

Hello and welcome! I'm glad you grabbed this because I really think you're going to be blown away by it.

I'm also glad you opted into my list because while I'm a seasoned online marketer in theory, I'm just beginning to find my groove. I started a podcast and that has really changed the game for me.

I've been a lot of email lists over the years...I mean A LOT. I have to say that I've only remained with handful of those people because frankly, the stuff they sent out to their list was rubbish.

They hadn't even vetted the stuff they were sending out at all. They were just working what in my opinion is an old, tired system.

I want to be different, and you want me to be different too, so let's get right to this and stop wasting your valuable time with my personal blah blah.

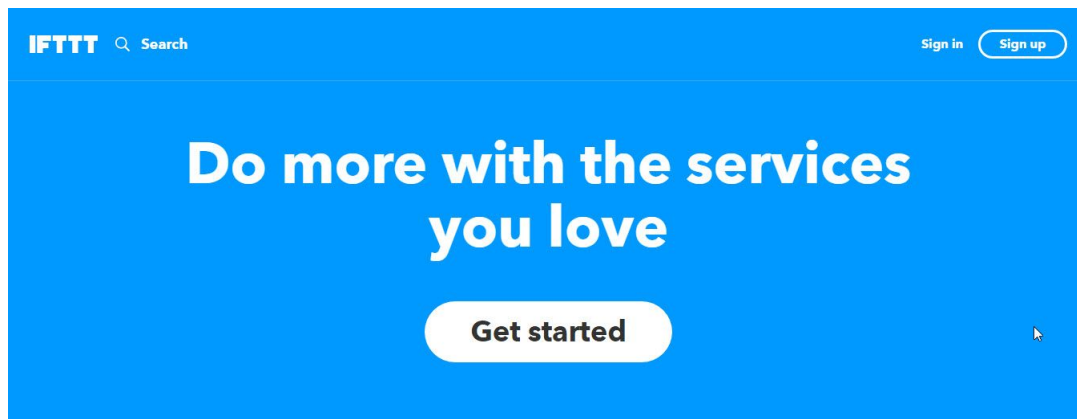
This mini-course teaches automation through a very simple, FREE platform called IFTTT or If This Then That. Let's jump right in!

There seems to be a stigma attached to automation as it relates to social media. **People tend to think that social shares have less value if they are scheduled or automated. This is rubbish.**

Automated content is still just as relevant to your audience as if you sent it out manually.

What I'm about to share with you is something that I've suppressed in the past because that's how valuable it is. I knew it would get around eventually, but I didn't want to help that happen more quickly.

Head over to IFTTT.com.



At this point, let's go over some of the terminology that IFTTT uses, so you can understand what is going on.

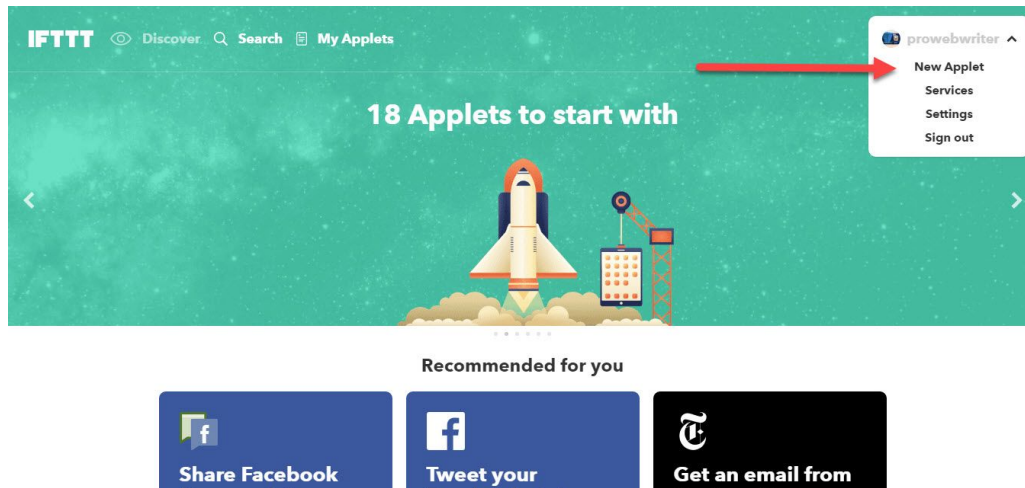
First off, IFTTT stands for **If This Then That**. It's a programming concept that says when one thing happens, then the response to that action should be this certain thing. For example, if I change my profile image on Facebook, then change it also on Twitter. Make sense?

