



The Challenge 2010 – Module 4 – Day 4

2010TCMD4D5a: Intro

Running Time: 1 min



Intro

Ha! Fancy seeing you here. I was just sitting here just with the Melbourne skyline in the background. Not doing anything, but just checking how everything is going. But I'm glad you're here because today is one of my most favourite lessons of all time because I'm going to tell you my favourite tool of all time. (And no, that's not Dan Raine. I'm kidding! Joke! Joke!)


No, my favourite tool of all time is actually **Google Reader** because I use it like my Encyclopaedia Britannica. I have all the information on all the niches in the world that I am interested in. I have them all sucked into **Google Reader**. And then, I can do a whole bunch of amazing things, which I'm going to show you today.

So, enough of me. And let's just go to the videos.



Actions

- Create your **Google Reader** and **Google Alerts** accounts
- **Subscribe** to some key RSS feeds that will provide you with relevant content and news for your micro-niche
- Setup some relevant search terms for **Google Alerts** following the recommended settings
- Link your **Google Alerts** account to your **Google Reader** account to make the whole process more streamlined moving forward.

Handy Tip - Any website that displays the RSS icon  in the address bar of the browser contains an RSS feed. Once you have created and logged in to your Google Reader account, clicking on that RSS feed icon will provide you with an option to subscribe to the feed in Google Reader. Once you have Google Reader setup, try this out with The Challenge Blog and the various forum board feeds on The Challenge Forum.

Resources:

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

Google Reader Support - <http://www.google.com/support/reader/?hl=en>
Click here to get support with Google Reader.

Google Alerts - <http://alerts.google.com/>
Click here to get started using Google Alerts.

Google Alerts Support -
<http://www.google.com/support/alerts/bin/static.py?hl=en&page=guide.cs&guide=28413&rd=1>
Click here to get support with Google Alerts.