

Is Your Twitter Headline:

- 1 Short?** Did you keep it under 140 characters so people can retweet it?
- 2 Detailed?** Did you answer who, what, when, where and why?
- 3 Compelling?** Were you persuasive in offering actionable results?
- 4 Sensory?** Did you use a descriptive verb? Can readers picture it?
- 5 Professional?** Did you keep your tone respectful?
- 6 Playful?** Were you able to make a play on words?
(Optional)



To learn more about using Twitter for your business, register for Twitter 101 online course. Offered 24/7, ongoing, with instructors available for individual help.
Copyright 2011 Maria Peagler.