HOW TO START
YOUR FIRST
TWITTER CHAT
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WELCOME!
YOU’RE IN THE RIGHT PLACE

if you want to establish yourself as the authority figure in your niche

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YOU’RE IN THE RIGHT PLACE

if you want to attract a targeted following quickly

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YOU’RE IN THE RIGHT PLACE
if you are willing to try something new
CAITLIN BACHER
PROFITABLE SOCIAL MEDIA STRATEGIES FOR
BLOGGERS + ONLINE BIZ OWNERS
HOST OF
Free Facebook Group with 8,000 Online Biz Owners + Bloggers
WHY TRUST ME?

I started and grew a popular weekly Twitter chat from scratch.
WHY TRUST ME?

My participation rate was on par with leaders in my niche who had established Twitter chats.
WHY TRUST ME?

I figured out a way to automate everything.

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WHY TRUST ME?

Once I hosted a Twitter chat while I was at a dinner party.
WHY TRUST ME?

Once I hosted a Twitter chat while I was at a dinner party. *not recommended as it will upset the dinner party host.*
I respect your time and my promise to you is that everything I show you today will be highly actionable.
TODAY YOU WILL LEARN

how to get people to show up for your Twitter chat

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TODAY YOU WILL LEARN

how to set-up your Twitter Chat on auto-pilot so you can do it from ANYWHERE

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TODAY YOU WILL LEARN

my secret formula for skyrocketing engagement during the chat

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TODAY YOU WILL LEARN

the anatomy of a perfect Twitter Chat graphic
I launched my social media consulting biz in January 2015 after a year of freelancing as a social media manager.
In January 2015 I had zero followers and zero people on my list.
That month I made $200.
15 months later I have accumulated a following of 36,000 people.
I have over 9,500 people on my email list.
MY STORY

I am able to generate multiple 5 figures every single month by selling online courses.

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MY STORY

15 months ago I was at zero.
LET’S DO IT!!!

• Take notes.
• Keep an open mind.
• Write your questions down.
WHAT THE HECK IS A TWITTER CHAT?
WHAT'S A TWITTER CHAT?

A Twitter chat is a weekly or monthly meetup on Twitter.
WHAT'S A TWITTER CHAT?

There are Twitter chats for every audience imaginable.
WHAT'S A TWITTER CHAT?

Basically, you tell your audience in advance when to show up and what you'll be tweeting about.
WHAT’S A TWITTER CHAT?

You log on to Twitter at the time of the chat.
WHAT’S A TWITTER CHAT?

You ask your audience a variety of questions for an hour.
WHAT’S A TWITTER CHAT?

People reply to your questions and use the hashtag associated with the chat.
WHAT'S A TWITTER CHAT?

You can retweet answers you like and follow people who seem interesting.
WHAT'S A TWITTER CHAT?

Hosting a Twitter chat gives you an opportunity to serve your community and increase your influence.
WHAT’S A TWITTER CHAT?

They’re also a great way to get insight into what your target audience struggles with and values most.
WHAT'S A TWITTER CHAT?

The live interaction prevents people from censoring themselves, which gives you real insight into what they struggle with.

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WHAT'S A TWITTER CHAT?

Use these insights to generate newsletters, blog posts, podcast topics, and more!

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HOW TO GET PEOPLE TO SHOW UP
GET PEOPLE TO SHOW UP

You can plan for the most epic Twitter chat in all the land, but it’s not happening if nobody shows up.
GET PEOPLE TO SHOW UP

If you want people to show up to your chat, you need to promote it.

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GET PEOPLE TO SHOW UP

• Blog post
• Email list
• Your Facebook group
GET PEOPLE TO SHOW UP

The truth is some people don’t like Twitter chats, so don’t get obsessed with convincing people to come.
GET PEOPLE TO SHOW UP

The BEST place for you to promote your chat is to your Facebook group, your list, AND ON TWITTER!

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GET PEOPLE TO SHOW UP

In the week leading up to your Twitter chat, you need to promote it (at least) three times a day.

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GET PEOPLE TO SHOW UP

Don’t promote at 9am, 1pm, and 6pm every single day.
GET PEOPLE TO SHOW UP

Mix it up!

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GET PEOPLE TO SHOW UP

Enlist your friends. Ask 20 friends to help you promote your chat to their followers 2 times a day.

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GET PEOPLE TO SHOW UP

Make those 20 friends SWEAR they will show up to your chat.

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GET PEOPLE TO SHOW UP

It helps to be socially generous. If you have never shared anything for your friends, don’t expect them to do it for you.

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GET PEOPLE TO SHOW UP

Where are you going to find 20 online friends?
Social media.

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GET PEOPLE TO SHOW UP

Make friends in Facebook groups and connect with them on Twitter. Start sharing their stuff!

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GET PEOPLE TO SHOW UP

We can’t serve ALL the people. Find others that your audience would benefit from.
GET PEOPLE TO SHOW UP

You may have an audience that isn’t really familiar with Twitter chats.
I did.
GET PEOPLE TO SHOW UP

To prepare my audience for the Twitter chat, I wrote two blog posts.
GET PEOPLE TO SHOW UP

BIG MISTAKE!!
GET PEOPLE TO SHOW UP

I completely left out a post that focused on the benefits of joining a Twitter chat.