The main components of IFTTT are applets. **Applets** are the If This Then That statements you create with IFTTT. You create applets by connecting services to IFTTT. In this guide, we are concentrating on Twitter and a couple other services to automate a large part of that 80% of the 80/20 rule.

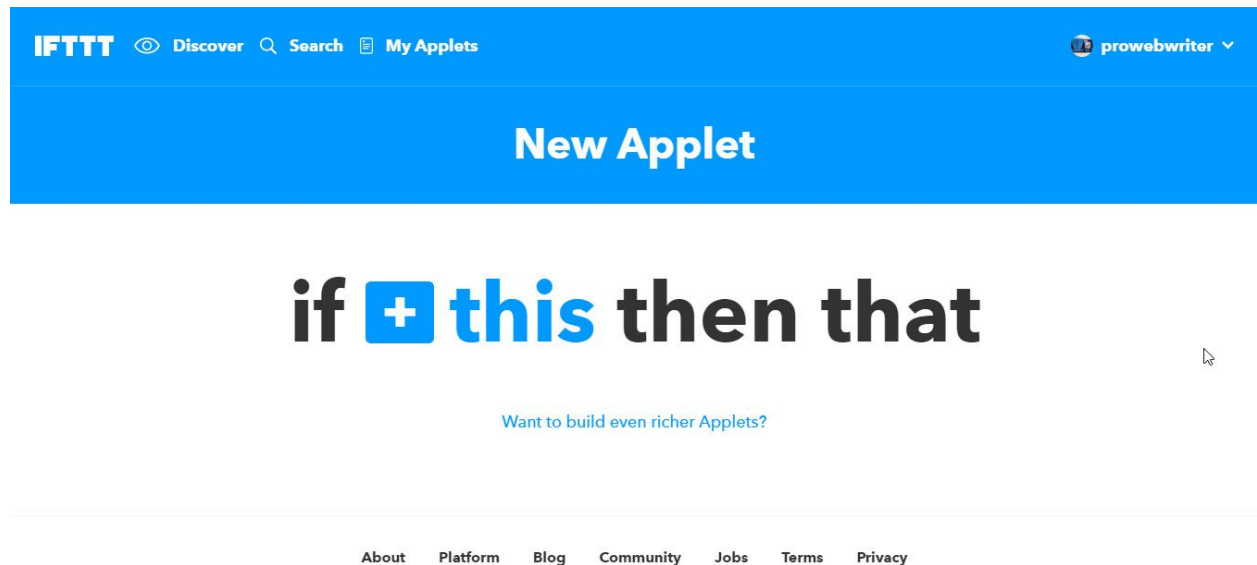
The 80/20 rule of Social Media states that you post 80% content from other people in your niche and only 20% marketing your own content.

Go ahead and create an IFTTT account and we'll get started.

Once you're logged in, click the arrow beside your username in the top-right of your screen and select **New Applet** from the drop-down menu.



