I believe you will not begin to see a substantial increase in business using Twitter until you reach 1000 Followers. ~ Mafia Hairdresser

The Exponential Factor

If you are in a small town, aim for 1000 Followers as soon as you sign up for Twitter. You might be a barber in a town of only 2,000 people: get 1000, or more, followers. Even if only 1% of your fellow townspeople use Twitter, your future 1000 Followers will probably know someone passing through your town. Your Followers will certainly recommend you to their friends. On Twitter: *Someone always knows someone...*

1000 Followers is a magic number in Twitter. It gives you the "Exponential Factor." From my experience, my personal hair business only attracted a countable number of new clients from Twitter *only* when I reached 1000 Followers.

If you have 1000 Followers and each of them has 300 Followers, that's 300,000 possible people you could reach. If every one of those 300 people had 1000 Followers: that's a million people you could potentially reach. Doesn't one million sound magical?



The only way your number of Followers is going to keep increasing is when you continue to have Twitter conversations. Just like at any party, the quiet ones, or the ones who continually only chirp about their business get left in the corner. This is NOT what Twitter is about. Twitter is the Social in social media.

If the numbers of your Followers seems to stay the same, then you are not in the conversation.

There is a well-known salon in my town and they have about 500 Followers. I'll call them @SalonX. @SalonX reached 500 Followers within 6 months. When @SalonX entered the Twitter party they already had the connections with their clients who were on Twitter so everyone who found out that they were on Twitter automatically followed them. Even I did, *at first*.

When @SalonX signed up with Twitter, they did a lot of smart things like add a Twitter Follow Button to their website. They also invited their clients who were on Twitter to follow them via signs at their front desk and on their business cards. Their Facebook posts and emails and newsletter also invited their fans and lists of people to follow them as well. You should do all of these things as well!

At @SalonX none of their stylists, facialists or manicurists were trained on Twitter so they did not understand how to re-tweet @SalonX specials or pictures; or why. In fact, none of @SalonX service providers or managers was using Twitter other than to follow celebrity tweets and get the latest trending news.

@SalonX walked into the party and only tweeted things like: "Spring Facial Specials + LINK" "Come to our wonderful salon! + LINK." "Friend us on Facebook." Now @SalonX only tweets when they have a special, or if someone takes a picture of a hairstyle in the salon they might want people to see. In fact, what they are doing is just spamming. Twitter is a conversation!

@SalonX did not tweet every day and they did not automate tweets or respond to anyone who mentioned them on Twitter because they are not "listening." They seldom Re-Tweeted other's specials,

pictures or content. They were and still are using Twitter as a free “Advertising Platform.” In the 4 years that @SalonX has been on Twitter, they have only gained a total of 300 more Followers past their first 500 Followers they gained when they signed up. (I do not follow @SalonX anymore.)

Think about all of @SalonX’s customers and fans who began to follow them when they first signed up with Twitter: All those people received from @SalonX when they followed them was advertising and spam!

How can you get your numbers to increase? By *being personal*. Even if you are a business, you are much more than a salon, a corporation or a spa. You are a person who responds to people. You are a group of people with ideals and community work. Your business stands for quality and a wonderful accommodating staff: so tweet *that!*

- Do you use specific professional skin and hair care lines? You should be tweeting about the features and benefits of those products.
- Are you a part of a community at-large? So be a part of the community at-large on Twitter!
- Twitter Conversations begin when you Tweet about the wonderful charities that your clients are involved in.
- Tweet about your weather.
- Tweet about awards your staff received.
- Tweet about your town and the restaurants you go to.
- Anyone you follow who Tweets things that you or your salon believes in or uses or carries can open a Twitter “conversation.”
- Read what people Tweet. Comment on it. Re-Tweet it.
- BE Human.
- BE a person who tweets for your brand.
- Twitter is not an advertising tool.
- Twitter is a social media platform.

You will always want the numbers of Followers to Increase.

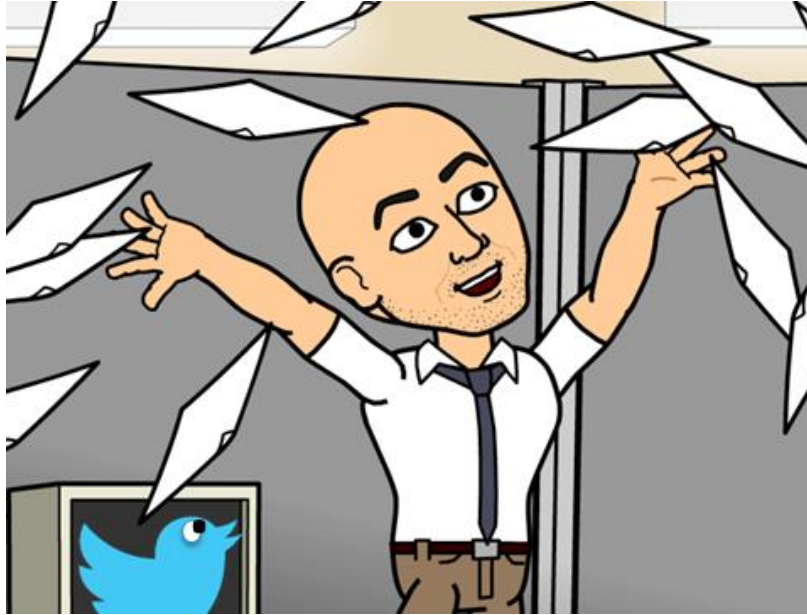
Real Time, Business First

If your numbers have leveled off, you are not in the conversation and one of the reasons could be is that you *conceptually* think that Twitter is in “Real Time.” *Yeah...NO.*

Twitter seems like pressure to Twitter Newbies because they think that they have to immediately respond to a Mention or a DM (Direct Message).

You don’t have to be in real-time but you have to be real.

You can set your Twitter Alerts on your smartphone to alert you to any immediate Direct Messages or Mentions that you might want to handle throughout the day. That does not mean you will ever be able to immediately respond.



- Business First – Twitter Second. All of your Twitter Followers are just as busy as you and they understand.

Twitter blurs the lines between “Real Time” and Social Media Time. You’ll have clients who will Tweet to you or Direct Message you: “Can I get in for a haircut at 2pm today?” You might not even look at your Twitter Feed that day. But, hopefully, your Barber Shop’s URL is listed under your Twitter Bio: “TomsBaberShop.com.” Or your Salon’s User Name is included in your Bio. If a client really wants to get into see you that day, at 2pm, they will click on the URL to get your business phone number and then call directly to your front desk to book that appointment.

This same thing happens to me on Facebook. Either in a Message, or on my Facebook Timeline, my clients ask me hair-related questions or about an appointment.

Because I’m in meetings, or I’m with my hair clients, I’m only on Facebook about 10 minutes per day. So, when a client asks me if I have appointments available I always give them the same polite message: “So sorry I missed this! I was with clients all day. Please call the front desk and they will help you immediately.” I’ll add the URL to the salon if it’s Facebook she’s messaging me on. I’ll add the salon’s Twitter User Name if it’s Twitter. I want to get my clients used to going to our website to view specials and to see what’s new in our salon and I want them to get used to calling directly to the receptionist who has my schedule on the computer. (I couldn’t book those appointments anyway.)

Please don’t be upset with your clients for “disturbing you.” Sometimes Twitter and social media can seem very intrusive into your personal life; especially if you’re over 30 years old - you’ve not grown up with this stuff. I recommend that you be thankful that your client is thinking of you even when they are not in the salon. And be thankful they think that a simple text or tweet or a Facebook message will connect them to you. I love it when my clients Tweet me to bring up a conversation that we had about a restaurant or a shampoo.

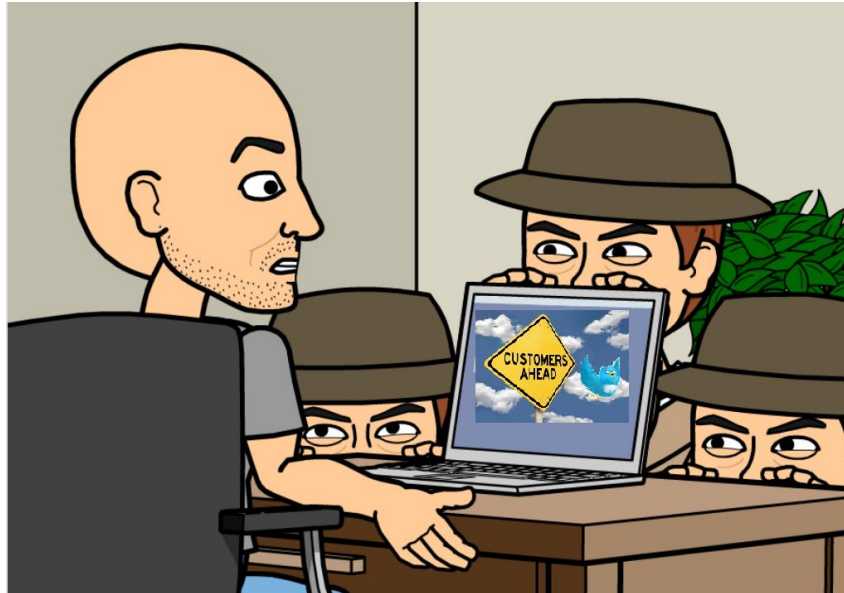
More about Customers and Social Media

I no longer work in a large salon, so now my customers actually do Tweet me, Facebook message me and email me and text me for appointments. All of them get used to me herding them into the scheduling corral that I want them to use: texting. This way I can manually add them to my Google Calendar.

I can go days without being on Twitter, LinkedIn, Pinterest, Instagram etc. and that's usually when I'm writing eBooks, such as this one. (I have publishing deadlines.) All of my customers see me on these platforms and can message me there about questions or appointments.

What I'm telling you, again, is that you cannot do as I do. I schedule a few hair clients a day on the very same calendar as I do my social media clients I talk to on Skype. I also book my speaking gigs and travel time etc. on the same calendar. This will not work for you.

What else will not work for you is to be one person who is handling a lot of social media platforms. You can only handle one or two platforms as an individual business owner or brand and you must delegate your social media platforms to your staff whenever possible. (That's called Staff Activation.)



The reason I tell you this is because you cannot ignore your customers' emails, LinkedIn mail, Instagram comments, Twitter Mentions or Pinterest Messages for as long as I do. The new customer is simply too used to brands your size (*and brands bigger than yours*) responding to them on Social Media platforms. Let me introduce you to today's customers: *Mr. and Ms. IWantYourAttentionNow*.

Whether you like it or not, the internet has made customers more demanding and they aren't thinking so clearly. They have to check their Facebook news, email, scheduler and buy what they need from Amazon Prime. Everyone has to download the app to get the deal and get to Bed Bath and Beyond before the deal runs out. And, don't get me started on TV and Internet Advertisement.

Your customer is bombarded with 600 times more information than their grandparents and they are so exhausted that they are ordering pre-made food online and have everything delivered. And, did I not tell you about the surge in Mobile Service Providers such as traveling hairdressers?

Your new customer is used to finding business like yours online and then connecting *immediately* to get what they want. You can fight it or ignore it or you can be calm and adhere to my 10 Minutes a Day Plan for every social media platform. If you aren't on the social media platform your Customer Avatar is using, you will eventually lose them. 10 minutes a day allows you to be on top of your game and keep your customer happy as well as keeps you from being harried from being on social media. (Bonus Tip: Get rid of your TV. You'll never miss it.)



Clients who Tweet you are the best! Check out this Twitter Conversation that occurred:

@AngelaWoody : “Super excited to head over to @mafiahairdreser for Spring Hair this afternoon!”

@mafiahairdreser: “see you soon!”

Angela has fabulous hair. She has over 15,800 Followers as of March 2015, and everybody wants to BE her. Of course, the closest anyone could get to actually being her is to go to her hairdresser. So, potentially 15,800 people saw that Tweet, as well as my 10,000 Followers, when I replied. This is good social media.

One more story:

My friend, Dan Paterno, is both, a hairdresser/colorist salon suite renter, *and* an entrepreneur, like me. We used to work in the same large salon and now we both rent spaces in Phenix Salon Suites in Chicago’s Gold Coast. Recently, I passed him in the hallway and we caught up.

Dan asked me, “*what is the one thing that is new or changed in social media,*” and that I was recommending? I told him that I now recommend that even employees, and salon suite renters and booth renters and mobile service providers should have individual websites, even if their employer had one or the salon suite had a director. I don’t care if you work in cubicle in large firm: have your own website!

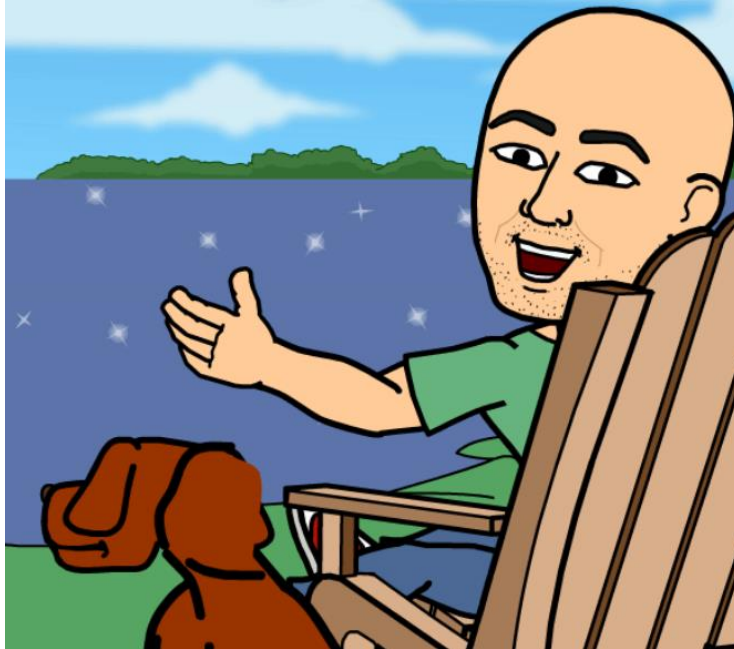
Dan laughed and immediately understood. Then he told me that he just had a client come in whom he hadn’t seen in over a year (since he quit the big salon and became a salon suite renter). The client told him, “I was so mad at your when you left. I couldn’t find you.”

My jaw dropped and I pointed out the obvious to Dan, “Did she not *just Google your name?*” “Did she not *just go to your website to get your phone number?*”

I also asked him why this, **obviously** 80 or 100 year old client who doesn’t own or operate a computer or smart phone, didn’t just pick up the phone and call the big salon; who would have happily given her Dan’s new address and phone number *because it’s 2015 and that’s what salons do now!*

I tell you this story for many reasons. Number one: Because it’s funny and it makes me feel superior to be over 50 and sooo much more social media savvy than almost everyone over 30. And, number two: because, even though your customer may be trained to want instantaneous scheduling, service, information and *everything*, there are those who are stupid, lazy or just too internet weary to even try to use the technology around us. There are those who shun the tech and the Twitter.

I don't want you to feel stupid, tech-phobic or internet weary. I want you to learn how to do marketing with social media. Plan how to do it. Set the time you are going to spend on it. And then enjoy it and the rest of your time away from it. Sort of like your work.



By the way, Dan Paterno is a brilliant graphic designer. He is one of Chicago's most respected branding and logo designers. He designed my logo for Mafia Hairdresser, the book jacket, the SalonSpaChat logo, Made In Chicago Speaker's Bureau' Logo (I'm one of the founders), the Joseph Michael's Salon & Spa logo, and so much more of my brand's identity over the years. PaternoGroup.com

10 Minutes a Day

I'm advocating that you spend 10 minutes per day on Twitter.

- Spend 5 minutes a day, anytime you like, and respond to those Mentions and DM's from the past 24 hours. (Mentions and DM's will be explained in upcoming chapters.) And then, once a day, you'll scan about 20 to 40 Tweets that catch your attention in your Twitter Feed.
- Spend another 5 minutes a day Re-Tweeting one or two tweets that you find interesting and want to pass on to your Followers. Add comments to your Re-Tweets!



10 minutes a day is simple, right?

If you've been having Twitter conversation where you might have to hunt for some information for another Twitter Follower, such as product name or ingredients of a product, then you might spend another 5 minutes a day doing that. But scanning Tweets of Twitter Pics, Blogs, and information that

interest you to Re-Tweet does not take much time at all. On a smart phone it only takes the flick of a finger to comment on and Re-Tweet those tweets or blogs you like.

Auto-Tweets and staying in the conversation will keep your numbers of Followers increasing.

How many Tweets might you actually scan per day? 20? 40? How many would you actually open up, that interest you, if there was a URL attached? I'm going to say three. Maybe four or five if you were naturally inclined to read something from someone you had established a relationship with.

Think of all those Tweets that you missed from your Followers in one day. You will miss 24 hours worth of tweets, minus your 5 minutes of viewing 20 to 40 Tweets. But you don't have to worry about the Tweets you missed because, if you didn't see them, they are not important! You didn't miss a darned thing. The world is going keep spinning. Whew!

If one of your Followers wanted you to see a specific Tweet he would have Tagged (Mentioned) you in the Tweet or sent you a DM. If there was a worldly important event that happened, like an alien landing at Disneyland, or Donald Trump saying something funny you'd have seen it because your Followers, and every other Twitter User, would have Tweeted about it. And if you really wanted some specific information, you would have done a Twitter Search to find it yourself.

Skip a day? No problem. I do it all the time. Most Twitter Users know that you are taking care of business and that you will get back to them when you can, if needed. Hopefully you have the link to where you work hanging under your Twitter Bio so they will have a number to reach you if they want to book an appointment. Fortunately in the salon and barber business, we always seem to have a few spaces in-between clients in which to look at our smartphones and respond to Mentions and DM's quickly.

When you are on a weeks' vacation then you'll only be on Twitter about 5 minutes per week! If you're like me, my Twitter friends know I'm on vacation because I'm usually Tweeting pictures of me on the beach, especially to my friends stuck in the Midwest winters. *Tee-Hee*. I let my Auto-Tweets do the talking for me when I'm busy or on vacation. And I respond only if the Twitter Conversation compels me to.



TIP: One of the best features that Twitter has is lists. If you have 20 new Followers a week: that may be too many Followers to be able to see all their tweets if you followed most of them back. But, if you added new Twitter Followers who might be *potential customers* (or who were already customers) to a special list: you could choose to see only their tweets; instead of *all* the people you follow.

Scary Fact

One evening I was at the Social Media Club of Chicago, One of the speakers was the "Twitterer" for The American Red Cross: @RedCross. I remember that she said a huge percentage of Twitter Users thought that, if there was in an Earthquake, and they became trapped under rubble, they would be able to Tweet to the Red Cross and, then someone would immediately see that Tweet and come dig them out. This would be a poor assumption; I think.



“A recent survey found that 42% of customers who reach out to brands via social media expect a response in less than 60 minutes. And, of those customers who had attempted to contact a brand through social media for support. 57% said they expect the same response time at night and on weekends as they do during normal business hours. Welcome to the new world of customer service, brand management, and social marketing.” ~ Via www.ConvinceAndConvert.com

What NOT “Real Time” means for a salon or small business who uses Twitter is that you must learn to be consistent when you respond to Mentions & Direct Messages as well as when you give out Thank You’s for Re-Tweets. But you must also think more like a bigger company. Run the company first, and then respond to your Twitter Followers second. But do respond. A nice response within 24 hours is great. Kudus to you if you can do it more quickly. You’ll end up making your Twitter friends and Twitter clients very happy with a quick response.

Even as I wrote this chapter, my Smartphone “pinged” me 32 times from Twitter. Not one of the 32 alerts from my 3 Twitter accounts needed a quick response. And only 3 of them will I respond to at all. But if one of my Twitter friends wanted to go out for a beer, I’d have seen that Tweet and then responded immediately, Real Time.



TIP: Not only do I recommend claiming a URL and having your own website, I also recommend you claim URL names for your kids as well as email addresses. I don’t live in the land of “*You never know...*” I live in the now; and now is the time to think of tomorrow. You never know if you’re going to be your own boss or a consultant and you never know what your kid will want to grow up to be but I know all the good email and URL addresses will be gone ***before you know it.***



Facebook Vs. Twitter

Twitter is a wonderful way to build up your Facebook Likes and visa-versa. If Tweeting to your Followers to Follow you on Facebook: give a reason why a Twitter User should also Like your Facebook Pages. Example: "Like us on Facebook for our exclusive weekly give-aways + URL."



Twitter and Facebook content should not be the same. Offer Facebook Page Likers a reason to like and offer Twitter Users a reason to Follow but offer different reasons. vary which is a good reason for

someone to follow your spa on both social media platforms. Give them a different reason and personality on each social media platform.

I am not a fan of using your Facebook posts as Tweets! I am also against automatically posting anything from Facebook to Twitter.

I posted a new photo to Facebook fb.me/7oCLMaW79

The Focus Salon Blog...: Bridal Makeup Hints From Terri..
fb.me/77Tew6WLI

This is how messed up posts from Facebook look when you automatically post them to Twitter. They get broken up. The caption says nothing interesting

And why would I click on a Facebook URL where I'll have to login to Facebook? Facebook and Twitter do not play well together. Let's get that straight now.

If you must post from Facebook to Twitter then go to ifttt.com and make a proper Recipe to do so. But if you want action on your Call to Action, posting from Facebook to Twitter will not net you action.

Take-Aways:

- You need to come up with a User Name: 15 characters or less.
- You need to have a Real Name: 20 characters or less.
- Your 160 Bio Characters should be used wisely. You want professionals who have money to come to your business to use your services. If you have a sloppy or un-professional Bio, such as placing your website like in your Bio, a potential client might reject you on how your bio looks to them. If you want professionals as clients (they have money!) then look professional for this social media platform called Twitter.
-
- Get rid of the egg and have a great clear Twitter Photo.
- The Twitter Header is most important and can be made and change at Canva.com. A Twitter Header is a billboard for your brand and the largest Twitter Picture to show off what you do as well as show off your logo
- Use your Location Section, not you Bio Section for you location.
- Smiles and pictures of real people work better than logos or group shots for Twitter Profile/Avatar Photos.
- Use your own Colors for you Twitter Colors/Background. To change your colors click on Settings then Design.
- To change your Twitter Avatar/Profile Picture, your Twitter Header Bio, Location and Website URL you press the Edit Profile Button.
- Bio should look as professional as possible in you Bios and use Keywords.
- Everyone needs a website and you should view Social Media 101 Tutorial at MafiaHairdresser.salon.

- The URL to your website should be placed in the website section that hangs under your Bio so you don't waste bio characters.
- Set up your Settings to your liking.
- Get Followers right away when you sign up with Twitter: Find Friends/Signs/Emails/Bios in other platforms.
- Numbers Matter! The more Followers you have allows your tweets and messages a better chance to be seen and acted upon.
- Twitter is Real-Time: NOT!
- Do not set your Twitter to Private if you want your business to grow with Twitter.
- The 30/60/90 Goal Achiever Plan will help you with your Twitter Success and every major Goal you will want to accomplish. GoalAchiever.club.
- You should re-tweet as much as possible.
- Re-tweeting and commenting on others' tweets will grow your Followers and create Twitter Conversations.
- Use the 30/60/90 Goal Achiever Plan to help you reach 1000 Twitter Followers.
- Understand that Twitter is a social platform where Twitter Conversations lead to business.
- You should spend 5 minutes a day responding to Direct Messages and Mentions.
- You should spend 5 minutes a day initiating "Twitter Conversations."
- Twitter reading, scanning, and commenting on other people's Tweets are good for starting Twitter Conversations. Reciprocal relationship building is what will increase your numbers.
- Take the pressure off: Twitter is not a competition. Your number of Followers matter much less than being social.
- Twitter has been around for a long time and you will meet everyone you need to in your own time. If your numbers grow every week, you're doing something right.

If you become part of the 60% of Twitter Users who Quit Twitter, I do hope that you'll at least sign up for my email newsletter at mafiahairstylistSalonSpaChat.com



The Salon, Spa, Barber & Beauty Industry is a Visual Industry!

So why do so many business and people in this industry have poor resolution, badly lit, grainy & unprofessional pictures representing them on Twitter?

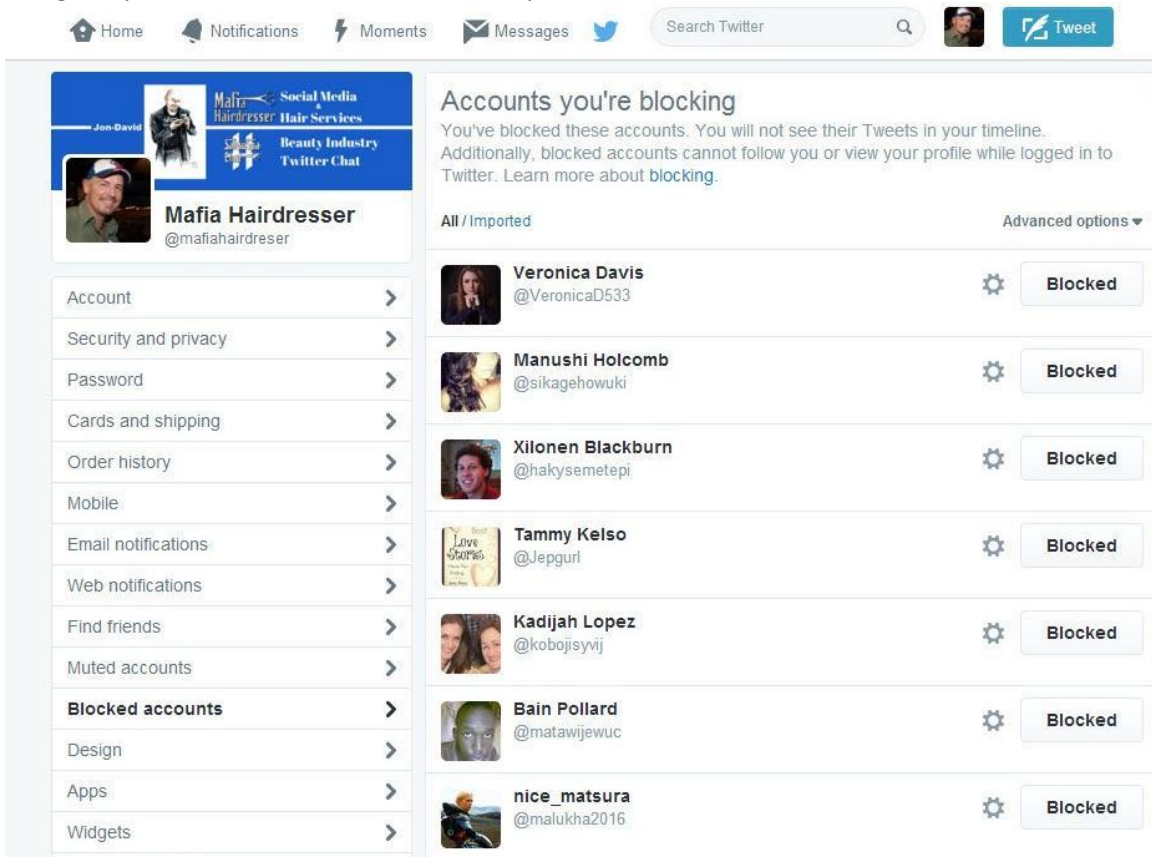
There is no excuse NOT to have a professional photo Twitter.

Smart Phones with Filters, Instagram with Filters and friends with cameras will do quite nicely. LOGO'S RARELY WORK.

Part 3) Definitions and Terms

If you've read this book straight through, you've probably picked up the Twitter some terminology pretty quickly. But before you read on, it's time to define the rest of the words you'll need to be a Twitter User Expert:

- **Tweet:** A Tweet is a 140 character or less Caption or Posting made on the social media website Twitter. Tweets can include words, symbols, pictures, Twitter Cards, video URLs.
- **Auto-Tweet:** This is when you write, copy + paste or upload a CSV File of a Tweet into a Third Party App, such as Hootsuite, Tweet Adder TweetJukebox or BufferApp, to send at a future time.
- **Auto-Tweeting** is the process of scheduling your Tweets.
- **Blocking or Block or Report Spammer:** You can Block other Twitter Users you find objectionable to your Twitter users. You'll find you Block buttons and "Report Spammer" buttons pretty quickly. ALWAYS block Twitter Users who look like they might be a Twitter BOT. Only report Twitter Users as spammers who Mention you or DM you with URL to websites that promise to grow your Twitter Followers or look suspicious.



Bot: A Bot, or "Twitter-Bot," or a "Phishing-Bot" are automated Twitter Users that are programs designed to Tweet like real people. They might Mention you in a Tweet and they are designed to get you to follow or to open URLs that will sell you things that you don't need. Block them. Or report them as spammers if necessary.

"Twitterbots come in various forms. For example, many serve as spam, enticing clicks on promotional links. Others post at-reply messages in response to Tweets that include a certain word or phrase. These Auto-Tweets can either be silly or used to spread some themed message." ~ Wikipedia

There are good Twitterbots that can assist you with scheduling or reminders.



When a company or person has a Twitter User Name such as @Godseyixi, don't follow them. Look at this one's tweets: no content. Just sentences that are not useful. *Spam, spam, spam.*

If you cannot figure out what the Twitter User does or is by their bio, don't follow them!

DO NOT be tricked into giving your User Name or Password to a Phishing-Bot. If you make this mistake you will have to contact Twitter to help you if you've been "phished."

- **Call to Action:** A Call to Action is when you Tweet a question, or ask your Twitter Followers to do a task, such as asking them to vote your church as "The Best Church in Chicago" for a magazine. You can ask your Followers to sign up for your email list or Like your Facebook Pages. A call to action can start a Twitter Discussion. "Bangs or no Bangs?" "Has anyone been to the new Prime restaurant?"

Don't forget to add your Call to Action in your Tweets!

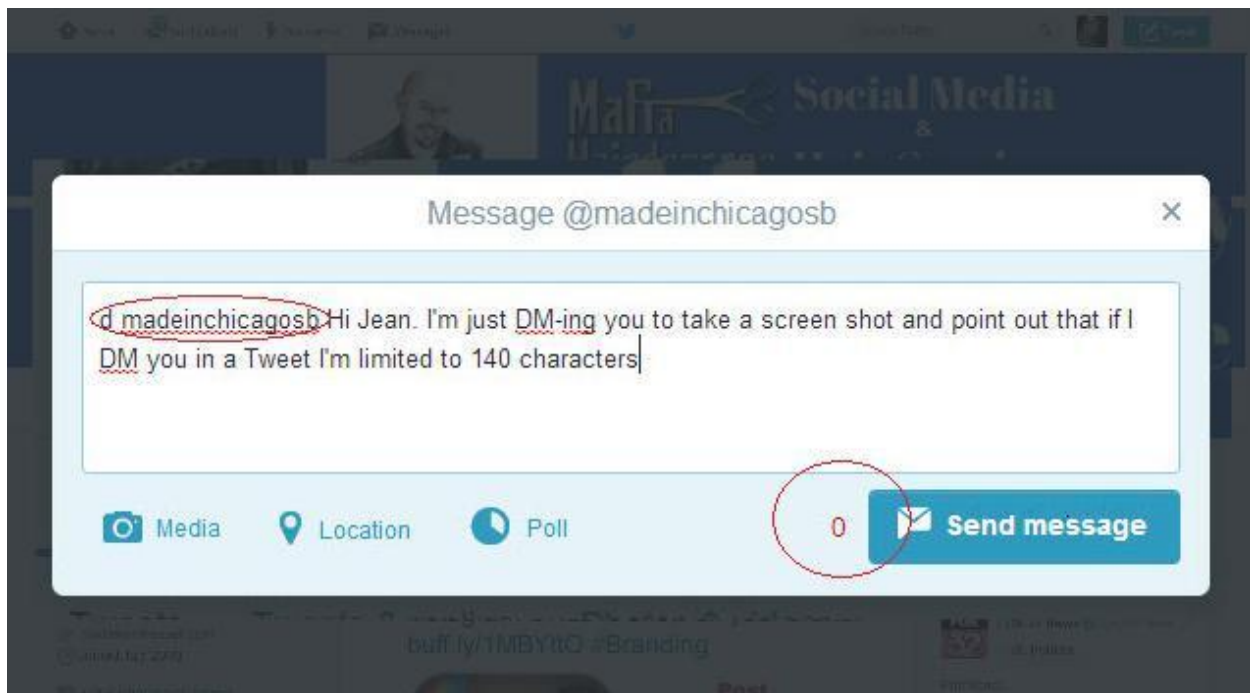


- **DM:** means Direct Message. “DM’s” can only be sent between Twitter Users who follow each other and you can change your settings to accept DM’s from anyone. DM’s are private and can only be seen by the sender and receiver.



If a Twitter User’s Profile is opened, you can select Direct Message and type your private message. Private, personal, phone numbers or an email address should never be used in a regular public Tweet and you should use the DM feature *only* to do so.

- **Manual DM:** If you want to send a DM to a Twitter User you can do it in a tweet by simply typing a D or a d (Twitter is not case sensitive), then a space, and then the Twitter User’s User Name WITHOUT THE @ SIGN and then your tweet is a manual DM.



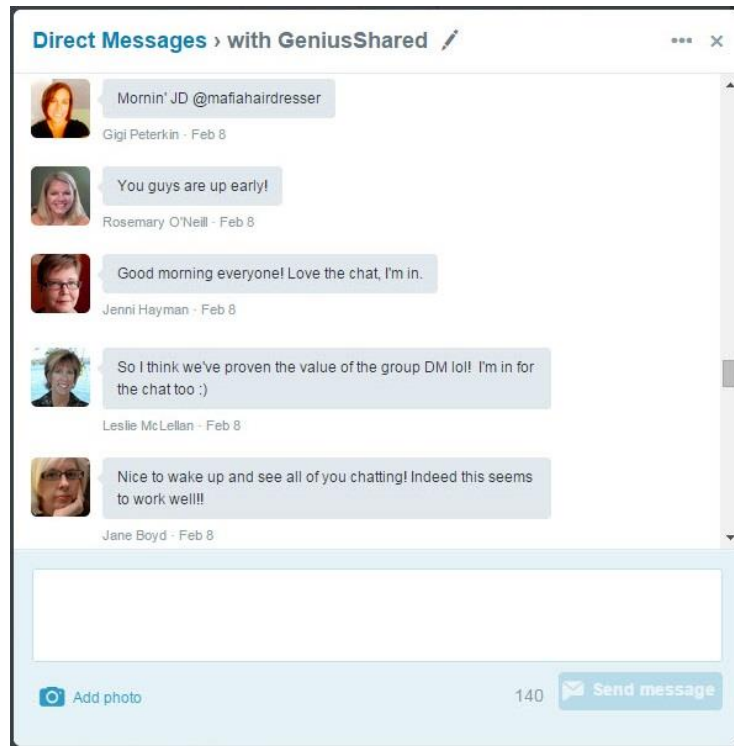
When you Manual DM Tweet you will only be allowed 140 characters and there will be a counter next to the Send Message button to tell you how many characters you have left to use. (See above picture.) Direct Messages are only viewable between you and the recipient you send the DM to. Direct Messages used to have the same constraints at regular tweets: 140 characters but that is only true with Manual DM's. Now you can "DM" people with as many characters as you like, include URL's and graphics. This is wonderful! DM's can take the place of URL's. Beware: DM's for both Twitter and Facebook, not to mention other social media platforms, can feel like checking multiple email platforms. Many DM's are Auto-DM's from people whom you have just followed and who may already follow you. They might say, "Thank you for following me!" "I'll follow back in 48 hours." "Here's a 25% discount code ___" Most people ignore auto-DMs of people who you've just followed.

