

# **Shockingly Simple Economy of Action Guide**



**Discover How To Tap Into Social Media  
Platforms Without Investing A  
Ridiculous Amount of Time!**

**By**

Dr. Ron Capps the NicheProf

**\$27.77** Published Price

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## **Introduction**

Over the past few years, the face of the Internet has taken on a much different look and has become far more interactive and media oriented.

In December of 1996, a new website was created on the Internet. That site was It was a place that alumni could gather to connect with former classmates for purposes of reunions and discovering what was happening in each other's lives since they had graduated.

Historically, Classmates.com was the first social networking site established on the Internet.

This guide will show you how you can harness the power of today's Web 2.0 oriented Internet to promote yourself and any social, political and economic interests that you may have.

Most importantly, I will show you a very specific, step-by-step process, that will allow you to use these social communities and tools without squandering a ridiculous amount of time and energy.

It's time you discovered my "Economy of Action" Process to achieve higher visibility that will make your success more likely and it easier to connect with others for your mutual benefit.

In The Little Black Book of Connections, Jeffrey Gitomer made it clear that "It is not who you know. It IS who knows You" that is key!

**It's Time to Get Known Now!**

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## **Step One: Where Do I Start?**



Once you determine your “brand” or specific area that you wish to become known as the authority or “obvious expert,” you need to create a “Google Alert” and “Tweet Beep” to monitor the postings, news and conversations about the keywords or phrases of interest.

By setting a "Google Alert," you will be able to control the frequency of notifications to your email account. You can choose to receive updates from Google as they happen, once a day or once a week.

In addition, you can choose to receive comprehensive updates that will include: blogs, news, videos, web and groups. If you don't desire comprehensive updates, you can select to receive updates from any single source.

Personally, I suggest as they happen updates when monitoring your brand, name or social reputation. For other terms, I use once a day or once a week updates.

Use of this technique can provide a good way of locating potential experts on the topic for future interviews or as experts for you to be interviewed by at some future point.



The screenshot shows the Google Alerts (BETA) interface. At the top right, there is a navigation bar with the text "NicheProf@gmail.com | Settings | FAQ | Sign out". The main header features the Google Alerts logo and the text "Google Alerts (BETA)". Below the header, there is a "Welcome to Google Alerts" section with a brief description of the service and a list of "Some handy uses of Google Alerts include:" followed by four bullet points: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on favorite sports teams. To the right, there is a "Create a Google Alert" form with fields for "Search terms:", "Type:" (set to "Comprehensive"), "How often:" (set to "once a day"), and "Your email:" (set to "NicheProf@gmail.com"). A "Create Alert" button is at the bottom of the form, and a small disclaimer states "Google will not sell or share your email address."

### Google Alerts Set-Up Screen

I also suggest that you establish "TweetBeep" Alerts for the same terms so that you can monitor conversations that are taking place on Twitter.

Monitoring the terms via "TweetBeep" will give you the advantage of discovering others who are interested in the same topic

areas that you are.

Like with "Google Alerts" above, this is also a good way of locating potential experts to interview or form joint ventures with in the future.

**tweetbeep))**

**Twitter Alerts!**

**TweetBeep** is like Google Alerts for Twitter! Put in a keyword or website, and get emails when others tweet it!

**Free Twitter Alerts by Email!**

If you love Twitter, you'll love TweetBeep! Keep track of conversations that mention you, your products, your company, anything! You can even keep track of who's tweeting your website or blog, even if they use a shortened URL (like tinyurl.com).

Great for online reputation management, catching all your @replies, finding job/networking opportunities, keeping up on your favorite hobby, and more!

Ready to get started?

**Start by Signing Up!**

**Username**  
For TweetBeep

**Password**  
Be Tricky

**Confirm Password**

**Your Name**

**Your Email**

**Twitter Username**  
To filter your alerts

[TweetBeep Registration Screen](#)

Once you've established your "Google Alert" in step one above, the post you'll receive by email will look similar to the one on the next page that I received for the term "social networking."

## Google Alert - social networking

Social Network Communities | X

☆ Google Alerts to NicheProf

[show details](#) 6:43 PM

### Google News Alert for: **social networking**

#### [Social Networks](#) Go to Work

PC World - USA

Use of **social networking** sites such as Facebook, LinkedIn and YouTube is widespread in business today, along with instant messaging, peer-to-peer ...

[See all stories on this topic](#)

#### [Social networking](#) benefits from financial crisis

International Herald Tribune - France

Bose turned to MeettheBoss, a new online **social networking** site for financial services executives. It was started in September - a timely introduction for a ...

[See all stories on this topic](#)

#### [Sun Microsystems](#) Launches **Social Networks** to Connect Global ...

PR-USA.net (press release) - Varna,Bulgaria

ORLANDO EDUCAUSE 2008, Sun Microsystems, Inc. (NASDAQ: JAVA) today announced the launch of two **social networking** portals especially designed to connect and ...

