

# Growing On Twitter Worksheet

This worksheet is broken into three parts

**Identification:** If you could have any audience, what topics would they care about? In other words, what do you tweet about the most often?

**Influential Accounts:** Once you know your targeted audience, use Twitter's search engine to find influential accounts in your niche. You will then use a tool like Tweepi or StatusBrew to follow their followers who are likely to follow back (i.e. someone with 500 followers who is following 600 people)

**Follow/Unfollow Chart:** Get into a routine with how many people you follow and unfollow each day of the week so it becomes habitual



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## Identification

I want to reach out to more people who show an interest in the following:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



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## Influential Accounts In My Niche

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Power Tip:** Look for individuals/brands that have at least 10,000 followers and get people to engage with their tweets



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MON	TUES	WED	THURS	FRI	SAT	SUN
F: _____	F: _____	F: _____	F: _____	F: _____	F: _____	F: _____
U: _____	U: _____	U: _____	U: _____	U: _____	U: _____	U: _____

**F = Follow**  
**U = Unfollow**

You can change this chart as you go. I recommend starting with smaller numbers (i.e. don't follow more than 30 people per day) and then scale up. Only unfollow people who haven't followed you back within 30 days. It's useful to see how many people aren't following you back before determining how to fill in the unfollow sections.

