

## **How to Install a New Twitter Background**

Elmer Hurlstone

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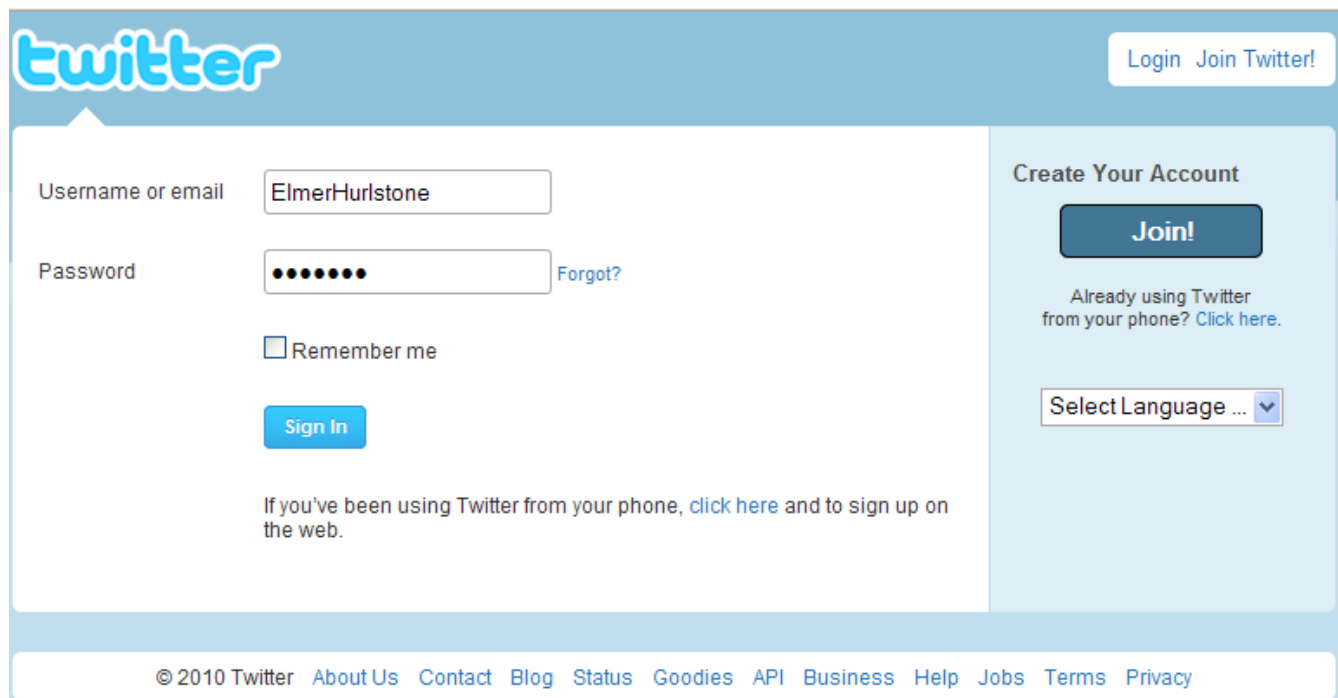
What does your Twitter background say about you and your message? Is it a silent sales agent or, “just there”? Twitter supplies twenty basic backgrounds and while there is nothing intrinsically wrong with them, they're not too imaginative and are not unique. Why go along with the crowd?

If you have a unique, eye-catching background design people are more likely to read your message. If it's the same or similar to what they've seen on countless other profiles it's less likely to make a positive impression. And, eyeball impressions are what it's all about! Remember AIDA – Attraction, Interest, Desire, Action? It's a method that always has and always will work.

OK, enough of the reasons and the pep talk, let's get down to business.