[See all stories on this topic](#)

### Google Blogs Alert for: **social networking**

#### [My New Ning Social Networking Site](#)

By Larry Brauner

I had already laid the groundwork to launch my own **social network**. I had many contacts who were involved in **social networking** whom I could invite to join. I had also received much encouragement from other site owners. ...

[Online Social Networking - http://online-social-networking.com/](#)

#### [Comment on Top 10 Social Networking Sites for Women by Best Acai ...](#)

By Best Acai Berry Juice

I don't own this site or anything, but I do enjoy it as a female **social** community. <http://www.kirtsy.com/>

[Comments for Mashable | All That's... - http://mashable.com/](#)

#### [Media Tech Tonic #5: Social Networking for Artists, Designers, and ...](#)

By David Tames

She will share her insights on how creative professionals that work independently can hone and improve their **networking** skills. She'll cover a range of of both inter-personal and and web-based tools that she uses herself. ...

[Media Tech Tonic - http://mediatechtonic.org/](http://mediatechtonic.org/)

#### [Guest blogger Courtney Summers on social networking sites & self ...](#)

By courtney summers(clindsay)

Sample Google Alert Notification for "Social Networking"

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When I receive the above notification, I visit each of the entries above to determine the quality of the information and the potential value it might have for others who are either members of my “tribe/community” or following me on one of the social platforms. Once I find an article, study or post of particular value, I open the link in my [Firefox browser](#) so that I can proceed to the second part of my “economy of action” system.

## **Step Two: The Firefox Foundation**

The Firefox browser is a key component in my “economy of action” process.

The process requires that you install some specific Firefox extensions that will save you a tremendous amount of time and lead to much higher visibility and potential credibility.

You should install:

- [Shareaholic](#)
- [Google Reader](#)
- [Diigo](#)
- [SEOQuake](#)



# Shareaholic

a must have browser add-on

55 diggs [digg it](#)

Share, bookmark and e-mail web pages quickly without leaving your browser.

Shareaholic makes it easy for you to submit the web page you're on to your favorite sharing or bookmarking service, including: digg, del.icio.us, facebook, friendfeed, google bookmarks, google reader notes, kaboodle, magnolia, mixx, myspace, pownce, reddit, stumbleupon, tumblr, twitter, and ycombinator. You can also e-mail the web page directly to a friend.

**Quickly evaluate web page popularity.**

Shareaholic also lets you know how many times the web page you're on has been dugg or saved to del.icio.us.

[Install Shareaholic](#)

Works with Firefox 2.0+, Flock and Songbird on PCs and MACs

**No** Spyware Adware  
No adware, spyware, or malware.  
Shareaholic is free to download, free to use, and does not contain any adware or spyware.

The [Shareaholic](#) extension is an extremely valuable tool that will serve as a convenient tool for creating social bookmarks.

You can configure your Shareaholic extension to bookmark to each or any of the following social sites:



