



## Thirty Day Challenge 2009 – Training – Day 15

### 2009TDC15c: Microblogging Part 1

Running Time: 6mins



### Intro

OK, today we're talking all about **Twitter**, and specifically **using Twitter for Marketing**. It's very important that we tread carefully here, because the **last** thing you want to do is to be using Twitter to just say "BUY MY STUFF! BUY MY STUFF! BUY MY STUFF!". It's crazy.

The beautiful thing about Twitter is that it's completely **voluntary** – in other words, I'll only follow you if I'm still interested in what you've got to say.

Now, there's all sorts of Marketing programmes around Twitter, and I've got to say, pretty much universally, they all SUCK, and they're horrendous. There are a couple of good ones, but not many.

The way that we taught you to use Twitter back in 2007, I think, is still valid today.

You can use Twitter for a great bunch of marketing things, so I want to show you today how you use Twitter in the context of setting up a marketing type system and looking at it not so much from a personal perspective, but from a marketing perspective.

# 30 Day Challenge

there is no charge for awesomeness



So we're going to check that out now and I hope you enjoy it. I've got to say that I'm pretty proud that we won the war on the whole auto-follow thing, because it just made sense – it absolutely made sense.

Alright, let's check out today's lesson on Twitter.



## Change of Plan

**[Starts at 00:01:09]**

Lordy, lordy, lordy – things change fast here in Internet Land! Literally, as I was about to show you how I use Twitter for marketing, by showing you how I use it and you just need to apply it in your new niches the world went and changed and **Facebook acquired Friendfeed**, which, for the record I think is probably a brilliant move on Facebook's part, as long as they integrate that technology – but hey, that's a discussion for outside of the Thirty Day Challenge.

What's important for you guys is I want to show you **exactly how I work** - and this is what **you need to do to**. And this lesson is going to be **really powerful**, because I'm **all about leverage** and this lesson, yes, it **will show you how to use Twitter for marketing**, but far more importantly it will show you **how to fill up your brain**. A lot of you, by now – boy, we've been asking you to do a lot, to set up a lot of stuff, a lot of articles, a lot of writing - you'll be suffering **writer's block**.

Now **writer's block is actually a very simple thing**. The analogy I like to use, it's like **running out of gas in your car**. Simply put, you've only got so much knowledge and information, especially when you're starting out with a new niche in the Thirty Day Challenge, for example, you may have very little gas in the tank, so to speak, when you're starting out. So what you need to do, you have to fill your gas tank up with information about your niche.

So what I do, my niche being **Internet Marketing** and **technology**, is **I fill up my gas tank every single day** and **I'm going to show you how to do this**. And **while I'm filling up** the gas tank I'm also **getting potential articles**, I'm also **sending out Twitters, keeping my followers informed** about what's going on, by being useful in your market place – that's what you need your Twitter account to be. Your Twitter account is going to be all about – I've just realised I don't have mine up there, which is great! – it's all going to be about **keeping your market up to date**. Here's the thing – **before you can really be successful in a market you need to understand that market** and then hopefully, **down the track we'll get you into leading that market**.

The **first step to understanding your market** is really, really easy and uses something that we taught you how to set up in pre-season, which is **Google Reader**. And honestly, if you haven't seen the Google Reader videos in pre-season, they will change your life! They will **save you at least an hour a day**.

I'm just going to go and show you **how I use it** – this is **real time**, I'm going to show you exactly how I use it [in a later video].



## Introducing Posterous

[Starts at 00:04:24]

Now, first step though, is we need you to set up something and this is a **new site** that we're going to use, and we're going to use this **instead of Friendfeed** - mainly because I don't know what's going to happen to Friendfeed over the next few weeks/months, and **Posterous is awesome**. If you've got an **iPhone** or some kind of mobile device it's even awesomer, times ten! It is so simple, it's insane - it is just so, so, good!



OK, so here we are at the Posterous home page.

