



## The Challenge – Module 3 – Day 7

### 2010TCMD3D7a: Introduction

Running Time: 1 min



[ED] Ed Dale

[MM] Michelle McPherson

[ED] Well, we've come about two miles in seven days. But you have come a lot further. All this work has been for a reason, right Michelle?

[MM] That's right!

[ED] What are we going to do?

[MM] Well, now that we've set everything up, we're going to be able to use these sites that we've set up again and again and again. So, we've done the hard work.

[ED] Exactly! And so today, we're going to show you how to use the network that you've set up. And you'll see how easy peasy it is. So, go over there! And then, remember, you've got another seven days. You've got a break, a rest to catch up. And then, we'll see you back for the next module. Thanks, Michelle.

[MM] Thank you, Ed.

[ED] Now, we're going to shower.



## Actions

- **Create your first post for your newly created Posterous network**, send it out and check to see it's being distributed correctly by visiting the sites you have created on the various services
- **Begin writing and posting articles focussing on your category keyword phrases** to your micro-niche blog on a weekly basis
- **Get into the habit of posting to your Posterous network on a regular basis**, always ensuring that you **include an Anchor Text link leading to your micro-niche blog**

**Handy Tip** - Anchor text links are crucial to this process and you need to know how to create them. **Whenever you post to your Posterous network you are always targeting your main theme keyword phrase so you must include an Anchor Text link when you post.**

**If needed, the code for an anchor text link is:**

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

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

## Resources:

**Google Reader** - <http://reader.google.com/>  
Click here to get started using Google Reader.

**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.