

The Challenge 2010 – Module 2 – Day 3

2010TCMD2D3b: Publish Content Module Intro

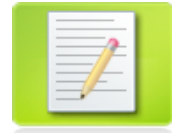
Running Time: 4 mins



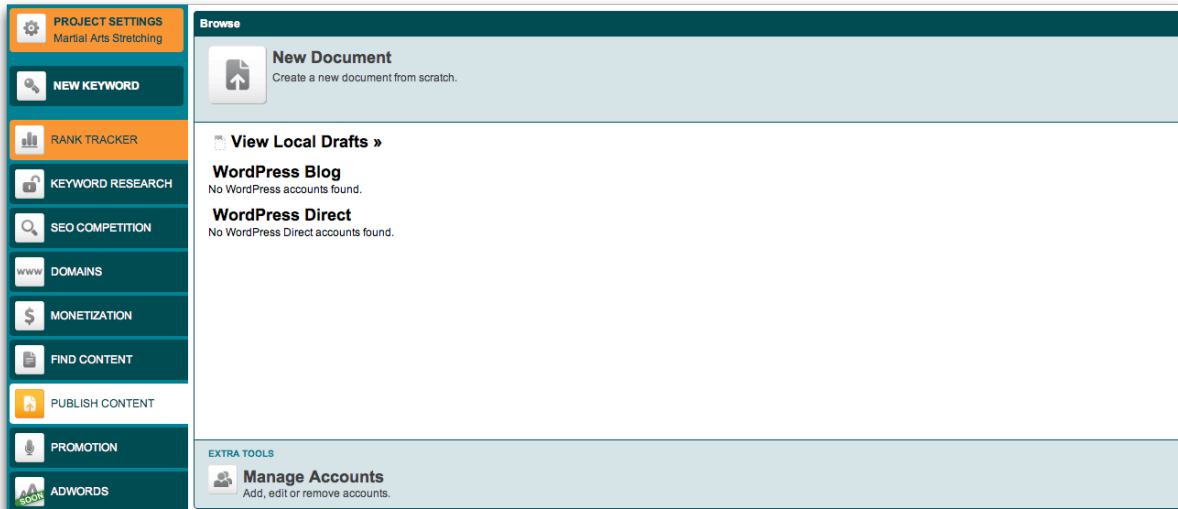
Intro

Hi, everyone. This will be a quick video for me today. All I really want to do is give you **a brief introduction to the Publish Content Module** in **Market Samurai**.

In yesterday's video, you learned how to use the **Find Content** module to conduct research into a micro niche. So, let's imagine for a moment that your website relates to 'digital photography tips' and you've decided to write an article to target the keyword 'digital photography lighting'. After conducting your research using the **Find Content** module, it's now time to actually write your article using the **Publish Content** module in **Market Samurai**.



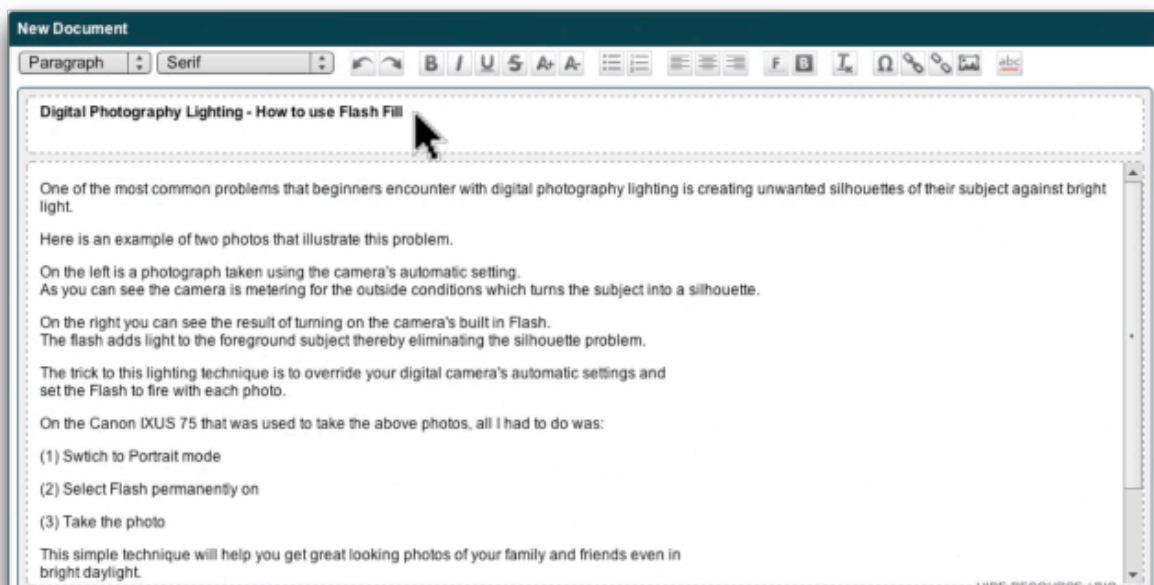
The Publish Content Module

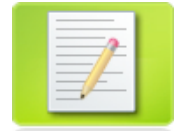


To access the **Publish Content** module, click the **Publish Content** option in the navigation panel on the left. And to get started, I'll just go up to the top area and click the **New Document** button.

Now, the first thing I'll do is come up with a heading for my new article. I'll call it **Digital Photography Lighting - How to Use Flash Fill**. And you'll notice that **I've included the key phrase I'm targeting in the title of my blog post**.

