



Thirty Day Challenge 2009 – Training – Day 15

2009TDC15d: Microblogging Part 2

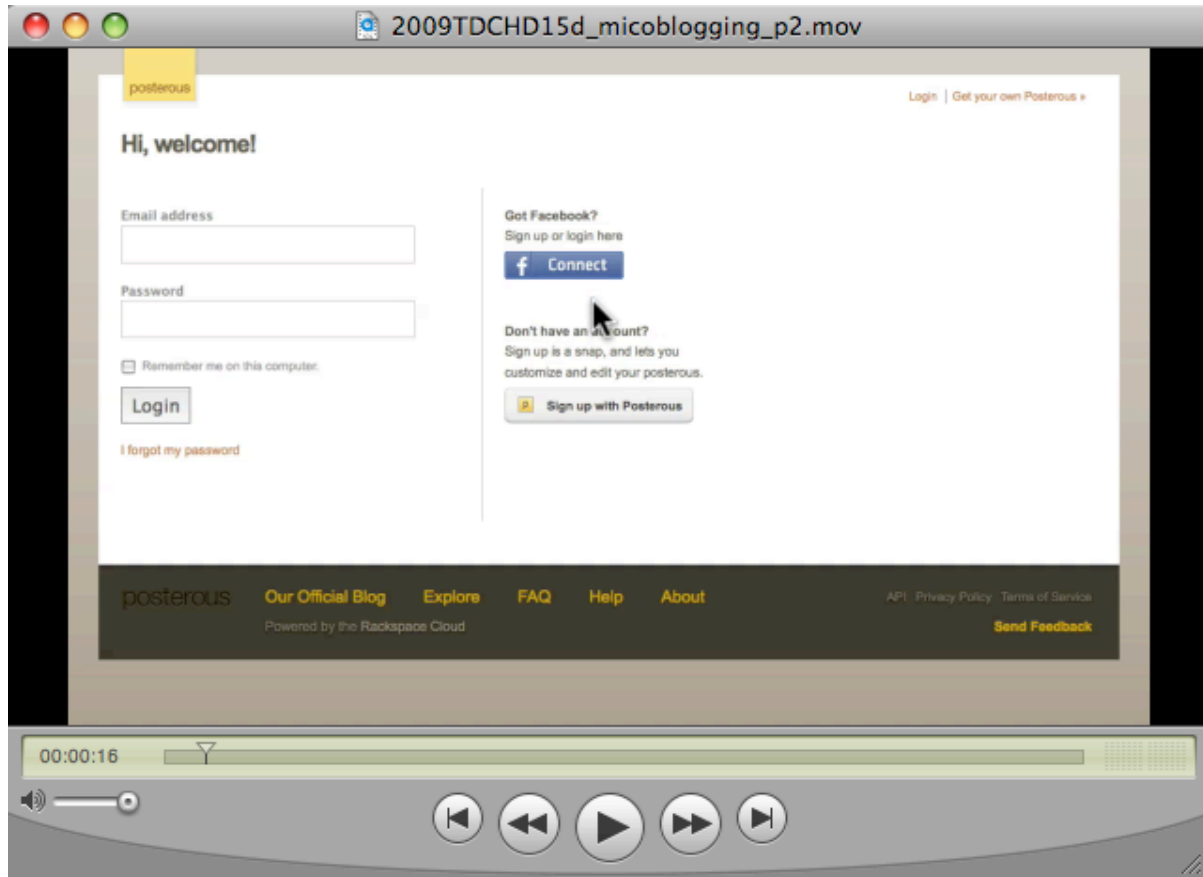
Running Time: 6mins





Setting Up a Posterous Account

[Starts at 00:00:07]



[To get here, send an email to post@posterous.com - you will be directed from there]

How cool is Posterous? You don't even Log In, you **send an Email** – they get you to Log In and put this all together. Also, you can Log In with **Facebook Connect**, which is brilliant (or you can use your email address – whichever email address you sent your first email from – and they'll get you to create a password).

