**Attribute #1**

Guy Kawasaki Tweets like a Firehose, Tweeting interesting content all day long. He repeats his initial Tweet 3 times, 8 hours apart

<table>
<thead>
<tr>
<th>Average Tweets per Hour**</th>
<th>Median ReTweets/Repeat*</th>
<th>Average Tweets per Day**</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Tweets 3.4</td>
<td>Initial Tweet 11</td>
<td>82.6</td>
</tr>
<tr>
<td>Repeat Tweets 10.5</td>
<td>Repeat 1 10</td>
<td></td>
</tr>
<tr>
<td>All Tweets 13.5</td>
<td>Repeat 2 9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Repeat 3 9</td>
<td></td>
</tr>
</tbody>
</table>

*Repeat counts up to 7:59 mins from initial Tweet

** All top links only, includes repeats

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**Attribute #2**

Tweet to be ReTweeted. Sure, Guy's got 250,000 followers, but his reach is far greater than that, thanks to ReTweets.

- Top 10% of Tweets get 207 Retweets, on average, w/in 32 hours of posting
- No first Tweets from Guy between 4 and 4:59AM in this 2 week sample
- iPad 3G vs. laptop - which to take on a trip
- How social-media marketing built the Justin-Bieber brand
- Segway office chair [video]

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**Attribute #3**

Test & Track to Predict the Future--Guy runs tests to see how often he should repeat. He uses link tracking software to monitor his tests. You should be testing and tracking too. In fact, why not go one step further and use historical data to predict the future? Can we tell, within 15 minutes of Guy's Tweet, how many times he'll be ReTweeted? Yes we can, see the chart below left.

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**Attribute #4**

The most important attribute of them all is that you must Tweet great stuff. Guy gets much of his content from Alltop, StumbleUpon, and SmartBrief.

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