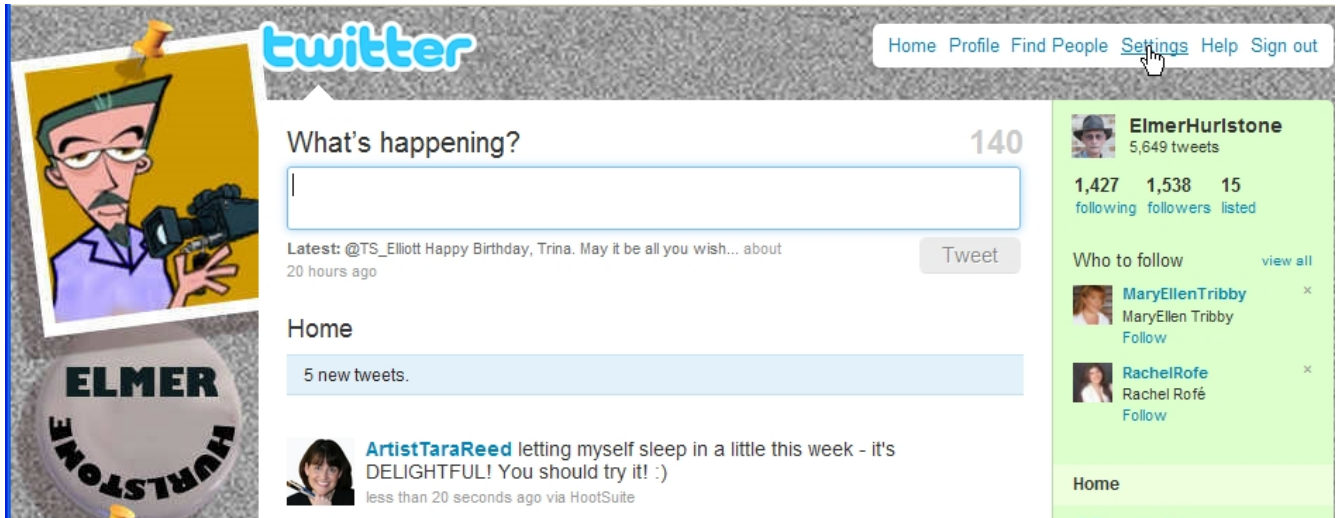
Since it's not likely you're trying to change a background unless you have and use Twitter I'll assume you have an account.

Step 1. Sign In. Enter your user name and password; left-click the “Sign In” button.

