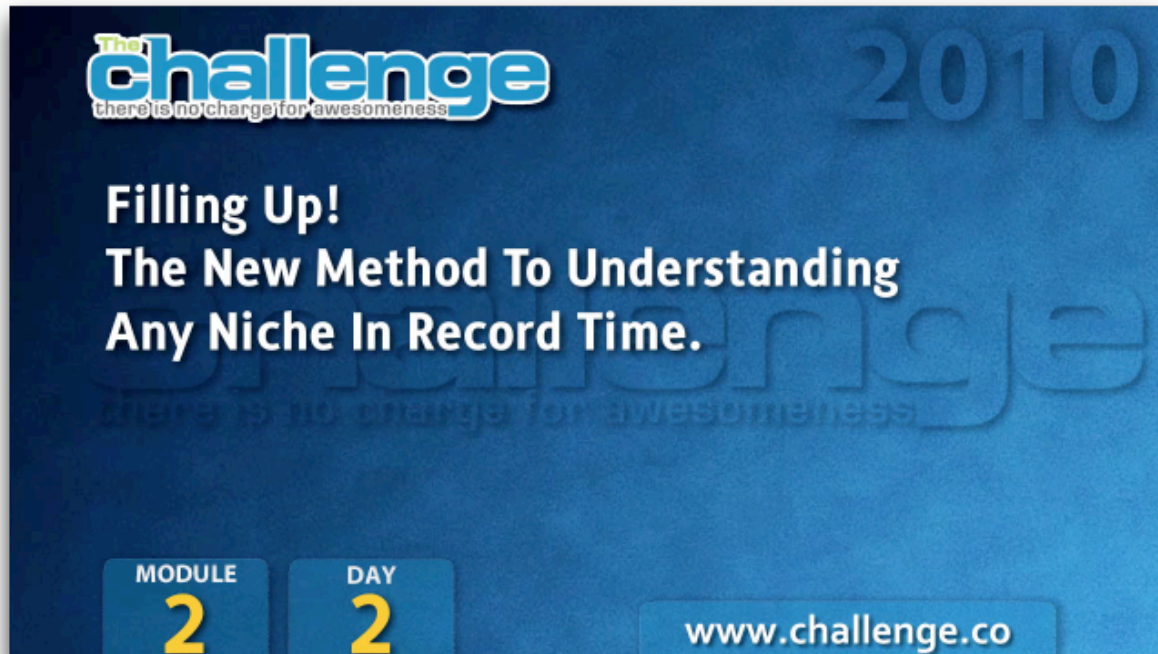


The Challenge – Module 2 – Day 2

2010TCMD2D2b: Finding Content

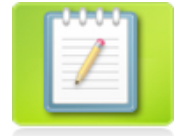
Running Time: 8 mins



Intro

And welcome, it is **Module 2, Day 2**. And it's my pleasure to bring you **my** first lesson. And I've got to tell you Module Two, and this whole week, is going to teach you some **core skills** which we've never taught before, certainly not in this way, that - get this right and, boy, forget Internet online business - all sorts of areas will be affected and improved immensely because of this.

So, let's get cracking! We've got thirty minutes today. So, let's make the most of it.



Introducing the “Filling Up” Method

It’s Not Your Fault

The first thing I’ve got to say is, what I’m about to teach you, firstly, I need to get you to understand that **it’s not your fault**. Not at all! You see, the way we created content and the way that we learned to understand and find out about markets and niches, the way we’re taught in school was horrible. It was wrong! It’s not how writers do it or painters or successful anybody creates, the way that we were taught in school. You basically went through and you wrote and you had to correct and fact check. And you did all of that at the same time, straight up front. And when you were told to study, you have to study from the point of view of getting everything correct the first time around. And we just don’t do that. You don’t have time for that.

So, don’t be frustrated about what I’m going to show you, and how different these next couple of days are going to let you approach things, because it’s definitely not your fault. You were just taught the wrong way.

“I Know Nothing About This Niche”

Now, of course, right here, you’ve done your work in module one and you found out, “I’ve got this niche. I’ve got my theme word. I’ve got my category keywords. There’s just one small problem, Ed. I have no clue about this niche. Help! What am I going to do?” Well, fortunately, that’s what I’m here today to tell you.

“You Want Me to WHAT?!”

The first thing you’ve got to understand is that during **this week, we’ll be asking you to create some content on that topic. Surprise!** But don’t panic, because this, undoubtedly, was probably the biggest put-off point in last year’s Challenge. But this year, wait until you see how you do it. **You’ll actually enjoy doing this stuff.** You really will.