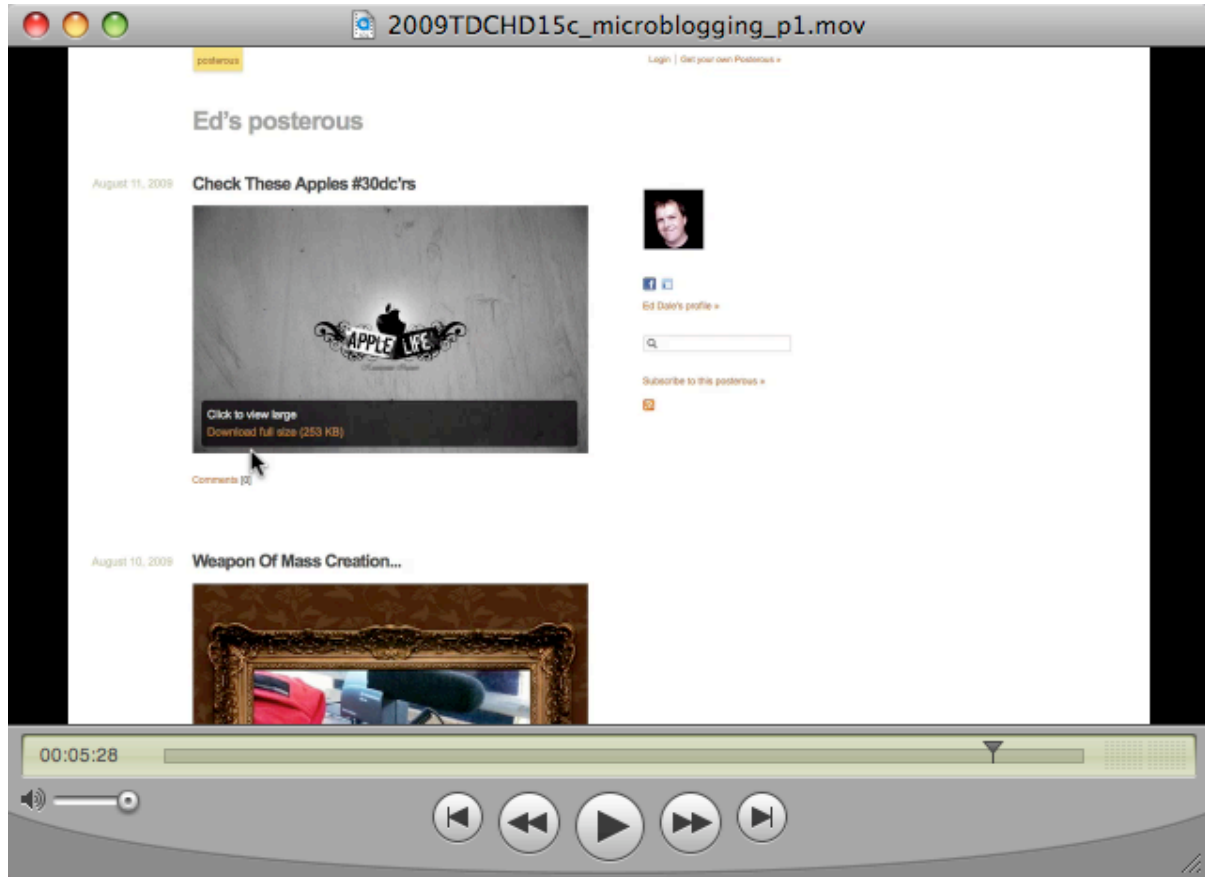
<http://www.posterous.com>

Now you don't need to set up anything. It is so simple. All you literally need to do is **send an email** here [[post@posterous.com](mailto:post@posterous.com)]. Watch what's going to happen - I'm just going to hit **Email**, replace the **subject line** with your first post and hit **Send**. OK? And that's my new blog post! And we could attach a little picture, so I've attached a picture here and I'm just going to send it.

Now all we have to do is just wait and in a moment they'll send us our details with our [Posterous] Blog already set up - how insanely good is that?



Check this out! How easy is this? Let's go – we can have a look at the post or the blog. There we are – it is that simple, it is literally that simple. It is so easy – it's even done a Download Full Size and a small image for me. It's so brilliant.



But here's the thing. I've set up Posterous so that it will go and actually **go to my Blog** and **go to my Twitter**, so I'm going to log in now and show you how to do that, so let's come back and we'll go to the **next video** and we'll show you how to do that.

## Summary:

### About Posterous

- Posterous is a Micro-Blogging Platform
  - o Quick little thoughts that get distributed to other platforms, such as Twitter

### Using Posterous

- Simply Send an email to [post@posterous.com](mailto:post@posterous.com)
  - o Email **Subject** should be your **Post Title**
  - o Email **Body** should be your **Post Content**
    - Text
    - Pictures

### Next Video

- More detail about using Posterous



## Links:

Propeller - <http://www.propeller.com/>

Posterous - <http://www.posterous.com/>

## Pre-Season Lessons

Twitter - <http://www.thirtydaychallenge.com/training/preseason/twitter.php>

Google Reader - <http://www.thirtydaychallenge.com/training/preseason/googlereader.php>