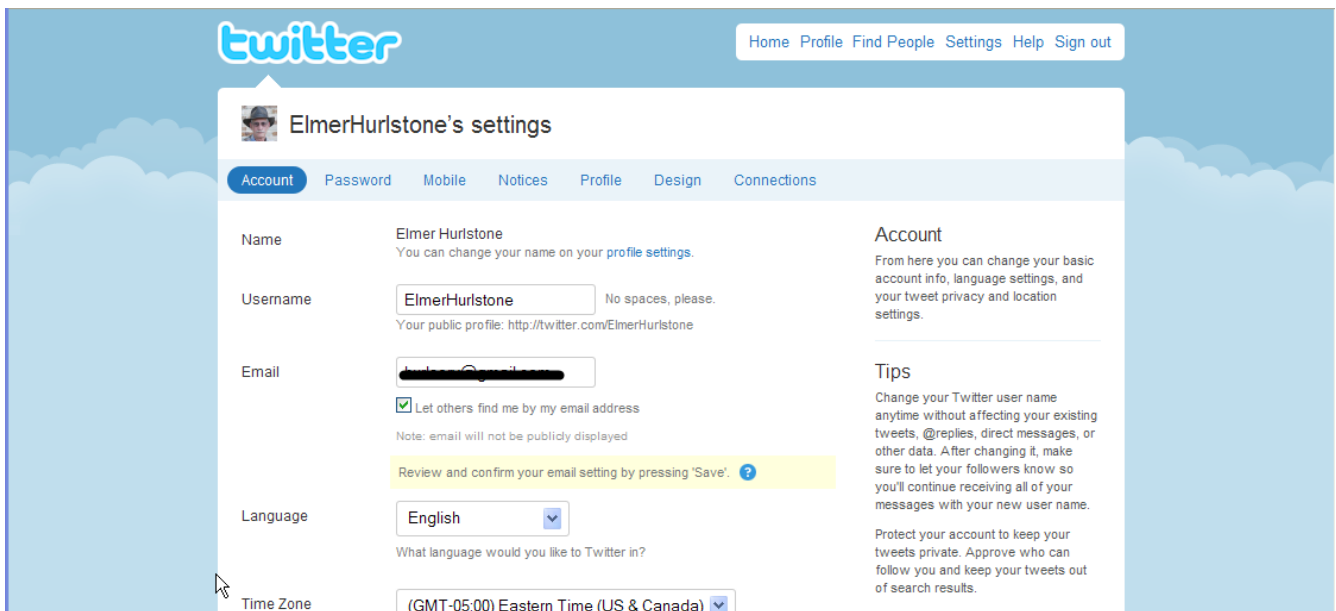


Your personal Twitter home page will open.

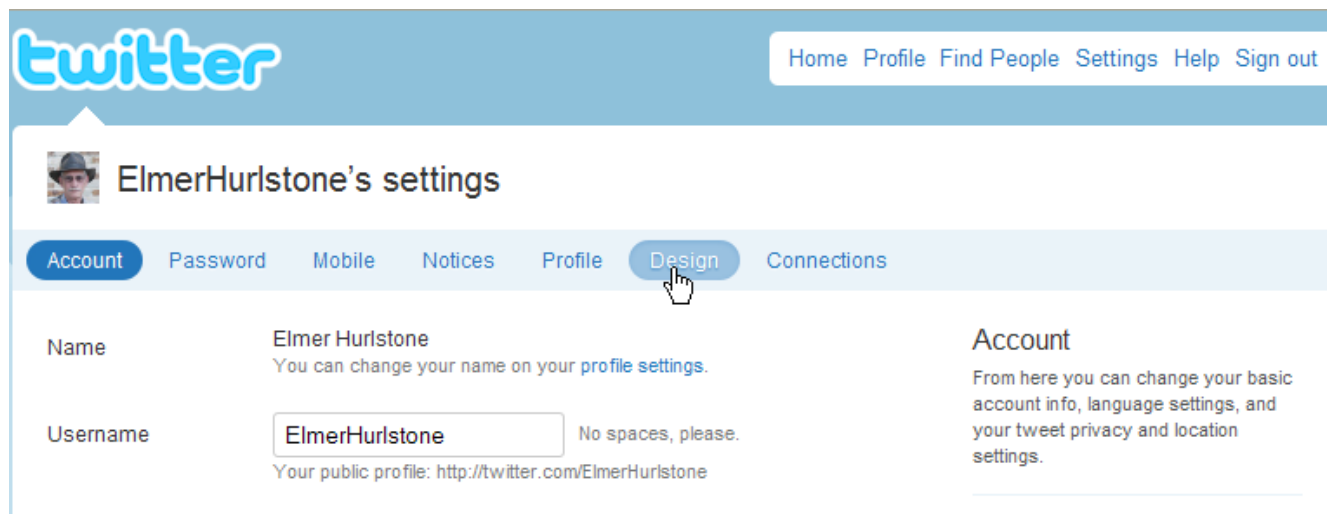
Step 2. Move mouse to top right of screen to menu item “Settings” and left-click.



You will now see your settings page displayed.



While there are a number of options available on your Settings page, we're only concerned with the "Design" option.



Left-clicking "Design" brings up this page: Of the available options the important one is "Change background image".