Twitter Group DM



Twitter Group DM (Direct Message) is like a small Private Facebook Page. You can have up to twenty people on a Twitter Group DM and you'll be able to privately share your information, links and

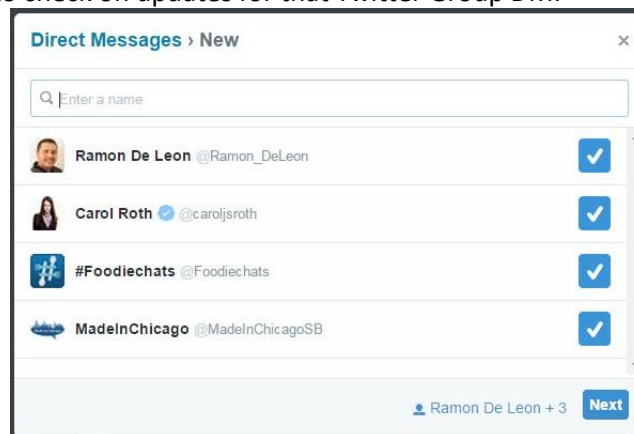
videos. This is a great tool to give daily inspiration to your group, disseminate information, share success stories, and pass on product tips and more! <https://about.twitter.com/directmessages>



Group DM's can recap morning meetings or take the place of some meetings altogether! Salons: You can even start a small niche Twitter Group DM for your co-workers who use Brazilian Blowouts.

One feature of Twitter Group DM's is that you can start your group and they don't all have to follow each other to see the Twitter Group's DM tweet feed.

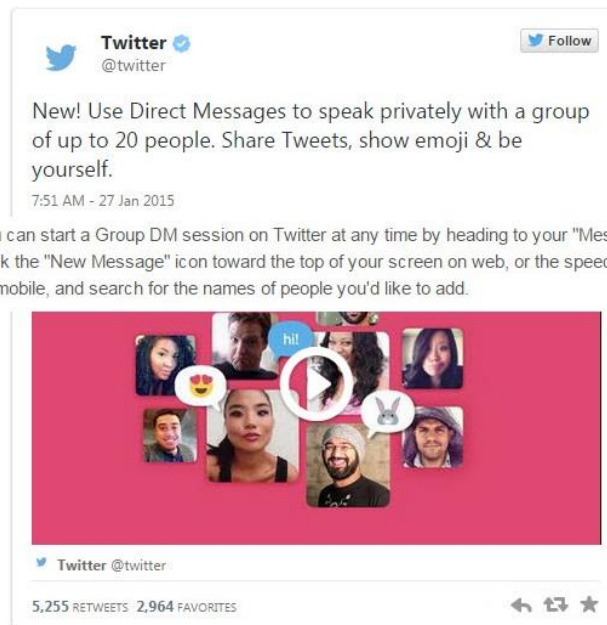
How do you start a Twitter Group DM? Just go to your Messages center on Twitter, tap "New Message" and then you'll be able to add up to 20 people on that group message. You'll always go back to your message center to check on updates for that Twitter Group DM.



BEWARE: Do not bother adding celebrities or Twitter personalities who do not want to be part of your Twitter DM Group! You might get blocked by some very angry people. Always ask someone in a

one-on-one DM if they want to be a part of your group and give them a good reason why they would want to, even if it's just to get them to be your "special guest."

How to create a Group DM via: **Mashable**





You can start a Group DM session on Twitter at any time by heading to your "Messages" tab. Click the "New Message" icon toward the top of your screen on web, or the speech bubble icon on mobile, and search for the names of people you'd like to add.



Favorite : This is the Star/Favorite Button. (Was a star, now a heart.) You Can "Favorite" Tweets of other Twitter Users if you like them. But I use them as a bookmark to come back to. Sometimes there is a blog or article that a Twitter User has tweeted that I don't have time to read. "Favorite" tweets that you want to go back to will be under the "Me" section in left hand side on your Public Profile View Online, and on your scroll down in the Me section on your Twitter App on your smart phone. When you are using Hootsuite, you can opt to have a "Favorite" Stream. Some people like to "Favorite" a nice Tweet that mentioned them as a show of thanks to the Tweeter who mentioned them. The star that is under tweets is a nice little acknowledgment, if you will. Below you will see two Twitter Followers had either re-tweeted a tweet of mine or they shared one of the blogs I wrote and tagged me. I could simple press the star and it would tell that Follower that I noticed that tweet and I appreciated that. I could also thank them with the reply button which looks like



Use the favorite button to tell someone you saw their post and that you will get back to it. It is better to Re-Tweet with a comment.

UPDATE ALERT: Twitter changed the  to a .

Set to Private



Do you see the little “Lock Emblem” by the Real Name, *Carmen Ferguson*? This person has their Twitter settings on Private. You will not be able to view their tweets unless you follow them. You will not be able to Re-Tweet them unless they allow you to. They may love your Organization. And you can let them follow you. But if you are an Organization, it will get too time-consuming to follow someone like this. You might see one of their tweets that you’d like to re-tweet but you will be blocked from doing so. Twitter Users who set their accounts to Private do not let anyone willy-nilly re-tweet their Tweets.


While it may not be a waste of your time to view their tweets, it may be a waste of time establishing a Twitter relationship with them because they will not build a very good Following base having set their Twitter account to Private. I would not block this user. But I certainly wouldn’t follow them.

Note: I never follow anyone who has their Twitter Account set to Private. You are not social. You suck.

True Twit Validation

You might get an automated DM from someone you just followed from TrueTwit. It’s validation service that will ask you to ‘verify’ your account. Nobody credible on Twitter uses TrueTwit. It’s such a hassle.

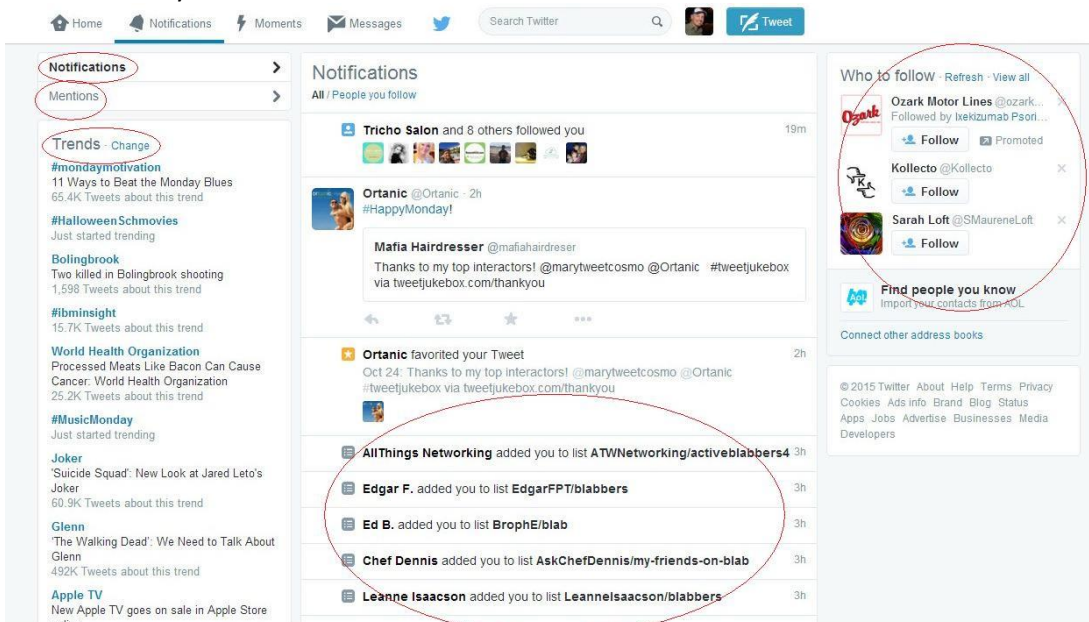
Verified Accounts

 You might see one of these little check marks by someone’s Twitter Profile. Usually it’s a celeb. Verification is currently used to establish authenticity of identities of key individuals and brands on Twitter. What kinds of accounts get verified on Twitter?: Sought users in music, acting, fashion, government, politics, religion, journalism, media, sports, business and other key interest areas.

Twitter does not accept requests for verification from the general public.



- **Hashtag:** The # symbol is called a Hashtag. It was organically started by Twitter Users to categorize messages. Now we use Hashtags to mark Keywords or Topics in our Tweets, so anyone looking for that particular word, or group of words, will find our Tweets. Use hashtags such as #hairstyle and #Chicago. Anyone looking for hairstyles in Chicago will find your tweet. Conversely: if you want to find potential new clients looking for new hairstylist in Chicago, use #hairstylist and #Chicago in a Twitter Search and you might find them. You can say to them, "I saw you were looking for new hairstylist. Here is my website and I give \$10 off to new clients." Please: No more than two Hashtags per Tweet. Good example: "#Aquage Beyond Body is great for #Finehair and we have it at @mychicagosalon in Chicago." (You can use a URL of a blog about the product via your salon website instead of the salon User Name.) Anyone searching #Aquage or #Finehair in Chicago is going to find your tweet even if it's months old! Hopefully, the Aquage company also Re-Tweets you too! Statistics show that tweets with 2 hashtags are more likely to be clicked on and re-tweeted. More than that gets less attention.
- **Lists:** Lists will get its own chapter later on. But you can make labeled lists with Twitter such as, "Hairdressers," and "Green-Groups." When you click on your particular List, you will see the Timeline of tweets only of those Twitter Users in that Particular List. This will save you from viewing everyone you follow. When you get to following more than 500 to 5,000 Twitter Users, you'll be glad you made Lists. Also: by making Lists, you will be able to NOT follow anyone in Lists which enables you to **Follow them in the List only**. This keeps your Follower and Following number ratio in Check. You may Follow other People's lists as well.
- **Mentions:** Mentioning another user in your Tweet by including the @ sign followed directly by their User Name is called a "Mention." A tweet in which your User Name was included are Mentions and is also tagging you, saying "hey." Twitter gives you a button to check all your mentions quickly so you can respond in your 5 minutes a day plan. The Mentions Button is found when you click on Notifications.





Notifications: Notification is a section of Twitter that will tell you how much your Twitter Profile and Tweets have garnered for you since the last time you logged into Twitter. Notifications will show you, in a Feed/Timeline format:

- who followed you
- who mentioned you
- who added you to their Lists
- who re-tweeted you

This section allows you to quickly scan your Twitter account's activity and then appropriately respond, thank or start a Twitter Conversation.



Who to Follow: This section will be located on the right on your PC or laptop and will be placed in your Twitter Feed area on your Smart Phone. *Who To Follow* gives you suggestions of whom you might like to follow based the criteria you set in the setup section or by Twitter making note of the people you already follow.



RT and Re-Tweet: RT is the same as Re-Tweet. No, *it's not Real-Time*. Anytime you hover over anyone's tweet you will see the double bent arrows. If you click that you will be given a window to add a comment or just Re-Tweet that Tweet without a comment. When you Re-Tweet someone else's tweet, you are re-presenting it to all of your Followers and this is great social media. The double arrows is the button to simply retweet. If you're on a smartphone, you will have the option to "Quote" the Tweet. When you quote the tweet you can edit the tweet, add a comment, and you can even add "RT:" to make the tweet look like a regular RT.



Reply: You can Reply or comment on someone else's tweet by clicking on the single curved arrow found on every tweet when you hover over it. Click on the single arrow and a window will open for 140 characters minus the Twitter user's name you will be replying too. If there were several Twitter User mentioned in the tweet, you will be replying to all of them. You can reply to anyone's Tweets in your Twitter Feed.

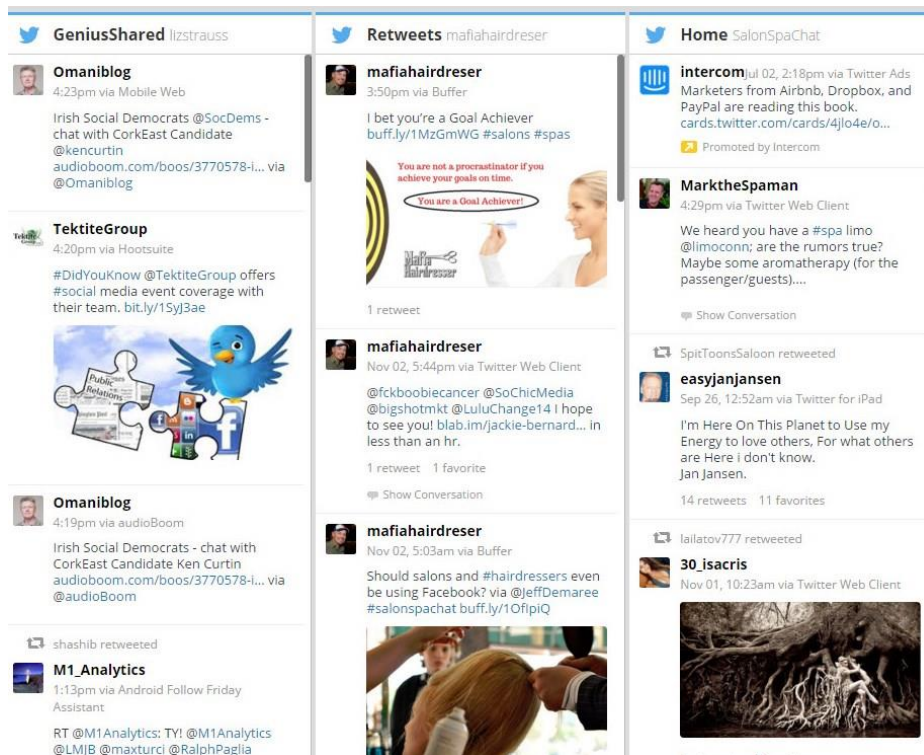


TIP: When you hit the Reply button, the User Name "@mafiahairdreser" will be the first thing in the tweeting box where you type your message. If you do not add a period, a space, or a character (letter/number) before the Twitter User's name, your reply will only be seen by that Twitter User and you and your follower. To make you replay much more public (recommended) always add a period at the beginning of a reply. This is especially important during Twitter Chats.



Moments: This is a new Tab feature section on Twitter. When you click on the little lightning bolt you will be taken to a page of stories and "moments." Moments is a Twitter Curated collection of news, sports, entertainment, today news, news and "fun." Twitter hopes you'll use Moments to stay on Twitter longer and get your news etc. via Twitter. You can feel all "caught up" because Twitter will tell you when you are "caught up" when you read enough via Moments.

This is a Stream view in Hootsuite:



- **Streams:** Hootsuite organizes your Timeline, Mentions, Direct Messages and more, into easy viewing Streams. Stream is the same as Twitter Feed. Facebook uses the word “Timeline.” Streams, Feeds, Timelines-they are just a long vertical format that will show data like Tweets, Mentions, Direct Mentions, Hashtag Usage and more. Some Third Party Apps allow you to see different Streams, side by side, at one time.
- **Third Party Application:** An App that you allow to access your social media platform. If you allow a Third Party App access to your Twitter account it may be able to Tweet and Re-Tweet for you as well as access your Twitter Data. Third Party Applications need access to your account to post what you want when you use them. The above picture is via Hootsuite which is a Third Party Application that I use to help me manage my Twitter account. Since Twitter only allows a single Stream or Feed, Hootsuite makes it easier to scan list Feeds, home streams and Re-tweets.
- **Topics:** On the Home, Discover, and Search pages (left side) of Twitter Online. Twitter uses algorithms to find out what you’re interested in. ORGANICALLY Trending Topics are topics being discussed more than others. If the World Cup and the Super Bowl were playing at the same time, #WorldCup, World Cup, #SuperBowl and Super Bowl would most likely be in many of your Followers Tweets. And both events would be Trending Topics because of this.
- **Twitter Campaign:** When you have a special in your salon and Tweet about it, you are creating a Twitter Campaign. When you sponsor or participate in a locale event/fashion show where your staff is doing the hair for the models, a Twitter Campaign of pictures, geo-location links, and Hashtags in Tweets will help you reach as many people as possible.
- **Twitter Chat:** A Twitter chat is an online chat at a specified time. People discuss certain topics or issues. Twitter Chats utilize Hashtags. I was the Host of #SalonSpaChat and we talked professional beauty brand companies and everything that has to do with the professional beauty business; including professional brands, customer service and how social media can help

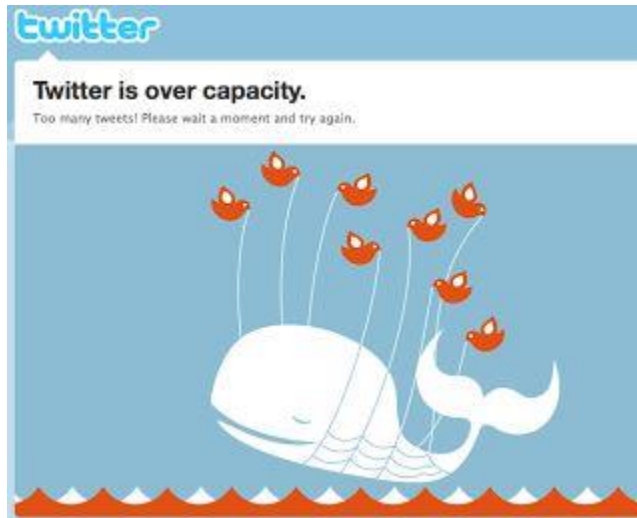
us all succeed in business. Myself and a group of other Social Media Coaches are now going to do #SalonSpaChat via Blab.im and this will be discussed in a future chapter in this eBook.

- **Twitter Conversation** or Discussion: Any Twitter User who Tweets to (Mentions) another Twitter User is in or starting a Twitter Conversation or Discussion. If a Twitter User replies to any Tweet other than her own, she's entered into a Twitter Conversation.
- **Twitter Search:** You can use a Twitter Search which is located in the upper right hand corner for Hashtags, chats, Keywords, topics as well as find other Twitter Users.



- **@Connect:** @Connect is now Mentions and Notifications in the Notification Section. I liked @connect because I could quickly view who mentioned me, and followed me, as well as who "Favorited" me or my tweets, and who Re-Tweeted me in one stream.
- **#FF:** This is a special Hashtag called Follow Friday. Many Twitter Users use #FF to acknowledge their favorite Twitter Followers or people they Follow. You'll see many "Follow Friday" posts on Fridays and I recommend that you begin to acknowledge Twitter friends who you interact with the most, or have become clients. You can do #FF for people in your industry. #FF promotes interaction between Twitter Users and helps build other Twitter User's Followings because you are basically telling your Followers to follow them. Always thank anyone who puts you in their Follow Fridays. And do consider following who they recommend to follow, especially once you've reached 1000 Followers!
- **Search Engine Optimization (SEO) and Keywords:** You should know these terms and I will give you a definition of them for the purposes of this book; and only what I would like you to know. When a prospective customer uses Google, or any other search engine, they may want to find the "Best Colorist in Chicago." Google already has a list at the ready to show that prospective client on the subject. That's because Google constantly sends out "web-crawlers" to scan legitimate websites that allow web-crawlers to look at them. (Make sure your website is web-crawler worthy. Check with your web designer.) The web-crawlers also scan Blogs, and Press Release pages, newspapers and online magazines as well as most Tweets that have links in them that have been clicked on.
- **Keywords** are groupings of words that each piece of content from websites, blogs etc. deems their Keywords. Google's web-crawlers bring Google scads of Keywords and where they found them. So when you search for "Best Colorist in Chicago," Google is able to immediately give you a list of web pages, blogs and magazines with those Keywords in them, the most popular ones listed first. Search Engine Optimization is when you deem what your Keywords are for your website pages, blogs and Press Releases. There is more to SEO and Keywords but there are specialists to help you with this. Please contact me at MafiaHairdresse.salon or SalonSpaChat.com and I will be able to personally help you with your SEO.

Note: The reason I mention SEO and Keywords is that the content in your Organization's website is what you mostly want to Tweet about. The more your Organization's Web Pages and Posts are web-crawler worthy, the more you should tweet them. The more you tweet your Organization's website pages, the more your Organization will come up in people's searches to find like-Organizations. I do hope people find and chose your Organization first in a Google Search. Twitter helps.



This is what we used to see when Twitter was not working. On Hootsuite we would get a message saying: "API (Application Programming Interface) is busy." All that meant was that behind the scenes at Twitter, everything was trying to catch up with itself. (Every change you make on your profile or every Tweet you send is constantly refreshed on servers in seconds, over and over!) We had to walk away for a little while *in olden days*. Out tweeting would have to wait. This rarely happens today. *Lucky you*.

A Pinned Tweet

A "pinned tweet" should be your most popular Tweet and it can always show as the first tweet when people look at your Twitter profile. It will be labeled as "promoted" at the top of your user's profile.

You can pin or unpin any Tweet by clicking on the tiny three dots at the bottom of any of your tweets. Notice that my most popular tweet was originally tweeted in December (2014)



Please let me remind you: I am a social media coach who specializes in the salon, barber, spa industry. If you want to eliminate the learning curve regarding social media, I can help you. I have several programs available including 1 hour phone coaching once a week. It only takes one month to be up and running on Twitter! ~ MafiaHairdresser.salon

There is no Take-Away Section in this Chapter

Part 4) Strategy and Growth

Why do you want to become a Twitter User? Is it because your friend told you that you should? Is it because you just want to see what it's about? Do you want to find out what's going on around the world in News, Entertainment, Sports and Business? Okay...Great!

If you want to attract new customers and make good business connections and learn more about your industry and it's changing marketing and management tools: THEN YOU'VE GOT TO HAVE A PLAN.

A good Strategy & Plan

- Decide why you want to be Twitter User.
- Make sure you Automate and Tweet the topics that's will help you achieve your goal for being a Twitter User.
- Make sure your profile will attract the sort of attention you want for your Twitter Strategy.
- Find the people you want to follow you and have Twitter Conversations with them.
- Be, act like and look like the Twitter Follower you want to connect with.
- Follow who you want to follow you.
- Comment and re-tweet strategically.
- Run Twitter Campaigns that reflect why you want to be on Twitter.

Every good Twitter User must use analytics and automate. If you have a \$50 off gift certificate for anyone who signs up for your email list and you only tweet it once, then, maybe, 1% of your followers may have seen that tweet. But Tweet that "Sign up for our email and get a \$25 Gift Certificate towards a Service #Free #hairdresser <http://bigsalondallas.com>" (call-to-action tweet) and tweet it once a day with a tweet pic (below) for a month: MOST ALL OF YOUR FOLLOWERS WILL SEE IT.



At the end of this Tweets run, you should look at your analytics and see how many clicks you got from it. Of course, if you use Tweet Jukebox, you will be able to repeat this tweet with automation. With Buffer, and Hootsuite you would have to individually schedule the tweet. Tweetjukebox analytics are still in Beta but Buffer and Hootsuite will give you Tweet performance.

A good strategy would be to have a Tweet campaign like the one example mentioned and have two or three versions. Change the wording and graphics and run it at the same time. Use graphics, web link, two hashtags and automate for best results and analytics. At the end of the run, you will see which version of your Twitter Campaign did the best and then stick with that format for next time and create other versions for that time as well. This is call A/B testing and you become a better marketer every time you run a campaign.

Analytics

I am putting Analytics in definitions and strategy sections because analytics can make or break you.

Twitter is coming out with more and graphs and visuals to tell you how well your tweets are doing. Analytics, for any social media platform, your website or your email newsletters will tell you which of your posts or content is most viewed or clicked on. This is important because what is working for you should be repeated - a lot!

Google Analytics : Your Business Website should be able to be “viewed” by Google Analytics. Google Analytics is a service offered by Google. It gives you detailed statistics about your website's traffic and traffic sources and measures conversions and sales. Your Google Analytics scores go up when anyone clicks onto a Tweet mentioning your website's link in it. Twitter Tweets with your website link increases traffic to your website. “Conversion” is when a User actually clicks through your website, as in: you are converting a Tweet Friend into a client. <http://www.google.com/analytics/features/index.html>

You will want to understand Google Analytics and track how your Tweets drive traffic to your website.

There are other Analytic monitors besides Google's. But make sure you start using Google Analytics first because they are the standard as far as this book is concerned. Most everything you do in this book can help your Google rankings. As of this writing, Google is a top search engine and most of the clients who are searching for a new stylist or salon will start with a Google Search.

NOTE: Many web designers don't know about Google Analytics or how to make sure your website can be visible to Google and other search engines. Many website developers have no idea how to SEO your blogs or website pages. Please make sure that your website designer is qualified.

More Return On Investment: ROI

Many Salon Owners and Stylists will give up on Twitter because they are not properly tracking and checking to see if anyone is actually clicking on the URL's in their Tweets.

No one likes to waste time. You want a Return On your Investment *of TIME!* Keep checking your Analytics to see which of your Tweets leads people to your website, Facebook Page, Instagrams, and your sign-up page for your newsletter. If you are getting clicks onto your pages that you tweet and you are not getting customers, then maybe there is something amiss with your pages.

TweetReach: “Every day, thousands of marketers and agencies around the world use TweetReach to measure the reach of their brands, campaigns and events on Twitter.” Tweetreach can tell you how far your message and Tweets have traveled and what Tweets are getting the most traction and who's influencing the Twitter conversation around your brand or product. You can measure Twitter activity about your brand. <http://tweetreach.com>

This is a list of other Twitter Analytics Tools that you may also use:

TweetReach

Twitter Counter
Tweet Stats
Visify
Twitonomy
Twitalyzer
TweetGrader

Use Analytics to help you see what tweets from your Organization do well for you. Learn how to write great headings and what topics your followers like to click onto. Some of these suggested Twitter Analytic tools have great blogs that tell you just what looking at analytics can do for you.

BufferApp has awesome Analytics!

With your Bufferapp analytics you will be able to understand what heading, picture and topics your audience is responding to. There is a paid version and a free version. What comes with the free version is a list of your top posts and tweet. You have the option of re-Buffering those Top Tweets!

You must use BufferApp. I love this third party app along with Hootsuite, of course and you'll be reading about them soon in an upcoming chapter.

Twitter Jail and #SalonSpaChat

Twitter Jail is really a Twitter Term. Twitter Jail is when a Twitter User gets reported as inappropriate or a spammer, or does something that is against Twitter regulations and that User gets his account suspended.

This is a fun little story about how I landed in Twitter Jail. I have a "Twitter record." Yes, I have been in Twitter Jail.

It all started when my Chicago friend and client, @AngelaWoody, began DM-ing me. She was out with her partner, @SteveGoGreen. They both own #FoodieChats. @FoodieChats, FoodieChats.com.

#Foodiechats is a Twitter Chat every Monday 8:00pm - 10:00pm EST. Each week, creator @SteveGoGreen hosts the show using the Hashtag #Foodiechats. In the two hour Hashtag Chat, participants are asked ten questions based around that week's theme. Examples of past themes are: "Perfect Pairings," "Foodie Madness," "On The Grill," and "Eat Local."

@AngelaWoody thought that I should do a Hashtag Chat as well. But I didn't know how to host one so @AngelaWoody said she'd help me and #SalonSpaChat was born.



#SalonSpaChat was originally going to be weekly but, in preparation of my first worldwide #SalonSpaChat, both @AngelaWoody and I began to build up the newly birthed Twitter User account: @SalonSpaChat. We both had access to the @SalonSpaChat account and we were pretty aggressive with our Tweets and Mentions.

We began to Follow hairdressers, manicurists, professional brands, and the @SalonSpaChat account also followed my @MafiaHairdreser lists. We Tweeted so many people and invited them to follow @SalonSpaChat that we overlapped and a few people thought we were not a legit Twitter User. @SalonSpaChat was reported as a Spammer!

To get out of Twitter Jail I had to go to Twitter online and submit, through channels, that I was really a legitimate Twitter User and what I had done. @SalonSpaChat was out of commission for only one week. Many of my social media friends have had to abandon their Twitter UserNames and apply for another.



#SalonSpaChat

#SalonSpaChat used to be a Twitter Hashtag Chat. Beauty expert, Jon-David, (me!) aka the *Mafia Hairdresser*, hosted the chat using the Hashtag #SalonSpaChat and @salonspachat, my other Twitter handle. #SalonSpaChat is now on Blab.im.

Hashtags and Twitter Chats

Definition: The “#” symbol, called a Hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages. Hashtags help in searches and now business are using them to link to others with the same needs and wants.

Check out the Hashtag #BehindTheChair. This brand is attentive to its namesake Hashtag and has attracted many followers via Twitter and Instagram with it. They re-tweet people who use it and they find other beauty professionals with their Hashtag.



The mission of #SalonSpaChat is to create a community for beauty & barber professionals, brands & clients and share tips, tricks of the trade, product knowledge and social media advice.

"A Twitter chat is much like any other online chat, in which online users gather at a specified time to discuss certain topics or issues. The great thing about Twitter chats is they bring Twitter Users together from all over the world to a platform where they can interact in real time rather than communicate in a delayed manner through traditional social media postings. To join a Twitter chat, you must know the Hashtag being used. A Hashtag is simply a Twitter function to search for the topic being discussed."

Quote via Michaelhyatt.com

You can start your own Twitter Chat in your own community. I know your clients and Twitter friends will join in. It takes a while to build a huge audience. But you might have a great time hosting a chat with clients in your community and it doesn't matter how many people are in attendance.

I also advise you start your own Hashtag. I started my own Hashtags, #IllCutU, #JDWOW and #SalonSpaChat. Many of my friends use them for fun and beauty issues.

If every beauty professional in the United Kingdom started using the Hashtag, #HairdresserOnFire, it might take a while, but it would catch on fire.

Please get involved with Twitter Chats. I recommend #CustServ and #FoodieChats and our local #ChiChat. Twitter Chats can increase your followers, expand your knowledge and make new friends. You may Re-Tweet the great Tweets on Twitter Chats and interact with some top-quality people. You are who you hang out with on Twitter, just like at any party.

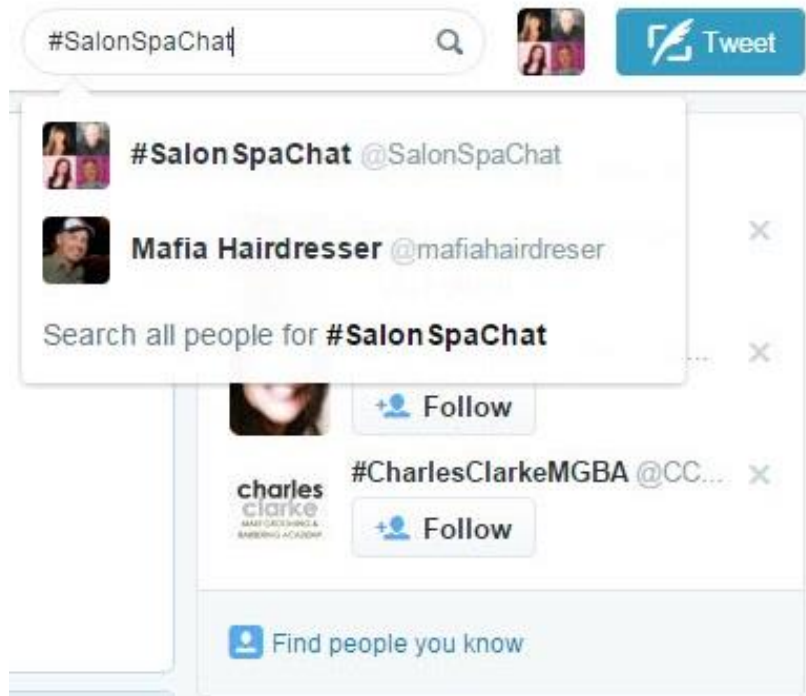


Try joining in on #Foodiechats first. It's a worldwide online and live social foodie community. "Where The Foodie Community Chats Together." Join us on Twitter @Foodiechats use the hashtag #Foodiechats and refresh your smartphone regularly. Buckle up! It's a fast and fun chat and you will get new followers. Use #Foodiechats in every tweet during the hour so everyone on the chat can see your tweet. #Foodiechats is on Monday evenings at 8pm ET and showcases a new sponsor and theme in a ten question format. During the 90 minute #Foodiechats: participants discover new brands, recipes, hot spots, and meet new foodie friends worldwide.

How to Participate in a Twitter Chat

Even though we have moved the forum of #SalonSpaChat to Blab.im, we will use #SalonSpaChat as a Twitter Chat example:

At the time the Twitter Chat starts, put #SalonSpaChat in your search on Twitter or Hootsuite. Press enter and then press LIVE.

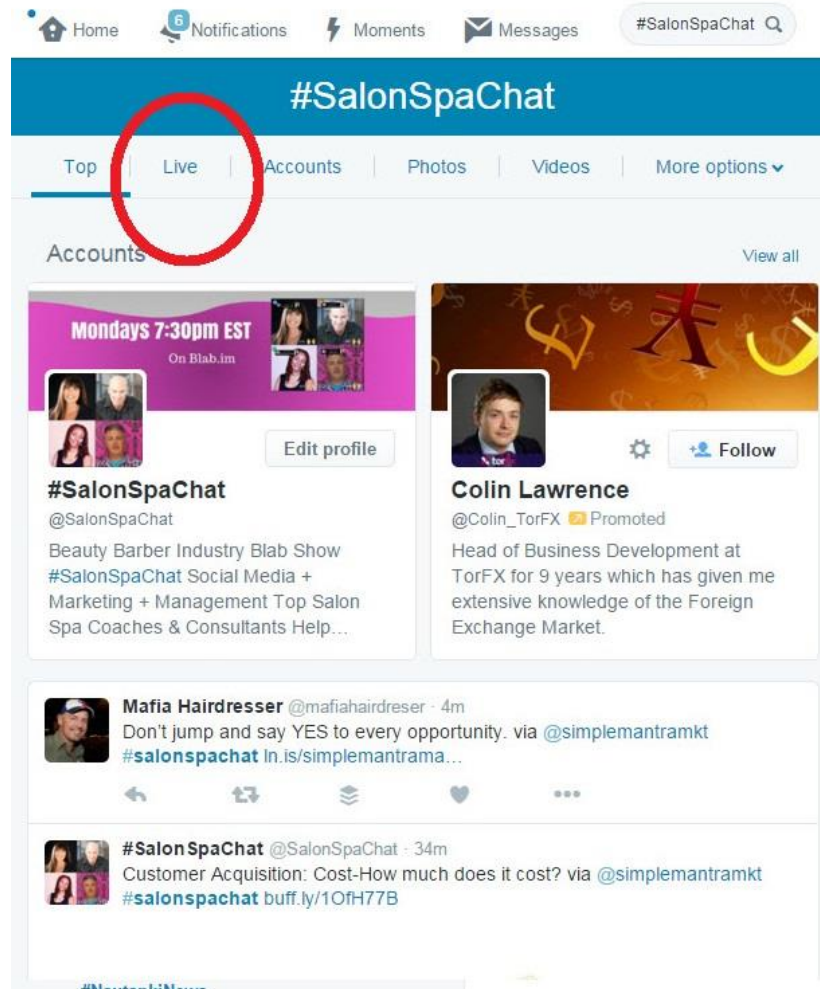


The best way to keep up with a Twitter Chat is to use TweetChat.com or TweetGrid or Twitterfall.com on your PC or laptop. You can SAVE a Hashtag such as #salonspachat or #custserv in your Hootsuite Streams on your smartphone but you will have to refresh (thumb pull down) often.

