



Thirty Day Challenge 2009 – Training – Day 15

2009TDC15e: Microblogging Part 3

Running Time: 11mins



[NOTE: This video is a Stream-of-Consciousness Over-the-Shoulder view of **Ed** working through his **Google Reader** in real-time as he does every day. It is **not a tutorial**. As such, it is recommended that you **take notes** about what he does here and **apply it, in context, to your own Micro-Niches**.

It is also recommended that you **review the Pre-Season training on Google Reader**, so that you can understand and follow the different techniques that Ed describes here]

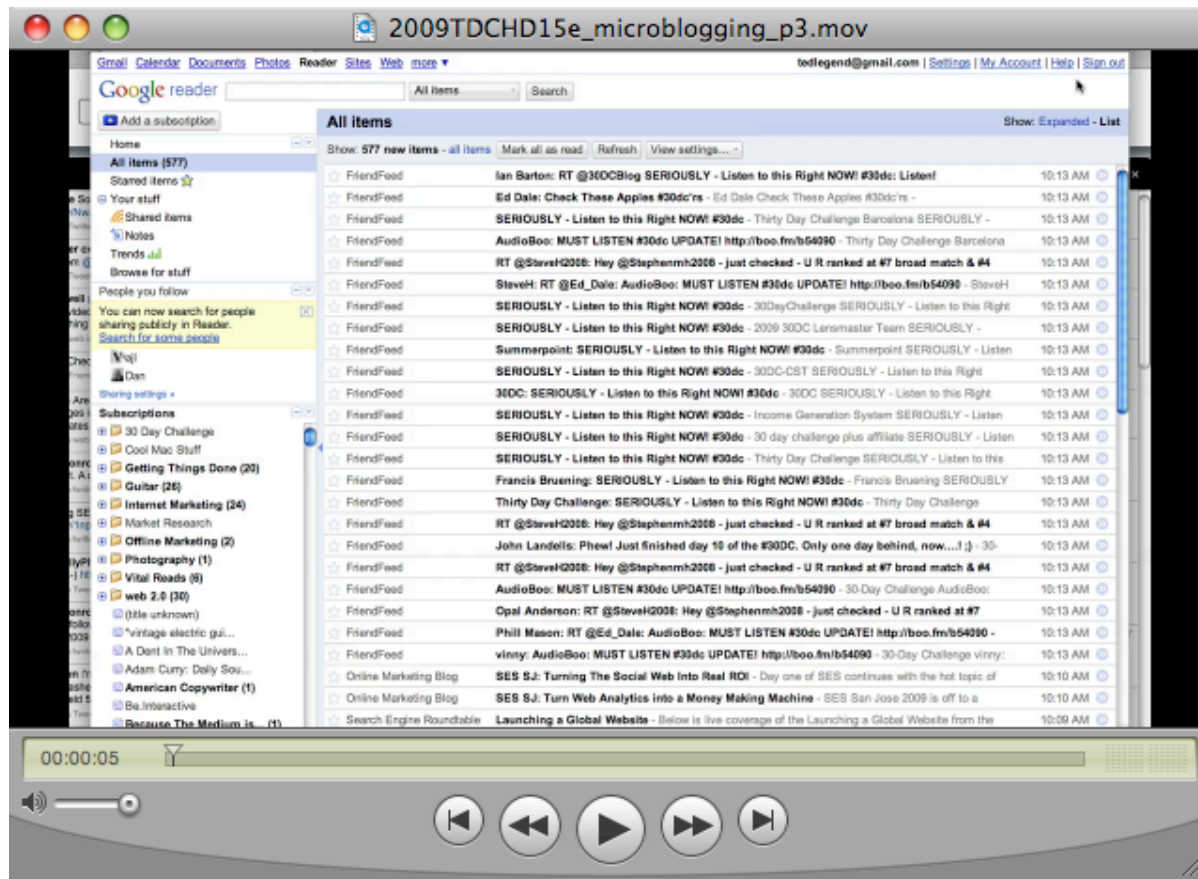
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Ed's Daily Process

[Starts at 00:00:04]



Hey, welcome back. This is **Part Three** in this series of Using Twitter for Marketing.

We've basically spent the last two videos going through setting up all the infrastructure ready to do what you're about to watch. This is so awesome – seriously! Now, I want you to sit back and watch.

What you're seeing here is your **Google Reader** page. **Please tell me you're using this?** If you're not, please **go back to pre-season and get all this set up** – it's really, really important.

You're looking now at the **All items** filter which we showed you how to use. We also showed you how to search for stuff. Because at the end of the day, you wake up in the morning (I've actually already been halfway through mine – cheating!) and you can see here I've **577** items.

There are two ways to go through this. You can go through them in order and just scroll through, just like I'm doing now, looking for interesting articles. What I tend to do (and as I say, I've already been through this) you notice I've got a **Vital Reads** folder. You can take any of these blogs, if I choose **American Copywriter** [clicks on **American Copywriter** in **Subscriptions** panel on the left – all items in that Subscription are listed in the main view] – that's not "in" anywhere. If I go to **Feed Settings** [clicks **Feed Settings** drop-down at top of main view] I can **add it to a folder**. You can see all these folders that I have set up. I could create a new one or I could put it into, for example,

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Vital Reads. So from now on I would get the **American Copywriter** blog in my **Vital Reads** section, which is pretty cool as well, and you can see there it points up.

So what I do is I go to my **Vital Reads** first and I have a flick through here [Clicks on **Vital Reads** folder in the **Subscriptions** panel]. As I say, you'll see me do this **live** and in **real time**. So there's nothing in there that's worth sending onto my people – which is you, listening to this – so click **Mark All As Read**. And there you go, they're gone, and this will update in a second and you'll see now we're going to a new column.