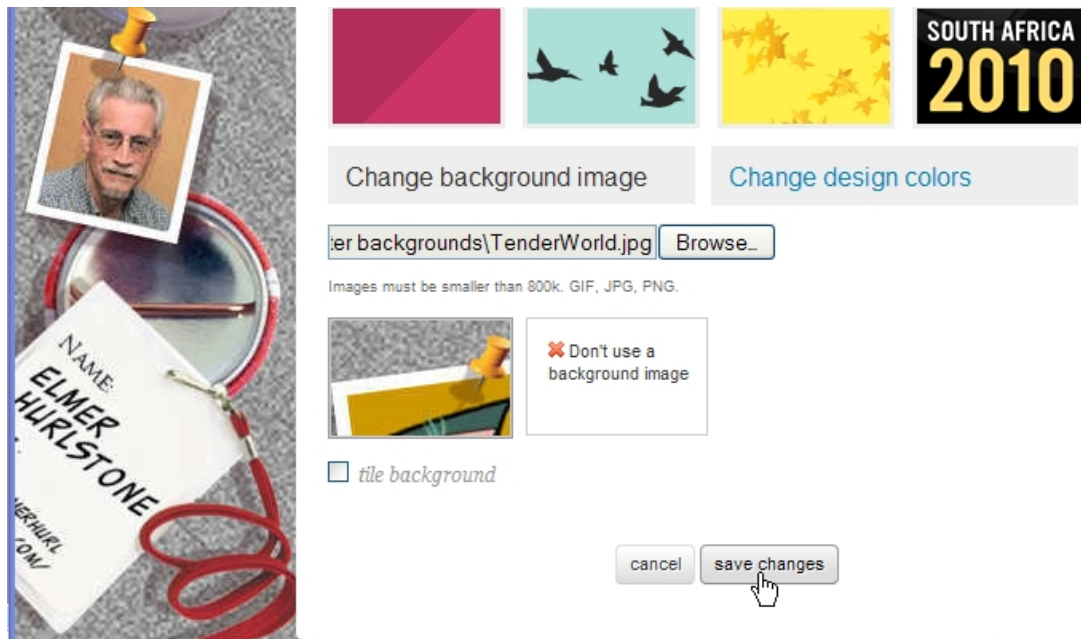
Now, this is where things get interesting. While there are countless background images available for Twitter at prices ranging from “free” to “more than you want to pay”, the quality, like the cost, is also all across the board.

My preference is to spend a little bit of money to get maximum value. Therefore, I use images created by my friend Kathleen. She did a lot of research to determine what types of displays (monitors) most people use and how to design images that make maximum use of your on-screen real estate. You can find her excellent bonus-loaded offer at: <http://scrnch.me/np9mx>

By this point you should have determined the background with which you wish to grace your twitter home page.

Just two more steps...

Once you've clicked the “Change background image” button, a text box and browse button will appear.



Enter the location of your specific file in the text box and click the “save changes” button.

If all has gone well, you will have a new background!



Quick and easy, wasn't it?

OK, now I, and perhaps you, have a nifty new Twitter background, but what does it say? Does it tell anyone what we do, who we are or for that matter, say anything about us? At this point, no.

And that leads us to the next project, customizing a stock background, such as one of these, <http://scrnch.me/np9mx> or having a custom background created that will make use of your valuable virtual real estate.

Stay tuned for the next report in this series.

All your questions on how to maximize your Twitter exposure will be answered.

Thanks for dropping by,

Elmer

<http://elmerhurlstone.com>

PS. If you have questions or comments just leave them on the blog.

PPS. Looking ahead to the next report, I'll show you how to customize stock backgrounds with your own information in visible areas. If you have Photoshop or Photoshop Elements it's fairly easy to add text to the 'psd' files included in the background package. This can also be done with GIMP – an open source, no cost – powerful image editor. Even if you're not a graphic artist!

One last thing, if you would like to see additional “How to” reports just send an email, telling me what kind of report(s) would interest you, to [hurlserv@gmail.com](mailto:hurlserv@gmail.com). Please put “TBG” somewhere in your subject line.