



The Challenge – Module 3 – Day 1

2010TCMD3D1a: Intro

Running Time: 2 mins



[ED] Ed Dale

[MM] Michelle McPherson

[ED] Nothing weird about a bunch of Internet marketers just driving along here in La Jolla -- nothing staged or set up. But look who's next to me, ladies and gentlemen? Just by miracle, **Michelle McPherson**.

[MM] Hey, nice to meet you!

[ED] So, here we are at Module three. And there's a reason Michelle is here. She's an absolute expert in social media. Well, you **are** an expert. Don't snort when you hear me say it! You are!

[MM] Thank you.

[ED] You are!

[MM] Thank you.

[ED] All sorts of other stuff, as well. But social media is why you're here today. And what we're going to be doing all through these next seven days is basically help you get something called **back links**. What are back links, Michelle?



[MM] Back links are like the little flags that show Google and the other search engines that your site is important. So, it's going to be a link from another site that goes to your site. And those links are like **votes** in the eyes of the search engines -- the more links you have, the better it is. That's more votes you've got.

[ED] And of course, the cool thing about that too is some sites have what we call **more authority** than others. So, it depends whether it's a local newspaper or maybe CNN telling you about what's happening at this particular site. So, you've got different levels of authority. And we're going to show you some of the authority sites over the next seven days.

[MM] That's right!

[ED] So, there you have it! So, we've got **Marty Rozmanith** driving here, people. Like **Wordpress Direct** is pretty awesome, but seriously, folks, if we make it to tomorrow, it'll be awesome. So, check out the videos and hopefully, we'll catch you tomorrow.

Actions

- Set your timer and do ten minutes of fuelling for content and information relating to your micro-niche
- Set your timer and do a ten minute free writing session, then put the article away for editing at a later time
- Spend ten minutes editing an article you wrote last week that still needs to be edited.

Handy Tip - If doing a full 30 minute session, be sure to follow Ed's creation process of fueling, writing, editing. Ten minutes of fueling or researching, ten minutes of free writing, ten minutes of editing. But **always make sure that the editing is of content that was written prior to current session.**

Resources:

GuruBob's Blog - <http://www.gurubob.co/>

Click here to see some good examples of anchor text links on GuruBob's blog.