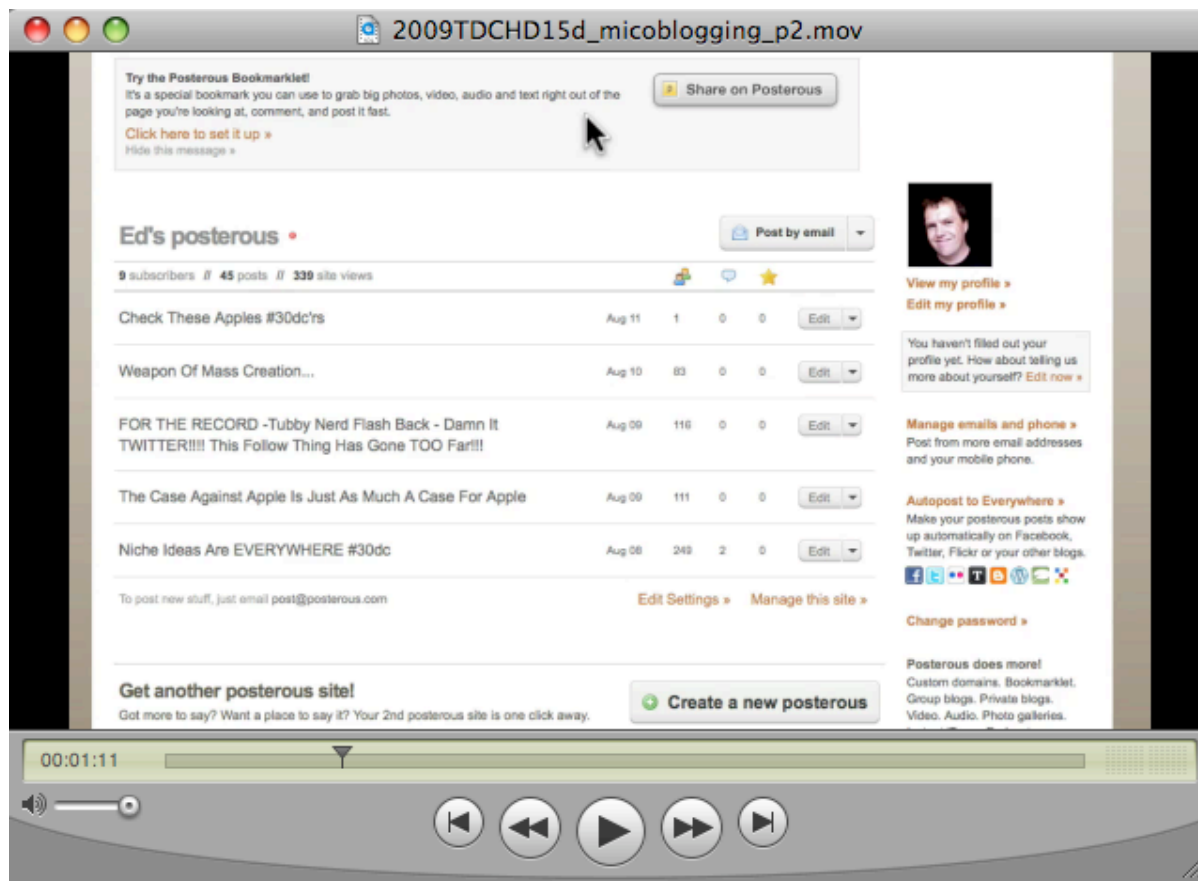
It's so easy it's brilliant – it's really a genius service. When you see how powerful it is in a second, you'll realise why I'm so excited by it.

Now, I'm going to Log In using Facebook Connect, because I like to **Log In** using that, and I'll see you when I'm logged in.



Distributing Content Via Posterous

[Starts at 00:00:44]



Here I am at my Posterous Blog and I'm logged in, and we want to Manage [clicks **Manage** at top of page – screen changes to show a list of posts on **Ed's Posterous**]

This is just like another Blogging Platform – you can use Posterous beautifully just as a little Micro-Blog, and that's how it started. But where its **real power** is, is its ability for you to send in via email any sort of content and for it to massage that content and then **distribute** it **everywhere** (it also collect some nice little stats, which is beautiful).

