



The Challenge 2010 – Module 4 – Day 5

2010TCMD4D5a: Intro

Running Time: 2 mins



Intro

Hey, everybody. Welcome back.

Now, here's the thing: there are all sorts of tools that you can use to make yourself and make your life a lot easier. I'm a huge fan of the iPhone (I bet you that shocks you. I bet you you're stunned by that announcement). But whether you have an iPhone or not, whether you have an iPad, whether you have an Adroid phone, whether you have anything, I just wanted today to show you the way that we work so you can get a feel for how literally wherever you happen to be, you can stay on top of your market, monitor your market, get inspiration, get ideas, get all of these sorts of things. And that, to me, is fantastic. Because let's face it, it's the freedom and lifestyle choice. The first benefit that you'll get in your Internet marketing business or doing an online business is the fact that you're able to do it from everywhere. The riches, the wealth, the girls (the boys), they all come later, much later in some cases. In fact, for me, they never really came. What is with this?

Anyway, I get distracted. The real point of this is that you want some flexibility to be able to work. If you want to go down to your local café, you can work at your café. You can work here by the Yaro. Wherever it happens to be, that's where you can practice Market Leadership and being inspired, getting ideas, creating content. And that's what we want to show you today.

So, have fun! Lots of tools (I'm the head tool!). Speak soon! Go to the video -- *quickly*.



Actions

- Keep fuelling up
- Do a **ten minute free writing exercise** on some content you have collected
- **Find some content** of interest in your subscribed feeds on **Google Reader**
- Either make notes of the researched content in **Evernote** or post it to your **Posterous** network.

Handy Tip - Smartphones and devices like the iPad are becoming a must have device for access to information on the go, but remember, you DO NOT need to own one in order to benefit from the tools.

Resources:

Cloud Services

Instapaper - <http://www.instapaper.com/>

Click here to get started using Instapaper.

Instapaper Support - <http://www.instapaper.com/main/support>

Click here to get support using Instapaper.

Dropbox - <https://www.dropbox.com/referrals/NTQwODc0OTk>

Click here to get started using Dropbox.

Dropbox Support - <https://www.dropbox.com/help>

Click here to get support with Dropbox.

iPad/iPhone Tools

Reeder on the iPad/iPhone - <http://reederapp.com/>

Click here to get started using Reeder on the iPad/iPhone.

Reeder Support - <http://reederapp.com/ipad/help>

Click here to get support with Reeder.

Instapaper on the iPad/iPhone - <http://www.instapaper.com/iphone>

Click here to get started using Instapaper on the iPad/iPhone.

Instapaper Support - <http://www.instapaper.com/main/support>

Click here to get support with Instapaper on the iPad/iPhone.

Flipboard - <http://www.flipboard.com/>

Click here to get started using Flipboard.