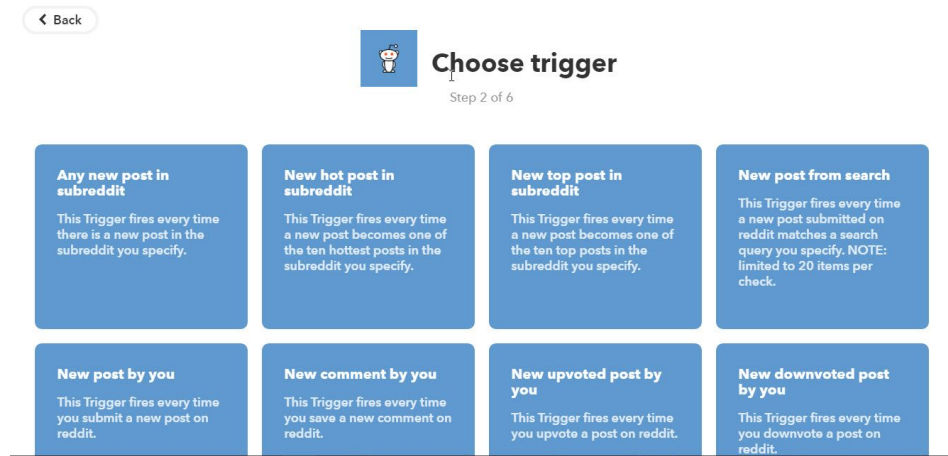
The **New Applet** screen will open.



From here, you build your applet by simply following the prompts by click the blue **this**. Since we want to use IFTTT to send tweets automatically in this example, our **This** statement might be posts from a subreddit or an RSS feed. You simply select **Reddit** or **RSS** from the available services and select it as your This statement.

If it's your first time, you'll need to connect the service. IFTTT makes this simple, and as long as you are logged into the service itself in your current browser, IFTTT will simply use that connection to authorize its own connection with that service. Just click the blue **Connect** button.

The **Choose trigger** screen will open.



Depending upon your service, there will be a number of triggers to choose from. As you can see in the screen shot above, IFTTT does a pretty good job of explaining what each of them does. This is an example, we will set up the **New top post in subreddit** trigger. That way we are tweeting out the posts that Reddit users have upvoted as the best of the best.

The **Complete trigger fields** screen opens.



Complete trigger fields

Step 2 of 6

New top post in subreddit

This Trigger fires every time a new post becomes one of the ten top posts in the subreddit you specify.