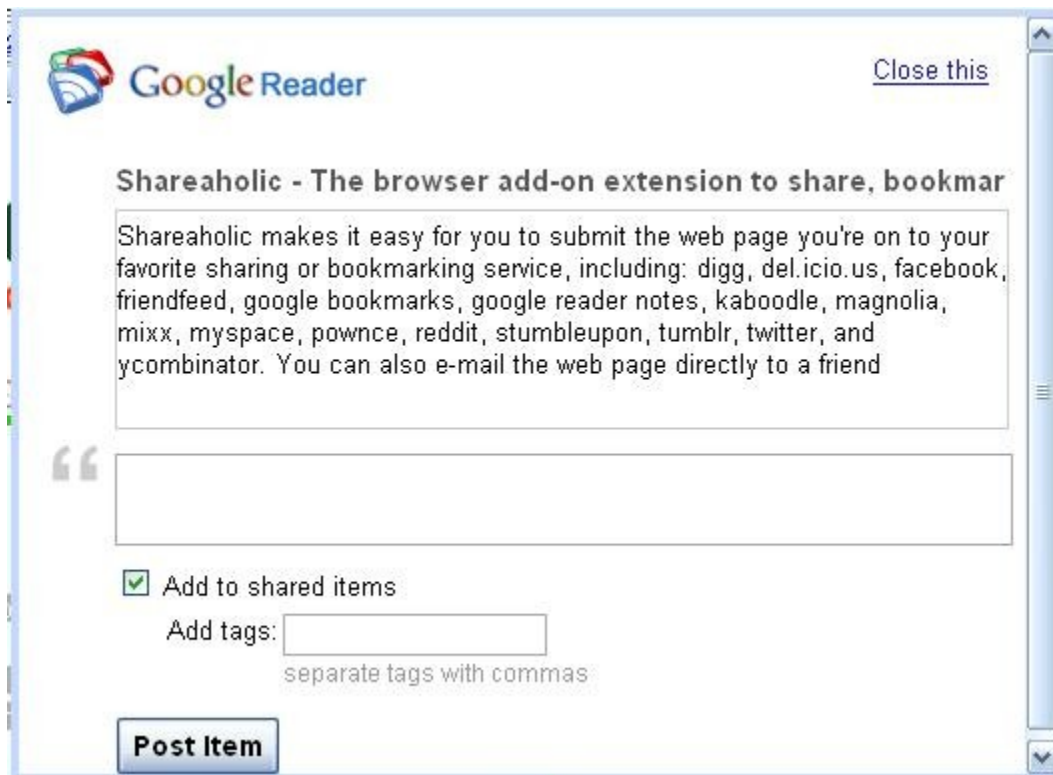


### Potential Services For Use with Shareaholic

Once I load the specific website or post into my Firefox browser, I click on the green Shareaholic button at the top of my browser and click on the Google Reader Icon.

When I click on Google Reader, it will open a small window on my page that allows me to post a comment and to add appropriate "tags" which will increase the "indexability" and categorization of the specific comment posted.

A screen shot of the Google Reader posting window follows:



View of Google Reader Posting Window

The Google Reader has been identified by Google as a key component of their [Friends Connect Community](#) that will mark a major Google move into the world of social media. Consequently, I strongly encourage you to rely upon the Google Reader as your primary RSS Reader.

Once you've entered the resource found in your Google Reader, it will be posted to your page and is available to be shared with others and indexed by Google and other search engines.

Before I close my Google Reader comment entry window, I highlight and copy my comment to my clipboard for future use.

I've posted a screen shot of my personal Google Reader page for you to gain a better understanding of the results of your posting effort.

Gmail Calendar Documents Photos Reader Web more nicheprof@gmail.com | Settings | My Account | Help | Sign out

**Google Reader** All items Search

**Home**

All items (556)

Starred items

Trends

Your stuff

Shared items

Notes

Friends' shared items (77)

2 new people sharing with you **View**

http://www.keyw... (57)

Mark Horn (6)

Charles Heflin (14)

Nick Dunin

Marcus

James Oliver

Sharing settings

**Add subscription** Discover

Show: updated - all Refresh

- Advertising Age - Ste... (2)
- Alex Mandossian's Blog (8)
- Ankit Rawat - SEM (Se... (38)
- Business of Software ... (6)
- Free Line Report (20)
- Official Google Blog (39)
- Paul Colligan's Profi... (13)
- Podcast Academy (2)
- Ron Capps's Facebook ... (148)
- Search Engine Roundtable (167)
- The Friday Traffic Re... (38)
- Web Analytics Management
- aggregator
- alumni relations
- behavioral targeting

Options Manage subscriptions

**Home**

**A look at what's new**

**Podcast Academy (2)**

**Limited Sale On New Media Audio** [image: vault.jpg] We've opened the New Media Podcasting vault and have a special offer for one week only. All the 2006, 2007 & 2008 New Media Expo content plus Podcast Academy™ bonus files! 152 files and over 150 hours of content in a once in a ...

**PNME 2007: Podcasting for Teachers** [image: KingKathleen.gif][image: GuraMark.gif][image: BachDan.gif][image: ToddJoselyn.gif]PNME 2007 #26: Podcasting for Teachers: Applications for Teachers and Learners (K-12 Emphasis) Podcast and New Media Expo 2007: In this session designed ...

**Business of Software Blog (6)**

**BoS Digest - to mediocrity and beyond! How to teach better management** I'm a mean presenter. Mean as in average, that is. Put me in front of a crowd and, if I prepare hard and practice much, I can turn in a middling performance. Which I'm pleased about. I used to be an appalling presenter. The first time I did a ...

**BoS digest - why foosball is as important as source control** [image: Tablefootball] Richard Florida has written much about the importance of place. I think he's on to something - despite the hype about virtual communities, social networking and off-shoring, physical geography is as important as it always has ...

**Video of Jason Fried's talk at Business of Software 2008** [ve just posted Jason Fried's talk online. Jason is the founder of 37signals. Jason talks about many things in this session, focussing on the philosophy of 37signals (for example, they pay for employees' hobbies) and how bigger isn't always better. ...

**Paul Colligan's Profitable Podcasting (13)**

**Devaluing Content is A Bad Move Right Now** First of all, I have to start off by saying this is a killer deal. Anyone wearing a thinking cap will know that some of the sessions are worth more than others but the little "Vault Sale" over at Podcast Academy is a good deal (for you). \*No, this ...