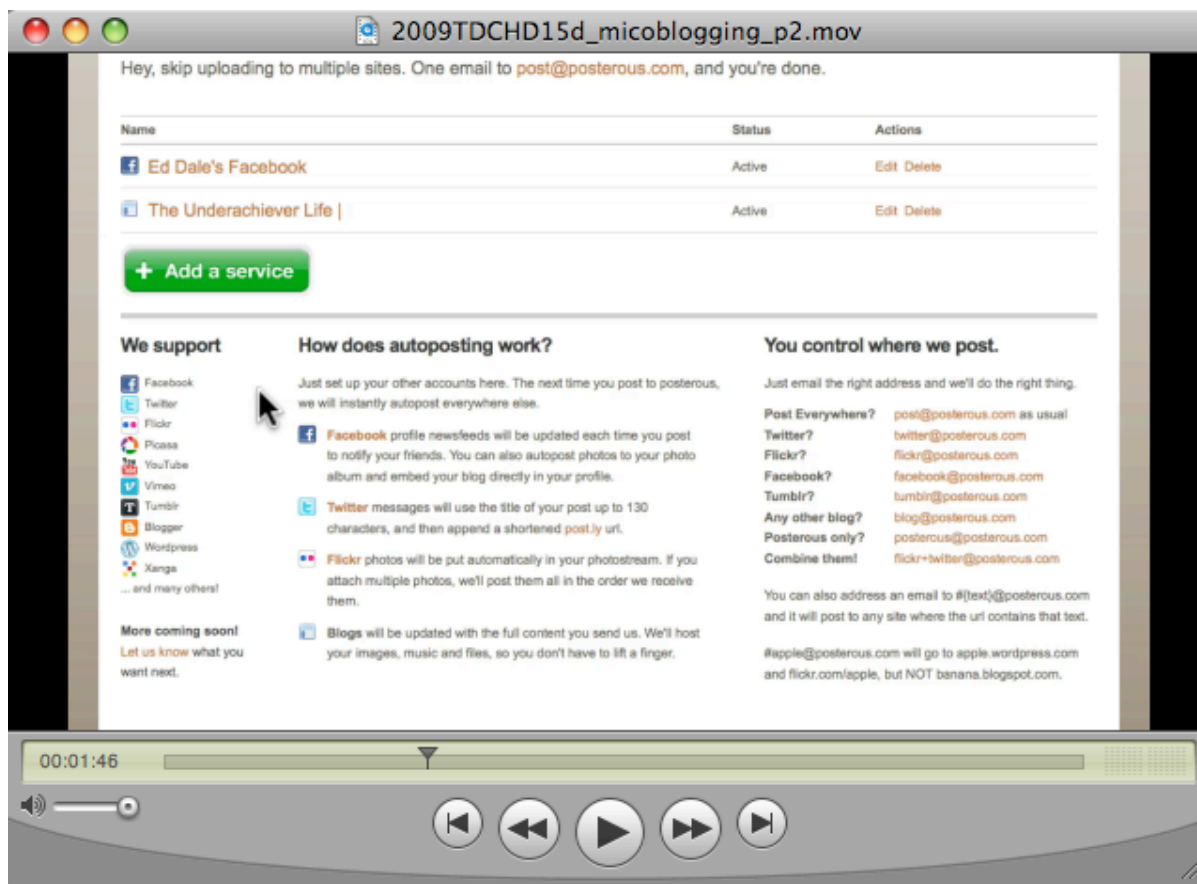
So let's have a look at that.

I don't send people to my Posterous page, because I **distribute the content** – and what I mean by that is this: **Autopost to Everywhere** [clicks **Autopost to Everywhere** link on right side of page]

[Page refreshes to show a list of publishing destinations that have been set up, and options for setting up new destinations]

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You can have as many of these as you like – it's just so brilliantly done!

For example, if we want to add a service, we just click on **Add A Service** [Popup appears with a wide range of destination options, like Twitter, Facebook, Blogger and Wordpress].

Check out these services, and some of them will be very, very familiar to you – Twitter, YouTube, Vimeo, Blogs etc.

NOTE: With WordpressDirect, we would use Other Blog, so you could set that up as a destination, just as I have done.

In fact, I'll show you that [Clicks **Other Blog** – Page refreshes to show **Add an AutoPost Service**, requesting the **Blog Address** and **Log In** details]

You put in your Blog URL, your username, and your Password. Boom. That's it, done. That's all you need to do.

You don't need to know anything about any of these things.

Now, the whole purpose of today is **Twitter**, so let's get our Twitter set up.

