

RAJESH SETTY

#TH!NK **tweet**

Bite-sized
lessons for a fast
paced world!

BOOK 1

Copyright © 2009 by Rajesh Setty

All rights reserved. No patent liability is assumed with respect to the use of the information contained herein. Although every precaution has been taken in the preparation of this book, the publisher and author(s) assume no responsibility for errors or omissions. Neither is any liability assumed for damages resulting from the use of the information contained herein.

First Printing: June 2009

Paperback ISBN: 978-1-60773-044-6 (1-60773-044-8)

Place of Publication: Silicon Valley, California USA

Paperback Library of Congress Number: 2009929067

eBook ISBN: 978-1-60773-045-3 (1-60773-045-6)

Trademarks

All terms mentioned in this book that are known to be trademarks or service marks have been appropriately capitalized. Happy About® and its imprint, Super Star Press, cannot attest to the accuracy of this information. Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark.

Warning and Disclaimer

Every effort has been made to make this book as complete and as accurate as possible, but no warranty of fitness is implied. The information provided is on an “as is” basis. The authors and the publisher shall have neither liability nor responsibility to any person or entity with respect to loss or damages arising from the information contained in this book.

Advance Praise

(in alphabetical order)

“Treats for your brain in 140 characters.”

@chrisgarrett

Author of ProBlogger

“#Th!nkTweet from @UpbeatNow takes smart, unconventional ideas and reduces them to the essentials. Highly recommended.”

@chrisguillebeau

Blogger, The Art of Non-Conformity

“Think Tweets are too short to make you think? Raj’s #Th!nkTweet will make you think again!”

@markmcguinness

Blogger, Wishful Thinking blog

“#Th!nkTweet = genius! ...a stellar job Twitter changed my life in 7/07: I see EVERYTHING in tweetable soundbites that adds value to others.”

@MariSmith

Social Media Expert, Relationship Marketing Specialist

Dedication

To my long-time hero **Tom Peters**
who has made me Th!nk and Th!nk
Again over these years.

Acknowledgments

First, thanks to Twitter for providing the inspiration to write this book.

Thanks to Chris Brogan *@chrisbrogan*, Joel Comm *@joelcomm*, Chris Garret *@chrisgarrett*, Chris Guillebeau *@chrisguillebeau*, Gerry Riskin *@Riskin*, Mark McGuinness *@markmcguinness* and Mari Smith *@MariSmith* for their kind words of praise.

My close friend Arun Nithyanandam *@StrategyNow* for all his insights.

Thanks to my long-time friend and publisher, Mitchell Levy *@HappyAbout* for being willing to experiment with this book.

Special thanks, as well, to Guy Kawasaki *@guykawasaki* for his twitterific foreword.

To Karine, Francis and the team at stresslimitdesign for their help with editing, as well as design.

To my wife Kavitha and our son Sumukh for providing the love and support needed to continue doing what I want to do.

Why I wrote this book?

It's a 24/7 world out there.

The success of Twitter has redefined how people pay attention, learn, collaborate and grow.

It's one Tweet at a time!

People want to read, learn and grow. But they don't have a lot of time to invest.

I created the #Th!nkTweet series as a solution!

Read, learn, think and grow with #Th!nkTweet.

All the very best!

Rajesh Setty @UpbeatNow



#Foreword

#Th!nkTweet is a cool
little book filled with
twinsights, twumor, and
twinfluence of Twitter.

@guykawasaki
founder of Alltop.com

Bite-sized lessons for a fast paced world!

1

Networking 101 – If your goal is to ALWAYS give to your network, you will ALWAYS have enough to give.

2

Networking metric is NOT how you leverage your network but how much you CONTRIBUTE to the network (whatever be the medium.)

3

You are an “expert” when people who are qualified to make that assessment say so; NOT when you just claim it.

4

If you are the “signal,” you don’t have to complain about the noise. It’s what will amplify your presence.

Bite-sized lessons for a fast paced world!

5

Mediocre help is everywhere.
You can get it for less too.

6

Really good help may not be
available even if you pay a
premium. You have to earn it.

7

When you are REALLY good, people compete to work with you, since NOT working with you is a competitive disadvantage.

8

Social Media is about participation which is useless without contributions. So Social Media is all about preparation.

Bite-sized lessons for a fast paced world!