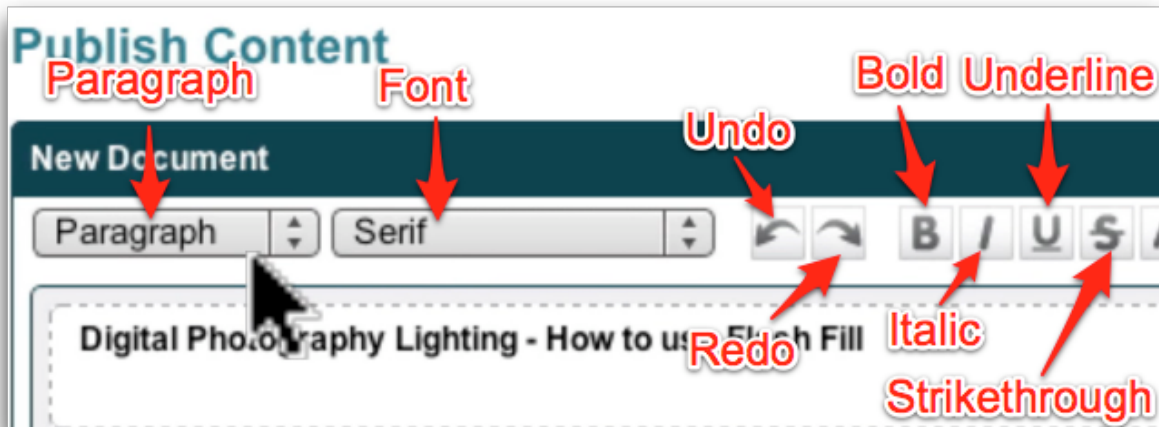
Now, if the thought of actually writing an article is something that makes you feel uncomfortable, please don't worry. **Ed is going to provide you with more information and a proven process for writing and editing your articles in his next couple of videos**. So, for now, I'll just pause this video for a moment while I write an example article.



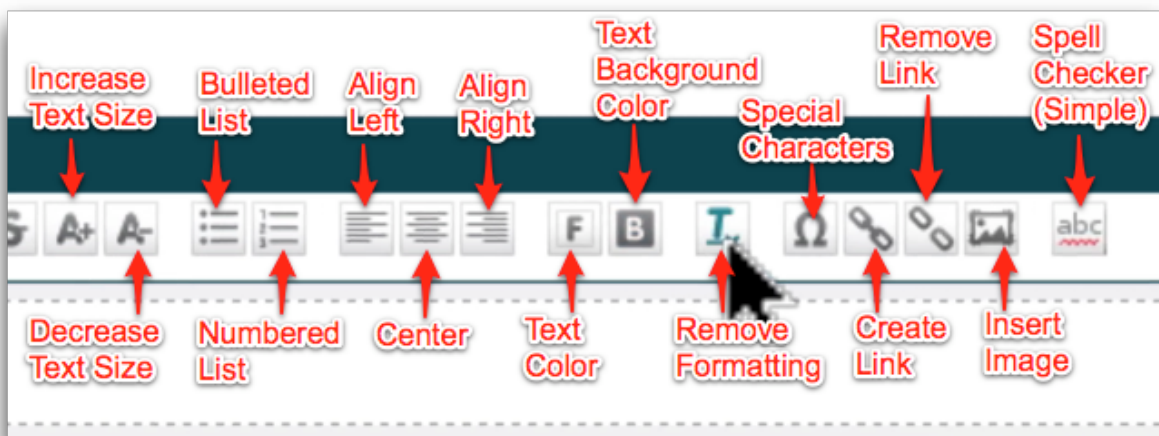


There we go! I've just written a quick article that illustrates the importance of using a flash when taking a photo against strong back light.

Text Formatting

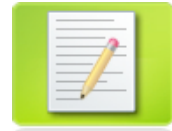


Now, at the top of the editor, you'll find a number of **common formatting options** including **paragraph** and **font** options; for **undo** and **redo**; then we have **bold**, **italic**, **underline** and **strikethrough**;



And then, there are buttons to **increase the font size** and **decrease the font size**. There are options for **bulleted** and **numbered lists**; then **left**, **middle** and **right** justification, followed by **text foreground color**, **text background color**. And then a button for **removing formatting from highlighted text**, one for **inserting a special character**, **creating links**, **removing links** and **inserting an image**. And the final button up here activates a **simple spell checker**.

So, for example, let's just say I wanted to add a photo to my article, all I have to do is **place the cursor in the article where I want the photo to appear**, then click the **Insert Image** button, I can then find an image on my computer and click the **Select** button.



Adding Tags

Now, let me just scroll down to the end of my article. When I'm publishing to my own blog, I don't really need to add a **resource box**. So, I'll just leave this area here blank for now. The next section however is relevant because this is where I can add **tags** to my blog post. **Tags are additional keywords that are relevant to the content of my article.**



So, for example, for this post, I might decide to add the tags 'digital photography', 'flash photography' and 'photography tips'.

Saving

Once I've finished my article and added my tags, all I have to do is go to the bottom of the window and click the **Save Draft** button. **This will save a copy of my article to my computer, which I can then edit and publish at a later date.**

Wrap Up

So, there you have it! That was a quick introduction to the **Publish Content** module in **Market Samurai**.

Actions

- Review this material, and try writing some text using the **Publish Content** module

Resources:

Market Samurai - <http://www.marketsamurai.com/challenge>

Click here to get your free trial copy of Market Samurai if you haven't already.

Market Samurai Support - <http://www.noblesamurai.com/support>

Click here to get support for Market Samurai.