



## The Challenge 2010 – Module 4 – Day 6

### 2010TCMD4D6a: Intro

Running Time: 1 min



### Intro

Hey, everybody. Welcome back. And today, we're going to go to one of my favourite places. I just love 'em! And that's **forums**.

Every market in the world -- every hobby, every interest group -- everybody has a forum. And they're a brilliant place for you to get a feel for the market. So, where you can start down the track, practice market leadership by helping people out in these forums. They're brilliant for that!

So, make sure that when you look at the forum lesson today that you have the opportunity to really get in there and just be a participant in these forums. It's a fantastic place to learn all about your market. And most importantly, the people who are most passionate about their market are in the forums. Meanwhile, I'm just going to continue leaning against the middle leg of this sculpture.



## Actions

- Go to Google and search for forums relating to your market
- Register and fill in your profiles on forums of value that you find, **including an anchor text URL** where possible
- Look through the forums for various elements like advertising, FAQ files, RSS feeds etc.
- Take notes using **Evernote** whenever you find useful information on the forums.

**Handy Tip** - Remember that you can use the **Google Global** extension in Chrome or Firefox when searching for forums to ensure that you find forums for the country or area you are targeting for your market.

Make sure to **look for RSS feeds** on the forums that you find are of value. Having the forums deliver posts directly into your Google Reader means you spend less time having to visit the sites and more time just consuming the content.

## Resources:

**Google Global** - <http://www.redflymarketing.com/internet-marketing-tools/google-global/>  
Click here to get started using Google Global.

**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.