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GET PEOPLE TO SHOW UP

Don’t make the same mistake I did.
GET PEOPLE TO SHOW UP

Your first post should focus on the benefits of Twitter chats. The benefit my audience cares about most is friendship!
GET PEOPLE TO SHOW UP

My audience is female bloggers and biz owners who work from home.

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GET PEOPLE TO SHOW UP

They don’t have lots of friends IRL that own businesses, so the idea of taking a break at the virtual water cooler sounds fun!

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GET PEOPLE TO SHOW UP

Your audience might have a different struggle. Find out what that struggle is and position your chat as a solution to it.

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The second post I did was a round up of popular Twitter chats in my niche.
GET PEOPLE TO SHOW UP

I wanted to normalize the idea of a Twitter chat for my audience.
GET PEOPLE TO SHOW UP

Hey! Look at all these fun people just like you. They do Twitter chats, too.

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GET PEOPLE TO SHOW UP

Some of the Twitter chat hosts shared that blog post, which promoted my chat to their audience.
GET PEOPLE TO SHOW UP

NOTE: This may sound obvious, but don’t include chats that will occur at the same time yours does.
GET PEOPLE TO SHOW UP

The third post I wrote was “How To Join A Twitter Chat”.

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GET PEOPLE TO SHOW UP

I shared my favorite tool for participating in Twitterchats, Tweetchat.

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I explained every part of the Twitter chat so my audience would know exactly what to expect.
I went out of my way to welcome anyone who had never participated in a chat before.
GET PEOPLE TO SHOW UP

I made it seem less scary and intimidating. It worked!

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GET PEOPLE TO SHOW UP

A month in advance:
• 3 blog posts
• Share to list

7 days in advance:
• 3 times a day on Twitter
• Get 20 friends to do the same

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GET PEOPLE TO SHOW UP

If you don’t have a blog on your website, just send the content directly to your list.
GET PEOPLE TO SHOW UP

You can also share directly in your own Facebook group. Even better, make a little video and upload it into your group.

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GET PEOPLE TO SHOW UP

The possibilities for promotion are endless. Don’t let your lack of a Facebook group, blog or list stop you.

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GET PEOPLE TO SHOW UP

Just give it a try!
Use the platforms you do have and promote your chat.

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GET PEOPLE TO SHOW UP

Tweet me and let me know how it goes!

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HOW TO SKYROCKET ENGAGEMENT
SKYROCKET ENGAGEMENT

So, now you know how to pack your chat full of peeps.
SKYROCKET ENGAGEMENT

Your next order of business is getting them to chat!
SKYROCKET ENGAGEMENT

The last thing you want is for your first Twitter chat to be a major snoozefest.

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SKYROCKET ENGAGEMENT

I have a simple solution to make sure this never happens.

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SKYROCKET ENGAGEMENT

1. Ask open-ended questions.
2. Timing is everything. (more on this later)
SKYROCKET ENGAGEMENT

I used to teach sixth grade and if I can get a sullen pre-teen to open up, I can get anyone to open up.
Me: Do you like math?
Them: No.
Me: Do you like to read?
Them: No.
Me: What do you like to do?
Them: I dunno.
SKYROCKET ENGAGEMENT

There are two questions that are absolute conversation killers.
The first way to kill a convo is to ask a yes or no question. 

*Do you like math?*
SKYROCKET ENGAGEMENT

The second way to kill a convo is to be incredibly vague.

What do you like to do?
SKYROCKET ENGAGEMENT

You need to have a natural flow to your questions.

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SKYROCKET ENGAGEMENT

It’s important that you alternate between allowing your audience to be experts and positioning yourself as the expert.

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SKYROCKET ENGAGEMENT

Nobody likes a know-it-all and your audience wants to feel validated and important.
SKYROCKET ENGAGEMENT

Here’s an example of the questions I asked in one of my chats.
SKYROCKET ENGAGEMENT

1. Why is branding important?
This question states the topic (branding) and infers that it is important. It allows people to tap out if they don’t care about branding.

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2. How much of yourself goes into your brand?
This question opens up room for other opinions, but is a topic that some people feel very passionate about. I’m allowing my audience to share their expertise.
3. How do you know if your brand is working for you?
This question is placed to show your expertise and grab their attention. It leads your audience into considering possible pain points.
4. How do you keep your branding original?

This is a known pain point. Most people have had things copied before and/or struggle with coming up with something new that will make them stand out. Again, I’m allowing my audience to show their expertise.
5. How much do current trends influence your brand?

This is another topic that people feel passionate about. Again you are not asking a yes or no. You are inviting discussion and debate, not telling people what to think.
6. How do you keep your social media content on brand?

This question is also placed to show your expertise. Here is where you can offer specific feedback for participants.
7. What can you do this week to tighten up your brand?

