

The Challenge – Module 3 – Day 4

2010TCMD3D4a: Intro

Running Time: 2 mins



Intro

[ED] Ed Dale

[MM] Michelle McPherson

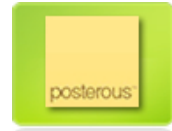
[ED] Okay! Day four of this module, we're still in the car! Goodness knows where we are! Seriously, it was not a good idea to get Marty driving. I mean, yes. He can create a pretty damn decent website, but getting him to drive the car was, well -- the only thing worse would be having Eugene Ware drive the car.

So today, I am going to show you **how to create some content**. And I can assure you it's going to be better than Marty's driving. So, what we're going to do is we're going to show you an easy way. People, when they think about content -- right, Michelle -- it's one of the hardest things that people have to do?

[MM] They feel like it's a difficult task, but it doesn't have to be.

[ED] No, you don't -- nobody can write like Wordsworth or some other famous writer like Picasso, for example...

[MM] One of the best!



[ED] He's great, wasn't he?

[MM] He was!

[group] He was! He was!

[ED] He was just a sensation. His written words are fabulous! He was just great. Also, the great writer, Mark Knopfler. He was a sensation actually. Rembrandt, excellent! Don't you think?

[MM] Very good! Very good!

[ED] He's great! You don't have to be like any of these writers. Gosh, *Anne of Green Gables* was a personal favorite of mine. Do you have any particular favorite writers?

[MM] Steinbeck!

[ED] Steinbeck, see? She's serious.

[MM] I'm serious.

[ED] She actually gets work done around here. So, that's fantastic! So anyway, I'm going to show you how to do some great content. With any luck, Marty will actually find out where we're going to go and we'll get there. So, but you, all you have to do is head over to the video. Lucky for you! Alright, speak soon!

Actions

- Signup for your Posterous account
- Edit your Posterous profile
- Setup and add some of the recommended services to your Posterous account

****IMPORTANT**** - While Ed shows you in his 2nd video how to add a Wordpress blog to Posterous, he was only doing that to demonstrate the auto-posting functionality of Posterous. **We do not recommend that you add your micro-niche WPD blog to Posterous.**

Handy Tip - DO add an anchor text URL wherever possible when setting up any of these services.

The code for an anchor text link:

```
<a href="http://www.YOURDOMAIN.com">ANCHOR TEXT</a>
```

Just cut and paste this link and put your own details in for **YOURDOMAIN.com** and **ANCHOR TEXT**.

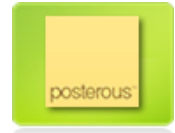
Resources:

Posterous - <http://www.posterous.com/>

Click here to sign up for Posterous.

Posterous Support - <http://help.posterous.com/>

Click here to get support using Posterous.



Twitter - <http://www.twitter.com/>

Click here to sign up for Twitter.

Twitter Support - <http://support.twitter.com/>

Click here to get support for Twitter.

Facebook Pages - <http://www.facebook.com/FacebookPages>

Click here to find out more about Facebook Pages.

LinkedIn - <http://www.linkedin.com/>

Click here to create an account with LinkedIn.

LinkedIn Support - <http://linkedin.custhelp.com/>

Click here to get support using LinkedIn.