**The Original "Fireplace App For The iPhone" - iYule.tv** There has been some Google search for the terms "Fireplace App for the iPhone." This probably comes from the recent cameo of iYule.tv on a recent "Late Night With Conan O'brien" Just for the record (and to make sure this does o.k. in the search ...

**Gary Vaynerchuck Ain't The Only One On Conan - iYule.tv Makes It Big Time ...** Yes, iYule.tv was featured on Conan last night (and, we come right after Sarah Palin). Wait till you see what we have planned this year ... Want to make predictions below (about iYule.tv 2009, not Sarah Palin)? \*Sponsored By: PPC and Affiliate ...

**Alex Mandossian's Blog (8)**

**Why An Article-A-Day Keeps The Recession Away** [image: bailout-dollar] Article marketing has recession-proofed my online businesses. I know that is a big claim, and lots of people are talking about how to recession-proof your business right now. Read on to discover how to really do it with Article ...

**"How To Be A Sales Superstar" By Mark Tewart** "Mark Tewart" Listen to the Replay... "Mark Tewart" has been an internationally recognized sales, sales marketing and sales management expert for many years. He became a top performing salesperson at 19 years old and went on to become ...

**Top Recommendations** [View all >](#)

**Web Analytics Demystified**  
Eric T. Peterson's 'Web Analytics Demystified' weblog, since 2005!

**NeilsWeb**  
The Journey to Affiliate Stardom

**Recently shared**

**Twitter Goes Mainstream - WSJ.com** from [online.wsj.com](#)

**Social Media Monitoring and Packaged Care: Pick UPS, Push UPS | CenterNetworks** from [www.centernetworks.com](#)

**What is Social Media Marketing and Why You Should Learn It? | MoonLoh.Com** from [moonloh.com](#)

**Tips and tricks**

If you find yourself repeatedly visiting a website to check for updates, or if you just stumble across a page you want to keep track of, you can easily subscribe to it in Google Reader using the **subscribe bookmark**.

To use the **subscribe bookmark**, simply drag the link below to your bookmarks bar. Then, when you're on a web page, you can click the bookmark to view it in Google Reader.

[Subscribe ...](#)

Once you see the feed preview, confirm your subscription by clicking the "Subscribe" button within Reader.

## View of the [NicheProf Google Reader Page](#)

After you have completed your post to your Google Reader, you go back to the green Shareaholic button and click on the [StumbleUpon](#) icon.

When you click on the [StumbleUpon](#) icon, it will open the following window for you to post the previous comment that you entered in your Google Reader and saved to your clipboard.

