

## [Tweet Success: Promoting Your Practice on Twitter](#)

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<http://www.TheRainmakerInstitute.com>

Everyone these days is all atwitter over [Twitter](#), the burning hot social media site that lets you send out short messages (140 characters or less) called “tweets” to followers to let them know what you’re doing right that moment.

Basically, **Twitter is micro-blogging**, so the same guidelines for establishing a successful blog also follow for Twitter:

**Build your brand** – your online brand should be the same everywhere, so be sure your Twitter profile matches your other online profiles. If you are tweeting for business, create a business account – Twitter has good tips on how to do this in their [Business](#) section.

**Market yourself** – add a Twitter button on your website, include your Twitter handle in your email signature, add it to your other online accounts, even put it on your business card. The point of Twitter is to gather as many followers as possible.

**Create and/or join a group** – Twitter has both private and public groups, which are great for networking and establishing yourself as a reliable resource for information or services you’re selling. To start or join a group, go to [TweetWorks](#) or [TweetDeck](#), two of the most popular group services.

**Listen and learn** – use Twitter search to see if anyone is talking about you and what they’re saying; it’s a great platform for ensuring your online reputation is up to snuff, and fixing any problems you may not even be aware of. It’s also a great way to learn more about – and from – your competitors.

**Interact** – social media is all about community and you aren’t a valuable member of any community if you don’t give something back. Comment on and “retweet” other posts you like and share news items or useful information you come across.

**Poll** – Twitter is great for polling. And why would you want to do that? To learn what is important to your prospects so you make sure your messaging is right on target. To get feedback on a hot legal issue and then publish an article and press release about it to promote yourself on other platforms.

**Take our Twitter Poll:** If you’re an attorney, we want your feedback! Click [here](#) (or go to <http://twitter.poll daddy.com/done/3364850>) to let us know what business development topics you’re most interested in right now.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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