



# **Tweep-E-Licious! 158 Twitter Tips & Strategies for Writers, Social Entrepreneurs & Changemakers Who Want to Market Their Business Ethically**

*Lynn Serafinn*

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*Lynn Serafinn*

**Tweep-E-Licious! 158 Twitter Tips & Strategies for Writers, Social Entrepreneurs & Changemakers Who Want to Market Their Business Ethically** Lynn Serafinn

**The ONE social media marketing book you'll want to KEEP in your library even as the landscape of Twitter changes with time!**

Unlike any other book on social media you may have read, *Tweep-e-licious!* successfully marries practical 'how to' Twitter skills with a deep understanding of ethics, communication and human relationships. A highly substantial book (**nearly 300 pages long**), this is not just another 'tip book', but a **comprehensive manual of ethical marketing strategies** that can help you build a motivated online network and create effective marketing campaigns for your book, business or social cause.

**If you've tried Twitter but you never quite 'got' it, Tweep-e-licious! will help you:**

- Overcome your Twitterphobia
- Create an effective profile
- Create a strong business platform
- Understand Twitter lingo
- Identify, find and connect with your ideal audience
- Leverage the power of Twitter lists
- Create and use hashtags
- And much more

**AND, if you already love Twitter but would like to take it to the max, you will find a wealth of information on:**


- Creating compelling content
- Building strong Twitter relationships
- Creating collaborative marketing campaigns
- Monetising strategies
- Automation tools
- Twitter contests
- Crowd funding campaigns
- Personal sustainability
- RSS, expansion and influence
- And MUCH more...

**PLUS there's a "secret" web link in the book where you can download a FREE Twitter Resource Pack, including a 90-minute MP3 of Lynn's *Tweep-e-licious* audio class, and a fully hyperlinked list and commentary of over 100 useful Twitter resources.**

Guided by a cutting-edge new marketing paradigm Lynn first introduced in her #1 business ethics bestseller *The 7 Graces of Marketing*, *Tweep-e-licious* will give you a deeper understanding of the unique world of

online communications, relationships and human motivation so you can create high-quality, engaging content that creates the inviting kind of impact you -- as an ethical entrepreneur -- want to make.

\*\*\* **BRONZE MEDALIST eLit Book Awards 2012 (Business/Career/Sales)** \*\*\*

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