



The
enchantingLawyer[™]

Action Guide

Samantha Kelly

1. Three things Samantha Kelly suggests business owners do right now on Twitter to boost their engagement:

1. Bio, bio, bio! Add something human and personal in your description.
2. Avatar. If you are a small business owner or an entrepreneur, Samantha Kelly suggests that you change your avatar to your own picture, instead of your brand's logo. Something smiley.
3. Follow the 70/30 rule. 70% of your tweets should be chatting and connecting with people on Twitter. Only advertise your business 30% of the time.

2. Samantha Kelly's tweeting routine for your reference:

- Morning commute tweet from 7am-9am to chat people up
- Coffee break tweet; look at what's happening in the world
- Lunch tweet from 1pm-3pm, except for Fridays, when people just want to get out
- At night, from 9pm-11pm (prime time in Kelly's opinion)