Twubs.com is good to sign up with to view Twitter Chats. You must register your Hashtag and your own Twitter Chat (Tweet-Chat) here too.



[My latest Favorite way to join Twitter Chats is to use Nurph.com.](http://Nurph.com)



If #SalonSpaChat was LIVE you would see the stream of everyone using the Hashtag #SalonSpaChat and talking to each other IN REAL TIME.

The following Picture is of a Twitter Chat called: #SpeakerChat. These public speakers meet weekly on Twitter to discuss the latest tech and tips for speakers. Notice how the conversation is both natural and in real time with responses as if they were in the same room.

Twitter Chats with lots of people can be hard to keep up with if you're a Twitter Newbie but they are the best way to become a Twitter Ninja.



Tracey Ehman @partnerinbiz · 10h

Have a great week and don't forget to connect with each other - #SpeakerChat



Marquesa Pettway CSP @SpeakerTalk · 10h

Thanks to our guest @sdbooker and @melcoach for being a fabulous host and to everyone for joining in! See you next week!- #SpeakerChat



Tracey Ehman @partnerinbiz · 10h

Thanks to our guest @sdbooker and @melcoach for being a fabulous host and to everyone for joining in! See you next week!- #SpeakerChat



Deb Coman @DebComanWriting · 10h

Be there or be square RT @partnerinbiz Next wk @melcoach and I talk about how to Propel Your Platform with Twitter Chat 11/10 #SpeakerChat



Sharon Brown @sdbooker · 10h

@melcoach Thank you. I enjoyed it. #SpeakerChat



Marquesa Pettway CSP @SpeakerTalk · 10h

h @SDBooker thanks for inspiring us to put more automation in place. Super Valuable info today. THANKS!! #SpeakerChat



Marquesa Pettway CSP @SpeakerTalk · 10h

Yeah!! RT @partnerinbiz Next week @melcoach and I will talk about how to Propel Your Platform with a Twitter Chat 11/10 #SpeakerChat



Deb Coman @DebComanWriting · 10h

Absolutely! RT @melcoach @SDBooker thanks for inspiring us to put more automation in place. Super Valuable info today. THANKS!! #SpeakerChat



You can save a hashtag (Twitter Chat) in your "Featured" column any time you want to visit the #SalonSpaChat or #SpeakerChat feed.

Since Twitter Chats are in REAL TIME you must Re-Fresh your PC Screen because new tweets will come in every second. On a smartphone you will have to pull down the screen to refresh often.

Make sure you use the hashtag of the chat you are participating in in all of your tweets so that everyone in the chat can see your tweets. If you forget to use the hashtag, your tweet will not be seen in the hashtag stream for the chat.

Many Twitter Chats will give you prompts and questions. Respond to as many questions as possible and ask the host and co-hosts what you would like to know: Questions and prompt will begin with Q1, Q2, Q3 and so forth. Answer and Respond with A1, A2, A3, and so forth and don't forget to include the hashtag in every tweet!

Don't be shy. You can't do anything wrong unless you are disruptive or rude, in which case you can be blocked by everyone.

Re-tweeting the tweets of people in the chat is a common way to support your fellow chat participants. (Don't forget the period.)

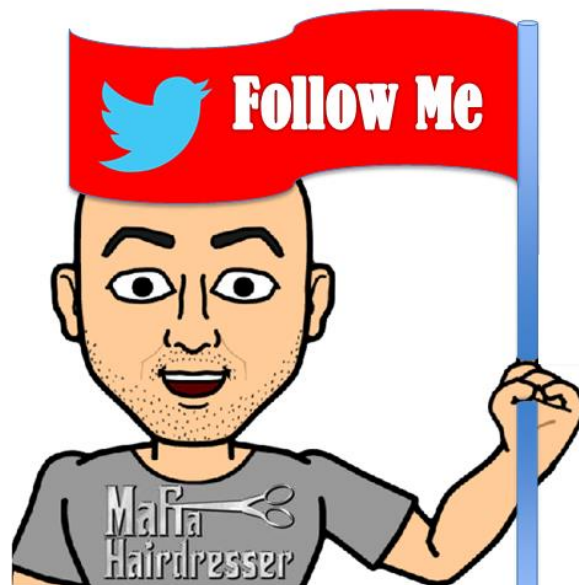
There is no need to advertise. Just have fun and share your views regarding the day's topic.

Why would you join Twitter Chat? Twitter Chats link professionals. Talking to other professionals AND potential new clients as well as professional beauty brands can increase your expertise and personal brand awareness!

You will increase your Twitter Following: You will get new Followers because people will Re-Tweet you and be seen by their Followers!

Have fun!

Even if there is no official Twitter Chat for many events, such as a tradeshow or a sports event, Twitter Users will talk to each other in real time using the hashtag for the event.



Follow Me!

When you sign-up with Twitter the quickest way to attract the specific Followers that you want is to coordinate *with everything*.

Once you have your Twitter UserName and you have an active Twitter Account you will want to:

1. Add a "Twitter button" (add a Widget!) on your websites and blogs. When anyone clicks that Twitter Icon it should take them straight to your Twitter profile where they can Follow you.

Some Widgets will allow your last few Tweets to show up in your website. See: MafiaHairdresser.salon

2. Add your Twitter UserName in the "About" section on Facebook Pages. Mark your Calendars to post, once a week or once a month, (to remind yourself) to invite your Facebook friends to Follow you on Twitter and give them your UserName. Sometimes I'll share/post the Twitter URL of the Twitter UserName that I want people to use to follow me. It would look like this: <https://Twitter.com/mafiahairdreser/> Yours will look the same. Just take out my UserName, without the "@" and insert yours.
3. Put your Twitter UserName "@mafiahairdreser" on your business cards.
4. Add your Twitter UserName in the "Signature" of your emails. You can add that through your email settings.
5. If you are on Pinterest, Instagram, Google+, LinkedIn, or any other Social Media Platforms, you should have a designated space to add your Twitter UserName or you can add it into your Bio.
6. Put signage at each hair and makeup station that your salon is now on Twitter.
7. Post signage at your barber shop's front desk.
8. Give new Twitter Followers a travel sized hair care product when they follow you immediately in your spa!



Twitter is just like word-of-mouth.

You might be thinking, "But, Jon-David, won't I just get Followers who already know me? I want *new* clients."

The best new clients, in any business, are the ones who were recommended by friends or your existing clients. The more clients of yours who are already Twitter Users and follow you *the better*. They will have more Followers than you if they've been at the party longer than you have. They will be great introducers.

Whether my clients Tweet that they are in the salon getting their hair done with me, they will usually Mention me ("tag me") or the salon. Do I give my clients rewards for doing so? *You betcha*. Sometimes it's \$10 off a treatment or even \$5 off a service. Being recognized on Twitter puts me in front of their Followers and that is a big endorsement.

Here's a typical comment, or what we commonly call a **TWITTER DISCUSSION** on Twitter:

@OnTheGoCindy: "Another great 'do by @mafiahairdreser! Thanks for keeping me fabulous!"

@mafiahairdreser: "Oy! I just saw this! It was great seeing you, Cindy. Have a great week!"

Obviously I wasn't on top of it that week. My response was three days late. But I was writing a book...

It doesn't matter if one of my Tweeting clients has 3,000 Followers or 300. Many times one of their Followers will enter the conversation: *@AmySphere: "@OnTheGoCindy @mafiahairdreser Let's see pics!"*

As you can see, Amy tagged both Cindy and me, and she asked for pictures, which Cindy could post on Twitter as well. Picture or no picture, I will certainly reply to Cindy and invite her into the salon to get

her own hair and pictures taken. I would not forget to 'CC' or tag (Carbon Copy or Tag) Cindy as well. Cindy just might help me slam-dunk acquiring a new client with just one more Tweet.

A typical reply on my part might look like this: *@mafiahairdreser: "@amysphere I hope you can come in to get your hair done too. I'll post YOUR picture too. @onthegocindy"*



TIP: It doesn't matter if you use @MafiaHairdreser or @mafiahairdreser. Twitter is not case sensitive.

Twitter Polls

Twitter just rolled out a new Feature: Twitter Polls. I have not used them yet but they are another way to get engagement on Twitter which is more conversation! The following is from <https://support.twitter.com/articles/20174524?lang=en>

Twitter Polls allow you to weigh in on questions posed by other people on Twitter. You can also easily create your own poll and see the results instantly.

To vote in a poll: When you see a poll in a Tweet, simply click or tap your preferred option. The results are instantly displayed after you vote. Your vote is indicated with a checkmark next to the choice.

You can vote in a poll one time. The current total vote count and the amount of time remaining in the poll are displayed under the poll choices.

To view final results:

A Twitter Poll ends 24 hours after it has been posted with the winner shown in bold. If you vote in a poll, you may receive a push notification alerting you to the final results.

When you vote in a poll, your participation is not shown to others: neither the poll creator nor other participants can see who has voted or how they voted.

You can create your own Twitter Poll on the web or in the Twitter app (iOS or Android).

Click into the compose box at the top of your Home timeline, or click the Tweet button in the top navigation bar. Click the Add poll icon and Type your poll question into the main compose box. You can use up to 117 characters in your poll question. Insert your first poll option into the Choice 1 box, and your second poll option into the Choice 2 box. You can use up to 20 characters for each option. Click Tweet to post the poll.

To create a poll on the Twitter app (iOS or Android): Tap the Tweet button (iOS) or tap on What's happening? (Android). Tap the Add poll icon. Type your poll question into the main compose box. You can use up to 117 characters in your poll question. Insert your first poll option into the Choice 1 box, and your second poll option into the Choice 2 box. You can use up to 20 characters for each option. Click Tweet to post the poll.

Photos cannot be included in a Twitter poll. (YET - I said that.)

Twitter Ninja Tutorial

(video)



Watch this
Companion Video
For This eBook

[Click](#)

Another sweet Tweet:

Twitter Discussion: @padschicago: "Well, I'm shaggy. Think I'll call @mafiahairdreser in a couple days to schedule with you next week."

@mafiahairdreser: "Yeah! I love when I get to see you! RT @padschicago: Well, I'm shaggy. Think I'll call @mafiahairdreser"

AnnMarie is @padschicago and I just Re-Tweeted a portion of her original Tweet and added what I wanted to say, in front of her original tweet. That way anyone who just happened to see my Reply Tweet would see that I'm still a hairdresser and I still want to do hair. *Hello...*

I have 8000 Followers. (now more than 10,000) Cindy has 300 Followers. Amy has 1,200 Followers and AnnMarie has 5,500 Followers. That's 12,000 potential new clients who might just be thinking about switching hairdressers. All 12,000 people did not see all of those Tweets. But since I have regular "conversations" with these ladies all the time, all 12,000 are bound to see the name @MafiaHairdresser in their Twitter Timelines at one time and they just might be curious.

If you are in London, and you are a Hair Salon, you could respond to this Tweet: @mafiahairdreser: "Yeah! I love when I get to see you! RT @padschicago: @mafiahairdreser Well, I'm shaggy. Think I'll call too"

You could click on the whole Tweet and hit "Reply All." And this is what you might say: @LondonHair: @mafiahairdreser @padschicago we are a little far but we'd love to do your hair too! ;) [FYI: the semicolon bracket is a "wink."]

AnnMarie, my salon, nor me, would actually think you're trying to steal a client. But the three of us would get the humor in your Tweet and you'd probably get one or three of us to follow you right away. I wouldn't even have to look at your Bio. You are a London Hair professional and you just started a conversation and I'd remember you. Who knows where our relationship will take us?

"You've just made it easier to recommend you!"

If Twitter is a party and both you and your existing clients are in attendance, you've just made it easier for them to recommend you to someone they are talking to on Twitter. Not a day goes by at the Twitter party where someone doesn't mention that they need their hair done.

These Tweets (Twitter Discussions) just happened in the last hour at 10:14am, Apr 30 from Hootsuite.

This is what I saw first:

@moolagram said “Maybe @mafiahairdreser RT @Shanna: Trying to learn how to do some vintage up-dos...YouTube ain't cutting it anymore. Any know places in...”

My smart phone pinged me, I looked at it and read it, and then I went directly to Hootsuite on my iPhone where I was able to see what @Shanna was fully talking about. Hootsuite will show you the whole back and forth conversation, even before the cut off Tweet that I saw.

Shanna's original Tweet was this and obviously her Follower, @moolagram, saw it: *@Shanna: “Trying to learn how to do some vintage up-dos...YouTube ain't cutting it anymore. Any know places in the Chicago I could learn??” {10:12am, Apr 30 from Hootsuite}*

This was what I tweeted to @Shanna and @moolagram: *@MafiaHairdreser: “Good Call. Yup me = updos. Bring in pics and I'll show you how.RT @moolagram RT @Shanna: Trying to learn how to do some vintage up-dos...”*

Since I could not fit this all in, I sent a second Tweet: *@mafiahairdreser: “@Shanna Just make an hr appointment at @mychicagosalon with me. We'll play. I'll teach. We video together. And thank you, @moolagram”*

This was @Shanna's reply to me: *@Shanna: “@mafiahairdreser oh I will - my victory rolls are mess! Thanks!! I'll be in touch :)”*

@Shanna has 2,464 Followers. @MoolaGram is Followed by 1,300.

And another Follower of @Shanna's, @mhapriso, also got into the conversation and Re-Tweeted @Shanna's original Tweet.

@Shanna thanked her for that Re-Tweet: *@Shanna: “@mhapriso thanks for the RT! I found someone to help :) @mafiahairdreser”{10:25am via Twitter for iPhone}*

If you are new to Twitter, I'm sure that was hard to read but what I want to point out to you is that @Moolagram didn't have to pass out my business card to @Shanna. She could just click and recommend me in less than 5 seconds with my Twitter name. My website and information is on my Profile. How easy was that for her to recommend me? Super-easy-peasy.

And did I say that numbers matter? (Agh! I quote me, *again!*) Not only did @mhapriso see my Twitter UserName, so, *potentially*, did her 1,400 Followers as well at @Shanna's 2,464, and @MoolaGrams' 1,300. My word-of-mouth potential just increased by 5,164.

[Shanna came into the salon and we had the best time. I knew I would like her, just from her Tweets.]



TIP: If you are an individual make-up artist, barber, facialist or massage therapist, I believe that your most productive days of Tweeting will be on the weekdays when you work at the salon. I end up scanning my Twitter Streams for Re-Tweets and Mentions during my “down-time” between clients. (Saturdays are so busy that I can't Tweet at all from work.)

Twitter increases your Client Satisfaction

If you've had any retail training courses, the wrap-up sale is very important. When you place a product in you client's hands and she purchases it at the front desk, the receptionist says, “This is a great product, Mrs. Client. It really works.” This wrap-up solidifies the client's decision about buying a product.

“Please let me know how you like your new product,” I'll say to my clients who purchase a product from me. This wrap-up invites future dialogue about products. Twitter is a great place to magnify a client's satisfaction with a service or product purchased at your place of business.

When you are following and being followed by your clients, you are building a stronger relationship with them by having online dialogue with them about their services and products. Not only are you creating a sense of community and attachment, they are simply going to think about you more often. I doubt Twitter Users who are your clients will ever forget to call and schedule an appointment.

@Ramon_DeLeon is one of my clients. He's in the Rock-Star range of 16,000 following AND followers. Ramon is famous for being the vanguard social media tweeter about and for Domino's Pizza. He travels the world talking about Customer Satisfaction and Customer Service.

One time he Tweeted about how he didn't see his favorite brand of sweetener in our salon. We had brownies, cheese and crackers on Wednesdays, teas, excellent coffee with liqueurs, and even wines; but we didn't have the sweetener that he loves.

Within a week of his Tweet, my salon responded by adding that particular brand of sweetener to our coffee-tea bar. The next time Ramon came into the salon, he was wowed! He loved that we listened and did a simple yet professional action, such as adding a "product," to make his satisfaction with our business increase. (This man already raved about my haircuts. THANK YOU, RAMON!)

Ramon even took an Instagram of the sweetener and praised us on Twitter, which was way-cool. 15,000 potential new clients could have seen his tweets about how our business listens to their clients.

But the most important take-away from this "Sweet Story" is that we could "hear" Ramon on Twitter and thank him which further increases his already fantastic customer satisfaction.



Every time a client Tweets about me or my salon, I respond. This make both of us feel good.

Another Ramon Story: Years ago, Domino's Pizza was getting slammed online because a bunch of college kids did a YouTube video about how their pizzas tasted like cardboard. Around this time, Ramon responded to a Tweet by a well-known blogger @interactiveAmy because she had tweeted that her pizza from one of his stores was less than adequate. @Ramon_DeLeon responded directly on Twitter to @interactiveAmy. Ramon responded with heartfelt tweeted video.

His apology and his pledge to do better not only won her over but that response is still one of the most famous customer satisfaction Tweets of all time. Domino's pizza changed their pizzas (which are now de-lish!) and they realized how Social Media was *part* of how they could raise the level of their customer's satisfaction. Ramon's Hashtag is #RamonWow. Ramon is no longer with Dominos but if you Tweet using his Hashtag when you want to talk about Customer Service. Don't be surprised when you follow Ramon's Hashtag that you see my name. Where ever he is in the world, he Tweets about his haircuts by me.

Take It Offline As Soon As Possible



When I first started in Social Media, there was a number one rule explained to me: Take it offline as soon as possible.

What this means:

Once you establish a rapport or online friendship with someone, take the next step and invite them to be your client in your salon. Or, invite them to sign up with your newsletter, where you will eventually invite them to buy your products. Invite them to Like your Facebook Page where you will invite them to view your deals. Invite them to connect with you on LinkedIn and, better yet, actually meet them for Coffee or Cocktails!

Attend a Tweetup:

Although they are not as popular as they used to be, “Tweetups” were small and large parties, gatherings and events where many of us who met online could meet each other in-person. I have made some of the most lasting and close friendships at Chicago’s Tweetups. To find a Tweetup in your town or city, use the Hashtag “#Tweetup” and the name of your city in your search box at the top of your Twitter page. You might see a Tweetup coming your way.

Because of my books and #SalonSpaChat, I’m at a lot of Chicago functions anyway so I’m constantly meeting, for the first time, in-person, many of the people whom I’ve been tweeting to for years. I love my Twitter community.

Every Follower is your Friend and Sometimes Friends Clash

People were already talking about your business. On Facebook, Twitter, LinkedIn, Yelp! and more. Just because you were not using those social media platforms did not mean that the discussions were not going on without you. Your staff members, co-workers and your clients were in on the discussions. And now that you are using Twitter, you are too.

There is an etiquette I like to use on Twitter: ***I only Tweet what I am for, and not what I am against.*** The *Mafia Hairdresser* and the *Judy Schaumburg* brands can be cheeky but never rude. They both represent respected brands of mine and I intend to keep it that way.

But, just like in-person, in real-time, or at a real party, I might Tweet something that someone might take offense to. Or I might even take offense to a Tweet that one of my Followers has Tweeted.

There are three things that you can do. 1) Turn the other cheek. 2) Un-Follow or Block the person who may have taken offense to you—or visa versa. 3) Admit a misstep, apologize and offer a solution.

In business, the third step is very recognizable. If a client of mine comes in and I color her hair, she may go home and find that it didn't cover the gray around her temples well enough. She'll call. I'll apologize and offer to redo her color as soon as possible. If I said something inappropriate, the steps are the same. Since Twitter is a public forum, you can do any or all of the three.

Note: Just like at a party, or your place of business, or Twitter, if you have a disagreement and you need lengthy discussion about it, go to a corner or someplace private. With Twitter, always offer to handle a large problem over the phone, in-person, or with email.

In the many years that I've used Twitter, I've only had 3 incidences.

I believe that is because, to the general public, I may look like a bigger company than I really am. It's easy to knock a big company. Big Companies probably wouldn't notice or bite back if you picked on them. But now that my brands are growing, some might construe that I'm more "company" than a human being, so they might expect a different standard of communication.

In each and every one of the three incidences, my Twitter Followers came to my rescue. Twitter Followers can be your best PR and Flak managers if you have established a long relationship with them, whether you have met in-person or not.

Incident 1) I had tweeted an apology to a prospective client that I was sorry that I did not see her Tweet asking me if she could get her hair done that same day. I tweeted that she would be better "serviced" if she called my salon directly. She took offence and tweeted and called me "Mr. High and Mighty," and she didn't like the word "serviced." I apologized and clarified. But it was my Followers who tweeted to her that I was actually a nice person who sometimes uses words like "serviced" and that it would be worth it to let me do her hair. I am "Mafia Hairdresser," so *come on...*



TIP: Whether you auto-tweet or tweet real-time, try and use 130 or less characters to make it easier for people to reply/quote and re-tweet your tweet. If all of your tweets take up all 140 characters, you make it hard on people: they have to figure out what part of your tweet to cut out. Learn how to be a great micro-blogger by using as little words as possible to get you point

Incident 2) I invited another Chicago "Twilebrity" to an event where I was one of the hosts. The beneficiary of the event was a national non-political organization which my Twitter friend was not fond of. She tweeted back that she did not like the way the organization was run and would not attend. I could have let it go, *but noooo*. Instead, I tweeted my motto to her: *@mafiahairdreser: "In the future, when I invite you to an event Im hosting a simple decline is sufficient. Id rather hear what you like instead of dont like."* Well, she un-followed me. Rude: *I know!* (Yes, I know I was the rude one.) It seemed like every one of my Twitter friends saw that exchange. And then they DM'd me to tell me that the lady who I offended had also previously been rude to all of them at one point or another. The DM's said that they enjoyed me "clipping" her online. So, *there ya go*.

[Admittedly, I think I went too far, but my friends made me feel okay about the tiff.]

Meet @TonyHairStupid

Incident 3) One thing I found to help me reach increase my Twitter Followers for @SalonSpaChat was to enlist a "Third Party App" called Tweet Adder. Tweet Adder can do lots of things but I used it to select a number of people who were stylists and salon owners to follow. Hopefully, they would follow me back. One of these "Auto-Followed" stylists was from a neighboring town of Chicago. I'll call him "@TonyHairStupid".

@TonyHairStupid had a grainy Avatar with an undecipherable graphic over the face. His Bio began "Join my circle of Love, Light, Beautiful Color, and Shape..." Under the Bio he did have a link to a private page on a blog site. The blog site stated where he actually worked, but it was not the hair studio's actual web address. @TonyHairStupid had been on Twitter for over one year and had 81 Tweets. He followed 39 people and he only had 10 Followers. I would not have followed him had I not been using Tweet Adder which has an auto-follow feature.

This is what @TonyHairStupid tweeted to me: *@tonyhairstupid: "@mafiahairdreser not a funny name for a hair dresser. No matter what you do with the name Mafia, it will always be a filthy word."*

Even though @SalonSpaChat is the entity that began following him, he must have seen my Mafia Hairdresser name in the @SalonSpaChat Bio. Maybe he's Italian and took offense to my brand name?

And then he also butted-in on a Twitter Conversation that I was having with three other people. We were all tagged in the response and all he said was "Not funny." He said the same thing to a few of my @salonspachat Tweets, again, tagging other people.

So the moral to Incident 3 is to block a "@TonyHairStupid" and that will be that. But I went one step farther and called the salon where he worked. It was a Saturday and the salon actually had a voicemail system on! I just left a message that I had met their "Circle of Light," *Tony Hair Stupid*, on Twitter. And then I offered them my services as a Salon Social Media Coach. They never called back.

Every single person that @TonyHairStupid tagged immediately blocked him and they warned each other, and me, that "this one seems a little unstable." I loved that. You see, your Twitter Followers will always watch your back.



TIP: You must give each and every staff member social media training. At large corporations it's mandatory and I see every reason to do this in the salon and spa environment as well. Are we not professionals?; and should we not conduct ourselves in public as such?

If you are active on Twitter, Facebook, Yelp!, or any other social media platform, your loyal clients, friends and Followers will surely refute any negative reviews or comments about you. If you've built a good business reputation, anyone who attacks you, whether it be on any social media platform, those attacks or negative comments will be outnumbered by your fans. I like to think of this as Twitter Insurance, or Social Media Insurance. ~Mafia Hairdresser

Toward the end of this book I'm going to include a chapter on Twitterphobia," the fear of Twitter." In that chapter I will give you some examples of how possible fears about Twitter can be laid to rest.

Twitter Campaigns

You should have a Tweetathon, or Twontest, or join a Tweet-Chat! These are Twitterized words that describe Twitter campaigns which have proven successful for marketers, salons and brands of all sizes.

- A Twitter Campaign can be as simple as Tweeting about your Mother's Day Gift Certificates available. Daily Tweets carefully worded and changed from day-to-day, with a URL to an automated gift certificate on your website is sure to be a winner.

- You can always tell your Twitter Followers to spend \$100 on a Gift Certificate with a special Twitter Discount Code to get a \$125 Gift Certificate.

Don't forget to track your progress with your Twitter Campaigns so that you can repeat them at different times of the year for different services or products. One way to track progress of Twitter Campaigns is to give Twitter Followers special Keywords or Codes to use when booking, redeeming, or purchasing.

When you sponsor or participate in a locale event/fashion show where your staff is doing the hair and makeup for the models, you must do a Twitter Campaign to reach as many people as possible.

- Use the Hashtag of the event if there is one.
- Show pictures of past year's event to show what your staff will be doing.
- Help sell tickets to the event via Twitter and mention the promoter so they can re-tweet you to their Followers.
- Think of your website as your constant Twitter Campaign.
- Tweet your blogs about products and services.
- Tweet your Gift Certificate Programs.
- Highlight Staff Members and Tweet Discounts if the Staff Member is building their clientele.
- Do you have rewards programs or memberships at your Barber Shop to promote?



If you are on Instagram or Pinterest, have a Twitter Contest to become a hair model for the next hair cutting class.

Take quick polls on Twitter: "Blondes vs. Brunettes." Tweet the favorite product of a line you carry. Which of your Stylists at your salon has won awards? "Who has tried Hot Rock Therapy?" This starts Twitter Discussions.

You can invite Followers to answer quick polls or sign up for your email list and then they can redeem a travel sized product.

If you have a new color line, celebrate it by Tweeting the Brand Manufacturer's videos, information web-pages, or use your own blog or video about the color line.

- Offer your Twitter Clients a first-time "Switch to the new Color Line and get a Hair Treatment!" (Avoid the word FREE in your email's subject line.)
- "Tweet us to receive a \$25 off for first-time clients!"

Ask your Twitter Followers to Tweet or email you pictures or Instagrams of when they had their hair colored red hair: give away a color-saving shampoo.

Ask your Twitter Followers to Tweet about your Spa and then give \$1 to the World Wildlife Foundation for every tweet up to \$200-total. Tell them to use your special Hashtag.

Surprise a local Twitter Follower and show up at her work to style her hair to go out. Make sure you video this event and put it on YouTube and your website once you get written permission from the winner. You'll use this footage and Tweet about it for a long time!

Ask Followers opinions about the latest products or how they liked your latest blog post.

Start Twitter Conversations: Interact with your Twitter Friends by asking questions weekly and expect to be answered.

Encourage Followers to use a special Hashtag with photos and Instagrams so you can comment on them and Re-Tweet them. (Please use the #SalonSpaChat Hashtag at will!)

Ask your Followers to invite his/her friends to your Facebook Pages to receive a special time-sensitive downloadable \$25 off gift certificate for first-time clients.

Invite bloggers to review a service or product you carry in your salon.

Tweet when you need Hair Models

Always Tweet your Newsletter Promotions and inform your staff that you are doing this!

Bad Example:

I just saw a great Twitter Campaign, but it was executed terribly: @Salonx: *"COMPETITION TIME: W have a Wella SP Men's Sensitive Shampoo and Precise Shine Classic Wax to give away! Simply retweet to win #men #SP #Wella"*

I did not need or want the shampoo, but I wanted to RT just so I could see how they handled the give-away. Unfortunately the original message was way too long to RT at all.

Great Call to Action: "@Salonx: Wella SP Mens Sensitive Shampoo + Precise Shine Classic Wax give-away Contest! Simply retweet to enter." Re-tweeting this one is easy to leave off: "Simply retweet to win."

Good example of a campaign: "@studiojry: *"Big seller today @Joico ICE Spiker"*

I loved this one because it gave @studiojry's clients room to RT and join the conversation. And @studiojry tagged the company who makes Spiker so that they can also RT which might net @studiojry another client who wants Spiker!



Joico even responded to my RT and added that this product was great for shine and hold. Of course I Re-Tweeted that too! "@Joicoc: RT: He loves it! RT @studiojry: @SalonSpaChat it's DJ Pauly D's fave #spiker @Joico - great for shine and ultimate hold!"

In all the above mentioned suggestions for Tweet Campaigns, you may add a "Call to Action." Ask a question: you might get a few answers and feedback. Ask someone to visit your website: you might get a few clicks to your website.

NOTE: Tweet a cute picture of your dog that has no *Call to Action*: you might get thousands of clicks on *that* Tweet so get used to it.

My point here is to add Call to Actions in some or many of your tweets because they should start Twitter conversations which may lead to conversion, or they may directly entice clients to your website

or a direct call to your salon for more information. But don't discredit the small Tweets with pictures of your dog. The "Small Tweets" make you and your business human as well as lets people become naturally inclined to take action to your Call to Actions later.

Twitter is your best Promotional Tool For In-Salon Campaigns/Events

I am more inclined to participate in events, shows, appearances and charities when I know that everyone involved is "Socially Networked-In." From the event coordinator, to the target market for the event, to the Public Relations company for the event: I know that if they are *all* professional Twitter Users, then we will have a successful event. Most good Twitterers are also good at regular marketing, Facebook and emailing, as well as personal invites. And who doesn't want to be involved with something successful?

If your salon does Jewelry Trunk Shows, or your Med-Spa has a guest Chiropractor speaking, or your Barber Shop has a Wahl Clipper Class: you will have more attendance, more publicity, and more online chatter if everyone involved Tweets.

When you have an event in your place of business, my advice to you is to, first and foremost, write a blog about the event with a link in the blog to an EventBrite sign-up or, at least, an email or phone number in the blog to take reservations. This blog will be able to be posted on Facebook and Tweeted *repeatedly* on Twitter. (Hopefully your blog is Search Engine Optimized for better Google Search ratings.)

"Clipper Class sponsored by @wahlprof June 3 \$10 #Barbers #hairdressers invited[link]"

"Do you use Clippers in your salon? Come to our @wahlprof class [link]"

"Professional #Barbers #Chicago Clipper Class by @wahlprof 3 more spots! [link]"

This is the day and age where most people are bombarded with invites and there is no etiquette. Social Media has caused the death of the RSVP! But, with Twitter, you can post your invitation 100 times before your actual event. Your Tweets can be a daily reminder that the event is coming and "you don't want to miss it." No longer will a Group Facebook Message, a bulk email or a simple one-time Tweet effectively bring you attendees, or inform the public at-large, that you are holding an event. A combination of media and invites is needed.

I associate my brand's name (me!) with great causes and awesome events, big and small. And if I'm a part of an event, then I Tweet the heck out of it and enroll my Twitter friends to help me pass the word. If you are a salon and you have a guest that is a vendor for an event, it is your duty to make sure that guest's visit is everything they should expect: attendance, publicity, and sales. Your Twitter Follower numbers and Tweets are key.

Note: Most of your RSVP's will arrive the last three days of your event promoting if you are strictly using social media to invite people. I know this because the Twitter Gods told me. *Just kidding.* This information comes from my friends who produce big and small local events and I've been involved with so many of these kinds of events myself. If you do your work with Twitter, and you have over 1000 followers, and you use Facebook and email and press releases (SEO!) correctly, you will always have a successful event or in-salon campaign. Don't panic when people don't RSVP till the last minute. It takes people seeing your event on any or all of these "inbound" and "outbound" marketing channels to act to invitations. Make sure you utilize as many marketing channels as you can to promote an even.

Having everyone involved in your event on Twitter ensures that they will also Tweet about it to their Followers: especially if you "Tag" them in your Tweets. Don't forget to use your Hashtags to attract the people you want at your event.

60% of Facebook fans and 79% of Twitter followers are more likely to recommend brands they follow. **51% of Facebook fans and 67%** of Twitter followers are more likely to buy the brands they follow or are a fan of. (You may go to the Index to see where I got those quotes.) The point is that Twitter Followers act on what they like and for whom they like. Since you will be building your good name with

Twitter I have no doubt that any campaigns, events, charities or promotions you do will be a success because of your relationship with your Followers.

Before there was such a thing as Social Media, there were networking groups, Chamber of Commerce, Kiwanis, Convention and Visitors Council, and more. When I owned my own salon, most of my time was spent with these groups. And I attended a lot of events. I did not actually do hair when I owned my own salon. But I opened up the doors with 9 stylists who had *NO clientele* and they were all booked solid within six months. How could I have done that if I was behind the chair?

The reason for my success was that I trained those fine stylists before we opened. And then the rest of the time it was my job to do the bookwork, training, managing the manager and continuing education of services and products. But I'd say my *main* job was the marketing which entailed putting new clients into the styling chairs of my awesome stylists. All I did was get involved with organizations and, at every opportunity, slapped a \$25 gift certificate in their hands and invited them into my salon. Does this sound familiar? *Tweet-Tweet...*

If I had Twitter, I could have done much of my outreach to the community from a laptop or my smartphone. But you do have Twitter so you are going to be able to reach so many more people than I could have in the 1980s. (gasp!) But I must inform you, you should still venture out of your salon, every once in a while. There is nothing like human interaction and a personal invite.

Special Note: Do you invite people to events? And do you actually attend other people's events? Just like the ratio between Followers and Following should be about the same, I believe the amount of events you go to should relate to the amount you produce. Twitter is word-of-mouth marketing, and when you attend other's events you are allowed and expected to personally invite key people to yours. Hopefully those key people are your Twitter friends so they can, at least, Tweet about your event even if they cannot attend.

I suggest that you attend events if you want people to attend yours. Don't be an event spammer and expect people to only come to your events.

BIG NEWS!