This question is critical if you want the chat to be useful. You want people to implement something new. If your chat moves someone forward in their business (even just an unch), you will build trust.
SKYROCKET ENGAGEMENT

• Stick to one topic
• Open-ended questions
• Alternate between allowing you and your audience to shine
• Invite them to implement change

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PERFECT
TWITTER CHAT
GRAPHIC
If you want your Twitter chat to stand out, you need a perfectly branded graphic.
PERFECT GRAPHIC

There are two kinds of Twitter chat graphics you will need:
1. Promo graphic
2. Question graphic
First let's talk about a promo graphic, which will be used to promo your Twitter chat!
PERFECT GRAPHIC

PROMO GRAPHIC

#creativebizchat
A CHAT FOR CREATIVE BIZ OWNERS
Wednesday, September 30
7pm PT / 10pm ET
HOSTED by @CAITLINBACHER
Welcome to #creativebizchat! Take a moment to say hey and introduce yourself. Add #creativebizchat to each tweet!

#creativebizchat
with Guest Host @heathercrabtree

FIND YOUR BIZ VALUES

Wednesday, September 30
7pm PT / 10pm ET
Now let's talk about the question graphics.
While question graphics aren’t required, I think they’re a nice touch.
PERFECT GRAPHIC

When someone retweets your graphic, their audience will see it.
PERFECT GRAPHIC

If it is a beautifully branded graphic, it will get more attention.
Q3: ASIDE FROM WORK, WHEN DO YOU FEEL MOST CREATIVE? #creativebizchat
HOW TO SET IT UP ON AUTO-PILOT
Like you, I have a million things to do. There are many aspects of Twitter chats that can be automated and systemized.
AUTO-PILOT YOUR CHAT

I’ll show you my favorite tools to:

• Measure engagement
• Create graphic templates
• Schedule your questions

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AUTO-PILOT YOUR CHAT

The one part you can’t replace is YOU.

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It’s important to log on to Twitter 15 minutes before to make sure everything is ready.
AUTO-PILOT YOUR CHAT

Plan to stick around for 15 minutes after the chat to answer lingering questions or follow up with people.

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AUTO-PILOT YOUR CHAT

That's 90 minutes you have to be fully present.
The first tool I want to show you enables you to measure engagement.
AUTO-PILOT YOUR CHAT

Create Twitter lists around a hashtag

Notes: Add your hashtag and define your list name, be sure to add an appropriate description.
I use IFTTT to set up a rule that if someone uses #creativebizchat, they automatically get added to a list.
AUTO-PILOT YOUR CHAT

You only need to set it up once and it will continue to add people to your list.

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This list shows you exactly how many people participated in your chat.
You can also set up a secret list for other chats in your niche to see how your chat measures up.
The list also gives the names and handles of everyone who participated.
AUTO-PILOT YOUR CHAT

This enables you to follow up with people who joined and continue to build relationships.

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AUTO-PILOT YOUR CHAT

Set aside time each day or week to retweet something that one of the people on your list tweeted.
The next tool I’ll show you will help you create a template for all your graphics.
AUTO-PILOT YOUR CHAT

#creativebizchat
A TWITTER CHAT FOR BLOGGERS + ONLINE BIZ OWNERS
THURSDAY @ 10AM PT

#creativebizchat
TOPIC: DEFINING YOUR
Canva is my favorite tool for creating Twitter chat graphics.
AUTO-PILOT YOUR CHAT

Set up a promo graphic template and question graphic template in Canva.

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This template allows you or your VA to easily go in each week, update the text, and download the graphics.
AUTO-PILOT YOUR CHAT

Do not waste time each week creating a new graphic. Consistency is key.

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The only way your graphics will be instantly recognizable is if they're consistent.
AUTO-PILOT YOUR CHAT

Schedule all the questions in your Twitter chat well in advance to ensure things run smoothly.

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AUTO-PILOT YOUR CHAT

6:45 Join me for ____ in 15 minutes. Retweet if you’ll be there!
AUTO-PILOT YOUR CHAT

6:55 Join me for ____ in 5 minutes. Retweet if you’ll be there!

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AUTO-PILOT YOUR CHAT

7:00 Welcome to ____! Take a moment to say hey and introduce yourself.

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7:05 Q1: WRITE Q IN ALL CAPS and include the hashtag
AUTO-PILOT YOUR CHAT

7:05 Q1  7:45 Q6
7:10 Q2  7:55 Q7
7:15 Q3  8:00 Tune in next week to ____ and
7:25 Q4  learn how to ____.
7:35 Q5
AUTO-PILOT YOUR CHAT

Get serious about social
Join the 10+ million professionals who trust Hootsuite. Get started for free.

Sign in with Twitter  Sign in with Facebook  Sign in with Google

or create a new account

Using social media for business? See our plans
I use HootSuite to schedule each Twitter chat.
I email my VA a list of questions, she updates the Canva graphics, then uploads them onto HootSuite.
AUTO-PILOT YOUR CHAT

Now you know:

• Use IFTTT to measure engagement
• Canva for graphics
• Schedule for HootSuite

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