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If you're on Twitter you know what a powerful marketing tool it can be. But the key to success is finding and keeping followers. Here are 11 steps you can take to get more Twitter followers.

1. Create a great Twitter bio. One of the key factors in whether or not people decide to follow you is the quality of the information in your bio. If you have a relevant website, be sure to include the URL. You only have 160 characters, as opposed to the 140 allowed in tweets, so use them well.
2. If you're a Twitter newbie, it's best to post about 10 interesting tweets before you look for followers. You must get people interested in following you first.
3. Links to interesting websites, articles and videos make great tweets. Because the URLs will be too long for Twitter, you'll need to create a short version. You can do this at tinyurl.com. Copy the long link and paste it into the appropriate window there and it will generate a short link that is suitable for Twitter.
4. Tweet inspiring or humorous quotes. You can find a lot of great quotes that your Twitter followers will enjoy at BrainyQuotes.com
5. You can also share YouTube videos. People love them.
6. When you read interesting tweets, re-tweet them to your followers. When you do this, the person you re-tweeted may repay the favor by re-tweeting your tweets to their followers. Some of them may then decide to follow you.
7. Join the conversation. Reply to other people's tweets, give them a compliment or thank them for sharing. These people may also decide to send you @ messages, which will also make their followers aware of you.
8. When people re-tweet you, be sure to thank them. It shows good manners and it increases the chances that they will do it again.
9. Participate in Follow Fridays by recommending others on Twitter to your followers. In turn, many of the people you recommend will then recommend you, which can grow your list of followers.
10. Read the rules of service and obey them. Don't become "aggressive" about following and un-following people. Doing so could get your account suspended.
11. Limit your marketing tweets. Try to keep a ratio of about one marketing tweet for every 10 regular ones.

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