**Thumbs-up >** <http://en.oreilly.com/webexny2008/public/schedule/proceedings>

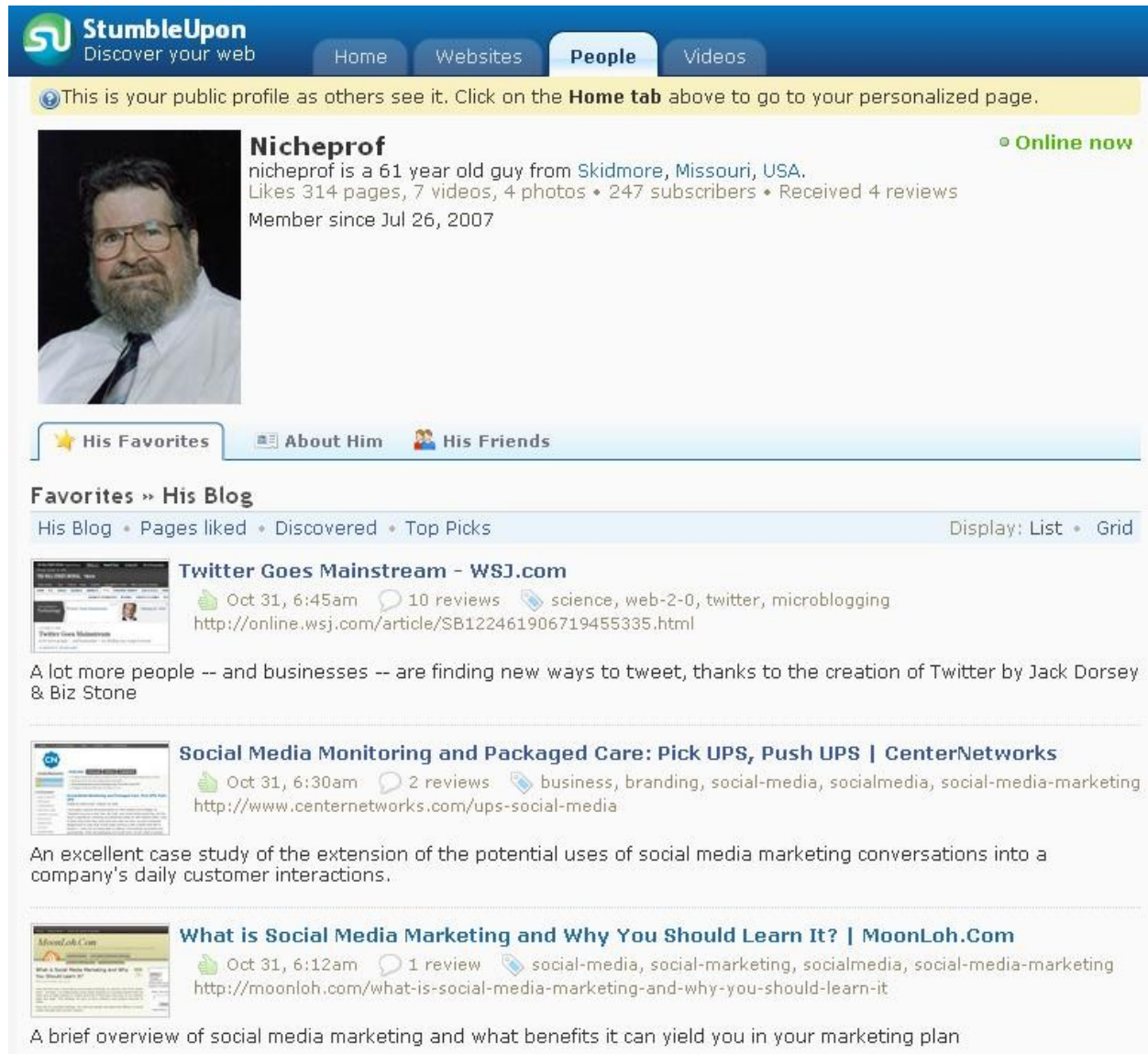
**Tags**

Suggested tags: [internet-tools](#), [social-media-marketing](#), [social-media](#), [social-marketing](#), [web-2-0](#)

**Review & comment (optional)**

## View of [StumbleUpon](#) Posting Form

Your [StumbleUpon](#) entry will be posted to your account and be viewable by the public as seen in my profile below:



The screenshot shows a StumbleUpon profile for a user named 'Nicheprof'. The profile includes a navigation bar with 'Home', 'Websites', 'People', and 'Videos' tabs. A yellow banner at the top states: 'This is your public profile as others see it. Click on the Home tab above to go to your personalized page.' The profile picture shows a man with a beard and glasses. The bio reads: 'nicheprof is a 61 year old guy from Skidmore, Missouri, USA. Likes 314 pages, 7 videos, 4 photos • 247 subscribers • Received 4 reviews Member since Jul 26, 2007'. There is a green 'Online now' indicator. Below the bio are tabs for 'His Favorites', 'About Him', and 'His Friends'. The 'Favorites' section is expanded to show 'His Blog', with sub-tabs for 'His Blog', 'Pages liked', 'Discovered', and 'Top Picks'. A 'Display: List • Grid' option is visible. Three blog entries are listed:

- Twitter Goes Mainstream - WSJ.com**  
Oct 31, 6:45am • 10 reviews • science, web-2-0, twitter, microblogging  
<http://online.wsj.com/article/SB122461906719455335.html>  
A lot more people -- and businesses -- are finding new ways to tweet, thanks to the creation of Twitter by Jack Dorsey & Biz Stone
- Social Media Monitoring and Packaged Care: Pick UPS, Push UPS | CenterNetworks**  
Oct 31, 6:30am • 2 reviews • business, branding, social-media, socialmedia, social-media-marketing  
<http://www.centernetworks.com/ups-social-media>  
An excellent case study of the extension of the potential uses of social media marketing conversations into a company's daily customer interactions.
- What is Social Media Marketing and Why You Should Learn It? | MoonLoh.Com**  
Oct 31, 6:12am • 1 review • social-media, social-marketing, socialmedia, social-media-marketing  
<http://moonloh.com/what-is-social-media-marketing-and-why-you-should-learn-it>  
A brief overview of social media marketing and what benefits it can yield you in your marketing plan

## The NicheProf's [StumbleUpon](#) Public Page

After you've marked the resource in your Google Reader and in StumbleUpon, you may also enter the page in other sites contained in the Shareaholic interface. These added entries are not essential, but,

entries to sites like [Reddit](#), [Mixx](#) and others can be beneficial.

I strongly suggest that you take a moment to also note your newly discovered resource in your [Diigo.com](#) Account.