Twitter is probably going to be upgrading its' Tweet Character Capacity. Right now you can only use 140 characters but, in the very near future, you'll be able to use thousands of character. I'm so happy that your learning Twitter now because when the change comes, you'll be a pro and will easily adapt. The newbies will not have as much a following as you will have built up so you'll be able to a leg up to anyone who joins Twitter after you.



Everything you do in your salon, spa, med-spa or barber shop can be turned into a Twitter Campaign.

One of my best friends runs a Med-Spa in Chicago. Every year her employer, a plastic surgeon, puts a Christmas Tree near the reception desk and it's full of sparkly ornaments. Inside each ornament is a surprise gift certificate for a skin care product, a discount for Botox or a free service. There is always one big prize, and that is: a certificate with a years' worth of Botox with a \$1,500-limit value.

Everyone who comes into the office wants that years' worth of Botox and everyone who leaves the office in the month of December gets to take an ornament off the tree and has a chance to win.

The receptionist is instructed to take a picture of each and every beauty of holiday ornament and Tweets that picture immediately with the description of what was won. This is a Med-Spa, so there are no pictures of patrons, just ornaments, which Twitter Followers like to see.

This effective Twitter Campaign always gets new customers into the Med Spa as well as keeps the Med-Spa's existing customers happy while keeping their privacy.

Strategic Following

Do you remember that numbers count? This is going to be doubly important with whom you decide to follow: Especially when you are starting out. You want to follow Twitter Users who are either already a client, or people in your city or town who might know potential new clients or might become one.

If you look at a particular Twitter User's Profile Summary and they have 596 Tweets, and they Follow 206 people, and they only have 75 Followers, that's okay. They won't have a big reach and they may not understand how to use Twitter properly. You can still follow them if they are active and, hopefully, they'll become a client one day. But without a lot of Followers to Re-Tweet your Tweets to, just know that they probably won't lead to other potential new clients via Twitter. Maybe they are better on Facebook?

Look at potential people to follow. Their Twitter Profile Summary should also list two of their last Tweets. If the last Tweet was two months ago, they are not an active Tweeter. They would not be good to follow, even if they are your friend off-line.

You want to make Twitter an extension of your *business*. You want to grow your *business*. My hope for you is that you get lots of personal joy out of Twitter, but focus on the business side of it *first*.

Twitter Strategic Check List:

- The Photo/Avatar looks professional.
- The Bio looks professional
- There is a real URL Link
- They Re-Tweet and have actual interesting content
- And have no silly drunken Tweets. You like their "Tone"
- They have over 5,000 Tweets so that's great. It shows that they tweet.
- Look at the number of Followers and the ratios to their number of Following. Is it close to even? If yes, Follow them.

If a Twitter User is following much more people, *100+ or more*, than who are following them they might be a Twitter newbie. That might not matter to you. And it does not matter to me. If they pass my check list, except the numbers ratio, I will follow them. But, to anyone who's been around the nest, it shows that this Twitter User is still building. They need to follow more people than follow them to start out. We all did. OR this means that they are following more people because they are on Twitter to Sell, Sell, Sell. I always end up un-following the people who just use Twitter to tweet about themselves.

I love Twitter User @RachellnTheOC. Follow her. She's a sassy blogger and best-selling author and social media specialist. She written fantastic blogs about people who use Twitter only to sell and spam. I love her books too, and I think you will too. RachellntheOC.com.

When you get to about 500 Followers, you'll want to go through your Following list and un-follow many of the people who haven't got around to seeing that you are worth following. Your paths may cross again. But **after 500, it's a good practice too keep the ratio about even**. Even if you are a big brand, I recommend keeping your number even. The only exception is when you are a Pepsi, or a McDonalds.

Professional Salon Brands should take note: The more you interact with your Salons/Barbers/Manicurists, the more they will Re-Tweet you and Mention you, which increase your brand's public use and awareness. *Teach by example?*

Would you follow @SalonSpaChat? If they seem like they might have information you could use one day, and they are legit, go for it. Maybe you will learn from them? I think so. But do they live in your town and know prospective clients? Slim.

Twitter Following Tools to Check Out:

1. **Twtrland** Search for any name, location or tag from Twitter. You can use it to discover new people, get a glimpse of their social impact and find ways to connect and increase your network.
2. With **PostPost**, you can see on your homepage all the topics, photos, videos and links from the people you are the most connected to on Twitter. They also have a search engine that you can use to find any Tweet, link, photo or video that you and the people you follow have shared with each other in the past.
3. **Tweepz** lets you search for twitter users by city keywords or names in their bios.

What about those Twitter Users who have 5,000 Followers and only Follow 300?

Well, of course you can follow them too... The numbers show that they are obviously a very popular Brand or Salon, like Pepsi or McDonalds. But ask yourself: why?

There is a very popular chain of salons in and around Chicago called Mario Tricoci Salons. As of November of 2013, @MarioTricoci was following 2,448 and they only followed 683. In May of 2013, they had a following of 2,209 and they only followed 529. They should have increased their followers by much more than just 239 in 6 months if they were tweeting correctly.

They joined Twitter in 2009, for gosh sake and for as large a company and as popular as they are they should have 5,000 Followers *and be* following 5,000. That is a modest estimate of Twitter Users who have graced their salon's doors over the years.



But, this is 2015 so I decided to look at their current Follower number and Following. Ta-da!: they are now following 3,771 and they are followed by 3,699. This is a great ratio and the numbers tell you that they might listen to you. I happen to know that someone read this book at Mario Tricoci Salon and whoever was the tweeter had to shape up.

And now I'm going to "help" them some more! Read on:

In past editions of this eBook I mentioned that I could tell by perusing Mario Tricoci's tweets that they would only Re-Tweet and respond only to Tweets that had tagged-Mentioned them. So they were letting their customers talk about them and they basically thanked them for that. That's not a Twitter Discussion though. If you look at who they were following before they began an even ratio, it was all local celebrities and radio stations. In the past, they didn't even Re-Tweet those Twitter friends' Tweets unless they were Mentioned in them as well.

Most of their content Tweets were and still are only advertising their specials or tweeting about their salon's guest spots on TV. *Sell, sell, sell.* They are not growing their reach because they aren't listening: their followers have stopped listening to them. This is a company who is not using Twitter to grow their business, they are advertising.

The company has, once again, leveled off and will not grow unless they learn how to enter the Twitter Party and become more “Social.” But when they do, their numbers could reach in the tens of thousands of Followers and there’d be no stopping them!

As of the last edition of the eBook, Mario Tricoci was also auto-posting directly from their Facebook Page to Twitter; which is nonsense. Whoever the tweeter is for this popular salon chain is either being lazy or really doesn’t know what they are doing. Mario Tricoci does not post pictures nor videos to Twitter. There are no branding twitter pictures and no “behind-the-scenes.” They should be doing video on Twitter and that would bring in more customers!

WE ARE A VISUAL INDUSTRY! Be visual and then be social on social media channels about it.

Mario Tricoci has a Call to Action in their bio to tag them with what they think will become their own hashtags: #byMario, #ChicagoSalon, #ChicagoSpa. To brand a hashtag they would have to, not only use it in their tweets, but also get other people to use it. Right now, the only person using #byMario is themselves and #ChicagoSalon and #ChicagoSpa is being used by everyone *but themselves* and their clients. Whoever their Tweeter is, they certainly don’t know how to brand a hashtag either.

My guess is that this particular salon chain is so big that it pays a Social Media Manager, or a PR firm that does not specialize in Social Media to do their Tweets for them. It may not be the PR firm nor Social Media Manager’s fault as to why this company is not making use of Twitter for them. Mario Tricoci, the company, simply may not care so they don’t give the PR company content or direction.

The fact of the matter is that huge companies like American Airlines, Target and Pepsi work a hundred times harder on Twitter than Mario Tricoci and that’s because the social aspect and proper tweeting nets them new customers and keeps their existing customers endeared to their brands.



If you are a brand (and you are!) and your Twitter Following & Followers numbers ratio show you won’t follow back, even if your favorite client follows you. How do you think that would make that client feel if they knew you wouldn’t follow them back?



Target offers regional as well as special customer service accounts!

Target uses their multiple accounts for Customer Service and Connection.

In my not-so-humble opinion, I don't see any reason for you to start following more than a handful of Twitter Users who have a big disparity of Followers to Following.

I suggest that you follow Twitter Users like, @behindthechair_, @ProHairMag and @ModernSalon. You should also follow the companies whose products you carry—even if they are not utilizing Twitter the way I propose. And you should follow some of your local media sources, radio stations and some restaurant and hotels. If you like sports, follow your sports team.

The reason that you would follow these companies and brands is, not because they might know a prospective client, or that they might get into a Twitter discussion with you, *it's for their content*. You want to Re-Tweet their content. These Twitter Users constantly Tweet original articles and blogs that your Twitter Followers might find interesting. They Tweet about your community, or the products you use in the salon. You wouldn't have time to write all those blogs and information yourself, so you can tweet theirs. And, if you like their content, so will your Followers. *Re-Tweet it!*



TIP: Re-Tweet and Tweet content that is in alignment with what your salon or barber shop is about. This includes stories about your town, the products you carry, or your city's sports teams.

I would hope that you, and the people you follow, tweet about the scope of what you would like to talk about if you were representing your salon or spa at a real cocktail party. Your salon should not only tweet about your staff, your products, and your services. Tweeting about other subjects makes your barbershop feel more like a person is tweeting for your barbershop, rather than an advertising company doing it for you.

Let me recommend a few more people to follow who will help you on Twitter. Follow them because they have excellent blogs and content. You can Re-Tweet them if you like. They are not in the beauty industry and that is a good thing. @simplemantramkt @jackiebernardi @jeffdemaree @Mashable @marshaCollier @LinkedInQueen @kimgarst @mjcarter @orbiteers @nicoleyeary. You may not yet be able to take advantage of or understand all of their content, but you will learn a lot from them.

Twitter BAD BOTS

Whether it's through your email or a social media platform, there are dangers and bad people trying to interact with you. They might want to infect your computer with a virus, get your credit card

information, or pay for some useless system that won't do your business a bit of good. On Twitter, the "Bad People" are pretty easy to spot, but you have to be diligent on who you follow and do block often! Unfortunately the hair salon, spa and barber industry profiles and bios look a lot like the Bad Bot. Bad Bots are programs that snatch photos of Twitter users, mass produce bios and Twitter User Identifications. This is a huge industry to get you to click on porn sites or "Increase you Twitter Follower sites. I end up blocking a lot of newbie Twitter Users who are hairdressers because they have poor bios.

How can you spot a Bad Bot:

- If their Real Name is not "normal" because it does match with the Picture.
- If there are numbers in the Twitter Name beware.
- If they have no website.
- If they have no City or State or Country listed in proper area.
- If they have no Header.
- If their tweets are only Re-Tweets.

It used to be that Bad Bots were very to spot because they had terrible pictures. You know the ones: Selfies taken in the car while they are driving. Those are the worst!

Bad Bots used to only ReTweet but now they actually tweet real content... you think. Don't click on what they tweet!

If a URL Website looks suspicious, don't click on it.

There are more and more Twitter Users signing up every day. So many of them don't understand that they have to read the directions, like this book, or they will get blocked by poor profiles and never know what the big deal with Twitter was.

The new improved BAD BOTS have clear profile pictures. They also have interesting profile bios.

The new improved BAD BOTS don't have headers, YET! They also might have believable names.

The new improved BAD BOTS have tweets & not all RT's.

Remember That I Told You That You Should Have A Website? Authenticate!

These profiles look ok but no website is telling.

Just the other day, a gal followed me at @mafiahairdreser. Her avatar picture was "the egg," she had a poor Bio with few words. She had no website for me to verify that she was actually a business or person who does business. She had no header. As soon as anyone follows me, they will get a auto-

direct message from Crowdfire.com that says: *I look forward to getting to know you! If you are in the barber, beauty or salon Biz please follow me at @salonspachat: I host Twitter Chat! -via @crowdfire*

She would not have been able to send a DM back to me because I had not followed her back yet but she did immediately start following @salonspachat.

As I scanned my new followers to see who I was going to follow back, not follow or Block, I must have blocked her in my @SalonSpaChat account. This person then Tweeted me at @mafiahairdreser to tell me that she could not follow me at @SalonSpaChat.

So I apologized and then sent her my blog on proper profiles and let her know that her account looks an awful like a spammer or Bad Bot account and that is why I blocked her. Well, long story short, I she blocked both of my accounts. I guess her feelings got hurt.



I blocked her name for security reasons. She doesn't tweet often, so probably not great to follow her. Her Instagram tweets are useless.

Would you follow this Twitter User?

The above picture is a not a new Twitter User. She does not tweet much. She's a Twitter User but probably had no reason or strategy for being a Twitter User. This account looks a lot like the BAD BOT accounts pictures I posted, yes? But when I looked closer, I could tell that the tweets she wrote, although useless via Instagram, were about what she says she was about. She does not have a website but her name and user name matches. She did list where she was. No header!

I could have easily blocked her with this profile. If she ever asked me for advice on becoming Twitter Ninja, I would have told her to change her name, for security reasons, get a personal website or use her work's website, Use IFTTT to post Instagram pics, and, for heaven's sake, define what she wanted to be on Twitter for in the first place. Marketing? Meeting new business? Her Tweets need to reflect what and who she is and wants. She needs to read this eBook.

Special Note to Spas:

If you are a Med-Spa or Spa, you have a special situation. You can always Tweet to and Follow Prospective Clients. But if they are already clients or become clients, most of them will probably not Tweet how great their Botox, Filler, Bikini Wax, Facial or Massage experience was. At least they won't

Tweet about it as much as they would about their hair. Some people will be shy to let on that they get such services, whether they are fearful of being perceived as superficial, wealthy, vain.

Everything about Twitter is the same for you though. You can still have Twitter Conversations. You can still have Twitter Campaigns and you can still make new clients. But it is doubly important to you to **use your own blogs and content to attract new clients via Twitter**. You should still be creating conversations with very helpful knowledge for prospective clients on Botox, Fillers, Bikini Waxing, Facials and Massages. Twitter Users may not tweet back to you on these subjects, but they may click on to the blog which is from your website to find out more about how to eradicate wrinkles. And your website is one step closer to them making an appointment.

When new clients come into your Med-Spa, make sure you have a check box that lets them tell you that they found your spa via Twitter.

Lists

Once you get past 1000 Followers, it can be daunting trying to view your Home Feed Twitter Stream on Hootsuite or Twitter. You will start to miss your favorite Twitter Friend's information to Re-Tweet.



Once you near Following 500 Users, you will need to start thinking about making a few Twitter Lists. Twitter Lists actually increase your Twitter Followers because when you add someone to a List, they're automatically alerted. This makes them feel like you are singling them out to Follow more closely. I always remember people who add me to their Lists.

On your Lists page, you can see the Lists that you subscribe to and you can see the one's you've made. You may also create new lists.

You can see other people's lists that you are a member of as well.

When you create a list, you will need to name your list and give a description. You can make your list private or public. Each list you make is attached to a specific Twitter account. You can change the name of or description of your Twitter Lists at any time.

When you view a list on Twitter you will be able to see the members that are included in the list, and you will see the tweets of those member in chronological order just like a regular timeline.

To remove a Twitter User from your list, click on the person-shaped icon and select add or remove from lists. Uncheck them from that list.

You can share your list by copying the URL at the top of your computer screen when you are on the page of one of your specific lists. There is no share buttons for lists yet on Twitter.

Why make lists?

Here's the problem: I am fairly popular social media user with a lot of people whom I follow. I'm a trusted tweeter and Twitter User who has been passing along great information to and from my Twitter User friends. I have a business and Twitter Goals and I read, as well as write, the "Twitter Directions." I tweet at least 10 tweets a day on all of my accounts, I'm consistent with my re-tweets and I

communicate and reciprocate. So this is why my Twitter follower numbers are so high and, of course, I follow back all the Twitter Users who have good Twitter Profiles.

My problem is not that I have a lot of followers and that I follow a lot of Twitter Users. I cannot possibly keep up with the Twitter Users whom I would like to regularly keep up with. By making lists, I can just view my “Inner Sanctum” Twitter Friend’s tweets. This enables me to quickly re-tweet them without having to look for them in my regular Timeline stream.

My one account: @SalonSpaChat is specific to the salon and barber industry. But even though I may follow back all the salons and stylists that follow that account, the industry, as a whole, is a little slow to social media: they don’t tweet as much as other businesses. So, I make special salon lists so that I can view just the tweets of that industry. Otherwise, I would mostly see the tweets of the other Twitter Users whom I follow who are not in the beauty and salon industry. This would make it hard for me to re-tweet beauty and salon related tweets in my 5 minutes per day. By making specific lists for salons, I can quickly view these types of tweets from the industry.

Another reason you would make lists is that you won’t have to follow everyone who follows you. You can simply add them to a list and not follow them. This can keep your Twitter Follower to Following numbers in check. And you can always go to your list and re-tweet from your list’s tweets.

You can make up to 1,000 lists that can contain as many as 5,000 accounts.

Follow other Twitter User’s Lists

Lists make it easy for a new Twitter User to Tweet to and Mention and Re-Tweet Twitter Users. If you are starting out, and you are already following 300 people and you only have 150 people following you, by following another person’s list gives you another 500 potential new people to entice to Follow you!

If you are a Salon or Spa, Stylist or Brand, it’s always good to follow Lists of people, brands, barber shops like yours. Not everyone on their list is their client, and they might become a client of yours.

Name That LIST

My Lists are pretty much self-explanatory. They are my “Friend List.” “Women Tweeters.” Or “Salon and Spas.” But you can make several lists such as “Dog Lovers,” or “London Restaurants.”

Again: The BEST thing about lists is that when you click on a Twitter User’s Profile with Twitter, you can add them to any of your Lists without actually following them. This is a terrific feature with Twitter because you will be able to reach so many more people and you can follow as many celebs (who may never follow you) without knocking your number ratio off-balance.

Take-Aways

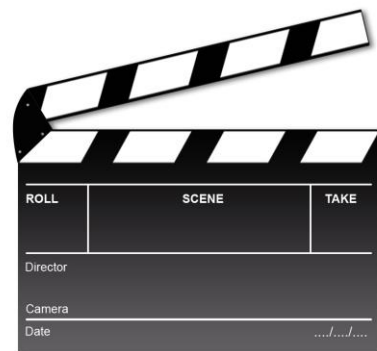
- Twitter allows you to “wrap-up” online as well as in the salon. “How was your new cut with @mafiahairdreser?”
- You can turn a not-so-positive experience into a positive experience with a client via Twitter.
- Any Client interaction that is positive in the salon is cause for celebration. Echo that positivity on Twitter and tag your client. Chances are that they will Mention you first.
- You’ll learn very quickly how and when to invite people to your salon or spa: At every opportunity.
- Copy the big companies.
- Don’t copy your own industry unless they are great at Social Media Marketing.
- Follow people who will become new clients or will help you find new clients.
- Follow people Strategically and think of Twitter as Word of Mouth Marketing.

- Be as close to the person you are at your place of work while using Twitter. Your business has a personality, so should your Twitter “Personality.”
- Only Tweet what you like about Twitter friends. Don’t Tweet what you don’t like about Twitter friends.
- If you have a discrepancy, Twitter is not the place to argue, unless it’s in good fun, like Sox vs. Cubs. Take it offline.
- Learn how to be discerning with whom you follow. Start following people selectively.
- Once you reach about 500 Followers you’ll begin to even out the number ratio between Following and Followers.
- Follow a Twitter User like @SalonSpaChat for information, content and Industry and Social Media Information that pertains to helping you become a better Twitter User.
- Sign up with Twitter with a spectacular Avatar, Bio, UserName, Real Name, Banner, Design.
- Download Twitter and Hootsuite on your smart phone.
- Tell everyone you are on Twitter and invite everyone to Follow you.
- Mark your Calendar with your weekly or monthly gain in Following Numbers so you can see when you will reach 1000.
- Get into Twitter Discussions. Re-Tweet. Thank. Reply.
- Write down a few Call to Actions that you can think of: “I have two openings this week.” “What is your favorite hair color?” “If you have problem skin, tweet me!”
- Take it offline: Invite people to come into your business when it seems appropriate.
- Keep learning.
- Keep Twitter Lists

Part 5) The New Visual Twitter

The following is the most important update for this book. Twitter is now a visual tool which is great for the salon, barber and spa industry!

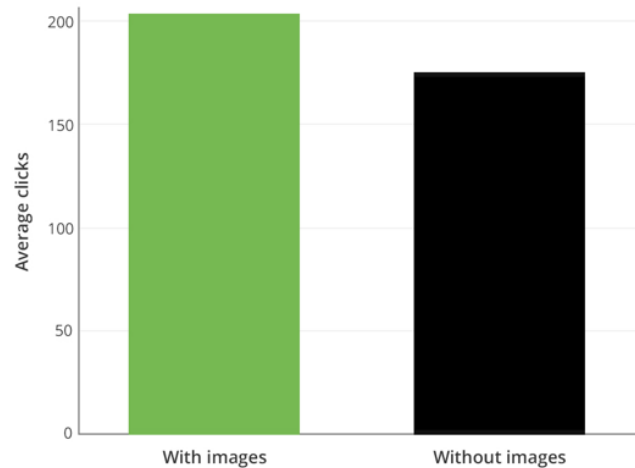
You must share pictures in your Twitter updates! Not all of your tweets/updates need photos. But you need to start adding more pictures to the links you really want people to click on.



Do not underestimate video. It will be a key part of your future Twitter Marketing.

Make sure your pictures stand out on Twitter. Twitter’s in-stream preview lets your followers see your photos without having to click a link. So add graphics, your logo, or a caption right on the photo.

Tweets with images received **18%** more clicks than those without.



 **buffer**

Your PC should have photo editing apps; where you can size, collage, add text or your logo. I recommend you have a few fun photo editing apps on your mobile as well such as *Aviary*, *PhotoCollage* and *Add Watermark*.



(I paid for this image and added text using "PAINT")

Remember: Tweets that have pictures are 94% more likely to be re-tweeted. And, from the day Twitter launched its photo's in-view stream feature, Tweets with URL links WITH images began to get 18% more clicks than without images. You can increase that percentage by adding "Call to Action" text on top of your images.

- "Special for Today Only"

- “Sign up and get a free sample”
- “Find out more: click”

For best view of all of your pictures, use my standard of 440 pixels wide and 220 pixels tall. I like this size because it’s the Twitter Standard but it also works okay if I re-use this size image on Facebook.



(I paid for this image and added text)

You can add up to four images in a single tweet. I recommend doing this when you’re showing behind-the-scenes action, like at a hair show! You can also tell a story with pictures and this is great for a visual industry.

Twitter has imaging filters but I use my PC editing tools and I like my mobile apps that I listed above better. Remember: pictures from your mobile phone might not be optimized size for Twitter viewing but they are still very effective.



(I screenshot this image and added my own text and logo for my website)

If I’m on my PC: I will make sure my pictures are optimized. I now have files and files of optimized branded pictures that I tweet with. I re-use them and constantly make more so that when I tweet anything from my websites; it always looks fresh and new.

12/11 12pm CT



It would be lovely to TwitterChat with you.

#GDGDRadio

(I “stole” this Grinch image from the internet!)

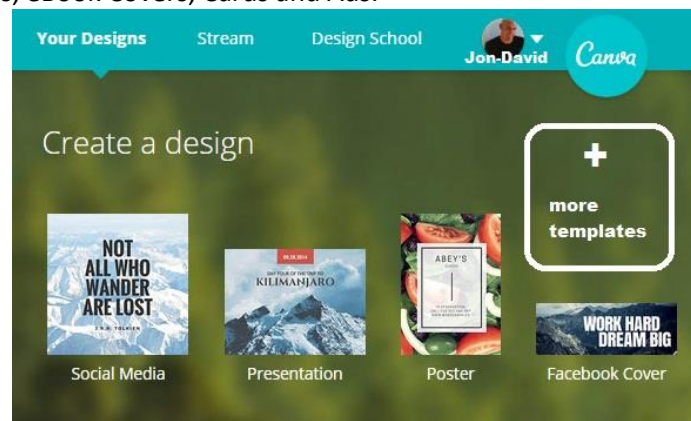
You can also tag your Twitter friends in pictures to extend the reach of your tweets with pics. Tagging shows appreciation and is a great shout-out. My friends always re-tweet the photo's I tag them in which virtually introduces me to their followers and I get more followers!

One Word: CANVA.COM Great for graphics!

Canva

Canva.com is a free graphic design tool. It has lots of free images and backgrounds you can use. Many pictures and graphics you will have to pay only \$1 for. You can sign in with your email or through Google or Facebook.

I love this tool because you can make perfectly sized social media posts for, not only Twitter, but Facebook, Pinterest and Instagram. You'll be able to make Facebook Covers and Twitter Headers, Business Cards, Posters, eBook Covers, Cards and Ads.



Once you make your design with Canva you simply download it to your PC. Canva will be available for business sometime after May 2015!

TIPS for Great Visuals on Twitter

You should begin to start files for your own branding pictures. You'll be able to use them on Twitter, Facebook, your blog and your website.

These are some branding pictures I made myself with a simple editing tool on my PC: *Paint*



(I paid for this image and added my logo and text for my website)



(I paid for the stock image of lights and added my text)

As you can see, I would be able to use these pictures in a blog, a tweet pic, or on a website. You can even just write an inspirational quote on a nice background and add your logo overlay in the corner.

Let us promote your speaking or group event!



(The speaker dude I paid for and then added the rest)

HERE IS A LIST OF WEBSITES WHERE YOU CAN GET PHOTOS TO CUT UP AND USE WITHOUT PAYING ROYALTIES:

A Prettier Web ~ Boss Fight ~ Dreamstime ~ Death to the Stock Photo ~ Free Images ~ FreeFoto ~ Flickr Creative Commons ~ Getty Images ~ Gratisography ~ iStock ~ New Old Stock ~ Morguefile ~ Open Photo ~ Photopin ~ Picjumbo ~ Public Domain Archive ~ Pixabay ~ Picography ~ Stokpic ~ Stockvault ~ SplitShire ~ StockSnap ~ Unsplash

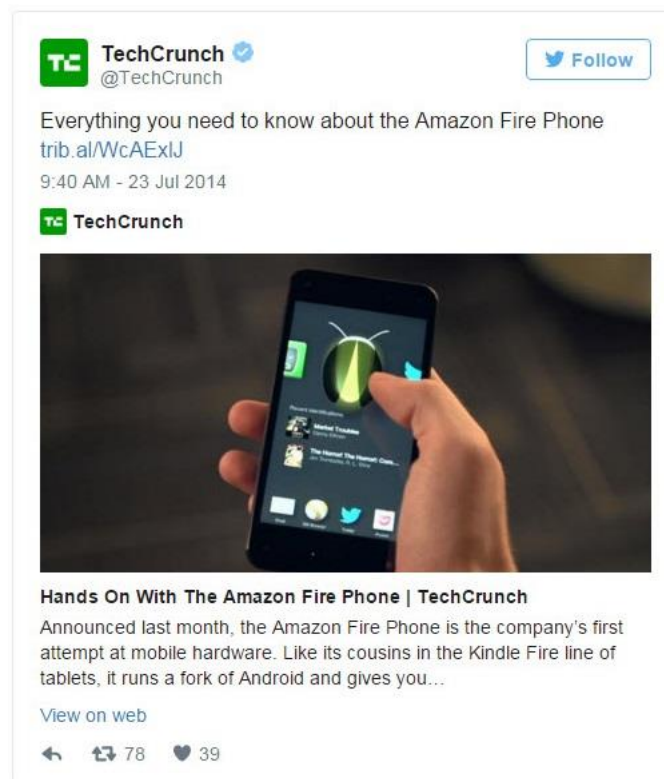
I do pay for some of my graphics, but not for the ones I won't have in rotation for very long.

Twitter Cards

With Twitter Cards, you can attach rich photos, videos and media experience to Tweets that drive traffic to your website. They are not easy to produce and you have to add lines of HTML to your webpage so users who Tweet links to your web content will have a “Card” added to the Tweet instead of a title and no graphic.

Here are a few types of Twitter Cards you can make for your Blogs and Landing Page. Yes, I know this is not part of any Twitter 101 Class, but you should know about Twitter Cards if you ever want to take your Twitter Marketing to the next level. You can go to <http://dev.twitter.com/cards/overview> to read more about Twitter Cards. Twitter will give you step by step instructions.

Summary Card with Large Image: Similar to a Summary Card, but with a prominently featured image. The Summary Card with Large Image features a large, full-width prominent image alongside a tweet. It is designed to give the reader a rich photo experience, and clicking on the image brings the user to your website. The Tweet below from @TechCrunch shows a Summary Card with Large Image along with the 140 characters:



You will see loads of Twitter Cards on Twitter but you won't see a lot of small businesses or individual brands using them because they take a lot more time and effort to produce than a regular tweet.

App Card: A Twitter Card to detail a mobile app with direct download. You can drive app downloads with this Twitter Card.

Player Card: A Twitter Card to provide video/audio/media.

Video clips and audio streams have a special place on the Twitter platform thanks to the Player Card. By implementing a few HTML meta tags to your website and following the Twitter Rules of the Road, you can deliver your rich media to users across the globe.



Player Card allow you to play video on Twitter.

In 2014 Twitter introduced Twitter Cards. They help your website to post your selected pictures when someone shares a certain blog or landing page to Twitter. I know this is the section where I tell you how to be more visual on Twitter but I'm also NOT going to elaborate anymore on Twitter Cards. Instead, I'll invite you to <https://blog.bufferapp.com/twitter-cards-guide>. As you know, I recommend BufferApp to auto-tweet for you and I do love their social media blogs.



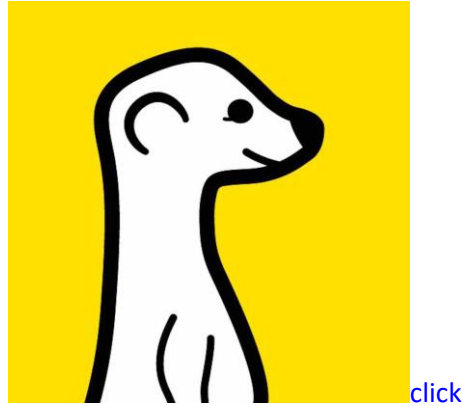
This is a picture of a BufferApp Blogger Courtney Seiter's tweet with a Twitter Card.

I've been coaching salons and small businesses for years on social media and not one of them has implemented Twitter Cards into their websites.

I would be amiss if I didn't tell you that Twitter Cards would make your website pop on Twitter and create call-to-action visual that didn't necessary even show on the actual web page; unless tweeted to Twitter.

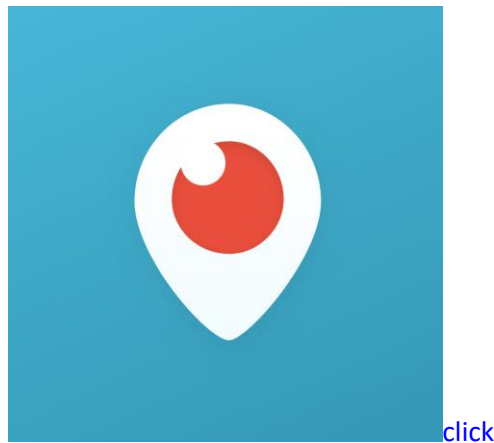
I think why people have a hard time adding Twitter Card to their websites is that you have to put a bit of code on your pages and that takes a time, even if it's easy. You also have to create the graphics and pictures and properly size them and write the copy you would want to show up on Twitter. Do I use Twitter Cards? I started to add Twitter Cards, but my websites, blogs and content have changed so rapidly that I couldn't keep up revising my Twitter Cards. So, no, I do not. Maybe as my business grows, I can pay someone to do them for me. But please consider reading more up-to-date information about Twitter Cards once you become a Twitter Ninja.

Meerkat & Periscope



Meerkat

In the Spring of 2015, Meerkat was all the rage. It is a live video stream app that uses Twitter as its engine. You logged in with Twitter. You could virtually stream whatever you like, real-time, and your Twitter Followers could see and hear you as well as comment. Think of what Meerkat might do for seminars and conventions! I have seen Meerkat in action for iPad and iPhone. It's pretty kewl.



Periscope

As of June 2015, Periscope has just been made available for Droid as well as Apple-everything. I do predict that Periscope will overthrow Meerkat as the winner in the video-for-Twitter race because Twitter owns Periscope.

One of my friends actually watched a blacked-out sport event on Periscope which is exactly what promoters and subscription companies and brands are afraid of. This will be an interesting new world: Video on Twitter: LIVE!

How you use both Meerkat as Periscope: You will have your smartphone screen aimed toward you and record your Meerkat or Periscope episode while watching yourself. You will also be able to see how many people are joining your episode to watch.

It is amazing to see how many random people around the world will watch your episodes. I've produced many Periscope episodes and used the recording to make YouTube videos.



While you are “filming,” audiences can give you props/hearts/thumbs ups which will also raise the level of where you rank in terms of popularity for your episode on the platform.

Meerkat and Periscope also lets people message you, directly on your screen! This way, when you're doing a demonstration, you can see the question and answer it in real-time!

Meerkat and Periscope are less than 7 months old at the time of updating this book. Just because I have written a small section about these two social media Twitter-Partner-Platforms does not that they not of great significance. These platforms are very cool and have changed Twitter forever.

Both Meerkat and Periscope could be used as pillars of marketing for any business. If you were a poet who Periscoped every poetry slam you went to and had a regular time and place morning Poetry Show, you would build a following, a brand and connect with fans. This is power!

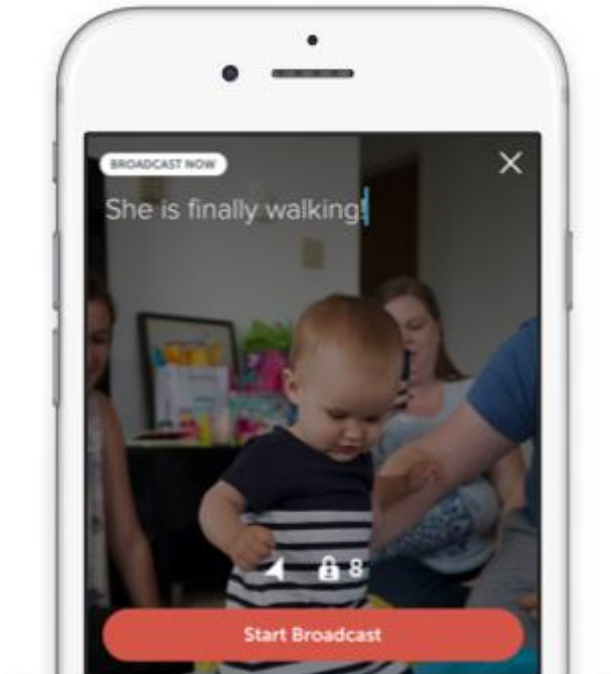
Because Meerkat and Periscope are new, they will be featured with full explanations of how to use them for business in an upcoming Tutorial and eBook. They should get their own eBook! But please start to use them because they can be a great addendum to your Twitter Success Marketing.