9

Direction is important. If you're running fast in the wrong direction, you will reach the wrong place — FAST!

DIRECTION FAIL !



Bite-sized lessons for a fast paced world!

10

If someone can copy your business by copying your actions, then there is a “structural” problem with your business.

11

I know one thing and that is
“I don’t know everything.”

12

You steal an idea from a friend
and you get ONLY one idea.
Get that friend engaged and
you get a GOLDMINE.

13

“My boss is the problem”
is an excuse which is at the
same level as “The dog ate
my homework.”

Bite-sized lessons for a fast paced world!

14

When it comes to relationships, you hit a home run when you stop keeping score.

16

The challenge is to leverage your PAST to be effective in the PRESENT while laying a foundation for your FUTURE.

15

You have a “problem”
when you don’t know
the solution. You have
a “bigger problem”
when you don’t know
about the problem.

Bite-sized lessons for a fast paced world!

17

Stress is “trying to control what you know cannot be controlled” and forgetting to “engage in what you CAN control.”

18

If people continue to listen to you, it could be that you are entertaining or enlightening. Don't confuse one for the other.

19

When you TRULY care for
someone, his/her concern
becomes your concern.

20

Make someone's day
EVERYDAY.
It costs way less than you think.

Bite-sized lessons for a fast paced world!

21

If you don't know
where you want to
go, every place you
go seems like a
wrong place.

22

You can't solve the puzzle
with only one puzzle piece
in your hand.

23

Today is your last chance to do
something about tomorrow.

Bite-sized lessons for a fast paced world!

24

Arrogance is a liability
in the clothes of luxury.

25

“Who you are” is the
lens through which people will
read “what you write.”

26

Justifying your addiction
is sheer folly.

27

People try to invalidate a rule by
stating an exception when
exceptions are part of the rule.

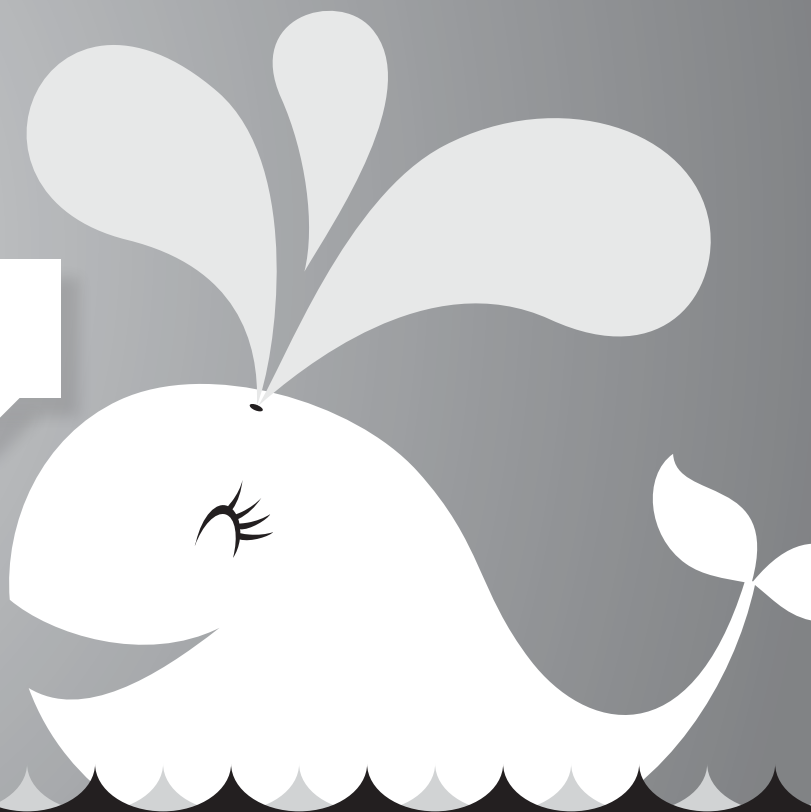
Bite-sized lessons for a fast paced world!

28

One sign of
healthy self-esteem
is the ability to
laugh at oneself.



LOL!



Bite-sized lessons for a fast paced world!

29

Do you have any gaps in your organization? If yes, start filling them and you are on your way to becoming a leader.

30

Do you want a bigger slice of the pie? Then start with increasing the size of the pie.