[Hot Bookmarks](#) | [Groups](#) | [Site Communities](#) | [Tag Communities](#) Welcome, [nicheprof](#) | [Sign Out](#) | [Help](#)



## Highlight and Share the Web!

Diigo is a powerful research tool and a knowledge-sharing community

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### Research and Collaborate

- ✔ Don't just bookmark! Highlight the web! Add sticky notes tool
- ✔ Access and search your findings from any PC or iPhone!
- ✔ Create groups to pool resources for specific projects.

### Connect and Discover

- ✔ You are what you annotate, creating a presence for you in the community.
- ✔ Connect with friends effortlessly and non-intrusively through content.
- ✔ Discover quality resources on any subject or get personalized recommendations.

[Learn More »](#)

With a virtual highlighter and digital sticky notes, now you can highlight directly on any part of a webpage and scan through all your research

Keep your annotations private, share them with groups you belong to everyone to view.

[Play Demo Video ▶](#)

Easily extract and compile all your highlights across multiple pages

Annotate webp. [+](#) inline sticky note

[Easily extract and compile all your highlights across](#)

Inline Comment: [Julius King](#) on 2005-08-05  
Sticky note are... [It's wonderful!](#)

[4](#)



Reading is more fun with friends,  
more productive with Diigo...




[Get started now!](#)

"Diigo represents a move to maturity in the Web 2.0"

"Diigo is a research tool that rocks!"

"Top 10 Research Tools"

more reviews >



**Edit your Bookmark on Diigo**

Url:

Title:

Private  Unread  Twitter this!

Description:   
< 2000 chars

Tags:

Space separated. Use "" for tag with multiple words.

Recommended tags:

Share with Friends  
 Share to a Group

As seen above, all you need to do is to enter an annotated comment and appropriate tags in to your [Diigo.com](http://Diigo.com) account to reference the resource that you are sharing.

The fourth resource that I asked you to add to your Firefox tool chest was [SEOQuake](http://SEOQuake).

[SEOQuake](http://SEOQuake) is not a component of my "economy of action" process, however, it is an extremely valuable resource for you to use to analyze your competition and to identify potential words, terms and phrases that others are using when discussing and optimizing for the search engines to locate their web sites.

RUS ENG Current version: 2.1.14

 Firefox version  
 Explorer version






Home Tutorials Advertisement Forum Blog Team Parameters Plugins Projects

Share and Enjoy:



SeoQuake guide:

- ◆ [Introduction](#)
- ◆ [Installation](#)
  - ◇ [Firefox 3 and SSL check](#)
- ◆ [Settings](#)
  - ◇ [Main menu](#)
  - ◇ [Plugins](#)
  - ◇ [SERP with SeoQuake](#)
  - ◇ [Parameters](#)
    - [List of parameters](#)
    - [Parameter creation](#)
    - [Presets](#)
  - ◇ [Advanced](#)
- ◆ [Update](#)
- ◆ [Uninstall](#)
- ◆ [Troubleshooting](#)



**Introduction:**

SeoQuake is a programme, which allows user to view a large number of SE parameters on the fly. SeoQuake for Mozilla Firefox consists of three functional parts: SeoToolbar (requested parameters are shown in a separate toolbar in the browser), Seobar (requested parameters are shown in a separate, fully customizable with CSS, HTML block) and output of requested parameters on Search Engine Result Pages (SERPs). **ATTENTION!** Frequent use of big amount of parameters may lead to the ban from SE. In this case, you will need to delete cookies and change proxy server.

You owe it to yourself to visit the home of [SEOQuake](#) and discover its [power!](#)

## **Step Three: Link Control**

Following your posts to Google Reader, StumbleUpon and Diigo, you need to take the link to the original article that you entered into your Firefox browser and copy that full URL into a program that shortens it to a predefined length.

You might use [TinyURL.com](http://TinyURL.com) to shorten the following link:

<http://en.oreilly.com/webexny2008/public/schedule/proceedings> to



## TinyURL was created!

The following URL:

<http://en.oreilly.com/webexny2008/public/schedule/proceedings>

has a length of 61 characters and resulted in the following TinyURL which has a length of 25 characters:

<http://tinyurl.com/4d63g7>  
[Open in new window]

Or, give your recipients confidence with a preview TinyURL:

<http://preview.tinyurl.com/4d63g7>  
[Open in new window]

**This TinyURL has been copied to your clipboard.** To paste it in a document, press and hold down the ctrl key while pressing the V key, or choose the "paste" option from the edit menu.

A screenshot of the TinyURL.com web interface. It features a text input field containing the URL "http://en.oreilly.com/webexny2008," followed by a "Make TinyURL" button. Below this is a section for a "Custom alias (optional):" with a text input field containing "http://tinyurl.com/" and a "Make TinyURL" button. A note below the alias field states "May contain letters, numbers, and dashes."

When you do this, you now know that your link will only require 25 characters to form a clickable link.