[Click](#)

If you are a salon or a lawyer, regular episodes could teach, entertain, attract attention and build your practice or brand. But, just like YouTube, you would have to keep producing, be consistent, promote and re-purpose and edit your Periscope and Meerkat videos.

You have the option of saving your Meerkat or Periscope (with Katch, a 3rd party app) videos or having them disappear like *Snapchat* does with photos.



“For broadcasters, (YOU!) Periscope and Meerkat lets you share an experience with others. Press a button, and instantly notify your followers that you’re live. (You will gain another set of Followers for Meerkat or Periscope but they are mutually exclusive to your Twitter Followers.)

“Whether you’re witnessing your daughter’s first steps or a newsworthy event, Periscope offers an audience and the power of a shared experience. Most mobile broadcasting tools feel far from live. Broadcasters on Periscope are directly connected to their audience, able to feel their presence and interact. For viewers, Periscope gives you a new set of eyes and ears. Travel the world and step into someone else’s shoes. See what they see, hear what they hear, and hopefully feel what they feel. Watching a broadcast isn’t a passive experience like television. On Periscope, viewers influence the broadcaster by sending messages, and expressing their love by tapping the screen to send hearts.” ~ Periscope.com”

Paul O'Mahony (Cork)
 @Omaniblog FOLLOWS YOU
 Business storytelling consultant - Podcaster - Poet - Servant - On @Periscopeco - Foodie - naturally ambitious + love to share my contacts.
 Glanmire, Cork Ireland Europe
[linkedin.com/in/paulhomahony](https://www.linkedin.com/in/paulhomahony)
 Joined November 2008

Follow my buddy Paul on Twitter and Periscope. He's one of the best Periscope Users in the World!

@Omaniblog

Paul O'Mahony (Cork) @Omaniblog · Nov 6
 LIVE on #Periscope: #Scopeday has 57 "featured" scopers - here are my favourite 60ish "content" scopers (6 Nov)
periscope.tv/w/aQypKjg2Njl4...

Paul O'Mahony (Cork) on Periscope: "#Scopeday has 57 "featured"..."
 Paul O'Mahony (Cork) (@Omaniblog) from , Ireland. Scope very often. Fondly engage humans. Playful Irish Poet, Storyteller, Friendly Foodie, ...

I look forward to hearing how you use Periscope or Meerkat in the near future. Tell me about it: @mafiahairdreser @salonspachat or at #SalonSpaChat on Blab.im



NOTE: Did you know that when you "LIKE" a YouTube video it can/will automatically post that video to your Twitter Feed?

Mafia Hairdresser @mafiahairdreser · 10h
I liked a @YouTube video
youtu.be/D3phG9BcBNk?a Chelsea Peretti
Confuses Herself with Nicole Kidman

 YouTube



 [View more photos and videos](#)

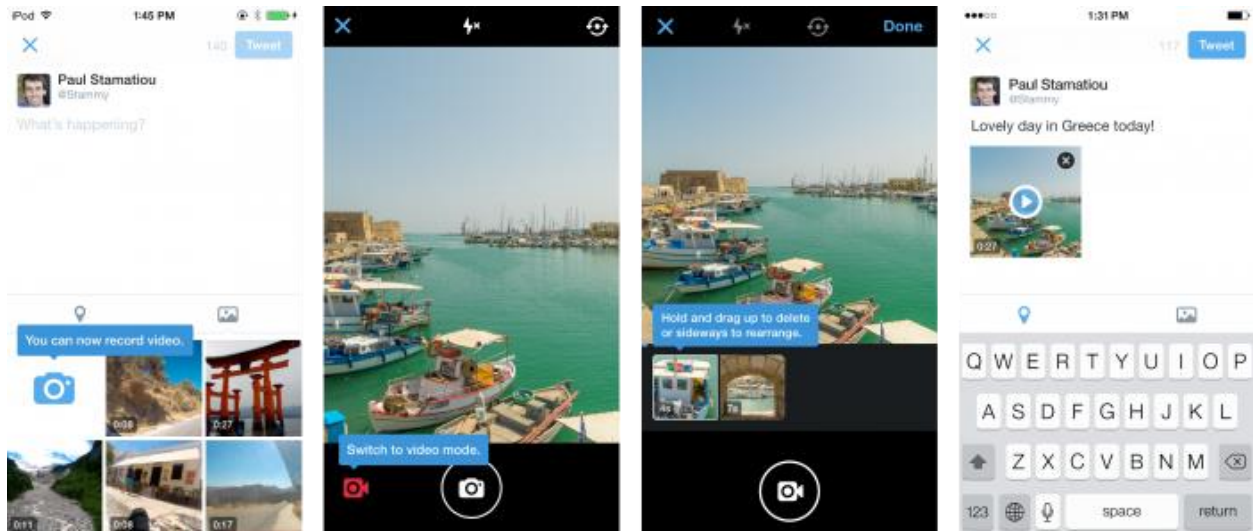
Mafia Hairdresser @mafiahairdreser · 11h
I liked a @YouTube video
youtu.be/FSNasZ5W_8A?a "Ew!" with
Ariana Grande

 YouTube



Native Video is now available on Twitter!

It's super easy and I know I'll use it to post quick behind-the-scenes in my man-about-town junkets. You simply use your smart phone camera and film quick how-to's, teasers, product high-fives and invites. Twitter Video is a great way to show off your business personality and originality.

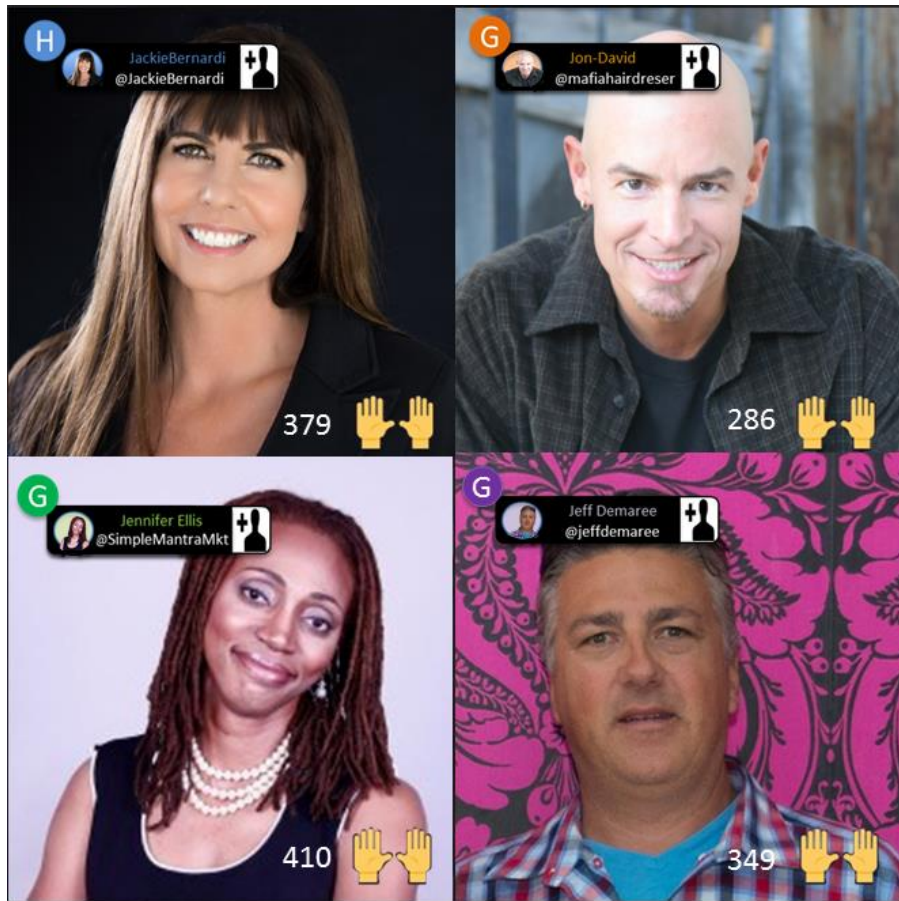


If I were a salon business, and I am, I'm going to advise to use this tool to regularly show off employees, hairstyles, products and more! Your clients and future clients want to see and hear you. So, Hear-You-Go: Twitter Video! It's the perfect behind-the-scenes show-and-tell tool.



Blab.im

Much like YouTube, Webinar platforms, Meerkat & Periscope, you could build a whole marketing strategy with "Blab," and this is just what I've done with #SalonSpaChat.



I invited the Top Salon, Spa, Barber & Beauty Industry Coach/Consultants to Co-Host #SalonSpaChat on Blab.

- Jackie Bernardi JackieBernardi.com @JackieBernardi
- Jennifer Ellis-Jackson SimpleMantraMarketing.com @SimpleMantraMKT

Each week one of our Hosts will come up with a topic to discuss but we always let questions and other discussions roll into the show. You can bring up anything you want!

7:30Pm EST Every Monday

There are “4 seats” and anyone and everyone is invited to participate, watch or listen in.

SalonSpaChat.com for episode information.



#SalonSpaChat is the 1st Twitter Chat for the Salon, Spa & Barber Industry and Now We've Moved to Blab.im!

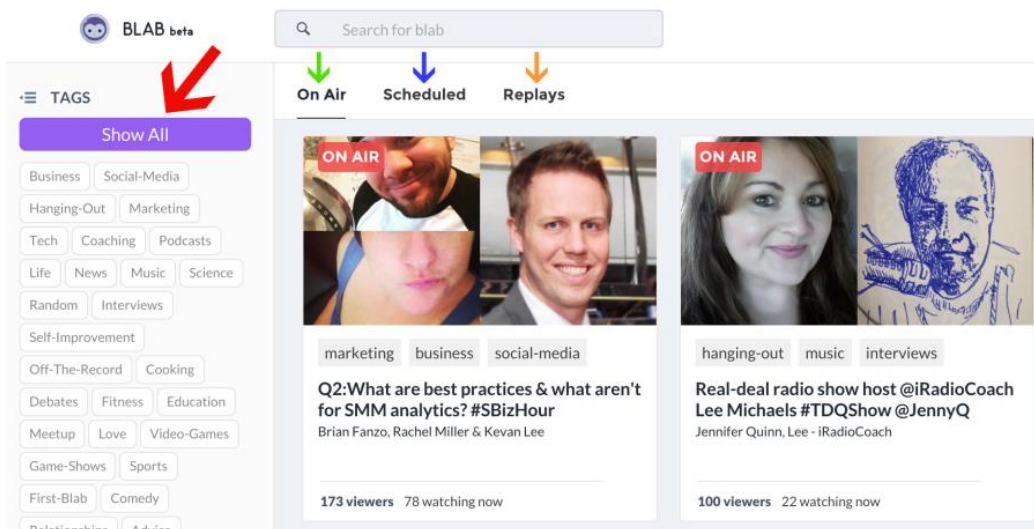
#SalonSpaChat is Every Monday at 7:30pm EST



The Hosts of #SalonSpaChat

- Jackie Bernardi: Beauty Industry Business Catalyst
- Jeff Demaree: Salon Business Podcast
- Jennifer Ellis: Simple Mantra Marketing
- Jon-David: Mafia Hairdresser

“On the main Blab.im page you will notice the ‘tags’ section where you can ‘show all’ (red arrow) or select one or more tags to filter the content across BLAB. Above the listed shows you will see 3 tab buttons – ‘On Air’ (green arrow), ‘Scheduled’ (blue arrow) and ‘Replays’ (orange arrow) which you can also filter by. You can also use the search bar at the top to search for keywords or usernames to find specific content or users that interest you. Choose a BLAB that interests you by clicking the ‘Watch’ button and join in on the fun!” via <http://www.marc-levy.com/blab-im-tutorial/#whatisblab>



via <http://www.marc-levy.com/blab-im-tutorial/#whatisblab>

How: Go to Blab.im.com to sign in through your Twitter account or just sign up without a Twitter Account. You can watch Blab Shows on Blab.im but you won't be able to comment or participate without a Twitter Account. You can also download the iOS app by searching for 'Blab' in Apple's App store. Blab for Android is not ready yet but it will be by the time this eBook is edited (there will be typos!) and published.



Mondays on Blab 7:30pm EST

[CLICK](#)

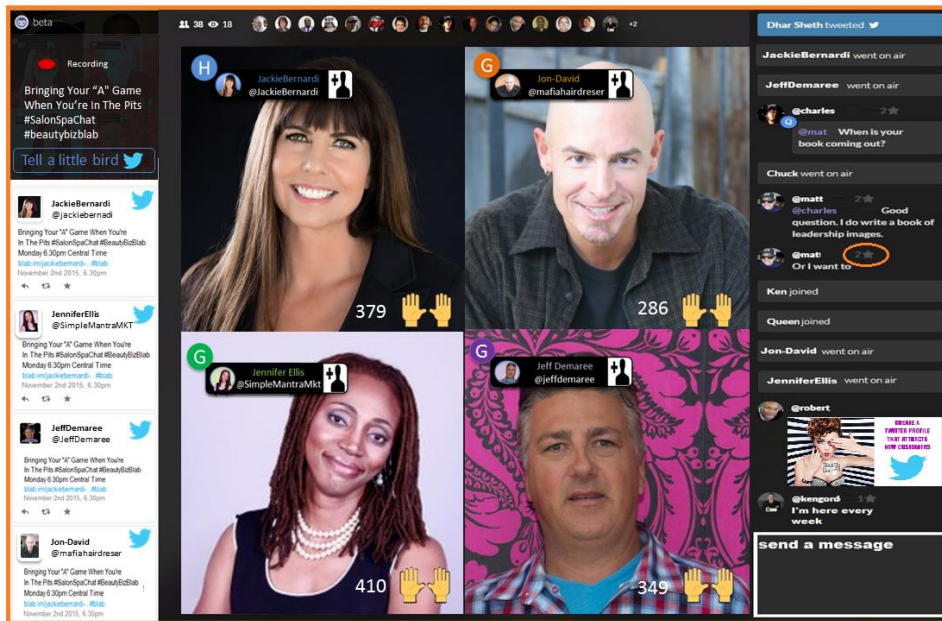
You can use the search to find a Blab such as “#SalonSpaChat.”

All of our #SalonSpaChat hosts hope you Subscribe to each and every one of their BLAB channels because we all host #SalonSpaChat from our own channels.

You can subscribe to each host and subscribe to an individual scheduled #SalonSpaChat Blab show. #SalonSpaChat episode Blabs will be marked by episodes.

#SalonSpaChat Blabs are easy to subscribe to: just RSS Feed SalonSpaChat.com or go To SalonSpaChat.com or watch our Tweets weekly via @salonspachat. Our website and Twitter feed will have links to subscribe to each individual episode hosted by each host.

Each Week #SalonSpaChat will be hosted by one of these four Salon, Spa, Barber, Beauty Industry Leaders.



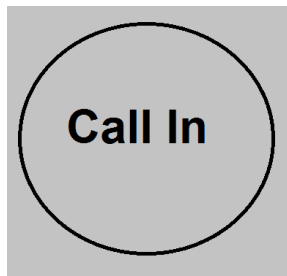
Seats: The BLAB window has 4 seats, one for the host, plus room for 3 guests. The host can decide how which guest they would like on #SalonSpaChat and you can even be on the show! The "host" is seated in the top left hand corner.

You can give the host & guest "Props!"



The host is in the top left corner can decide how many guests they would like on their show. If you want to join in on a seat, there will be circle that says "Call In" in any empty seat. If there is no "Call In" Circle, that means the Host has shut off that feature until they decide they want more guests.

If you "Call In" for a seat, make sure to accept the microphone and camera permissions and that you have mic/headphone system: **think Skype.**



Viewers will be able to give guests high-fives as well as hosts. High fives are really called "Props." We hope you'll give our hosts and guests lot of Props because this raises the visibility of each #SalonSpaChat. [A good recommendation for props per #SalonSpaChat host per show is 500. No,... 600!]

For each new BLAB guest taking a seat: the props meter will start at zero.

You, as a viewer, will also be able to comment on the right side of the screen. If you have a comment or want to say something, do it! Don't be afraid, we want to hear from you.

If you have a question you want answered live use “/q” and the host will see a flag and your question.

If you want to send a message to the host or send a question to a guest via the host or put “/q” at the beginning of your message and the host will get that as a flag and he or she is very likely to address that sooner than later.

A pink rectangular graphic with white text and images. At the top, it says "Four Truths to Build Your Brand" in a bold, sans-serif font. Below that, it says "on Blab" and "Nov 9 Mon 7:30pm EST". On the left side, there is a small portrait of a woman with dark hair, identified as Jennifer Ellis. To the right of the portrait, the text "This week's Host: Jennifer Ellis" is written in a white, serif font. On the far right, there is a stylized logo for "SalonSpaChat" where the letters are white with a 3D effect, and a pair of silver scissors is positioned behind the word "Chat".

Four Truths to Build Your Brand


on Blab

Nov 9 Mon 7:30pm EST

This week's Host:
Jennifer Ellis

SalonSpaChat

[Click](#)

You can reply directly to another viewer/guest/host in the comment section as well as respond to anything the hosts or guests say. You can use the  “Favorite” button just like on Twitter. Images and Gifs are easily added but only with a link.

On the left hand side of your screen: We hope you’ll use this feature to Tweet to your friends on Twitter that you’re watching this episode of #SalonSpaChat or whatever show you’re watching. We want others to join in!

If you missed #SalonSpaChat, don’t worry. Each of our Hosts have recorded it. You can go to SalonSpaChat.com to watch past shows or find our hosts’ websites.

To host your own Blab, you can go to this blog <http://www.marc-levy.com/blab-illustration/tutorial/#whatisblab> I think it’s a complete 101 for Blab and we hope to keep you updated as well at SalonSpaChat.com.



For: STYLISTS, OWNERS,
BARBERS, SPAS,
MAKEUP, MASSAGE,
ESTHETICIANS, BEAUTY
BRANDS.

#SalonSpaChat exists to
give the beauty-barber
industry free social media &
management tips.



"People in the hair biz should read this! Jon-David has done an excellent job in illustrating the value and how-to's of Twitter for his industry. I'd love to see these types of things written for other niche industries as well. In my limited experience with hair stylists, though, I know that they are busy running their businesses, and are wondering how the heck they're going to have time and the wherewithal to use social media. Jon-David's book is the perfect start." By Ric Dragon (New York, NY U.S.) [I'm so honored to have had social media specialist Ric Dragon write a review!] Follow @RicDragon

**PLEASE ADD TO THE POSITIVE REVIEWS
OF THIS EBOOK AT AMAZON.COM! [CLICK](#)**

Take-Aways:

- BE VISUAL!

- Use Video!
- Tweet as much video and pictures as possible.
- Watch SalonSpaChat on Blab.im Mondays at 7:30pm EST
- Try making your own Periscopes or Meerkat shows.
- Be consistent with your video content.
- Post your Instagrams to Twitter via IFTTT.com

Part 6) What to Tweet



Your Industry ~ 30% of what you post should be about your business, for your business, from your business or supplementing-harmonizing-corresponding-substantiating your business. YOUR BLOGS!

Strategic ~ 30% of what you post should be about other businesses which supplement-harmonize-correspond-substantiate your business. Included are businesses or people posts of other business whose attention you want, who support you, who you want to get to know better, who you are affiliated with, who you like, who you appreciate spotlighting. You should also re-post other's posts with comments!

Topical ~ 30% of what you post should be TOPICAL. "Topical" posts can be business trends or current affairs which might be in your industry and talked about at the office "water cooler." NOTE: it is always nice to put a human spin on Topical. We all love TV, Movies, Music, Travel, Green Tips, Nature. There is no reason you wouldn't post about these topics because we all love them. Topical can be **Small Talk Tweets**.

Wild Card ~ 10 % of what you post should be a WILD CARD! Try posting humor or an old picture of yourself in your first job. As you read other people's posts, you will see what gets your attention: It's usually something you wouldn't expect from them. Change it up to get some good attention. BE HUMAN!

And let me Simplify how many Tweets a day you need to do: 5 *minimum*. And when you only do Tweet five times a day, try and use all 4 of the types that I've listed.

Take a moment and write down a list of things and categories that you might talk about on Twitter. If you are a barber shop: Shaving°Fades°Men's Cuts°Women's Cuts and Colors° Atmosphere of your Shop°Sports°Buzz-Cuts°Tattoos°Beer°Restaurants°Weather°Men's Health°

If you are a Spa: Makeup°Skin Care°Makeup Lessons°Types of Oils or Incense °Acne°Your Product Lines°Mother's Day°Health-Tips°Waxing°Restaurants °Fashion°



Tweets About Your Industry

Tweets About **Your Industry**: Most of my content Tweets are Auto-Tweeted. And, to make sure that I am attracting the right sort of Followers, I must Tweet about things that I want to be known for.

For the *Mafia Hairdresser* brand, I Tweet about Social Media and Tech Tools, Chicago, #SalonSpaChat, Green Issues, Family Issues, and what I'm reading because I'm a fiction author as well as

a non-fiction writer. Of course, I Tweet to, about, and for my clients. I also Tweet about my salon and the products we use.

In most of your Tweets, try to include at least one or two Hashtags so that anyone looking for the subject you are tweeting about may find you and start following you. Don't overdo the Hashtags. Four or more gets too messy. (I do it all the time though: Just sayin'.)

In *Tweets About Your Industry*, include a URL link to the article or blog to back up your statement or topic.

Example: @mafiahairdreser: "Key players in the #UK #digital #marketing community under one roof, at one time: <http://bit.ly/UYrPGM> Nov 26-28 via @smmguide" The link is a shrunken down URL that, when clicked on, will take you right to the full information.

Since I Tweet about social media and communications, I posted this one I found about a big Social Media Convention in London. The Hashtags alert you to the fact that this convention is in the United Kingdom and it's about Digital Marketing. Obviously I saw this in my Twitter Stream from someone I follow, @smguide. (Social Media Guide) I could have just Re-Tweeted it but instead I copied and pasted it into an Auto-Tweet, but I was sure to give @smguide the credit for the content.

Example: @SalonSpaChat: "Register for Color 2013 ow.ly/jGWRo #Wella #Goldwell #Davines #Joico #Schwartzkopf #Aveda #TIGI". This was for a Color Class. The Link would take you to the registration page. The over-Hashtagged Tweet is, hopefully, attracting anyone who uses those products, and attracting the companies as well. I want @SalonSpaChat to Follow and be followed by these companies and this Tweet will help me attract their attention.



NOTE: Some of your Twitter friends will be your best source of content. When I want to Tweet about Green issues, all I have to do is go to the Timelines of @LynnHasselbrgr @elephantjournal @Water @mqtodd @huffingtonpost. These brands/people have a love of Mother Earth and great insight, content and information.

Another Example:

http://www.rexsikes.com/Rex_Sikes_Movie_Beat/Interviews/Entries/2013/3/1_Todd_Robinson___Producer___Writer___Director.html

This URL is from RexSikes.com. Both @JudySchaumburg and @mafiahairdreser follow @RexSikesMovieBT. Rex Sikes is always interviewing wonderful movie and TV people: Directors, writers,

producers, actors. His interviews can be heard on *Blog Talk Radio* and I like to listen to them when I'm doing work around the apartment. Since both "Judy" and I are both writers and have done some TV and film writing, Rex Sikes' content falls under the category of Tweets About My Industry.

Here's what the Tweet will look like with the shrunken URL: *@mafiahairdreser: "Interview with Producer Writer Todd Robinson #film #filmmaking #indie <http://ow.ly/IONbK>"* (Hootsuite, TweetAdder and TinyURL.com shrinks URLs..)

Tweets about Your Industry: These Tweets should really direct traffic back to your website, your Facebook Pages, your Blogs, your Instagram page, your Pinterest page or your LinkedIn page. Tweets about you should state exactly what you want people to know about you. I'll use my salon as an example.

@mychicagosalon: We now do Virtual Consultations! http://josephmichaels.net/?page_id=1347 #hair (This example does not have the shrunken URL, yet.)

Joseph Michael's has multiple pages and information on their website. Each page has information about our staff, products, services, specials, offers, blogs, and newsletter sign-ups. The Tweets they can generate are endless. Their website is content and is the most important tool to peak interest in a prospective client. (I used to work at Joseph Micheal's Salon & Spa)



Since I'm a writer as well as a blogger, I have a lot of content that I've written. One of my blogs is at TheLocalTourist.com. In 2012 I was one of the top Bloggers for this online Chicago Magazine. We are real Chicagoan's who write about our favorite restaurants, events, parks, venues, movies and more. Since we only get paid by TheLocalTourist.com to write what we want, and we never take kick-backs, nor offer them to whom we are writing about, we are the best un-biased reviewers! This magazine is well respected. I also guest Blog for SassyMomsInTheCity.com, TheChicagoMoms.com, and: <http://raymiproductions.com/blog/?p=767>. (I used to be professional blogger.)

With each and every one of my blogs I will have a Profile attached. My profile also directs people back to (you guessed it) my website, where I'll try and entice people to buy my books.

The more pages you have on your website, the more blogs you have, the more posts you have on your Facebook Page and the more pictures you post with Instagram can all lead to a link back to your website where people can book an appointment with you.

The more Content that is clicked on and opened on Twitter that has your website link in it raises your Google Ranking. You Google Ranking is the order in which a Google Search puts your business. If you Googled: "Best Facialist in Seattle," does your spa come up in the first ten? By Search Engine Optimizing your website, by blogging and by Tweeting links to your website pages and your blogs, you will help your Google Ranking. By Search Engine Optimizing your blogs, you'll be including keywords such as "Best Facialist in Seattle."

When you Tweet about Your Industry or You: Always state the information first.

Example: @mafiahairdreser: "You should be my Facebook friend. <http://ow.ly/jOY4c> Lets take it to the next level. Or #IllCutYou!" (Tweet About Me)

Example: @SalonSpaChat: "Before and after Deva Cut + custom color by Aelie from a new salon: <http://t.co/GGQm2FXJh2>" (Tweet about my Industry)

Example: @JudySchaumburg: "Five reasons 'Gatsby' is a great novel usat.ly/141CUc" (Small Talk Tweet)

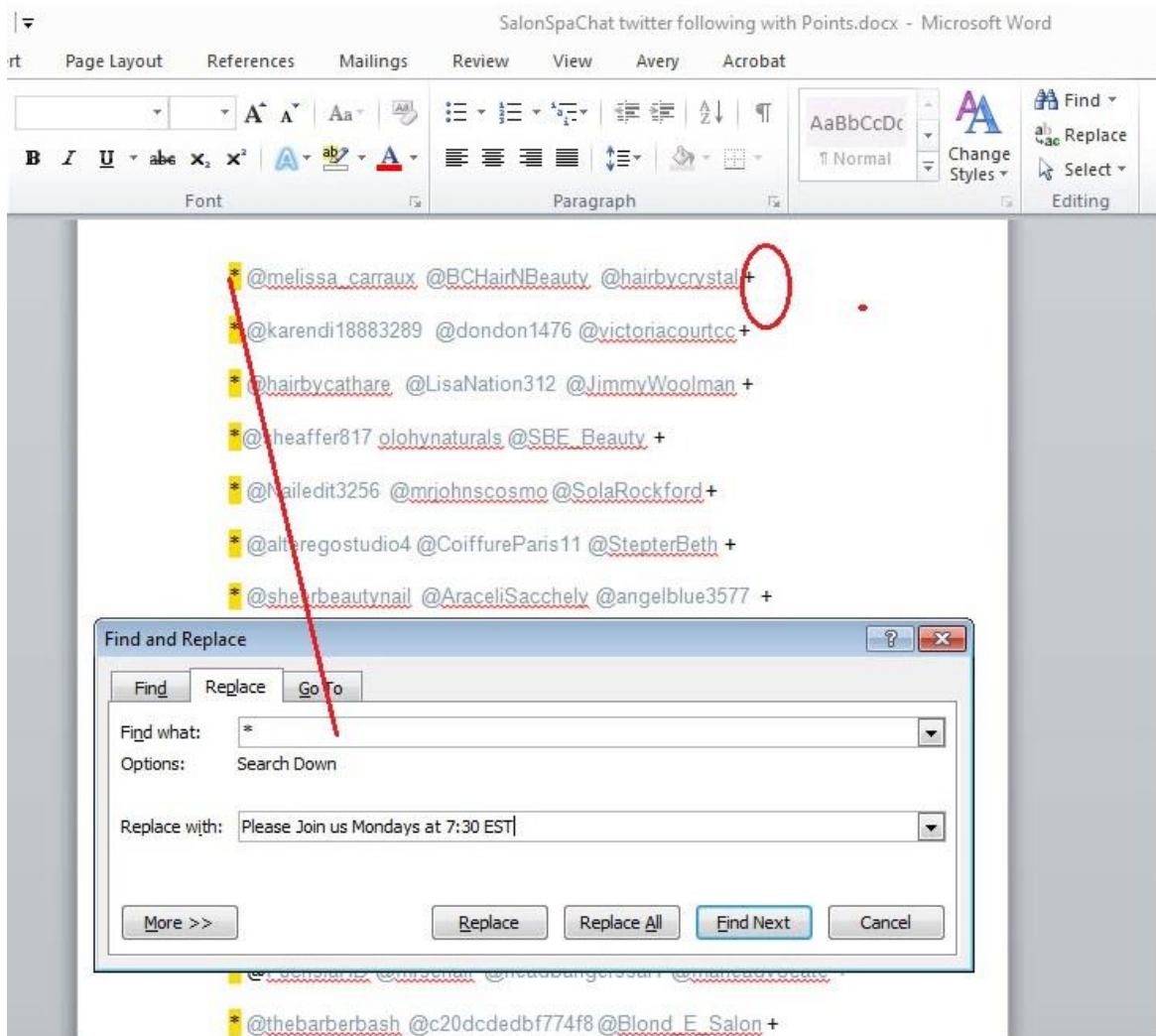


Strategic Tweets

I keep a growing list of websites that provide me great content to tweet. I also keep a file on the websites of my customers and prospective leads and customer who are on Twitter: I will Tweet their content and tag them on Twitter. I want their attention and there's no better way than to help promote their good content.

Strategic Tweets are tweets that will inspire a Twitter conversation.

One of the more interesting ways I use Twitter is to keep a running Word Doc or a CSV file of every Twitter Name in my #SalonSpaChat list. This list is made up of hairdressers, barbers, colorists, estheticians, nail artists and owners. This is what the list looks like:



By making a list with just 3 Twitter names with an asterisk before the names and a plus sign after, I can Find and Replace ever asterisk with "Please Join Us Mondays at 7:30 EST." And I can Find and Replace the plus sign with the URL to a #SalonSpaChat website. Once I do this I can paste each tweet into Buffer.com and schedule each public invite, or I can make a CSV file of all the tweets, upload them to TweetJukebox and schedule them about 1 hour apart.



Topical or Small Talk Tweets

Topical Tweets: Small Talk is anything that you think would be a nice filler between Tweeting about Your Industry or your Strategic Tweets.

For the past month on @SalonSpaChat, I have been tweeting Vidal Sassoon quotes. I Auto-Tweeted the quotes with Hootsuite and, every day at 1pm, they went out. At the beginning of the month I found a website that had over 30 quotes and I cut/copy and pasted them directly in Hootsuite's scheduler. (Now I use TweetJukebox.)

You can find other things to Small Talk Tweet about: *Sports. Your personal funny thoughts. The Greening of America. Anything about your favorite authors.* The subjects are limitless and can create conversation and extend your reach to people who are interested in such things. Use Hashtags!

Small Talk Tweets are light and may or may not even have links in them. I think of Small Talk Tweets as just something to say that might or might not attract attention. I use my Small Talk Tweets to reiterate the things I think are important to me. Small Talk Tweets can be hot topics or small anecdotes or bits of information that your Twitter Followers may not know about you. Example: “Did you know that we have a full coffee bar at our salon?” “I love ice cream but I don’t like working out.” “Good Morning, Chicago!” These Small Talk Tweets aren’t frivolous. They make you, or your brand, or your business *human*.



Instead writing a tweet, make a meme to be used over & over!

Small Talk Tweets also include when I check-in on Foursquare and post where I’m checking into on Twitter. When I check into the gym or a restaurant, it’s on Twitter. When I arrive at Joseph Michael’s Salon & Spa for work, I check-in on Foursquare and it shows up on Twitter. If I did not take the time to cut and paste Vidal Sassoon quotes in Hootsuite’s Auto-Tweet system, Foursquare helps me to post, at least, one Small Talk Tweet per day! There are other Small Talk “tricks” I use every day as well and those will be listed in the Third Party Apps chapter.

10 Wild Card

You may be a very conservative businesses. You may be a very artistic brand. But you are an individual with vast interests. You’d be surprised how many new followers, leads and new customers you will attract by tweeting your other interests such as stamp collecting, Broadway musicals, exercise, food, sports and tech. None of these topics has anything to do with your main three topics and by tweeting them, you’ll get a few “wha?” head snaps from your regular Twitter friends and attract new ones.

I came home after a year and although my profession was only hairdressing, I knew I could change it. ~ Vidal Sassoon

Blog Blog Blog

Twitter is a micro-blogging site and your website/blog-site, should be filling up with blogs about you, the products you use, the staff you work with, the events you are involved with, the chiropractors you work with and just about anything to do with your salon. Blogs that are ‘housed’ within your website

are Tweetable, time and time again. Blogs that are part of you website insure Traffic to YOUR website and, hopefully, you will get a call for a booking by tweeting your website's content. Blogging increases your rankings in search engines.



Bloggging with good SEO practices keep your website "Fresh." If you don't make changes (add Blogs!) to your website MONTHLY, Google will think you are not as important as websites that update (blog); so you will be lowered in the Google search rankings for being "stale."



[Click](#)

These are a few subjects I tweeted in the past week from @mafiahairdreser. They had a great number of clicks on them which helped the brand I was Tweeting about, or drove traffic to my website, the website where I work, or to a company's website whose attention I wanted.

1. Magnetic #NailPolish with a link to a Blog.
2. Great #Hair Days with Scarves with a Picture of how scarfs make hair look longer.
3. 'What is Hi-Def #Makeup?' With a Link to a blog I wrote for an online magazine.
4. Anti-Redness Lotion I picked up at Whole Foods. Picture + #SalonSpaChat #SkinCare
5. False Eyelashes. A blog plus a link to a Twitter Follower's website.
6. I Tweeted a Blog about a #Hair Strengthener and I Tagged the company.

You can read any of my blog posts at Mafia Hairdresser.com. BUT YOU SHOULD HAVE YOUR OWN BLOG IN YOUR WEBSITE. BLOG CONSISTANTLY!



Start your own Famous Blog

1) Start a Blog: To give information and to help.

You as an expert already know what to write. Go to work for one week and make notes about the top 12 things that you talked about with your clients; or the things that you see you could make a positive impact on *if only someone would listen*. Write down those subjects that you are always advising people on, whether it's about a product you've been inspired about, or a skin treatment you believe in, or about the best inspirational massage you've heard. Blog about a new restaurant you've been to! These are subject you don't even have to research. Your opinions about them already make you an expert. You could probably write those 12 blogs in one day.