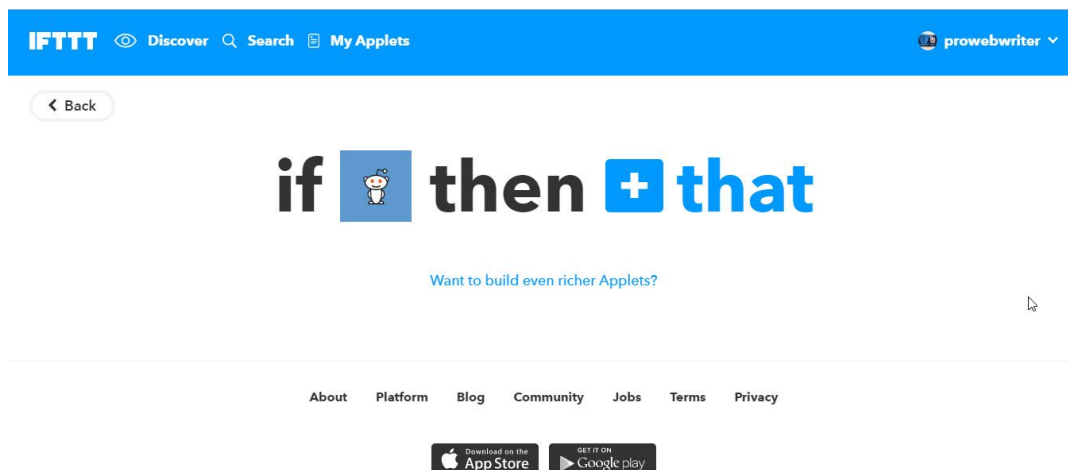
Subreddit *

e.g. worldnews

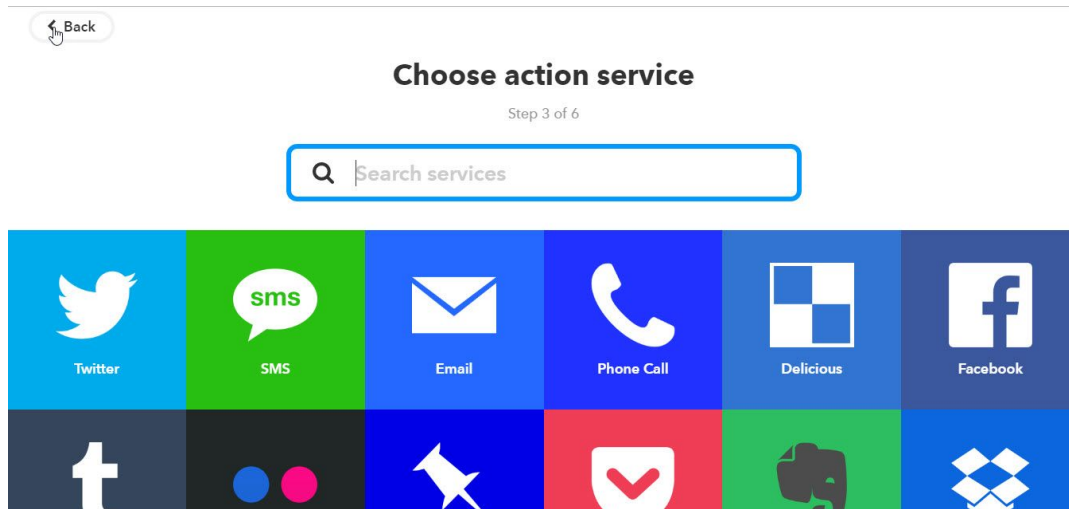
Create trigger

Type the subreddit that you want to share from. I like to choose subreddits with a lot of image posts such as [r/QuotesPorn](#). Who doesn't like quotes!?! Click the **Create trigger** button.

Now it's time to create your action. Click the big blue **that**.

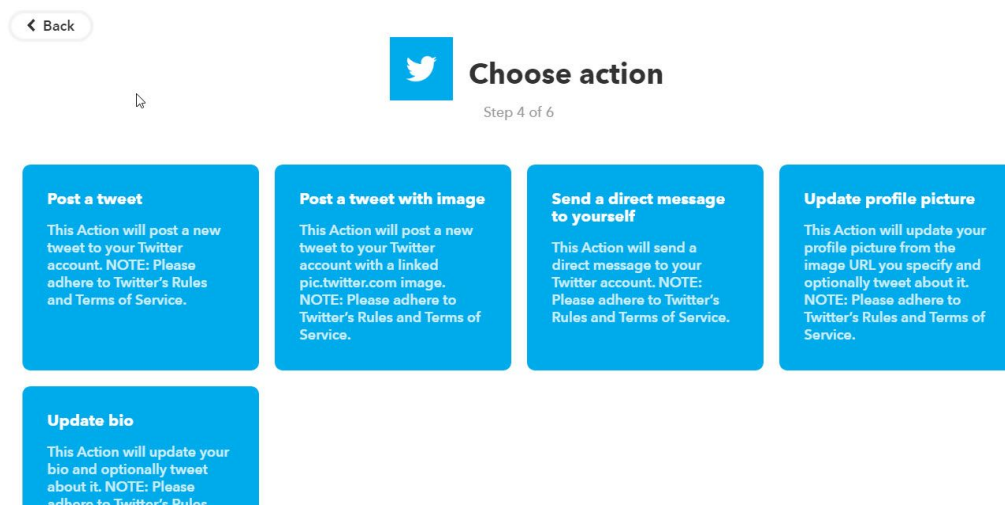


The **Choose action service** screen will open.



Here, we want to choose Twitter. If you don't see it at the top of the list, type it in the search for quick access.

The **Choose action** screen will open.