Increasingly, I recommend that you use [BudURL.com](http://BudURL.com) to shorten your links. This is an extremely powerful free online resource that will allow you to shorten the URL AND to monitor the metrics of the click.

You can determine how many click on the link; where they have come from; and download the click history to your own computer.



Bookmarks Diigo ScrapBook Tools Help Squidoo

http://budurl.com/

Highlight Comment Send Message (0) Options mwsnap

L: 50 Cached: 31 Oct 2008 I: 53 L: 1,478 LD: 125,125 I: 1030 L: 47 Rank: 136372

Logins (passcards) Setup Form Filling Save Generate

witter nicheprof ... Shrink... Ping.fm / ... Thank you... Pandora R... Created b...

Ron Capps



Home What is BudURL? FAQ Features About Us

Enter Large URL

Shrink It!

### The BEST click stats of any tool available!

- Sign up for an account (it takes 10 seconds)
- Manage all of your links in one easy interface with custom notes to keep track of your placement
- **Instant** click stats in your personal Click Stream
- See referrers, click charts, and more!
- Create multiple BudURLs that point to the same destination so you can tell which source generates the best ROI
- See which cities, states, and countries drive your traffic
- 307 redirects ensure the best tracking and search engine benefits
- Designed by business, for business.

Create your account in 10 seconds!

### Click tracking for business!

BudURL was designed from the start to give small businesses and marketers insight into previously invisible click traffic. Not everyone has access to Google Analytics and most of those that have it don't know how to use it. BudURL makes link tracking amazingly simple. Shorten the link, put it somewhere, and watch the clicks roll in. It's that easy!

BudURL is easy to use! Just paste in a large, unruly web address in the box above and click the "Shrink It!" button. You'll get a unique BudURL™ that you can use anywhere you'd like such as social networks, instant messages, emails, ad campaigns, electronic newsletters, etc.

[BudURL.com](http://BudURL.com)

I've posted a screen shot of the visitor data reported by [BudURL.com](http://BudURL.com) that can be scanned and even downloaded to your computer as CSV file:

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Last 25 clicks. CSV download of all clicks