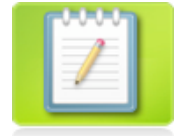
Creating Content is Like Driving a Car

See? Because the way I look at creating content, **it’s been like operating and driving a car.** See? You need fuel to drive the car. Without the fuel, the car goes nowhere - except downhill *fast*. We don’t want to do that. We want to just be calm and nice about things. Without fuel, the car doesn’t go anywhere. And it’s exactly the same with creating content. You need to have fuel. **If you don’t know anything about a topic, how in the heck are you going to write anything?** Let alone, just a couple of paragraphs that you need to start your blog?

Well, we’re going to solve that for you. **If the tank is empty, of course, what we need to do is fuel up.** So, how are we going to fuel up here in **the Challenge?** Well, fortunately, we have a couple of great tools that we can use.

How Are We Going to Fuel Up?

We’re going to show you two techniques today. And I want you to go away and do both. That’s your action point. And tomorrow -- and it’s a fun action day today, by the way because once you do these two techniques, you’ll just have to do a bit of reading and make a couple of little notes. It’s easy.



Fuelling Up

WOW Facts

And in fact, before I show you the two techniques and point out that there is, indeed, **more to come in the Challenge** on this very method, I want to explain a concept which Gary Halbert taught me -- the great, now dearly departed copywriter who taught me pretty much everything I know -- he used to talk to me about **WOW Facts**. These are facts that make you go -- well, wow! **And the thing about WOW Facts is these are the things that will help you write an article.**

The very biggest problem that most people have when they come to write an article, they don't even know what to write *about*, let alone actually writing the article. In fact, I know as long as you've got some topics, then I know, *absolutely* know, that -- I'm going to show you over the next couple of days how you can turn that topic into an article, which is far better than you ever thought you could do. And it'll take you no more than ten to fifteen minutes *tops* because **we're going to show you a new way of creating content.**

Capturing WOW Facts

Pen and Paper

So, **the very first thing that you need to understand with WOW Facts is that you need to be in a position to capture them.** Now, of course, using the two tools I'm showing you today, you'll be right there. You might want to use a pen and paper -- a very good way to doing things. A pen and paper, very simple and very effective.

3x5 Cards

Gary Halbert used to use 3"x5" cards. You know, those little 3"x5" index cards? He would write them down on that and put them all on a card holder.

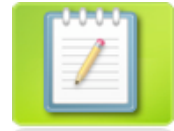
Applications

Me? I suppose I use my phone. **I use my iPhone.** For future reference, just so you guys know, I use an application that works across my iPad and my iPhone and works and connects with my Desktop is called **SimpleNote**. And the beauty of it is if I jot down anything on a phone or my iPad or on my computer, it's automatically synced up everywhere. So, I'm never without it. So, I've got all my notes -- I don't use a word processor anymore. I only use text. And I just jot down my ideas. I've got a little note for things. And it's very quickly searchable.

For pictures -- because I take a lot of pictures with my iPhone to remind me of cool ideas and cool things. And as you go along, you'll find that pictures are nice to add to your blog articles. So, it's great if you get into the habit of using your Smart phone to take some pictures. But if you're doing it for research purposes, a product called **Evernote** is fantastic! And there's a free version. It works well!

It's Not About The Tools

But please, particularly today, **it's not about the tools.** You don't need any of that. I know I like to see/hear what tools people are using. I'm sure you do, too. But **for today, pen & paper will do the task just fine.**



Wrap Up

Alright! Let's fill up. First, I'm going to show you **Market Samurai**. Then, I'm going to show you **Twitter Search**. And as soon as we've done that, you'll be all fueled up and ready for tomorrow.

Here's the *key* thing (and this is really important to point), **once we fueled up, we need that information to rest for a little while**, okay? So, it needs to rest. And with that, it makes sense that we jot down and make our notes and find our WOW Facts today. And then tomorrow, we're going to do everything that we need to do to create our first article.

But please, please, *please*, don't let that freak you out. **Remember, I failed English**. I *failed* English. And yet, just this past week, **I've been published on some of the most popular blogs on the Internet for my writing**. In fact, you probably spotted a couple of spelling mistakes in this presentation.

Now, let's show you how to fuel up in both **Market Samurai** and **Twitter**.

Actions

- Watch Part 2 and learn how to gather content using the "Fuelling Up" technique

Handy Tip - Do not get caught up in using and learning new tools to collect and collate the information you find. **For the purposes of today, pen and paper is more than fine** and will allow you to keep your focus on the information, not the tools.

Resources:

Evernote - <http://www.evernote.com/>

Click here to get started using Evernote.

Simplenote - <http://simplenoteapp.com/>

Click here to get started using Simplenote.