PLEASE don't sell in your blogs. Just tell what you know. If someone reading your blog sees that they like the way you think they will look at the rest of what you do and they might soon be a client.

DO make sure you have at least one "Call to Action" in your blog. Ask the reader to join your email or check out your other blogs. Your blog is free information--but what would you like the reader to do for you? "Be my new Client!"

2) Start a Blog: To establish yourself as an expert.

When you write a blog about any subject, you are writing it as you, and it is your opinion.

Your opinion matters because you voice it every day to your friends on Facebook and your talk to your friends at work. Do they usually follow your advice? A blog is where you can make your thought clear and people can take your advice on their own time.

A blog is just a written synopsis on what you think and why it's important--to you.

A blog is an irrefutable statement from you that you know about your subject.

3) Start a Blog: To attract attention to your business.

When you write a blog, be consistent: 1 blog per week or 1 blog every other week, or even 1 per month.

WITHOUT SELLING: Use your blog to attract potential clients or fans. Post your blogs on your Facebook Page, Your Website, Your Blog Site. And re-post regularly on Social Media Platforms such as Twitter, Google+, LinkedIn, Pinterest.

Writing what you like attracts “Like”-minded people to you, your website and your business. It is just one step closer to forming a relationship that might turn out to be a business relationship.

MORE *Call to Action*

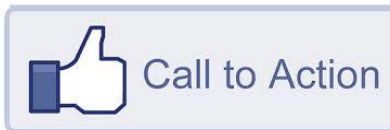
When you have industry or tweets about your organization, are you making it clear why you want someone to click on your tweet?

“Sign up for our email list to receive up-to-date information.” “Follow us on Facebook for special insider tips.” “Join us at our Winter Race before Sept and get a free T-shirt.”

Make sure you tell them what they will get for clicking on your Call to Action.

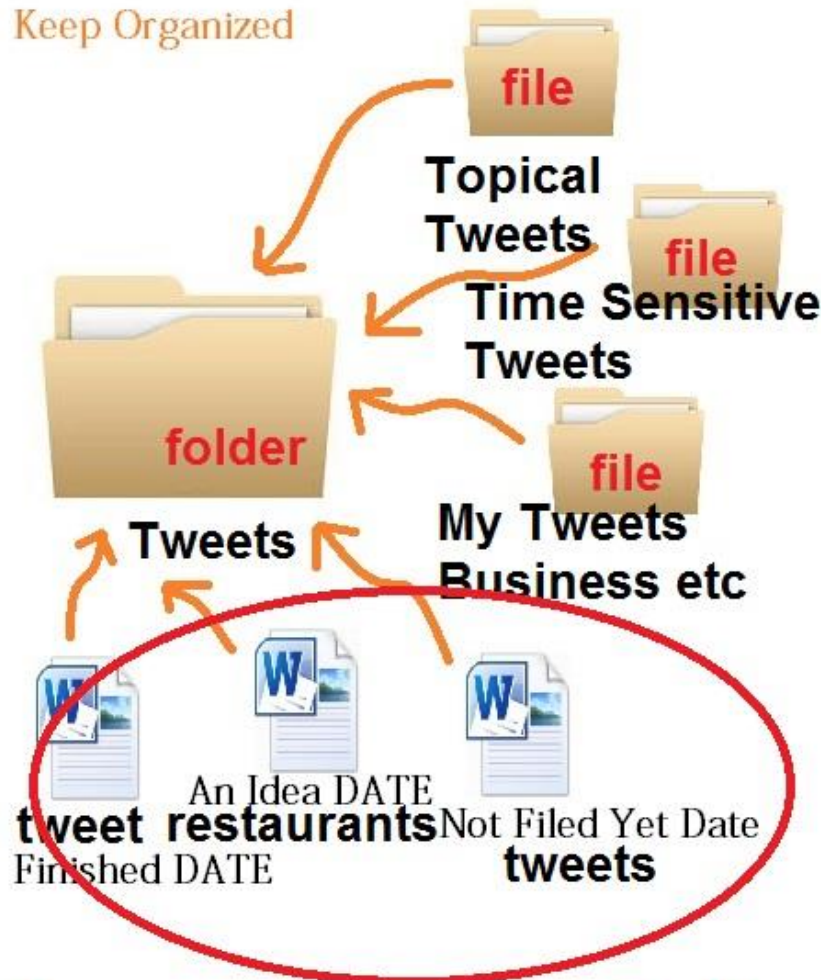
When I am re-tweeting about anything, I usually state that I find the re-tweet amusing, important or topical. I may even ask people to vote for something, such as a “Save the Wolves Campaign.”

On every one of my blogs from my website I have a link asking for people to sign up for my email list, or buy my books, or sign up for a class I am teaching.



Tweeting for Automation

Most or all of my Content Tweets are Auto-Tweeted with Hootsuite, BufferApp or Tweet Adder. How I condense this time consuming process of doing this monthly task is to gather my upcoming Tweets for the following month. I will make notes to myself in my phone: “Street Festival coming up,” “Two of my clients have charity events next month,” “Fathers and Mother’s Day Specials,” “Blog on Sunscreen for Spring.”



You can throw docs into the big folder and make files for them later.

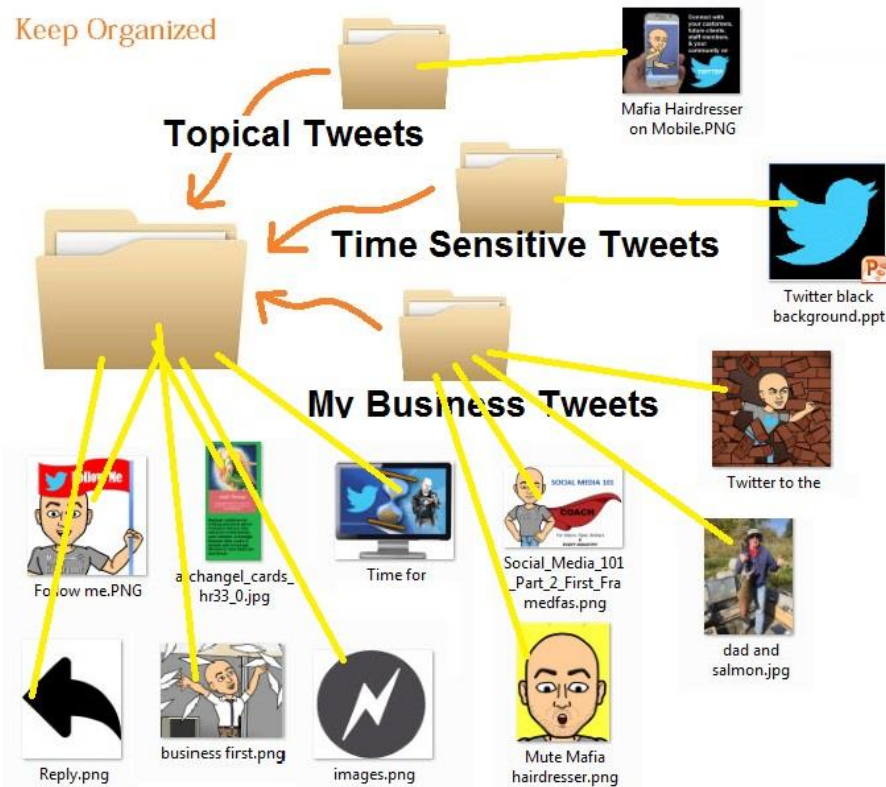
When it comes time to write my Tweets to be Auto-Tweeted, I type them onto a Word Document, name and categorize the doc and then put it in a file so that I can add to it or delete it. Some Tweet lists or Tweets may expire. Why use a Word Document? Because you can save this Document on your computer for later. The quotes, the ideas, the wording is documented and you will be using portions of those tweets in upcoming months. These Documents are reminders for next year that you will have to start tweeting for Father's Day and Mother's Day and sunscreen weather.

Each Tweet might come complete with the URL to a Street Festival/event (expires) and a few Hashtags to attract people who might be interested in the Tweet's subject.

I might copy/paste quotes by Oprah or Walt Disney onto a Word Document and tweet that list only once a year. When I have at least 100 to 300 new Tweets, then I can add them to my 3rd party apps. This can take one hour using the copy & paste method to Tweet Adder or BufferApp. BUT you don't have three accounts, and you don't work as a hairdresser and a writer, so you probably won't be working as hard as I do at Auto-Tweeting. You will only take about an hour to auto-tweet per month. Your Tweet lists will grow and all you have to fish for is fresh new Strategic and Topical Tweets.

When you Auto-Tweet with Tweet Adder & BufferApp, you can add your Tweets to be Auto-Tweeted, and then go through and re-word them and add them again. This allows the third party Apps to be able to send them again and again on different days. Twitter won't let you tweet the exact same thing in a short amount of time, nor will these 3rd Party Apps. Hootsuite is best to insure your "same" tweet go through because you will know to space out your same (duplicate) Tweets every three days or so--Hootsuite does this for you.

Don't be afraid to use a Tweet over and over for a month—especially an important one: Every day is fine too, especially a time-sensitive happening or announcement. Just make sure that your repeat tweets are interspersed with the same ratio, 30/30/30/10, as all your tweets. You can re-word a same-Tweet on your Word Document and copy paste from there. You can also put graphics and memes in your folder which correspond with those tweets. **Hint:** Pics and meme and URL can be added or not at will on third party apps and change the tweets so they are different.



More ideas about what to Auto-Tweet: What you do during your work, the products you use, the changes on your barber shops web pages, the specials you will be running, the pictures of the events you went to, the funny things a client said, the blogs you or spa wrote, pics of a hair show you went to, etc.

I email myself every picture I take with my iPhone that I think I want to Auto-Tweet. (The pics that I don't immediately Tweet.) I mark the email "Tweet Later." When I do my once a month Auto-Tweeting I download each picture to my Word Document File: "Auto Tweets for the Month."

Small Talk Tweets might take you about 40 minutes a month if you Auto-Tweet quotes and you want them to go out at a certain time, like I did with the Vidal Sassoon Quotes. If you use Buffer or Tweet Adder to schedule your Tweets, it only takes the time to copy and paste, which is about half the time and only if you don't pick an exact time. Bufferapp lets you shuffle the tweets too, so you they become non-sequential to the order you entered them.

When you are gathering your ***Tweets About Your Industry*** and *Tweets About You*, it's a matter of copying the URL and shrinking the URL so it will not take up valuable character space. Then you must write your Tweet headings so that people will be interested enough to want to click on your link. I can do a month's worth of these Tweets in an hour because I know the sources of content that I like. I'm clear on what my brands Tweet about. And, as a writer, I create a lot of my own content. I also have YouTube, Google+, Pinterest, Instagram, LinkedIn, Goodreads and Vine to tweet.

Even if you don't have a lot of your own content, use the Content of your friends of other social media platforms and give them credit if the link descriptions don't already do so.

Is there a better time of Day to Tweet above other times?

tweriod.com tweetwhen.com tweetreports.com

These are three sites that can help tell you when the best time to Tweet is for your particular Time Zone. But I use common sense and Tweet in the morning for most of my content to reach my Followers. Buffer and Tweet Adder make me a 24 hour a day Tweeter and that is good for me because of my International Chat and my books.

Tweeting as much as possible is just as important as when.

Note: @mafiahairdreser and @salonspachat follows a lot of Manicurists, Salons, Spas, Professional Barber Brands etc. But when I go to my main Twitter Home Feed on Hoot suite or my Main Twitter Feed/Stream, only a very small fraction of the Tweets are from the beauty industry I follow. My wish is for this book to change that.



You will always find things to Tweet

If you are an Instagram User, a Pinterest User, or subscribe by email to the Anti-Cruelty Society, you will have those as sources to offer you subject to tweet about. YouTube is super great because you can always find videos that show how to use your product lines or how to do hair. You can even add those videos to your website and Tweet that page to your website.

Many salons, stylists, manicurists and massage therapists are now creating their own YouTube videos to use as content on their Facebook Pages, Websites and Twitter. The Web is definitely becoming more about visual content. That will have to be left out of this particular book, but Video is coming and every industry will become mini-film-makers.

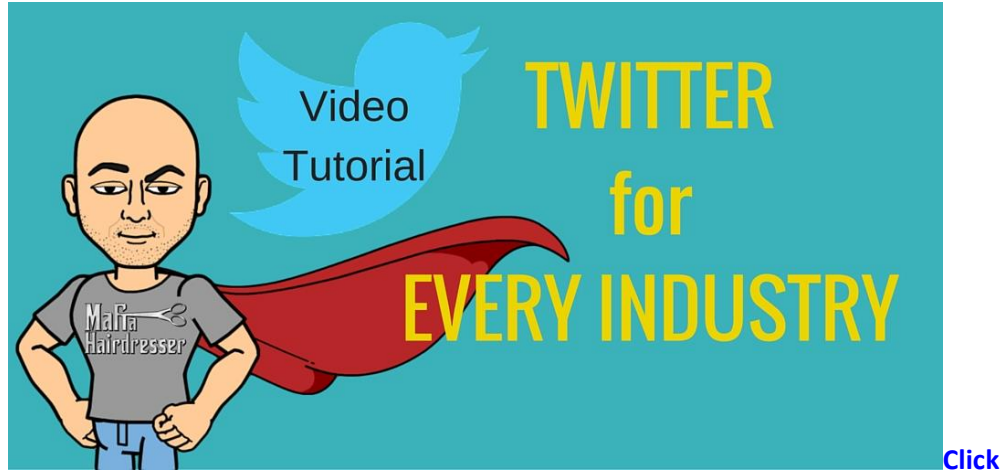
If you get stuck and cannot think of things to Tweet about go to AllTop.com, YouTube.com, StuffToTweet.com, your Facebook friend's timelines, or even my website!

Even if you don't have a lot of your own content, use the Content of your friends of other social media platforms and give them credit if the link descriptions does not do so.

Your clients can provide great content. If you love your clients, I suggest that you Follow them on Twitter. Think of Twitter as word-of-mouth and you will see that you should also Tweet about the good things your clients are doing. If you find out from Facebook that one of your clients is hosting a charity ball: Tweet it for them! Then mention it on their Facebook wall. That client is going to remember you fondly for that kindness.

I am constantly tweeting content for my friends. Many of them don't even think of returning the favor by posting on Facebook or Tweet on Twitter that I have a new book coming out, or that I'm running a special for Cuts and a Color Service in July. I advise you to not let your feelings be hurt if you tweet good things about others but they don't return the favor. They are busy with their projects and might not even be viewing anyone's Facebook or Twitter Timelines. They might not understand that you might like their Followers to know what you are doing. If you are running a special on Cuts and Colors in July and you want one of your Followers to Tweet it for you, then Direct Message them and ask them to do so. This allows them to do the same in the future.

[Get the Video Tutorial. 4 videos with over 93 Minutes!](#)



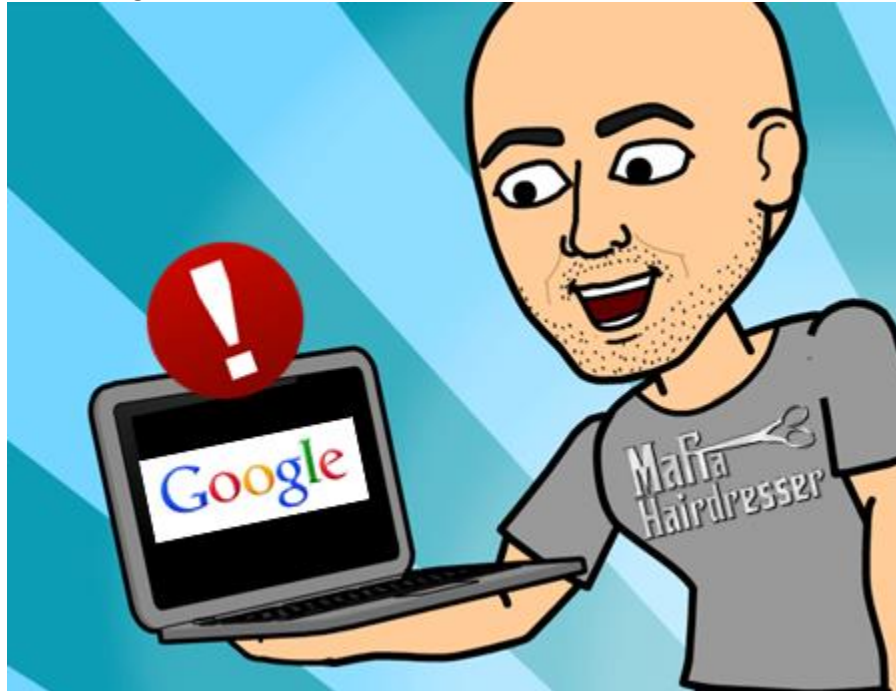
Google Alerts

Google Alerts are emails with links to topics you select and they are sent to your Gmail account. Google Alerts give you a wide range of subjects and keywords to select so that you can stay on top of current content and use it as Tweet subjects or even subjects to blog about.

Google Alerts will find new results such as web pages, newspaper articles, or blogs that match your search terms. You can use Google Alerts to monitor anything on the Web. For example, people use Google Alerts to:

- find out what is being said about their company or product.
- monitor a developing news story.

- keep up to date on a competitor or industry.
- get the latest news on a celebrity or sports team.
- find out what's being said about themselves.



Here's how it works:

- 1.You enter a query that you're interested in: Hair, spas, hairdresser, makeup...
- 2.Google Alerts checks regularly to see if there are new results for your query.
- 3.If there are new results, Google Alerts sends them to you in an email.

NOW YOU HAVE PLENTY OF CONTENT TO TWEET ABOUT THAT WILL ATTRACT THE ATTENTION OF PEOPLE ON TWITTER WHO LIKE THAT SUBJECT!

Why must I shrink my URL's?

Twitter, BufferApp and Hootsuite will now shrink your URL's for you! So this chapter is a bit dated.



- Tweets are 140 characters. And it would be peachy-keen if your Twitter Followers Re-Tweeted any of your Tweets!

- Do not make it hard for your Followers to Re-Tweet you. Make sure that you leave 30 characters unused, if possible. This allows anyone to Re-Tweet quickly and it leaves room for a comment for your Follower as well.
- Whenever I have to Re-Tweet and edit down the Tweet, I just say, “Forget it,” and move on.
- You can shrink your URL’s with TinyURL.com or <https://bitly.com/> which will also enable you to track better than Tiny URL’s. Tracking your Links you posts helps you decide if you want to Tweet that again, or more Tweets like it. Hootsuite shrinks for you and it’s trackable. Hootsuite also gives you analytics that tell you which tweets of yours were popular—so that you can do more of the same type of tweets in the future.
- Shrinking URL’s when you need character space is a must to cut down on characters.

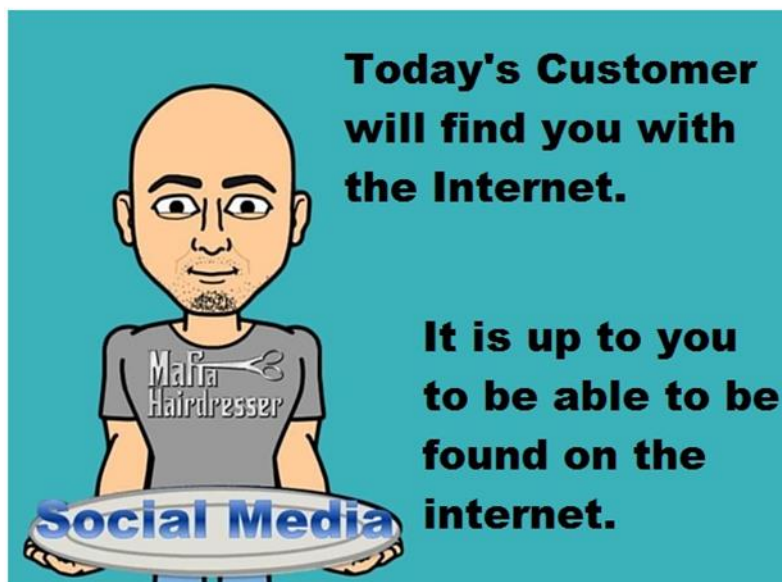
Promoted Tweets

You’ll notice when you use Twitter that there will be a promoted tweet or a Twitter ad at the top of your feed. Companies would not pay for Tweet placement unless they worked. If your Organization has the dollars to promote an event or topic, you may want to use this service: <https://business.twitter.com/products/promoted-tweets>. You will be able to laser-target who your promoted tweet will be seen by and pricing varies.

Promoting popular tweets works and I recommend playing with this as much as possible, especially when you do campaigns and promotions.

Future Tutorials will be made on this subject at MafiaHairdresser.salon.

Why Social Media?



Take-Aways:

- Blog!
- 30/30/30/10
- Your Content is what you will Auto-Tweet at the beginning of your Calendar Month.
- Shrink your URLS and leave 30 to 10 characters free for people to be able to Re-Tweet you!
- Twitter Campaigns will bring in new clients.

- Analytics keeps you informed on how you are doing and gives you tips on how to do it better.
- You can make lists to increase whom you can tweet to without actually following.
- Keep organized with your files.

Part 7) Twitter Tools and Automation

Third Party Apps, Social Media Platforms and More Apps

You know that you will be Tweeting 10 minutes a day. 5 minutes a day will be for responding to Mentions and Direct Messages. And 5 minutes a day will be for looking at your Twitter Timeline/Feed/Stream to see what interests you, read (scan) it, and then Re-Tweet it; preferably with a comment.

Your 10 Minutes a Day Tweeting shows anyone listening that you are on Twitter and engage in Twitter Conversations. You are a person with a personality, and you are a Twitter User who understands that Twitter *is Social*.

In your 10 Minutes a Day Tweeting, you will have chances to personally invite people to come into your Barber Shop to get a haircut.

But the actual Content (Small-Talk/Industry/You) that you Tweet should be Auto-tweeted so that you may spend only 10 minutes a day on Twitter. Auto-Tweeting is what frees you up, attracts new Followers, and attracts new Clients with your Tweets! Auto-Tweeting also ignites Twitter Discussions.

Third Party Apps will do the work for you. I have 3 Twitter Personalities, and it takes me 3 hours to make all the Auto-Tweets I want for each of them for a whole month.

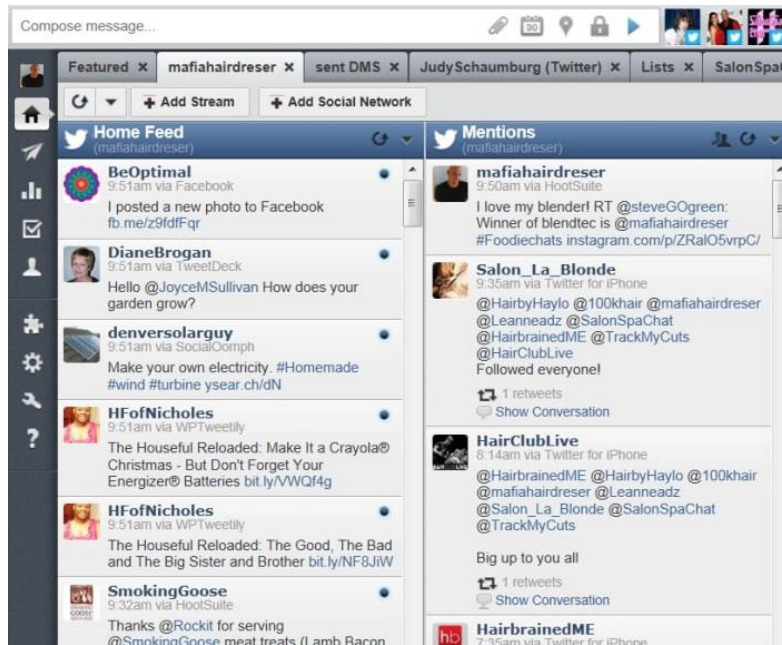
If you are new to Twitter, or if Auto-Tweeting and Third Party Apps are new to you, then you will have to pull out your Calendar and give yourself 3 hours for your first time for your Auto-Tweets.

Social Media Platforms, such as Google +, Facebook, Facebook Pages, LinkedIn, YouTube, Wordpress, tumblr, Digg Digg, and (whew) more, all make Apps and Third Party Apps for your smart phone. With the exception of Facebook (who does not play well with Twitter), after authorizing a Third Party App or other social media platforms to access your Twitter account, with a swipe of your finger you can share content from all these platforms to Twitter. And each of these Social Media Platforms (not Facebook) also allows you to share your content with Twitter via your Laptop.

I have listed the Third Party Apps and Social Media Platforms that (I feel) you will need to insure that Twitter becomes an effective extension of your business and brings you *new* business.

HootSuite

Hootsuite is the Third Party App that makes Twitter much easier to use. To sign up, just go to Hootsuite.com and authorize Hootsuite access to your Twitter account. Download Hootsuite on your smartphone.



The top row on Hootsuite is where you will Tweet and Auto-Tweet from. You can attach a picture, shrink URLs, and Geo-locate where you are: such as your salon! The top row of Hootsuite is also where you will see your different accounts you are using Hootsuite to manage: Twitter Accounts, Facebook, LinkedIn etc. (I rarely post to Facebook and LinkedIn or my Wordpress accounts via Hootsuite.)

I want you to sign up with Hootsuite as soon as you get a little comfortable with Twitter. Schedule when you will sign up with Hootsuite on your Calendar.

This smart phone App and Desktop Application will be your go-to for your Daily Twitter use. Hootsuite will let you view Twitter in Streams. View Tweets that Mentioned you and your Direct Messages. Twitter is the actual Social Media Platform. But Hootsuite is the Application that you will use it on.



[Click](#)

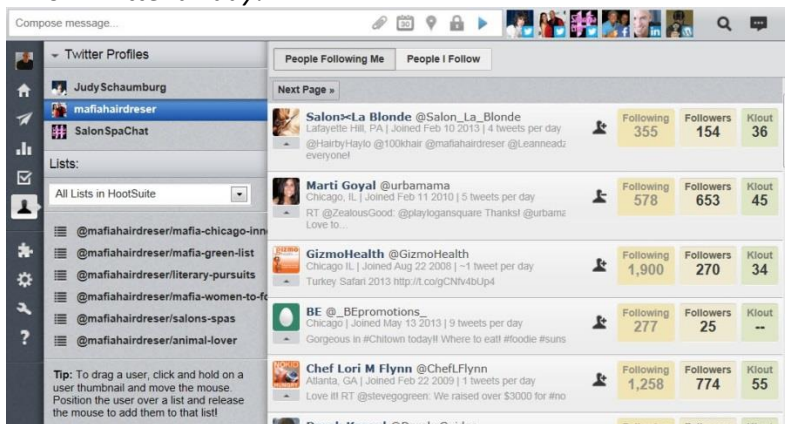
You can use Hootsuite to automate your Tweets. You will see your Pending Tweets: the Tweets you put on timed-automation. Hootsuite will shrink your URLs so that you can fit more content into your Tweet. When you use Hootsuite to shrink your URL this allows Hootsuite to track how many people actually looked at your Tweets. Bonus! This is valuable information because it tells you what content your Followers clicked on so you can generate more content like that!

You can even manage your Facebook, LinkedIn and other social media platforms on Hootsuite.

Although I would not say I use Hootsuite to strategically follow others, it has search capabilities. Search Hashtags, and Twitter Users to follow.

Hootsuite is free. And you can upgrade to pay monthly, about \$6. I'm a payer, but I really don't know what I get for that extra per month other than being able to add Facebook etc..

I love the Auto-Scheduler in Hootsuite: In the morning I will use Hootsuite to peruse my Twitter Lists and I can Re-Tweet maybe ten or twenty different tweets. The Auto-Scheduler will space them out all day so it looks like I'm on Twitter *all day!*



With Hootsuite, you'll be able to see if the person you are following is following you back with a + or – sign. You will be able to see how many Followers they have and how many they follow. Hootsuite also gives you a “Klout Score” for everyone. (I'll explain Klout and Kred rating systems later in this chapter.) You will be able to see how many average Tweets per day each User Tweets. You'll also be able to view when each User signed up with Twitter.

If you have made Lists, you will be able to add Twitter Users to your lists: just drag the Avatar over to the list. Adding Twitter Users to Lists mean that you will be able to see their Tweets when you view your Lists' Streams—while not actually following that Twitter User.

I do a lot of Auto-Tweeting with Hootsuite because I can pick the exact time and day to Tweet. For me, it is more time consuming to Auto-Tweet with Hootsuite than Buffer or Tweet Adder.

Update: With the Google+ Chrome Extension for Hootsuite, you can just hover over any landing page, blog, picture, highlighted text and you will be able to post real-time, or schedule a tweet about that page. You no longer have to auto-tweet or schedule tweets from a spread-sheet. You can just quickly bounce from page to blog to blog and let Hootsuite pick the best times to Tweet for you. (You can pick your schedule as well.) Please view the video at Mafia Hairdresser.com under Tutorials. This is a Free video!

BufferApp



bufferapp.com

[Click](#)

BufferApp.com This Third Part App is used to post Tweets. It posts Tweets, so they don't go out all at once or flood my Followers with a string of posts/tweets. It “Buffers” the timing of Tweets so they are spread out. You can determine how often you Tweet and at what times of the day.

You can Buffer a Tweet directly from any web page via a Google Chrome Extension. You can Buffer Facebook/LinkedIn status updates as well.

You can auto-post with Buffer for:

- Twitter (Make your own graphics on Buffer!)
- Facebook (Make your own graphics on Buffer!)
- LinkedIn (Make your own graphics on Buffer!)
- Pinterest (Now you can make your own Pins!)

- Google+ (Make your own graphics on Buffer!)

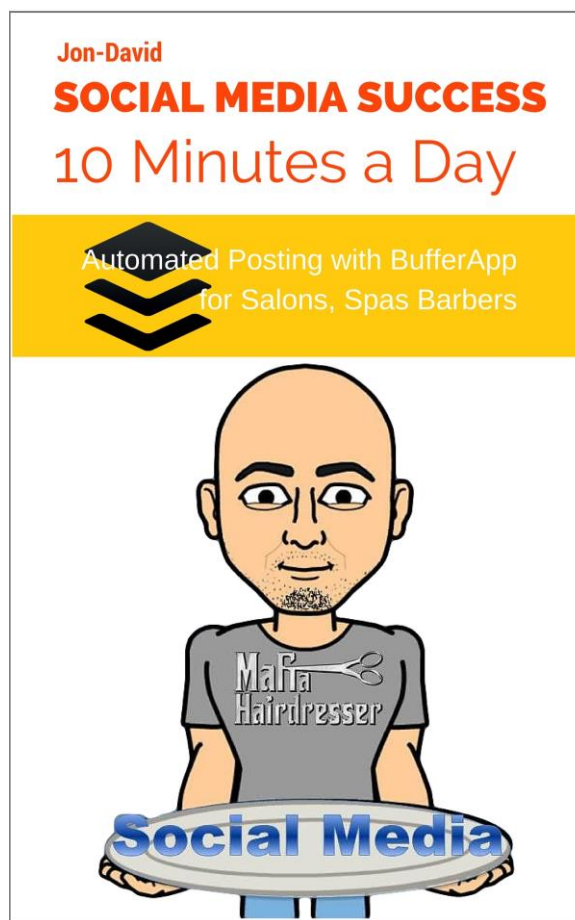
You can now upload video to Buffer!

I recommend this Third Party App. It is still my favorite. I still use it more than 50% of the time for my auto-tweets and I use it 100% for LinkedIn/40% for Pinterest/100% for Googl+. I now use Tweet Jukebox for my auto-tweets as well.

Buffer is Free for one Twitter account but I pay 10 bucks per month for a user plan called "Awesome" which allows me to link 12 social media accounts. I signed up early so I have 12 accounts and I can load hundreds of tweets to each of my accounts. The Awesome plan will only let you load 100 tweets in each account per month so if you schedule 5 tweets per day that gives you 20 days of auto-tweets.

As you load up tweet and posts, (you may attach your Facebook, Google+, LinkedIn), you should "Shuffle" those tweets before you log out of BufferApp. This way your tweets will be random, instead of 9 tweets from one blog page in a row, and then 5 tweets from your landing page...

If you want a more detailed instructions how to us Buffer to automate your tweets, you can go to MafiaHairdresser.salon and download this eBook for free when you sign up with my email list. Also check out the Tutorial Page to view the Google Chrome extension video for Buffer.

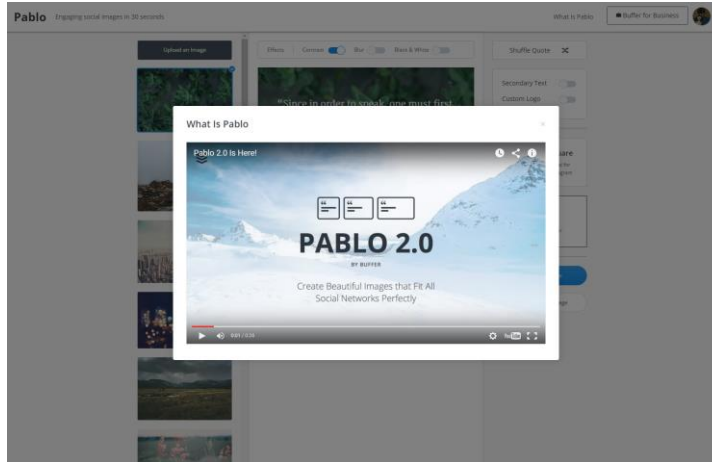


This is actually the most important chapter in this book. UPDATE:

I no longer have to auto-tweet using a spreadsheet of favorite tweets. With the Google Chrome Extension for BufferApp I can hover over a picture, text, landing page or blog and then right-click to be able to add a related tweet to my "Buffer."

BufferApp has a great analytics page where you will be able to view what tweets did well and you will have the option to re-Buffer them! This saves so much time at the beginning of each month when you load up your auto tweets.

Buffer now lets you upload Videos and you can even make your own images on Buffer with Pablo! This is great to make you own memes and to use Buffer for Pinterest for you own blogs! I think I'm in love with Buffer.



[Buffer (or BufferApp) used to give you tweeting suggestions that you could add so you can get some more interesting tweets in your feed -but that just ended.]



TWEET JUKEBOX

Thinking Inside the Box

[Click](#)

TweetJukebox

TweetJukebox.com: My buddy, Jeff Demaree of SalonBusinessPodcast.com turned me on to TweetJukebox, the latest greatest Tweet automation Third Party app. It has only been one week since I began using it and I'm signing up for the 12 bucks per month deal to be able to use both of my Twitter accounts. It still is in beta so it can be glitchy but I like it.

