



## The Challenge 2010 – Module 4 – Day 7

### 2010TCMD4D7a: Intro

Running Time: 2 mins



Hey! You made it! Final day of this module. And today's an interesting one because I want to talk to you about using some of the tools we've shown you over this module and in the past modules to really **start to build relationships with key people in your niche**.

This is crucial because the more people know about you and the more you help people out, the more they're likely to help you out, as well. And you can't go into Market Leadership, into any niche by yourself particularly when you're starting out. So, **you really need to understand who are the players** (much like when we talked about it earlier in the module about the competition analysis). This is something deeper. We're going in a step deeper now to really look at who's who, the individuals and how to contact those people, how to help them (how not to be seen like a stalker!) all of those sorts of things, and some very key tips.

And what's exciting about this is that now you've got another seven days off before you get to the next module. So, you're going to really be able to use those seven days to practice these techniques.

Now, I know a number of you might be thinking, "Well, I just don't feel confident enough to do this in the area that we've chosen to do with **the Challenge**." Let me give you a huge tip on this. One of the best things you can do **if you don't feel comfortable about doing it in your market at the moment, do it in your hobby**. Practice with your hobby. And it's a great way to do it. And who knows? Your hobby might end up being an excellent market anyway. But if you use your hobby to practice these techniques and learn about it, well hey! It'll be really cool anyway. You got something out of it. But you're also practicing, as well. So, that's a little tip.



Alright! Have a great time today. Check the videos out there. And remember, **we will be back with the next module after seven days.**

## Actions

- **Do a Twitter Search** and **Find People Search** using your keyword phrase for relevant or interesting tweets from people
- Create some **Twitter lists** and add relevant Twitter accounts to it
- **Search Facebook Pages** for relevant pages to your market and **Like** the ones that are interesting enough
- Follow the off-module publishing guidelines for your Posterous network and Micro-Niche blog.

**Handy Tip** - A clever way to identify people on Twitter that have a good level of influence is to look at their **followers/following** ratio. People who have a much larger number of followers compared to how many people they follow, generally have a higher degree of influence.

## Resources:

**Twitter Search** - <http://search.twitter.com/>

Click here to search for your market on Twitter.

**Find People On Twitter** - [http://twitter.com/invitations/find\\_on\\_twitter](http://twitter.com/invitations/find_on_twitter)

Click here to use Twitter's Find People feature.

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

Click here to get support using Twitter.

**Facebook Pages** - <http://www.facebook.com/search/?flt=1&o=65>

Click here to get search Facebook Pages.

**Facebook Support** - <http://www.facebook.com/help/?ref=pf>

Click here to get support using Facebook.