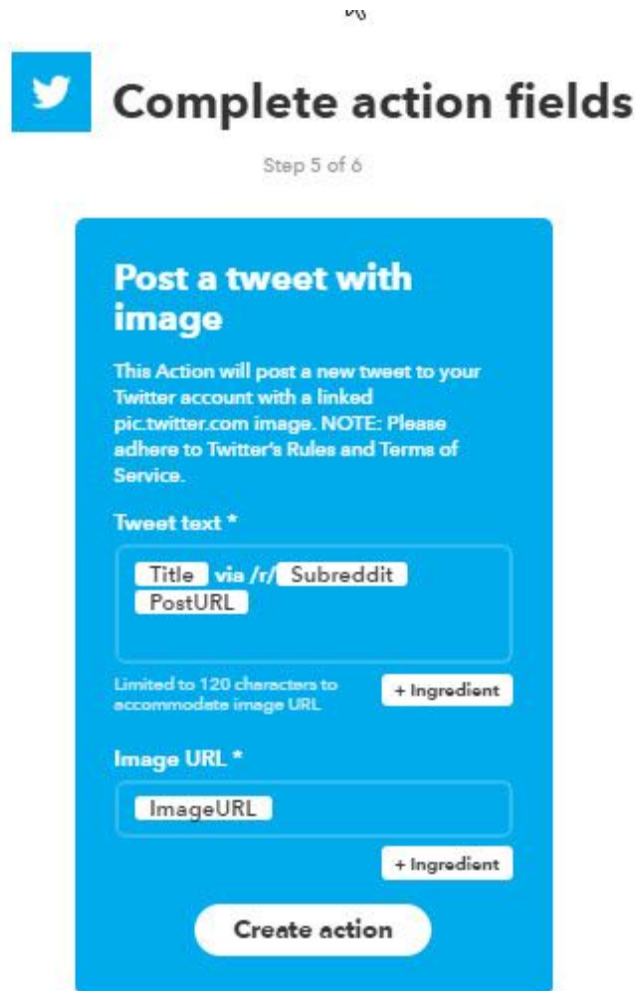
You have 5 options:

1. Post a tweet
2. Post a tweet with image
3. Send a direct message to yourself
4. Update profile picture
5. Update bio

Choose one of the first two because we want to post a tweet of the content from Reddit or the RSS feed, or whatever we chose as our trigger. I like the

Post a tweet with image action; however, this will sometimes post an image not found if there isn't an image to go with the tweet, so you have to check your Twitter stream periodically and remove these.

The **Choose action fields** screen will open.



The screenshot shows a mobile interface for creating a tweet. At the top, there's a Twitter logo and the title 'Complete action fields' with a subtitle 'Step 5 of 6'. The main heading is 'Post a tweet with image'. Below this, a note states: 'This Action will post a new tweet to your Twitter account with a linked pic.twitter.com image. NOTE: Please adhere to Twitter's Rules and Terms of Service.' The 'Tweet text' section has a text input field containing 'Title via /r/ Subreddit PostURL'. A note below the field says 'Limited to 120 characters to accommodate image URL' and there is a '+ Ingredient' button. The 'Image URL' section has a text input field containing 'ImageURL' and another '+ Ingredient' button. At the bottom is a large 'Create action' button.

Fill out this screen as follows:

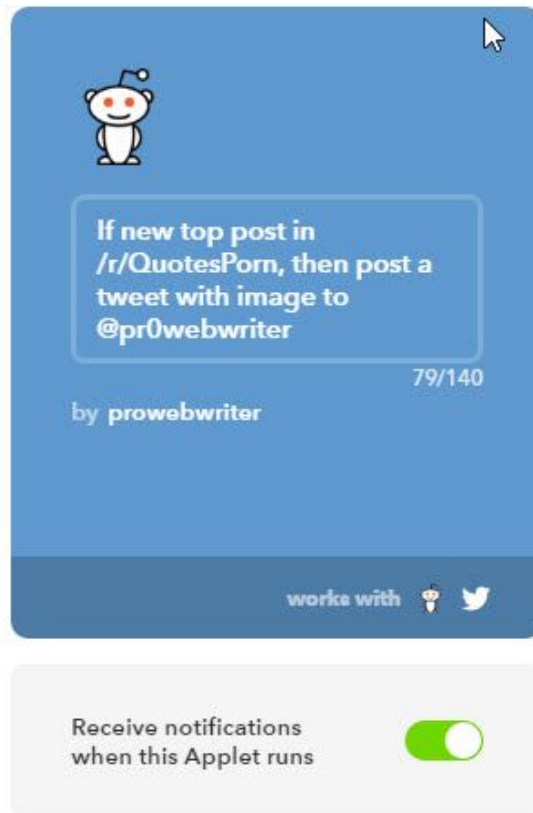
- **Tweet text** - remove the **via /r/Subreddit** text from the field. This just looks ugly in the tweet. Add a hashtag. I like to use #Curated. This way, when I'm tweeting other's content, they know I've curated the share from their blog or other online profile rather than trying to claim it as my own