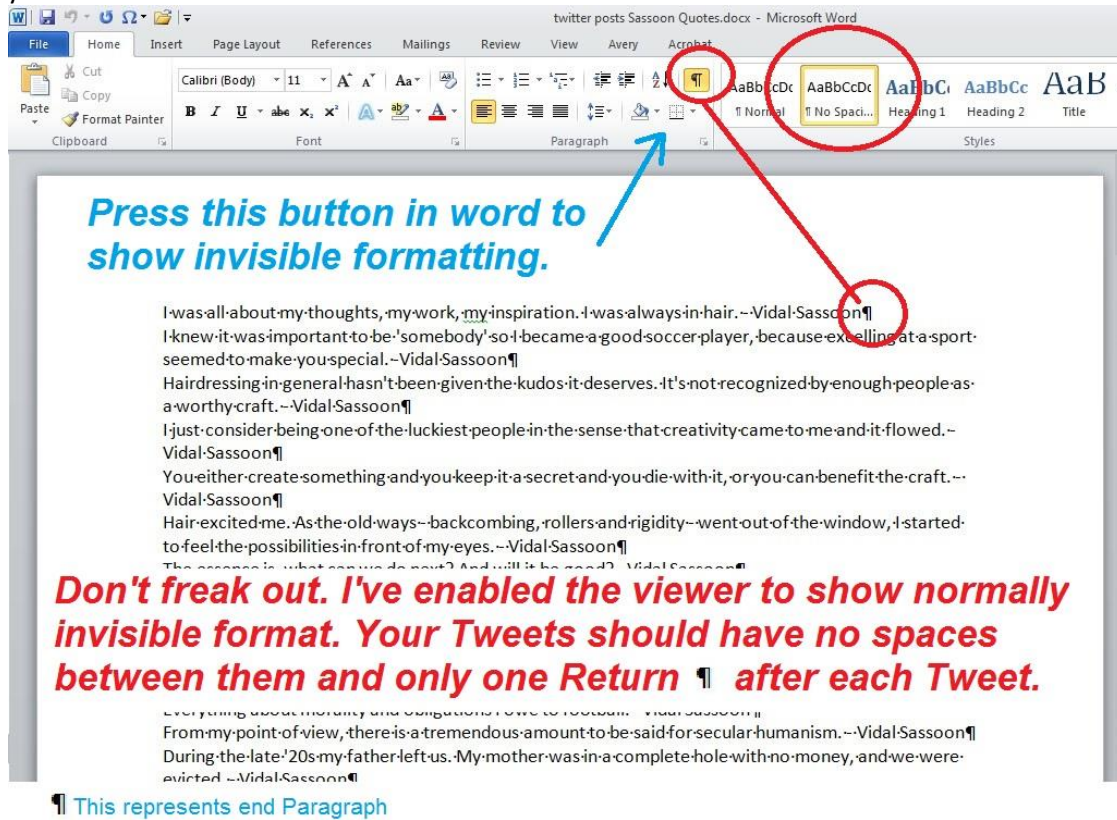
I'm not going to expand a full explanation about TweetJukebox in this edition of *Twitter for Salons, Spas, Barber & EVERY INDUSTRY*, because I am not the expert I want to be at it **yet**.

I will offer you a bit of technical information that will help you out tremendously with TweetJukebox.

You should categorize your Tweets as I have instructed you to do already. Keep Word Doc Files for Tweets that are campaigns or attention grabbing tweets etc. Each Category will be a "Jukebox" which will have its own special schedule: every hour and 6 mins... every 6 hours and 1 min... This keeps repeat tweets fresh! AND when the Jukebox runs out, it will start over! This is a big improvement over Buffer.

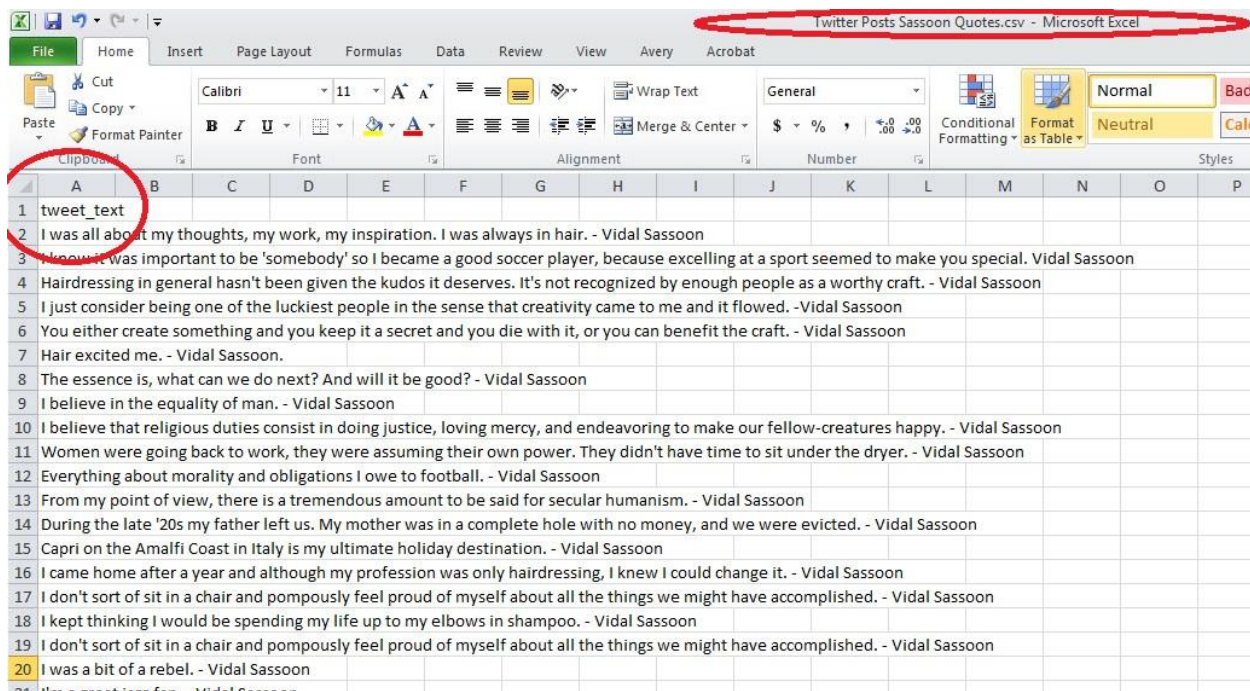
For each document of categorized tweets you will have to make a Microsoft Excel CSV file to upload them easily. This is not hard!

Make sure you format your Tweets on a Word Doc properly: No Spaces between Tweets. And only one Paragraph (enter) at the end of each Tweet. You can view your invisible formatting by pressing the ¶ button your Word Dashboard.



When your Tweets are formatted properly you can keep the document open and save it as a Word Doc.

Once your tweets are saved in the proper format you can open up Microsoft Excel and copy and paste all of them in Row 2, Column A:



In Row 1, Column A, you will type: `tweet_text`

Once your tweets are in an Excel document, save it in the CSV format with the same name as your Word doc and keep it in the same file.

When you log into Tweet Jukebox, your tweets will upload properly. You can add pictures to each tweet once the whole CSV file is uploaded.

This method now cuts my auto-tweeting at the beginning of every month in half!

SocialOomph

Socialoomph.com : "SocialOomph is a cloud-based application that offers tools for using Twitter and Facebook more productively." This application is for bulk-scheduling. When you identify your best blogs and have a Tweet for each one you can schedule it with Social Oomph. This service is free and easy to use if you have multiple Twitter accounts.

It will also post to Facebook, but you will have to upgrade to a monthly service. SocialOomph will do Advanced Scheduling, Auto-DM's and Auto-Follows like Tweet Adder, but you must upgrade to pay, like Tweet Adder. I'm not using this Third Party App now. But people tell me that if I tried this one before Tweet Adder, I would have been just as happy with it.



[Click](#)

There are more features with SocialOomph that I'm not sure I would take advantage of such as and extended Twitter Profile and the ability to wipe out past Tweets and DM's.

I'm going to have to get into SocialOomph soon. It looks really great and might even rival Hootsuite. Try it and tell me how you like it.

Free Base Features: Schedule tweets — Plan, set & forget, Track keywords, Extended Twitter profiles,

Save and reuse drafts, URL shortening, View @Mentions & Retweets, Purge your DM Inbox, Purge your Twitter Tweets, Personal status feed, Unlimited accounts.

Auto-Follow & Auto-DM Features Additional Fee Applies: Auto-Follow those who follow you —Vet new followers — Semi-automation —Send DMs to new followers — Automate.

Sprout Social

Sprout Social can run an Organization \$39 a month to \$99 for a Premium Membership. They will “Publish” your content to Twitter, Facebook, LinkedIn and more. They have a single stream inbox that lets you look at all your Organization’s engagement with all social media platforms.

They provide the best analytics so you can see how your wording and content and tweets succeed in attracting attention for you Organization. Tracking with analytics enables you to copy what works and disregard what does not.

They will monitor what people are talking about where it concerns your events or Organization so that you can respond.

If you pay a Social Media Manager for your Organization, you might invest in Sprout Social for them to use and maximize your reach and efficiency.

Sprout Social usually has a 30 day free trial. I recommend that your Organization has a few months on Twitter before you sign up with Sprout Social.

Feedly

This is my latest find: Feedly is a smart phone app and you pick what subjects and online magazines you want Feedly to pick the top articles and blogs from. You will be able to Tweet each article, or post on Google+, LinkedIn, and even add to Buffer. It’s free and you can upgrade to Pro for quicker latest updates.

Update: I find so much of my latest and current topic news from Feedly. I open it every morning and tweet some very timely articles before anyone else has read them.

Also Check Out:

Twuffer

Dlvr.it

BirdHerd if you have a team of Tweeters on one account.

Argyle Social

Sysomos

Plugg.io

More Apps for Small Talk

There are more Third Party Apps and App available to use to help build your Twitter Following :

Foursquare

Foursquare was all the rage when it came out. Everyone in my social media circle in Chicago jumped on it. One of my friends, @leyla_a, actually became a Twitter phenomenon and super-social-media-famous with Foursquare. She had the bright idea to ask Fiji Water to sponsor a Social Media Scavenger Hunt in Chicago. Teams had to check-in on Foursquare, get clues, and reach a finish line. Fiji Water became the go-to water in Chicago after that event!

Update: I loved Foursquare but then it broke itself into two Apps: Foursquare and Swarm. Now I don’t use either. Bye-bye, foursquare for me but try it.

foursquare



Instagram

Instagram is the visual sharing Social Media Platform and a Third Party App that is perfect for you if you are a salon, spa, barbershop, product brand, or a stylist, manicurist or facialist.



Instagram

You want to attract new clients, right? Well, a picture says a thousand words, but regular marketing can sometimes fall on deaf ears. Nobody wants to be marketed to, but a beautiful picture of a happy client with a new color or precision braid shows how skilled and talented you or your staff is. A snapshot of a woman with young looking skin and chic-ly applied make-up would entice any woman to try your skin or makeup services. Or, how about a fun chartreuse nail-design on a pedicure? You'd get plenty of notice and attention from prospective clients if they could only see what you and your salon & spa are capable of; especially if you show them pictures that tell a story. Oh, and you can Tweet your Instagrams which adds to your content!

Instagram is easy to use and it's accessible through smart phones. Just snap a great picture of a happy client, or choose photos stored in your phone and then crop the picture to your liking. Next, you'll be able to choose flattering lighting effects, filters and frames.

You'll also have the option to geo-locate your picture. If you took the picture at your salon you should make sure that your salon name and address is included in the geo-locator so that people know where you work. Then label your Instagram and share it on your Facebook page, Twitter, email, Flickr, Tumblr or Foursquare.

One of the great things about Instagram is that there are only 100 million+ users. That's not many compared to Twitter, and Facebook who, by the way, just purchased Instagram for 1 billion dollars. According to Business Success Center, since Instagram is not huge, there is a better chance that you will be recognized in a social media platform where you will be just as big a fish as anyone else in a smaller pond.

Most Instagram users only follow about 50 to 250 other Instagrammers. This translates to: people who are using the platform just want to post and then view the photos of others whom they like. They don't want to be overwhelmed or bothered by trying to build up "Followers" or "Friends." And it's not un-polite to follow other Instagrammers and then Un-Follow them. Everyone is just browsing and enjoying what other Instagrammers take pictures of and sometimes they will find new pictures by new people.



Do not post Instagram directly to Twitter: Use IFTTT and then you will never have to hit the “Post to Twitter” button ever again. IFTTT will automatically do this for you and it will show as picture on your Twitter Feed instead of just a URL. (You’re welcome.)

If you are a salon & spa or a barber shop, or a beauty, skin or hair specialist, let me tell you how you can be successful with Instagram for reaching prospective clients.

1) Sign up. And use the same name as your Twitter account if possible, because you will be using these pictures to add effective Tweets in you day.

2) Find Instagrammers who are your Twitter Friends. Follow both clients and people or businesses in your area. And follow people who post great pictures that tell a story and are creative. This will inspire you to make great Instagrams yourself.

3) Hash Tags are great to add in your captions because if you do a great #Makeup or #HairColor, you’ll want people who are looking for Instagrams in those categories to find your Instagrams. The Hashtag works in Instagram the way it does with Twitter. Conversely, you’ll be able to search in Instagram and find other people who labeled their Instagrams with tags that you are interested in.

4) I recommend that every salon or stylist or facialists make a particular Hashtag that can be used *all the time*. #SalonSpaChat, #mychicagosalon, #BestHairstylist...

5) Be creative with how you use Instagram by asking your clients who Instagram to post an Instagram with them and their friends showing off her new do, or makeup. Ask them to use your Hashtag in the caption so you can “Like” it, or Tweet it, or comment on it. Or have your client Instagram a picture of you and them together and have them check-in on Foursquare for a travel size of shampoo or skin-care product. Their friends will know where they can get great service or product and might want to book their next appointment with you.

Is there a contest that you can think of where clients can take Instagrams of how they use the products they bought in your spa?. Gotcha thinking, didn’t it...? Instagram + Twitter *Campaigns!*

6) Use the search in Instagram to find out who is Instagramming about you already by typing the name of your salon. They’re already “talking” about you, aren’t they?

7) Instagram is void of marketing other than Hashtagging or allowing people to find you by geo-tagging. Just make sure your pictures tell a story and only post a few Instagrams a day or it just gets to be too much in the feeds/streams of the Instagrammers who are following you.

8) Numbers count: As a Salon or Spa or Barber Shop, you should be able to attract as many Followers as you can because you are a brand and you probably have a lot to say with your Instagrams.

The Gap clothing store has over 93,000 Followers. They only follow 22. But in their profile they invite people to use #gap so that they can comment and like other Instagrams. Let me tell you a little bit about the math: 93,000 Followers may Re-Tweet or share Gap's Instagrams which may then reach out to millions. What does that mean if your salon has a thousand Followers? Potentially: *millions*... Using Instagram wisely is more fun and better than paying for a billboard on a highway near your salon; and cheaper.

9) I recommend that you keep the number of who you follow down to 200. But remember, Instagram is social. You have to like to be liked. And you have to comment and view to get the same in return. The more you interact, the better chance that existing client will remind people to recommend you, and prospective clients will call your salon.

10) To make sure that your salon & spa or barber shop is successful with Instagram, excitedly inform all of your staff members how and why Instagram can bring in new business. Ask them to share pictures to be Instagrammed. Enroll them in the process and pictures. Contests make it fun. If individuals in the salon use Instagram, follow them and share their Instagrams. And do follow-ups regularly to make sure everyone is contributing. DO make sure you add an Instagram badge on your website so that visitors know that they can follow you and share with you. Don't forget to ask visitors to use your Hashtag.

A picture is worth 1,000 words but Instagram will let thousands of people see what you are about, especially when you post your Instagrams regularly on Twitter.

INSTAGRAM VIDEO: By now you should realize that your business needs to include video to attract new clients and show off your business's personality. YouTube videos can take time and sometimes be costly. Up to now, Vine (mentioned later) has been the video equivalent to Instagram. It's a mobile app where you can make 6 second videos.



Instagram launched its own Insta-vids. What this means for you is that, with one app: Instagram, you can post pictures AND 3 to 15 second videos to any of your social media platforms linked with Instagram such as Twitter, Facebook, Tumblr, and even email.

If you are Stylist, Salon, Spa, Manicurist or Barber, you can make a video of your client's hair or manicures, as well as include the products you used on them. Your spa's personality will always show through in video!

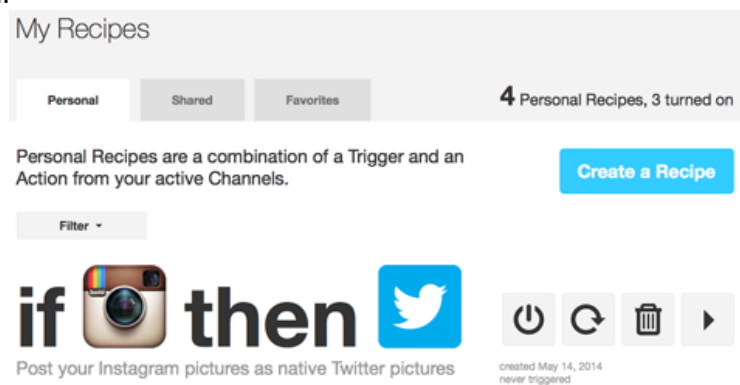
I am using Instagram as Mafia Hairdresser.

Instagram Pictures Can be posted to Twitter!



I know I said that you shouldn't post Instagram photos from your Instagram app to Twitter. BUT there is a fix: If you are on your PC at home, you can sign up at IFTTT. IF THIS THAN THAT = IFTTT = IFTTT.com

What IFTTT does as a third party app manager is to take actions (is triggered) every time you post an Instagram. Once you link Instagram to Twitter and visa-versa, you will be able to tinker with some settings which will trigger IFTTT to post your Instagram to Twitter AND that Instagram picture will show up in your Twitter feed as a photo instead of just your Instagram caption and the link to Instagram. As I write this, I just signed up to do this. I have to tell you that it takes a while for the Instagram to show up on your Twitter feed.



Here's a little stickler too: you must not use over 120 characters in your captions on Instagram if you want the URL source link back to your Instagram page. Here's what I'm going to do. I'm just going to add #Instagram in the beginning of all of my captions and then hashtag away. I won't have a URL link back to Instagram, but everyone on Twitter will see my picture and that will be good content. People will always be able to find and follow me on Instagram if they search for me.

Don't forget to "activate" (authorize) both your Twitter account and Instagram account FIRST before actually creating the "Recipe" (of posting from Instagram to Twitter) at IFTTT. [And you should log into Twitter and your Instagram account on your PC in the same browser in different windows before you sign up for IFTTT.]

IFTTT

If This Then That will help you post Instagram pictures to Twitter. Yes, the actual picture instead of the just your caption and your URL. IFTTT helps you make recipes for posting across social media

platforms. If I post on Instagram, IFTT.com is triggered and it will automatically post my Instagram on Twitter with a URL. **This is a must tool.** I believe you can also trigger your Facebook posts to “properly” post on Twitter: But you know how much I like that...

Pinterest

Pinterest is a social media platform where members collect and share photos of their favorite events, interests and hobbies. Pinterest helps young brides get ideas for dresses and offers tips on makeup and hair. Foodies cull recipes. People of all walks love Pinterest because they can keep information, websites, future purchases to put on wish-lists along with the pictures.

Your salon can post pictures of your products, your work and your skin care lines. The greatest thing about Pinterest is that the picture can be a URL Link directly back to your salon’s web pages. Pinterest is a great Tweetable archive of your work and your products.

Pinterest Tutorials are coming to MafiaHairdresser.salon

Goodreads

Do you like books? If you do and you are an individual stylist, I would recommend that you sign up with Goodreads. You can fill out your profile and tell Goodreads friends the kinds of books you like and what were your favorite books. There is even a space for the town where you live and your website. Use your salon’s website, or your own, your Facebook Fan Page or your Twitter handle. The “About Me” Section is where you put that you are a hairdresser and where you work.



Take some time and begin entering all the books you’ve previously read and give them a rating. This shows that you actually read and want to attract reading friends. How you build more friends is to join groups and participate in discussions about books. I’m a writer and many indie writers build up readership of their books with Goodreads. Like Instagram and Pinterest, Goodreads is not a app I regularly keep up with, but this is a perfect Third Party App if you like to read. And it’s a perfect platform to Tweet which adds to your Twitter personality. Goodreads will also add to your Facebook shares which create conversation about books... which might lead to inviting new clients into your barber shop!

Your Twitter and Facebook friends who read will appreciate your shares. Readers like other readers, especially if you read the same type of books. If you’ve been in the beauty industry long, then you know that we attract clients who are like ourselves.

USA Today

I downloaded the USA Today App on my smart phone and it’s the first App I open in the morning, after Hootsuite. USA Today’s App, once authorized to access your Twitter account, can post any of its top articles of many categories. (There is no beauty category though!) The smart phone App is so easy to use and, just before I Tweet the article I like, I erase “Via USA Today.” USA Today might like it better if I acknowledged them in the visible Tweet, but a Tweet like this: *@mafiahairdreser: “The view through Google Glass? Cool! usat.ly/13YmmU2”* looks like I found the article myself vs: *@mafiahairdreser: “The view through Google Glass? Cool! usat.ly/13YmmU2 via @USATODAY”* Sorry, USA Today. I should give them credit but their URL shrinker makes all their URLs look the same so that is good enough.

Using smart phone Magazine Apps provide more Small Talk Tweets and USA Today is on top of the latest tech-trends, money matters, pop news, and news stories.

Vine

This is a great video maker. It's only six seconds worth of footage, but you can pack a lot of punch with this smart phone Third Party App. This was and still be the fav video App for many before Instagram came up with their own.

Download it. Link it. Then when you finish your client's hair do a Vine and then post it on Twitter with a Hashtag Tweet such as: "My client's new red do! #salonspachat #haircolor #hair". Video is so important in social media. It's even better than pictures.

Twittascope

This little App will Tweet you your horoscope daily. Sign up is easy. Free. And this adds to your Tweets per day. Free!

SoundTracking

This is a smartphone App that I love. When I go to the gym, I will "Soundtrack" the first song I listen to with my iPhone. Soundtracking will post the song I'm listening to on Twitter, Facebook, Foursquare, or Instagram. I've authorized this App for all my accounts but I rarely post to any of them but Twitter: for that extra Tweet per day.

SoundTracking will ask you how the song you are listening to make you feel. It's a comment box and you can get creative. I've dedicated songs to some of my loyal Twitter Followers.

This App, like Foursquare, will garner you friends whom may follow your Sound Tracks. You'll be able to follow them back, make comments, and "love" (LIKE) their tunes. I like this App because I discover music, new and old, through my Sound Tracking friends that I may not have run across before.

SoundTracking is a great way to add Tweets per day!

paper.li

paper.li.com is a cool Third Party App that lets you be your own publisher and *Newspaper!* You could use this App to do your one Tweet per day of "Small Talk Tweets."

By Allowing paper.li to access your Twitter Account, it will process over 250 million social media posts and analyze over 25 million articles. You choose the categories you like, and Paper.li will cull the posts for you into an online magazine format.

You'll be able to custom design this daily online magazine with colors and format. But that's not all, you select the sources! And your Twitter Friends' Tweets can be part of the source and content.

My paper.li magazine is called, The Mafia-Chicago-Inner-Sanctum Daily. And it shows up, once a day, in my Twitter Stream like this: "*The mafia-chicago-inner-sanctum Daily is out! paper.li/mafiahairdreser...*

► *Top stories today via @redyechicago @stevesipress*".

The very cool thing, other than having an extra Free-Tweet a day, is the fact that paper.li Highlights/Mentions/Tags a few of the top contributors that it chose to be in my "magazine."

By the way, this is what @stevesipress Tweeted back to me after he saw that "I" mentioned him in the Tweet AND included him and his content in my Inner-Sanctum-Daily: "*@stevesipress: @mafiahairdreser @redyechicago Hello. Appreciate the [posts] in your Daily. A very good [read]. Have a good week.*"

Steve knows very well that I did not actually choose him to be in my magazine. But he took advantage to reach back out to me and thank me and say hello. It keeps us on friendly terms and it reminds us that we are Twitter Friends.

Might I add that Steve Sipress (@stevesipress) is a respected author, speaker, coach, and bad golfer? He follows 39,000, and is followed by 41,500+ and counting, as of the publication of this book. Steve has always been gracious Twitter Personality and I recommend following him. NOTE: by tweeting and interacting with Steve on Twitter, it increased my Klout score. (See: next section.)

Also check out these other News/Content Curation Apps:

- 1) Scoop.it
- 2) Curate.me
- 3) Twylah

Klout and Kred

Both Klout and Kred are scorers (rating systems and more) of how you are doing with Twitter and your social media endeavors. Klout measures a Twitter User's social Media Networks and how much the interaction is performing in categories. Much like Klout, Kred scores are garnered by a social network user's content, who it reaches, who acts upon it, and whether the user relays the content of others.

The scores may be helpful to you if you are in a business where you want to be sponsored by a company. You can say, "My Twitter reach is a 69 out of 100, so I'm worth this many dollars for sponsorship."

Twitter should be measured on how your numbers of Followers continue to grow, how well you feel you are reaching new clients, how much you are enjoying connecting to people, and how Twitter is *saving* you time. Klout and Kred will let you know if you are interacting with high-profile Users, and may indicate that you are doing great at social media. It may not indicate whether you are actually attracting or "converting" new clients.

You will most certainly have to go to Klout.com and Kred.com and sign in with your Twitter account to find your scores and those of your Twitter Friends. But you really won't be on the scales if you're just signing up. Give yourself a few months.

If scores and metrics are your thing, Klout and Kred will help you stay on track with your tweeting.

JustUnFollow is now Crowdfire

This App lets you quickly see who un-followed you, who is not following you, and who is inactive on Twitter. You can Un-Follow up to 50 people a day, which makes room for new people to Follow and keeps your Following to Followers ratio in balance. There are upgraded plans so you can have unlimited un-follow capabilities and multiple Twitter Accounts.

Crowdfire can also DM new followers. When a Twitter User follows @MafiaHairdreser, they will get a DM that says: "Follow me: @salonspachat for salon/spa/barber social media insights. Just use the "Automate" button.

I will warn you though, Many people hate auto DM's when they follow you. I recommend a simple "Thank you for following me" or give them some information that further explains who you are. "I'm also a public speaker and I look forward to getting to know you."

Crowdfire is a great Twitter Follower grower!

Twinitor.com: Easy live Twitter search and monitoring tool

You can use Twinitor to have spontaneous Twitter campaigns. All you have to do is type in "Hair Problems," or "Chicago Hair," and you'll get real-time and older Tweets on your Keyword subjects. You can reply to the Twitter User's Hair Question, or you can Mention to the Twitter User in your city that you give \$25 off to first time visitors; you may get a new client!

Once a day, answer skincare, spa or beauty questions with your own special Hashtag (or #SalonSpaChat!), and your Followers will soon get used to you being the go-to person for hair or beauty related problems and questions. They will learn to use your Hashtag so you can talk to them and find them in the future.



With Twinator, you can search any kind of information real time: keywords, phrases, twitter #tags and @users. The tool allows you to monitor a set of different keywords at the same time and you can log in using your Twitter account. Use Twinator to Reply, mark tweets as Favorites and Re-Tweet. You can even search tweets with pictures only. This is a PC/Laptop-only website as of this publishing.

TweetBackup

Your Organization might use this tool to back-up its Twitter feed. It's free and it will back-up your list of Followers.

Tweetvite

Use this great tool to create events and groups on Twitter. You can use it to send invitations and sell tickets, create guest lists, nametags and even to take a post-event survey!

Also check out these Relationship Management Tools:

1. Commun.it
2. SocialBro
3. FollowerWonk
4. MentionMapp
5. I don't like: TruTwit but many do. It's a bit of a hoop you have to go through to follow or be followed with this Twitter User Validation service. But some celebs and "private-type" users need this I suppose...
6. TweetPsych

Take-Aways:

- Build your content.
- Curate with Apps
- Buffer

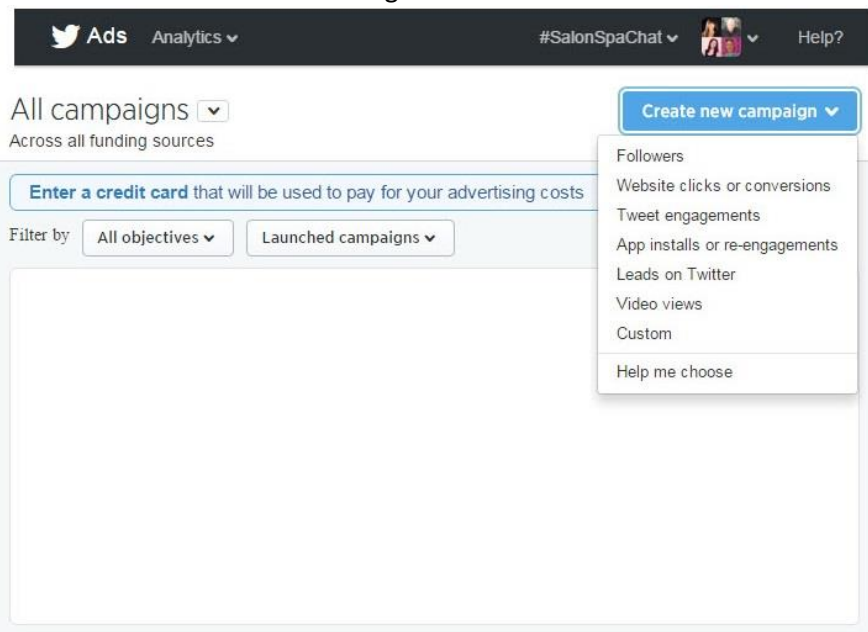
- TweetJukebox
- Third Party Apps are the heart of your Twitter Success.
- Content brings visitors to your website which raises your search engine ranking.

Part 8) Taking Care of Twitter Business

Advertising on Twitter

Of course you can advertise on Twitter. Go to: <https://tweet.twitter.com/twitteradsbranded/>. I did not used to be fan of advertising on Twitter unless you were a huge corporation. Advertising on Twitter does work because I do see companies' using it and the price has come down because of targeting marketing.

You will run your Twitter add through this link: <https://ads.twitter.com/>
MafiaHairdresser.salon Tutorials coming soon!

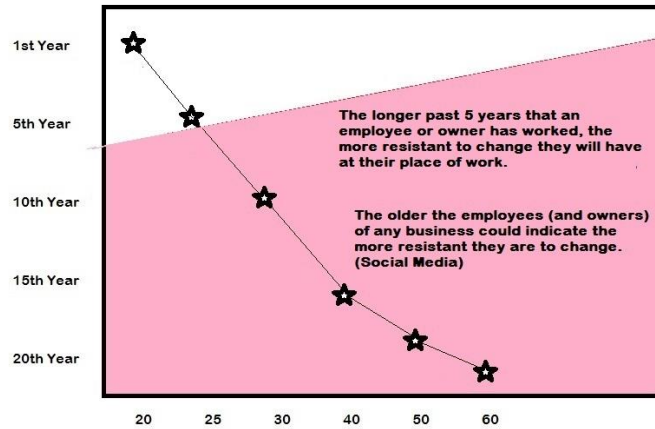


Get Paid to Tweet

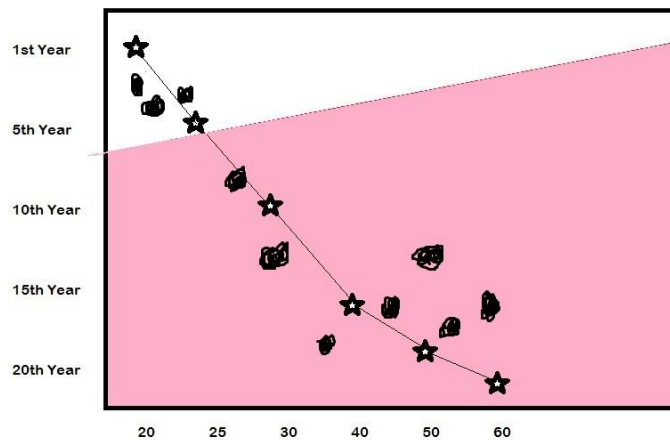
In many Twitter books there is usually a big section of “how you can be paid for your Tweets.” In fact, there are many books on this subject. For the purposes of this book, I’m omitting how to get paid to Tweet because I’m speaking to Small Business Owners, Beauty Professionals, and Brands. Oh, and hardly anyone gets paid to tweet anymore unless you’re a brand of big influence. Just be the best you can be on Twitter.

Regular Meetings

Who is going to resist Twitter and Social Media at your place of work? Look at your staff. How old are they? Remember that I said numbers matter? Take a look at my very un-scientific graph:



You should Dot the ages, along with how long each person has been with you on this chart. Include the owners, receptionists, manicurists and every employee who depends on your business.



In this particular business, there are three employees under 25 and four over 40 years of age. The three employees in the middle range from 25 to 35.

I will state this as sweetly as possible: the longer your employees have been with you, and the older your employees are the more resistance to change and social media will occur. This is not a rule. In fact, I'm ancient, I've been in the industry for over 30 years, and I like social media.

My suggestion to owners and managers: you will have to focus your social media endeavors on your younger and newer staff members.

But! The best way to engage *all* of your staff with social media is to hold regular meetings. I don't know why all salons don't have meetings once a week, because meetings can boost sales and exchange information. In meetings, seasoned employees can pass on age-old tips to Newbies. Unfortunately, it's us old dogs who already have our clientele and we are busy in the salon, as well as outside the salon. AND, as we get older, we want to work less hours, not more. I'm a seasoned veteran in the biz and I would resist regular meetings if I didn't like sharing what I know with my fellow stylists; it makes me feel good. I bet that the stylists who have the most clients, and who have worked with you the longest, will be resistant to meetings. I hope you have a salon culture that has already incorporated weekly meeting for your staff.

Meetings are where you all can join in on the Social Media growth and reap the benefits together. Meetings are where your company will also get the best content for Twitter: solutions for customer service, product knowledge, morale boosting, and information sharing from your clients. "My client told me a new way to us this product last week!"

“I don’t believe you will be good at continuous communication & interaction outside the salon, (Twitter) unless you have continuous communication & interaction within the salon.” ~ Jon-David

Social Media Managers

A Social Media Manager is someone who is paid to handle all or portions of a company’s social media postings. Many of my friends are Social Media Managers.

When I see a new restaurant or a bar or business that begins to follow me on Twitter, I always wonder which of my friends is actually the person who is tweeting for them. Of course, I will immediately follow them back because their profiles are and tweets are very professional: they must be one of my friends!

I hang out with a lot of Social Media Managers. We “get” each other. We all deal with businesses, friends, family, and co-workers who don’t understand Twitter, Instagram, or the necessity of keeping up with the times where it concerns online and digital marketing. Most of my friends say they “just want to use Twitter to learn more stuff,” or “catch up with my friends on Facebook.” But, the fact of the matter is, although these platforms are “free,” they are collectively a business. Almost every Social Media Platform uses your tweets, your posts, your pictures and your web-searches to gain information about your buying habits, where you live, how you live and how many kids you have. Social Media Managers, and myself, understand that Social Media is a business, and Social Media should be a part of your business plan.