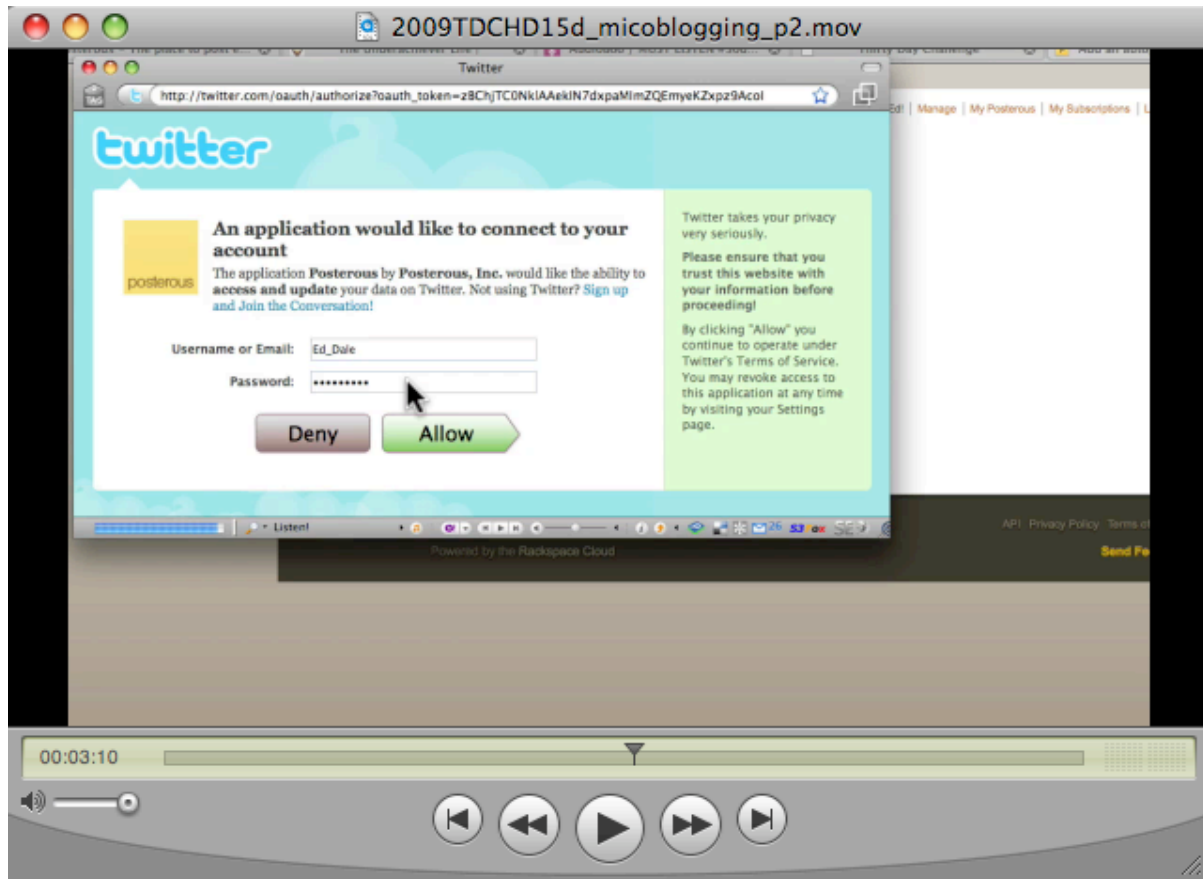
You'll notice I don't have Twitter set up on this because I use FriendFeed – I've been using FriendFeed for all this time, but I would actually recommend using Posterous now, because it is just so easy to use.

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[On **AutoPost to Everywhere** Screen - Clicks **Add Service** button, then clicks Twitter in the **Add a Service** popup. **Add an Autopost Service Page** appears. Clicks **Add Twitter Account** button]



You'll see it's a very cool **auto-authorization** service, which is very nice, because you'll probably find your username and your password already in there. All you have to do is click the **Allow** button, and our Twitter account is all sorted, which is beautiful.

[Page refreshes to show current Twitter Accounts – clicks **Save** – returns to **Autopost to Everywhere** Page where we see **Twitter** added to the list]

Now, if I send an email to post@posterous.com from an authorised email address (the one I used to set up my account) then it will automatically post to my Twitter, to my Facebook and to my Blog, which is super-duper cool.

Where this really gets exciting is: think about your BlackBerry, think about your iPhone, think about your cameraphone that you have. All of a sudden, you can post videos with this, you can post photos with this, you can post anything. So it's really extraordinary, and it formats it beautifully and then passes it on.

With Facebook – again, not for today, but you can go and explore this – you can have it automatically update your Facebook Page. Which is exactly what I've set up too. All you have to do is click the Add Service button, select Facebook, and follow the prompts.