Leave everything else the way it is and click the **Create action** button.

The **Review and finish** screen will open.

Review and finish

Step 6 of 6







If new top post in
/r/QuotesPorn, then post a
tweet with image to
@pr0webwriter

79/140

by pr0webwriter

works with  

Receive notifications
when this Applet runs ☒

Finish

You'll want to turn off the notifications most likely. Click the **Finish** button.

Congratulations! You've just created your first applet and are well on your way to churning out a boatload of tweets that look awesome and will save you huge amounts of time.

I encourage you to look around IFTTT and familiarize yourself with all it is capable of. The service is FREE, and one of the most powerful things I've come across in my more than a decade in online marketing.

**** If you didn't already, be sure to watch the video portion of the course. It will help make more sense of this tutorial.**

Now that we have that tutorial out of the way, what I really want to share with you is the applets I use to dominate Twitter.

The Exact Applets I Use to Dominate Twitter

Once you begin connecting different channels inside IFTTT, you will start to put them together in your head. Any useful piece of information relevant to your niche makes a good tweet. Let's get to it:

- **Delicious and Twitter** – Each time I add a bookmark to [Delicious](#), it sends out a tweet of the link. I also have a recipe that adds these links to a Google Sheet so I can use more than one bookmarking service, but that's beside the point.
- **Reddit and Twitter** – I have several of these from various subreddits that create a tweet. Most of them include images. For example, I have a recipe set up to tweet new Hot posts from [/r/QuotesPorn](#) because these are usually awesome quotes laid over great-looking images. They make an excellent share to my audience of writers and marketers.
- Another valuable Reddit recipe I have set up is to tweet each post I upvote. Reddit has a system where posts that are upvoted rise in the subreddits while downvoted posts go in the opposite direction. The results you see in the **Top** and **Hot** tabs are those with the most upvotes. By having this recipe to tweet all of my upvotes, it allows me to hand-curate the posts from Reddit that interest me and share them with my Twitter followers instantly.
- **RSS Feed and Twitter** – This is a great recipe to use with the top blogs in your niche. Let's return to our "garage door" example. I found a [blog with content all about garage doors](#). By adding "feed" onto their URL like this:
<http://www.garaga.com/blog/en/feed/>, I was able to find their RSS feed. I can now add the RSS Feed channel to a recipe using this URL and tweet each time they publish a new blog article. I can do this with as many blogs as I want including my own!
- **YouTube and Twitter** – Each time I "Like" a video on YouTube, a tweet with a link is sent to my followers. This is a great way to share

videos with your followers and also a great way to support content creators on YouTube.

- **Instagram and Twitter** – Each time I share a photo or video on Instagram, the same content is shared on Twitter as well. That's a huge time saver, and you will find that you can do this with many things using IFTTT.com. It makes it easy and quick to share content on all of your social media platforms with just a few clicks.

These are the exact applets that I've used to more than triple my Twitter following over the last couple years. [Check me out on Twitter and give me follow if you feel like it](#). I set these up once, and they run until I turn them off or delete them. On a sidenote, turning off your applets is as easy as clicking a virtual power button....or tapping it on your smartphone. They have both Android and iOS apps that put the full functionality of IFTTT in the palm of your hand.

See you soon,

Ava

<http://heyyoava.com>