[Clicks on **Web2.0** folder in the **Subscriptions** panel] This is my Web2.0 column, often interesting things in here, so I'm going to look through here and see if there's something worth us talking about.

Ah, ok – this is interesting. Let's have a look. Well, let's see if it is interesting [selects article – it opens in the main view].

I go through the headlines first. **Apple's Social Media Strategy = iTunes?**, and I look through this. and I think "OK, this is interesting. Maybe this is something that my market would like to look at". So, what can you do? You can click **Email** down here [clicks **Email** link at the bottom of the **Main View** – a dialog opens at the bottom of the post] and you can go post@posterous.com and I can add in some notes and hit **Send**. Boom! So that's gone off to **Posterous** now.



Another way to do it is to just click on the link [clicks on **Article Headline** – opens in a Web Browser]. Up will come the actual article itself and most browsers will have – this is coming up in my **Safari**, but in **Firefox**, if you right-click it will come up as **Send Link**. In **Safari** it's in a different

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spot, so I'll say **Mail Link to This Page**, up will pop a dialogue box. I just type post@posterous.com - it's already in there, Social Media Strategy = iTunes? And I can send that way as well.

Now this is important to know as well, because when you're **browsing on an iPhone** you can **copy a link, mail it** and it comes up and you can add your little comments, which is just so superb.

Now, of course, the next best thing is that will flow [from Posterous] through to my **blog**. It'll flow through to my **Facebook Page** and it'll flow through to **Twitter**, which is brilliant.

Let's keep going, and I'll keep having a look for stuff. OK, nothing else of real interest there, so I flick that off. See how much information I've covered off in an extraordinary period of time? I've got a **Getting Things Done** column, which has got some cool **Lifehacker** stuff. I can scroll through here. Ah, ok the new "Caffeine Search Architecture", which is going to be an interesting thing down the track. That's cool (I've actually already sent something about that, so I'll leave that). I'll mark that as read.

And I can check out **Internet Marketing** column and you can see some of my stuff that I'm tracking is there - YouTube videos and so on - you can see a couple of **ProBlogger**, **Alice Sebo**, good old **Paul Colligan**.

Ah, here's a good one - "Camtasia for Mac". Let's **go to Paul's site** [clicks on **Article Headline** - opens in a Web Browser].

Right, here we go, so I thought "OK that's interesting", let's mail that out, so I'm going to click on, Mail Link [Browser-Specific Command - opens email message in Mail Client]. Email to **Posterous**. OK, so we've just typed that out. Now just for kicks, a lot of blog posts work really well with a picture, so I'm just going to grab a picture.

I'm just going to use a little tool with the Mac called Skitch. What is it on a PC? Snagit, which is ironically made by the people who make Camtasia. Now where's a lovely photo of Paul - let's find a photo of Paul. Where is he? There he is. So I'm just going to grab a little snapshot like this [takes a screenshot of Photo] and then I can drag that into my email. Bring my mail back up and I drag that. Pop it in there, like so. There we are. So I've put a little picture, I've put a little comment and all on email. This is so easy to do on any mobile device that's got email capabilities. And press **Send**. It's done now!

This is so quick for me to do. It's taking a long time because I am showing you - it's not really, but it just goes to show just how incredibly quick this is.

So I can keep scrolling through here, and I've had a look at all those, so I can mark all those as read as well.

Then, if I'm looking for **immediacy**, I'll click on my **All Items. Signal vs. Noise** - I love their stuff.

So you can have a look through here and I can go through and see - I'm tracking what's going on in the [Thirty Day Challenge] forum. So I can keep track of what's going on in the Forum. So let's have a look at this. This person is suffering from Index Envy! So we can click on this [clicks on **Article Headline** - opens in a Web Browser], we can go through it and there we are, and there's the response and I could add a response in if I wanted to or I could just send this off to Posterous and get people to come and have a look as well.

So you see how easy this is? What I want you to do is, I **don't** want you to do this for **Internet Marketing, I want you to do this in your niche** - and what's happening while I'm reading these

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articles – I'm getting **educated**, I'm **filling up my gas tank** so I can **write more articles**. I can **see what's interesting** to people, **what's going on, what's happening**. So it really is extraordinary. **This is so powerful**. If you get what's going on here, this is just amazingly powerful.

[Switches to TubbyNerd.com] Check this out – there we are, there's Paul's article – you can see it's all linked. There is the article for the iTunes thing that we put out and it's all just updated on my blog from a post@posterous. **You can set this up on your own WordpressDirect blog** [via Posterous]. Mine's a Wordpress blog as well.

Because I'm not sending this direct through Twitter, I'm sending it through my blog, through Facebook, that means it will take a little bit, but sure as eggs, in a couple of minutes, up it will pop in Twitter. It will be much quicker for you if you've set up Twitter direct and in fact, given the Friendfeed changes I'll probably change all my Friendfeed across to Posterous.

So there you have it, that's how I do it, that's how I work, that's how I roll. And of course, if you add the iPhone over the top of this then it just gets even more insanely powerful.

That's how I stay up to date. That's how you can stay up to date in your market. How you can fill up your gas tank so you've got stuff to write about and you keep your market informed at the same time by sending them links that they're going to be interested in. **It's a beautiful, virtuous circle**. It is absolutely the way to go. Hopefully, I've whet your lips for it and that you'll continue on and explore all of these great features.

Alright. Speak soon.

Summary:

Ed's Daily Google Reader Routine

- Set up your destinations at **Posterous**
- Review your Google Reader Stories
- Email the interesting ones to Posterous
- No, really, that's it.

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>

Screen Capture Tools

Mac – Skitch – <http://skitch.com>

PC – Snagit – <http://www.techsmith.com/screen-capture.asp>