I can wax philosophical on how Social Media may be harming society because people are losing their actual social skills. I have a friend whose daughter had a mental breakdown during her first year in college. This was because, in my opinion, her parents let the family computer be the girl’s babysitter from 10 years old to adult. Although you may like to play on Facebook, and you may get information from Twitter, I do recommend that you spend more time interacting with people in *real-time* and *in-person* than on Social Media Platforms. Social Media Managers can help you do that by taking over the amount of time you spend on Social Media Platforms by taking over the *business part* of your interactions on Social Media Platforms.

Social Media Managers can be crappy and this is what to look out for:

- 1) They can take advantage of a company that has no idea what Twitter or Social Media is or can do for their business.
- 2) They don’t give weekly or monthly reports showing the business how the tweets they produced directed traffic to the business website.
- 3) They don’t fully explain to the business that it is the business’s job to provide all the “Tone,” “Information,” “Content,” “Business Specials,” “Business Specialties,” and the “PERSONALITY OF THE BUSINESS” to the Social Media Manager.

A business must provide the Social Media Manager with all the information that the SM Manager needs to create campaigns on Twitter. This includes a constant stream of imagery, photos, videos, Tweets, quotes, likes & dislikes, information about clients and employees, events, desk staff news, new products and specials. DO NOT THINK THAT A SOCIAL MEDIA MANAGER IS GOING TO DIG UP THIS INFORMATION FROM YOUR WEBSITE: This information changes and needs to be kept fresh.

A good Social Media Manager can and should interact with “your” Twitter Followers, and a good SM Manager will be professional and keep the Twitter Conversations going.

My advice to every stylist, manicurist or business owner is to take over your Twitter account for three months. Only then will you understand how much content and what content works for you and your personal business. Then you can hire a Social Media Manager to do your posting and you can email them your content weekly.

The biggest complaint from my Social Media Manager friends is that the companies don't provide them with the above mentioned content so they "make it up" for the business. Since some of the businesses hardly monitor their Twitter accounts, nor would know what they were seeing if they did look at their Twitter Streams, the SM Manager ends up taking their pay and does an adequate job. Is it the SM Manager's fault? *Hmmm*. Your business may be represented on Twitter but, without proper Twitter Conversations and interactions, your numbers will stall and you won't get new business. (Remember the *Mario Tricoci Salons* story?) I believe you have to understand Twitter to make full use of a Social Media Manager. That is why almost all of my social media coaching services now specialize in teaching C-Level bosses and business owner how to take the reins of their Twitter accounts for three months before they hand it off.

My Friend Nicole says: *"Consistent, high-quality content is the key to a successful social media strategy. Before accepting any new client, I make sure they understand my need for content - after all, they are the expert of their company and their industry. My specialty is taking their industry expertise and utilizing it to grow their brand."* ~@MsNycole



NOTE: Do I think I am part of the problem where it concerns my statement that Social Media may be harming society because people are losing their actual social skills?

I think that I am part of the solution: I advocate smart usage of Social Media Platforms for the betterment of your business and all interaction between human beings. I advocate that you spend as little time on Social Media Platforms as possible and read books (hopefully mine!), go to movies, exercise, and watch sports with friends and, above all, cherish and spend time with your family. If you learn how to Auto-Tweet and use Twitter properly, you will be on Twitter 10 minutes a day and you will make new clients and keep the clients you have very happy.

In-Salon Social Media Managers

Do you have staff members sitting around the back room? Are you a staff member who is still trying to build a full schedule of client bookings (clientele)? In my opinion, your business is wasting hours of man-power where it concerns building your business as a whole if you have staff member sitting around. An individual who is spending long hours, every day, sitting in the employee break room waiting for walk-in's is not contributing enough to the salon.

For every new client, there is a cost: It may take hours of preparation, by the manager, to Tweet and set up in-salon events and campaigns. Being a former salon owner, I knew that I had to spend much of my time to get a new client to make their first appointment with one of my staff members.

My time was valuable. So my staff was never allowed to sit in the employee lounge to read books when they didn't have a client. If you worked for me, you worked your hours. My employees became multi-skilled because I booked them in their "down-time" with tasks such as stuffing envelopes, making follow-up phone calls, assisting with inventory, and helping the front desk with customer greetings. They also did hair and make-up make-overs on-stage with me while I spoke at outside Group Presentations at companies. My staff learned marketing: they were the ones who found the strategically-picked companies to book our Group Presentations with. They learned, very quickly, that it was themselves who benefited from all that "busy work." And because my staff did so much marketing work for me, I had more time for training or securing outside training for them. I had time to do *even more* marketing. From envelope stuffing, to giving hours of their time doing hands-on seminars with companies near our

business, my staff got so busy doing hair that they quickly didn't have time for that busy work stuff anymore. And because my staff was well-trained, their retention rates were above the national average at the time.

From all the new business that my staff and I generated, I had to hire new staff members within six months of opening my salon. When I opened my salon, I purposely hired stylist without a clientele because hairdressers *with* clienteles would be a lot more resistant when I asked them to do such tasks, even if they were the ones who benefitted.

Take this idea a little farther: If you are an owner or a manager, is there any reason why you wouldn't have one of your building staff members be your Tweeter? You can set up your guidelines and make your Tweeter responsible for bringing in new clients via Twitter. You'd still have to provide the Content. But your Tweeter would be responsible for Auto-Tweeting. And they would have time for MORE than 10 minutes a day Tweeting. It would be their job to bring in new clients to the salon, as a whole, not just for themselves.

You still have to monitor the Sent Tweets. But you would be training your new staff member how to tweet for themselves as well. Once that Tweeter got busy, you would have to pass the Salon Tweeter job on to the next Newbie of your salon. The old Tweeter could continue with their own Twitter account. NOTE: Two Twitter accounts that talk to each other can really build up some nice Twitter conversations which would attract new clients. Feel free to consult with me on this one: MafiaHairdresser.salon.

Twitterphobia

There is no word that describes a fear of Twitter or Social Media *yet*. But many companies have a fear of losing control of their brands should they let their staff member "run wild" on social media platforms such as Twitter and Facebook. That's silly right? *Maybe - Maybe not*. (The next Chapter might help to reassure you that you are in control of your brand, even if your staff is on Social Media and you are not monitoring them.)

And then there is the generational problem: the older the person, the less they will be inclined to Tweet or trust that Twitter is a good thing. I have a gal-pal and she's in her mid-seventies. She's an author and a counselor. She could be using Twitter to reach new book buyers and clients because she has lots to say. The masses of people that she's helped love her. I've tried to teach her how to use Twitter but she doesn't get it (yet) and all she hears from my lips is how much time it's going to take her to learn. It's not what she wants to do with her time. "I'll leave that for you younger kids, or I'll pay someone to do it for me." (I love that she thinks of me as a younger kid!) She also states that she doesn't trust Twitter, even if she can't put into words what she doesn't trust about it.

By the way, don't waste your time teaching Twitter to friends. YOU will never be the expert—you are just "friend"; keep it that way. Just give them this book. Bonus: if they pay for it themselves. People who get something for nothing usually do nothing with the nothing they bought. Moving on...

And then there are the people who are afraid of putting too much of themselves on the Internet. This is a valid fear. And I'm sure they are afraid of the time-suck. There might even be a weariness of allowing Third Party Apps to "Access Your Account." The privacy of the individual in our society is being forfeited for easy access to information. It's a scary thing.

The best I can say to you is to use Twitter and know that you are in control of what you put out into the Internet world via Twitter. As I've stated before, I'm not an advocate of hours on Facebook and Twitter, or posting when you go on vacation so the robbers who are watching your posts and Tweets can come over to rob you.

I want you to think of Twitter as a giant talking interactive Billboard in the middle of your town; which you could never afford to rent out for your business -if it actually existed. You control what goes

on the Billboard. You control the conversations that your billboard will be having with the millions of people who are passing it daily.

I think people should have more fear of Facebook. Think about it: Parents are posting pictures of their kids. And teens are posting...*stuff*. Within 5 years, every employer will have an App that will be able to search anyone's name, filtering out every else's name that is same or like. And that employer will be able to view any picture posted of that person; whether their parents posted a pic of them in diapers, or a tagged snapshot at a kegger. I'd hate to be an upwardly mobile VP in a conservative corporation whose career gets stalled because my mother made the decision for me to post embarrassing toddler pics on Facebook that was found and circulated in the office.



Deactivating your Account

Deactivation puts your account in a queue for permanent deletion from Twitter. It may still be visible for a long time though.

Deactivation is not available on mobile devices and must be done by accessing twitter.com on the web.

If you are having an account issue (e.g. missing Tweets, incorrect follower or following counts, suspicious DMs or potential account compromise), deactivating and reactivating your account will not resolve it. Please refer to our troubleshooting articles or contact Support.

To deactivate your account:

- Sign in to twitter.com on the web.
- Go to your Account settings and click on Deactivate my account at the bottom of the page.
- Read the account deactivation information. Click Okay, fine, deactivate account.
- Enter your password when prompted and verify that you want to deactivate your account.

Can Twitter Save Your From Copyright Infringement?

This was a true story that blogged a few years back:

It's not every day that I get to divulge a little of my "Mafia Hairdresser drama" to the salon industry. Usually I save that for my fiction writing. But today I'll tell you about when a Belgrade salon used my Mafia Hairdresser logo for their own on Facebook and how, because of Social Media, they ceased this infringement of my copyright.

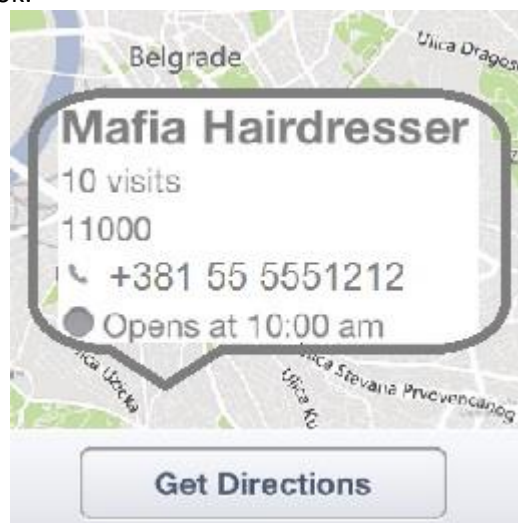
I've always said that the more followers and friends that you have on Facebook, Twitter, LinkedIn etc., the more you insure that your business is safer from internet harm. When a former boss refused to tell my clients which salon I had relocated to, it was my clients who went on Yelp! (Unbeknownst to me) who convinced him that he was practicing poor customer service. Besides, because of Social Media, this old practice of NOT telling patrons where former employees currently work IS NOW CONSIDERED outdated, futile and poor customer service.

And it was on Pinterest that someone had pinned a picture of someone claiming to be me, obviously drunk and messy, and my Pinterest friends immediately told me about it. In both cases, my social media friends alerted me to the problems and everything was resolved in a friendly and timely manner. [It wasn't me in the picture. I am never messy and no embarrassing picture of me inebriated exists.]

But what if someone names their new salon, "Mafia Hairdresser," in Serbia? By U.S. Trademark laws, I am the only Mafia Hairdresser that can exist. But anyone can name their hair salon Mafia Hairdresser. In fact, I'm honored if you name your salon after me! But when my social media friend, AnnMarie Walsh, found that, not only had a salon used the name Mafia Hairdresser, it had also used my copyrighted logo; I went into "attack mode."

No one names a company or Trademark's their name as Mafia Hairdresser unless they like a little drama. I love it! So, the afternoon that AnnMarie alerted me to this outright stealing of my logo, I began making sure the owner of the salon knew exactly who the REAL Mafia Hairdresser was! [I lived through years of a mob and underground lifestyle—I ain't afraid of no Belgrade salon owner...]

By the time Aleksander, the owner, woke up, I had posted legal jargon on every picture on his salon's Facebook Page, and to a few people who LIKED the page. One of my fellow Stylists, who is Serbian, helped me word Tweets to alert anyone in Belgrade that "Mafia Hairdresser Salon" was dishonoring me by my stealing my logo. I scheduled over 50 tweets! I even got Aleksander's email and bombarded him with statements, in English and Serbian, that I would tweet to the world this shame as well as take action on Facebook.



At first, Aleksander was mad. You see, the laws in Serbia might be different in his country and he may not have known that he was stealing copyrighted property. I did know that but, just in case, I came on strong. After a few back and forths, he lifted the pictures off Facebook and apologized. Snap!

I knew what the outcome would be. Because of Social Media, I do have friends in Serbia, Spain... everywhere! People who interact on Social Media platforms watch your back. A special Thank You goes to @padschicago aka: AnnMarie Walsh. Do follow her. She's super famous. I'll let you follow her and find out why for yourself. I just call her friend.

If someone is thieving your copyrighted material on Facebook, you can go directly to your help section in Facebook and copy off the Copyright Infringement statements they give and then start bombarding the thief—in a respectful and legal way! Just let the person who is using your material know that you intend to take issue until there is no more issue. Take to social media channels if you have to. Or better yet, just tweet me...

By the way, I was so happy with Mafia Hairdresser-the salon's quick response, I even recommended that people like them on Facebook!

(The End)



By the way, although I own the rights to be and conduct myself as *Mafia Hairdresser*, as well as author the book, *Mafia Hairdresser*, and I own the salon *Mafia Hairdresser*, there are tons of copy cats out there and I love it! There's a company who even makes stickers with font's like mine that say "Mafia Hair Stylist." This only helps my brand. But, if you ever mess with my iconic logo which was made by PaternoGroup.com, or you ever name a salon or business Mafia Hairdresser, I will cut you. #IllCutU. BTW: I even registered that hashtag, so...



Make a Salon Policy Where it Concerns Social Media/Twitter

Social Media Policy Story: I have a close friend who lives a very "normal life." Career. Kids. Suburbs. He's opinionated but not obnoxious. He never drinks too much at parties. In fact, he's really a fun guy most of the time, so long as you hang out with him in-person. But online, his opinions become amplified. He regularly updates his status on Facebook. He Tweets. He posts blasting reviews on YELP! and CitySearch.com. But it is because of his online "tone" that my friend had recently been dismissed from his now-former job. He was fired for going against company policy where it concerns social media.



I do hope he never reads this blog. I doubt that he will. He was always more of a give-information-guy than a learn-something-guy. He's that one friend who would always tell me how harmless Twitter and Facebook are whenever I lectured him that these platforms were not his private platforms. We always argued about how he conducted himself online.



"I told her," my friend would exclaim, after filling me in on one of his week-long tumultuous back and forth Facebook "conversations." One time, he had been arguing, via Facebook Timeline, with an ex-high school gal-pal where he told me, "And then I un-friended *her!*" And then he would dramatically swipe his index finger in the hair as if he became the Statue of Liberty, or liberty incarnated.

I don't know if you are like my friend who spends hours on Facebook and Twitter. But these two social media platforms offered him a place where he felt he could rant, and fix people, and save the world. Offline, he would complain how nobody signed his last "Save the Whales" petition on Twitter. And yet he thought the person who he lectured to on Facebook about racism in America would "think twice before ever making another comment like that one again!" Reading his Tweets and viewing his online discussions on Facebook made me cringe. I don't think he would ever be brave or rude enough to say some of the things he said in-person as he freely did online.

This whole book is about how to be exactly who you are in-public as well as on-line.

My recommendation to anyone who interacts with others online is to be exactly who you are online as you would be at a party where you are the only wheelchair bound blind person, white person, gay person and Buddhist in the room. (My fired-friend would have a field day with that last sentence. He hates run-on sentences and loves minority and racial prompts.) Think about it: "We are the world," But someone may not like you for one facet of who you are. My friend is the type of person who will go after that facet online. My point is to make your online presence about what you want people to know about you and don't bring attention to anything about yourself that you don't want to talk about.

When I couldn't stand to see his Facebook outbursts or his train-wreck Tweets anymore, I un-friended my friend on Facebook, and I Blocked him on Twitter. He didn't speak to me for a month, which is so ironic; but I enjoyed a month's worth of drama-freedom.

What *exactly* got my friend fired? It turns out that my friend inadvertently ticked off one of his company's main clients. My friend took a very strong anti-religious stance to something someone said on Twitter and someone from one of his company's affiliates was offended. My friend made the mistake of thinking that his company would not care or would back him up on the issue he took umbrage with. They cared and they did take issue with his online tone: his company fired him because he had also always been very vocal about where he worked. What he should have done, in the first place, was to Tweet that his opinions were his and his alone. In fact, it should have been in his Twitter Bio Profile; especially if he was publically known to be in the employ of his former company. What his company should have done was to clearly make my friend, and all their other employees, understand and digest the Social Media Policy they already had in place.

We never want to hear anything negative about our business. Unfortunately, at some point it can happen. And it is legal. Think *Yelp!*. But if you are a company who has employees who use social media platforms, you can help safeguard any negativity where it concerns your employees and their social media practices. You can help employees understand that what they "say" can be misconstrued and is permanent; as well as could be grounds for termination. A good Social Media Policy for your business is

paramount. **Hold a group meeting where you can go over every word of your policy with your staff and have them sign and acknowledge that they understand.**

There are many Online Policies available in Template form such as the one I'm showing you from EricSchwartzman.com. Contact Eric Schwartzman or a lawyer for council and policy rules for your particular state and business.

<http://www.eric schwartzman.com/pr/schwartzman/social-media-policy-template.aspx>

I hope the following policy excerpt will help you visualize some of the things that employees may not understand, from their point of view, regarding social media. This will help you explain to them how important it is to maintain good communication skills for both the individual as well as a business. I hope that you'll find the excerpt interesting. I only used a few highlights for examples.

Policy Statement Sample

This is only a Sample Policy excerpt and is not endorsed by the author.

This excerpt is intended to make clear to the reader that Social Media Policy can be in place to insure proper use of public media platforms in many diverse instances.

"Social media policies are not one size fits all. The right policy for your organization will (1) reinforce your organization's existing corporate culture and (2) provide practical guidance to those governed by the social media policy."

Social Media Policy via Eric Schwartzman:

1. Establish practical, reasonable and enforceable guidelines by which our employees can conduct responsible, constructive social media engagement in both official and unofficial capacities.

3. Protect our company and employees from violating Municipal, State or Federal rules, regulations or laws through social media channels.

Guiding Principles

1. Our organizations trusts and expects employees to exercise personal responsibility whenever they use social media, which includes not violating the trust of those with whom they are engaging. Employees should never use social media for covert advocacy, marketing or public relations. If and when employees use social media to communicate on behalf of our company, they should clearly identify themselves as employees.

2. Only those officially designated can use social media to speak on behalf of our company in an official capacity, though employees may use social media to speak for themselves individually or to exercise their legal rights under the National Labor Relations Act.

5. Employees are responsible for making sure that their online activities do not interfere with their ability.

Disclosure and Transparency

Whenever commenting on company or company -related topics via social media channels, employees are requested to:

a. Employees who choose to engage in social media channels about our company or company-related topics are required to monitor their feedback and use their best judgment to respond appropriately when warranted.

b. If an employee chooses to share an opinion on company policy, they may do so only if they precede their social media disclosure with a disclaimer acknowledging that their personal opinion does not necessarily reflect the opinion of their employer...

Personal Privacy

1. Employees have a right to their personal privacy. They have the right to keep their personal opinions, beliefs, thoughts and emotions private. Employees are prohibited from sharing anything via social media channels that could violate another employee's right to personal privacy.

2. Examples of social media disclosures that may compromise an employee's right to privacy include, but are not limited to, pictures, video or audio recorded and shared through social media channels without the permission...

Trade Secrets

2. Externally, employees are restricted from referencing customers, partners or suppliers by name, or the confidential details of their projects, in their social media disclosures without first obtaining the permission of the individual or organization that the employee wishes to reference.

5. Think carefully before you make any social media disclosures. What you publish online may be available to a broad audience for a very, very long time. When in doubt, leave it out.

Disclaimers

Employees who are not authorized to speak on behalf of our company in an official capacity may share their opinions or thoughts about our company and company...

End of Social Media Policy Excerpts

Back it Up

If you Tweet it, it better be True!

- If your website states that you have the best hair training in Illinois
- If your Tweets say that you have the best colorists in Chicago
- If you quote a Yelper who said that one of your products made her hair thicker
- If you state that you are a friendly salon without attitude
- If you Tweet that you have a special in your spa department
- If you Tweet that you are replacing your color line

Make sure that your staff knows everything you Tweet or advertise. And for your sake, make sure that your staff and your business is exactly as you portray it online. New Clients who find you through the Internet who find that your business is not as it was portrayed online can be very upset.

There is a barber shop on the street where I live in Uptown in Chicago. On the door it states that they open at 10am Tuesday through Saturday. I walk out my door, Wednesday through Friday at 10:05 a.m. to go to work on the Redline, and I walk by the barber shop. It is never open and I don't see anyone in there. This is a new barber shop and I wonder how many people who have walked by noted what time they opened and actually tried to be a walk-in appointment at 10 a.m.? How would that make you feel as a prospective client? If that barber shop was not listening on Yelp! or Twitter, they might never know if someone dissed them: "That Barber Shop in Uptown is never open when they say they will be. Going somewhere else."

There are many businesses who want to make new clients and you only have one chance to make a new client happy. One way to ensure new client satisfaction is to do what you say you are going to do. With Twitter, you are stating your hours, what your services are, as well as what your salon or spa environment is with your website link. Your blogs and what you Tweet, and everything you do and say online, should be exactly as you Tweet it. In fact, I advise that when new clients come to your business for the first time, to actually give them more than they thought they were going to get. Kindness is a big "get more."

Take-Aways:

- Represent yourself as you are—with your most polite behavior.
- Regular Meetings are key to success in most businesses, why not the beauty industry?
- You must give Social Media Managers content and track their progress.
- Get over your Twitterphobia.
- Make a Social Media Policy
- If you want one of your staff members to be your barber shop Tweeter, first take time to learn Twitter yourself. Having staff members take over inventory or customer service jobs is just like having them take over your Tweets: You have to have done the job by yourself so you know how you'll want it done.

“The perfect social media book for any salons or spas. I purchased this book and found that not only do his theories and practices relate to salons and spas, but it is practical for any industry. --- The value the book lends is a perfect guide that shows you just what to do. I had the pleasure of working with J-D when I hired him as a coach for my own social media needs. He truly knows how to capitalize and monetize social networks with easy implementation. If you own a salon or spa, or need a better understanding to leveraging social media for your business, then this is the perfect book.” By Philip Tomich (Florida, U.S.)



The End

I do hope you enjoyed this book as much as I enjoyed writing it.

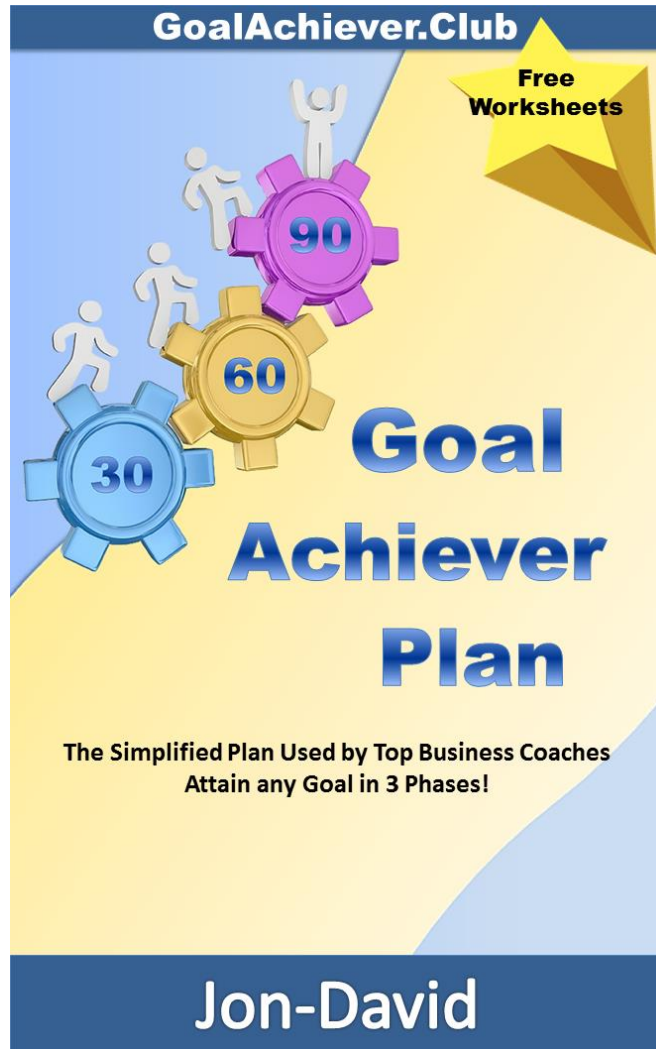
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All Mafia Hairdresser & #SalonSpaChat Logos are produced by PaternoGroup.com. If you are a brand, I recommend talking to Dan at PaternoGroup.com.

About the Author



Before I became an eBook Author and brand, there was a story: I lived it and then I wrote a screenplay about what it was like to be a hairdresser for a mob couple. Everyone who read the *Mafia Hairdresser* screenplay said they loved it. But my mentors advised me to write and sell a book version before I tried selling the screenplay. They said I would make more money. So, I wrote the book. The publishers and book agents who liked *Mafia Hairdresser* requested that I write another book. "No publisher likes a one-hit-wonder."

As I toyed with writing a second novel, I wrote a spec screenplay for a Hollywood director friend of mine, Bill. The screenplay was called "*Success In Numbers*." But Bill had a hard time getting funding for the film. "It's too bad this wasn't a play," Bill told me, "then we'd get the money to do this picture." So I produced and directed the play version and it was a sell-out for six weeks! (I've always been good at marketing.) And then Bill died.

Since Hollywood was, well, *too* Hollywood, (God Bless ya, Bill!) I moved to Canada where began to write my 2nd novel, *The Glow Stick Gods*. (An indie award winner!) Did you know that self-publishing authors are some of the best social media specialists in the world? When I realized that my own industry was not utilizing social media to its full extent, my expertise in social media became something I began to share. So, I produce inexpensive social media tutorials for EVERY INDUSTRY as well as for salons, spas & barbers and I began a career in Social Media. *A diversion?*

At 24 I owned my own salon called, Visage Appearance Centre, in Long Beach, California. I've been educated by the masters of the beauty industry in cutting, coloring and styling. And I was the first hairdresser to be hired to assist at the world famous Sebastian International "Cassandra 2000 Salon," directly from Cosmetology School. I'm an expert in salon management as well as salon marketing and retailing. My career spans more than 30 years and has included highlights such as being a facialists and a Makeup Artist for Christian Dior Parfums. My first beauty column byline was in an Orange County magazine in the mid-80's and this is when I discovered I had a knack for writing.

Now I'm settled in Chicago where I work mostly in an office on the 44th floor of 100 E. Walton where I film my tutorials, write books and, sometimes, coach social media clients via Skype or in my office. I also have a one room personal Salon Suite located on the street level of the same building so I can still do a few of my hair clients every day. Thank you to all of my clients who Yelped or City Searched me to the top. "Best colorist in Chicago!"

Most Recently, I began doing all the voices for my radio play of Mafia Hairdresser. You can listen to it on Apple Podcasts, Google Play and Spotify beginning Summer of 2019.

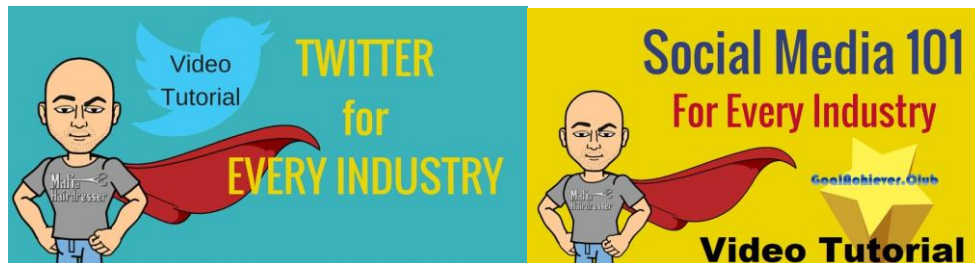
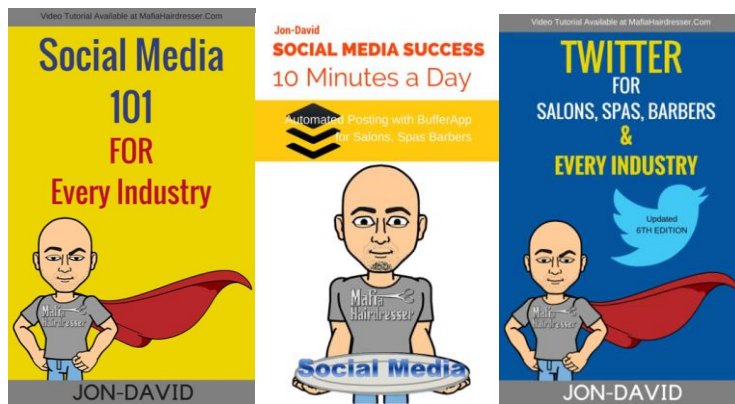
I trained at Second City and acted in a few plays. I've done parade commentary, TV cable specials for charities and I continue to do beauty spots on the web. Because I have a swell media profile in Chicago and, I feel, I'm a decent guy, I get to be honored by hosting events. I used to do inspirational speaking and I am co-founder of Made In Chicago Speakers Bureau.

Some of the work that I'm proudest for are my rallies for civil rights & the environment, and I just hosted an event for the American Cancer Society. Because I ran what was called "The Green Ministry" I was honored to attend a city program designed to assist individual green groups and their causes. I am what is called a Chicago Conservation Corps Leader.

Mafia Hairdresser aka Jon-David

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More from Mafia Hairdresser



MAFIA HAIRDRESSER is a 16-Episode Radio Play Dramedy is based on the hit book available at Amazon.com.

It's 1984 and, Jessy, a young restless hairdresser in Los Angeles, wants to get rich quick and meets Smokey Topaz, the Chicago mobster who offers him Cars, Coke and VIP Invites to Movie-Star Parties. Jessy earns his perks by moonlighting for Big-Don, LA's campy commercial-king for his own chain of auto-repair shops.

Follow Jessy as he become the key player to make or break the supply chain of cocaine and the latest rage, "crack cocaine," to all of Hollywood.

Jon-David is the author of Mafia Hairdresser, the Novel & Podcast. All episodes are directed, sound engineered and performed by Jon-David. *This podcast was a dream fulfilled by using the Goal Achiever Plan!*



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Mafia Hairdresser

It's the get-rich-quick 80s and a young hairdresser climbs the L.A. social-scene ladder to reach more than he bargained for by moonlighting for a cocaine trafficking couple. Cars made out of coke, Hawaiian vacations, glitzy clothes & a steady flow of money makes a fabulously dangerous lifestyle that becomes murderous. Available on all eBook Formats.

“One of the new writers to come out of this town, Jon-David, has written a fine and provocatively titled book, *Mafia Hairdresser*.” –
Rick Kogan

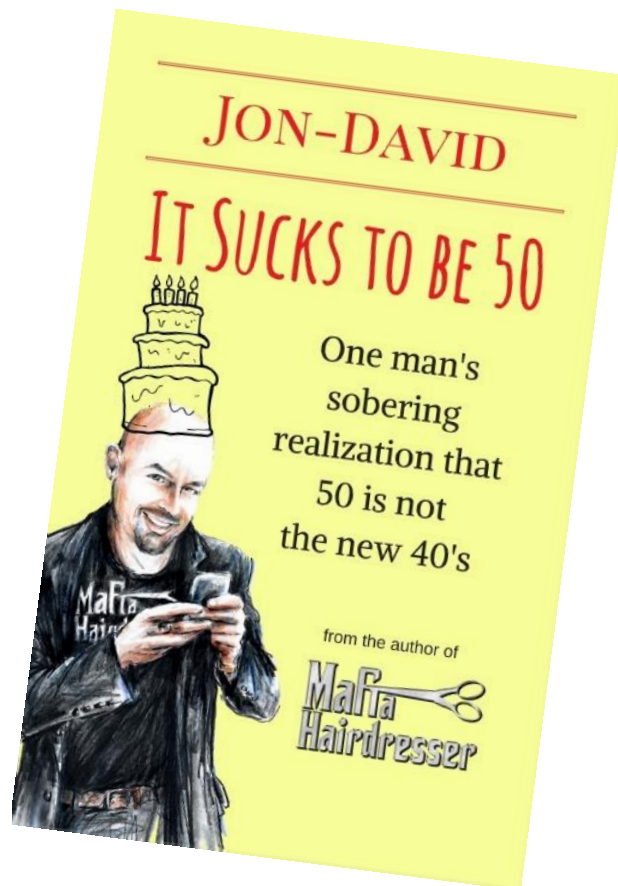


The Glow Stick Gods

This novel will be re-released Fall of 2019 and is the storyline for SEASON 2 of the Mafia Hairdresser Podcast.

The Glow Stick Gods is inspired by the author's own experiences as a jet-setting writer. True events, including the underground party circuit. Chicago Mayor Daley's war on drugs. And the Chicago "A-lister" who killed a cab driver with his own cab, someone Jon-David was associated with. The Glow Stick Gods is the 1990s you've only read about but you won't find in any history books. What's a nice hairdresser doing in a place like this?

"Irony, hypocrisy or hilarity, Jon-David's unapologetic exposé of a fabulously dangerous lifestyle will keep you laughing. Even if many of his friends did not survive to laugh with you."



It Sucks to be 50

Male menopause? You betcha!

“I had no idea I would be such a dude-bitch about turning fifty. With my fiftieth birthday approaching, all of a sudden I was angry. Turning fifty made me to want to do physical harm to anyone who spewed crap like. ‘Fifty is the new forty.’ And yet, I might have made out with them if they tell me I didn’t look my age.” ~ Jon-David

Who knew Jon-David would write a book about being such a dude-bitch about turning 50? Male menopause? Or just grumpy and old? This is the first non-fiction humor book by Jon-David.



Murder: There's An App For That

Like all of Jon-David's novels, *Mafia Hairdresser*, & *The Glowstick Gods*, this novel is based on fact, friends & the author's own foibles & follies.

In 2010, Jon-David was a social media darling. A "Twilebrity." Social Media was taking off and, before companies, political parties and Russian Bots took over what people saw online, it was the wild west and a free-for-all. Many of Jon-David's friends went on to become millionaires by selling out to tech companies who used individual's social media ranking to get more followers. Many of these millionaires drive for Uber today, being discarded by the companies they helped.

One of Jon-David best friends, Mark, was murdered while the man's roommate, (also J-D's buddy), was a murder suspect. [CLICK](#)

These and other tales will be told in *Murder, There's An App For That*, in 2020. You may join Jon-David's mailing list to be updated. [CLICK](#)

COMING SOON!

Jon-David's 3rd Novel in the *Mafia Hairdresser* Series is also the storyline for SEASON 2 of the *Mafia Hairdresser* Podcast.

2020

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