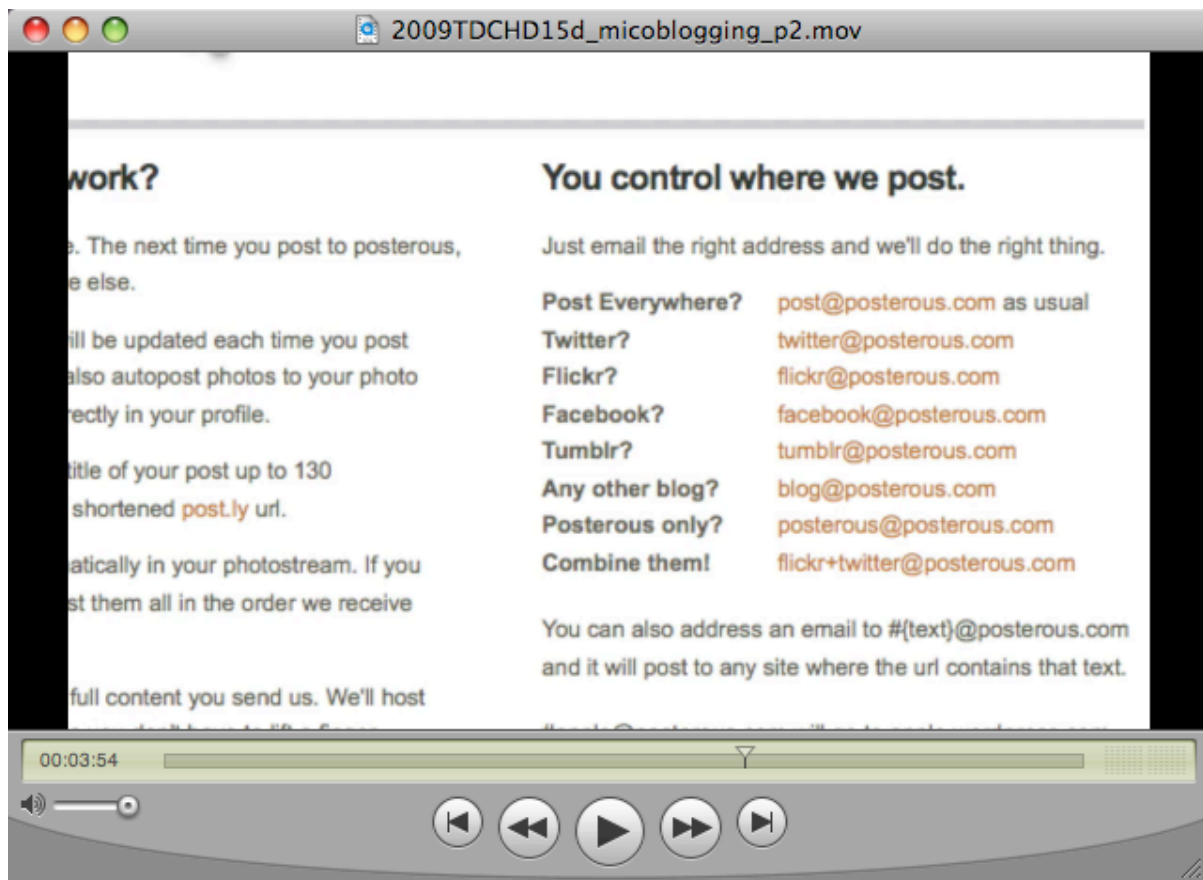
I love this service, it is so beautifully put together.



That's what you have to do to set up – so now we're set up and everything's ready to go, what I'm going to do in the next video is show you **how I work**. You'll see me doing this for – obviously - Thirty Day Challenge, for Internet Marketing etc. What you need to do is just get your head around the fact that you can copy what I do for your particular niche. Take what I show you and apply it to your niche.

Publishing to Specific Services

[Starts at 00:05:02]



By the way, check these out. If you just want to send something to Flickr, use flickr@posterous.com.

Other options are for Facebook, Twitter or any of these other specifically, or combine them, [e.g. flickr+twitter@posterous.com] or all of them, just by choosing the right email address.

If you set this up in your address book in your Phone, oh my goodness I can't tell you how cool this is. This is the secret to my success, folks. **Total leverage**. While I am **learning my niche** and filling up my fuel – **so I can write articles and understand the market** – I'm getting total leverage by also **informing my market** about cool stuff that's happening in the area of their interest. So, while it appears that I'm online all the time – I'm just doing it from my Phone wherever I happen to be.

Let's watch this in action in the next video.



Summary:

Setting up a Posterous Account

- Visit <http://www.posterous.com>
- Follow the simple instructions
- Inside your account
 - o Click **Add Service**
 - o Select a service (Twitter, Facebook)
 - TIP: Use Other Blog for your WordpressDirect blog
 - o Fill out the details
 - o Repeat for all your services

Using Posterous

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

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>