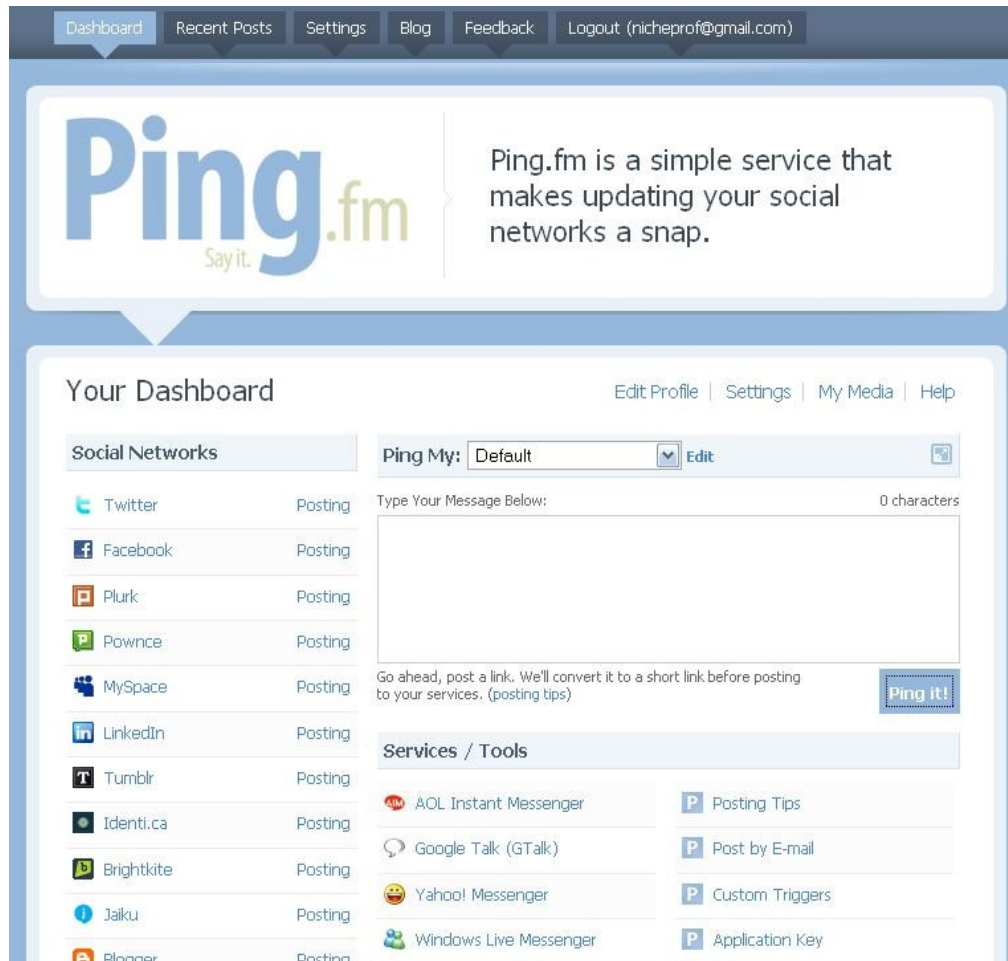
| Timestamp              | Referrer  | Possible Keywords | IP              |
|------------------------|---|-------------------|-----------------|
| Oct 31 2008 8:59:33PM  |   |                   | 209.85.238.26   |
| Oct 31 2008 9:09:04AM  | <a href="http://pownce.com/jb...">http://pownce.com/jb...</a> |                   | 189.102.213.152 |
| Oct 31 2008 7:08:43AM  |   |                   | 66.249.67.70    |
| Oct 31 2008 3:44:39AM  |   |                   | 198.247.172.3   |
| Oct 30 2008 5:12:06PM  |   |                   | 71.1.113.105    |
| Oct 30 2008 2:42:27PM  |   |                   | 74.6.22.154     |
| Oct 30 2008 2:33:43PM  |   |                   | 74.6.22.154     |
| Oct 30 2008 1:36:56PM  |   |                   | 86.0.225.75     |
| Oct 30 2008 12:40:01PM |   |                   | 67.15.102.74    |
| Oct 30 2008 12:39:59PM |   |                   | 67.15.102.74    |
| Oct 30 2008 11:40:07AM |   |                   | 64.12.116.70    |
| Oct 30 2008 11:35:32AM | <a href="http://tumblr.com">http://tumblr.com</a>             |                   | 67.88.244.20    |
| Oct 30 2008 11:09:13AM |   |                   | 72.38.29.143    |
| Oct 30 2008 10:41:55AM | <a href="http://twitter.com/h...">http://twitter.com/h...</a> |                   | 68.198.12.205   |
| Oct 30 2008 10:30:18AM |   |                   | 72.233.104.53   |
| Oct 30 2008 10:22:51AM |   |                   | 66.249.67.70    |
| Oct 30 2008 10:18:11AM |   |                   | 207.170.42.223  |
| Oct 30 2008 10:02:30AM |   |                   | 64.199.98.2     |
| Oct 30 2008 9:47:05AM  | <a href="http://twitter.com/h...">http://twitter.com/h...</a> |                   | 90.9.202.39     |
| Oct 30 2008 9:45:05AM  | <a href="http://twitter.com/h...">http://twitter.com/h...</a> |                   | 209.183.32.20   |
| Oct 30 2008 9:41:11AM  | <a href="http://ping.fm/lcczV">http://ping.fm/lcczV</a>       |                   | 208.71.11.131   |
| Oct 30 2008 9:39:07AM  | <a href="http://www.facebook...">http://www.facebook...</a>   |                   | 65.26.223.77    |
| Oct 30 2008 9:38:55AM  |   |                   | 193.113.57.165  |
| Oct 30 2008 9:38:55AM  |   |                   | 193.113.57.165  |
| Oct 30 2008 9:38:16AM  | <a href="http://ping.fm/lcczV">http://ping.fm/lcczV</a>       |                   | 72.55.165.114   |

## Step Four: Social Distribution

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Now that you've completed the first three steps, it is time for you to go to the account that you've created at [Ping.fm](http://Ping.fm) and post the resource you wish to share with thousands of others.

When you register at [Ping.fm](http://Ping.fm), you should be sure that you've created profiles for each of the nearly 30 social platforms that they post to from a single window. You can select to post to all of the sites; specific categories of sites; or individual sites.



|                                   |               |         |
|-----------------------------------|---------------|---------|
|                                   | Plaxo Pulse   | Posting |
|                                   | LiveJournal   | Posting |
|                                   | Bebo          | Posting |
|                                   | hi5           | Posting |
|                                   | Mashable      | Posting |
|                                   | kwippy        | Posting |
|                                   | Xanga         | Posting |
|                                   | WordPress.com | Posting |
|                                   | Rejaw         | Posting |
|                                   | Friendster    | Posting |
|                                   | Delicious     | Posting |
|                                   | Yahoo 360     | Posting |
|                                   | Koornk        | Posting |
|                                   | Diigo         | Posting |
|                                   | YouAre        | Posting |
|                                   | Multiply      | Posting |
|                                   | Flickr        | Posting |
| <a href="#">Add More Networks</a> |               |         |

You **should not** use [Ping.fm](#) to post directly to your [FriendFeed](#) account. [FriendFeed](#) is a social aggregator that will pull in your posts from the sites that you are posting the message to via [Ping.fm](#) and to also post directly from [Ping.fm](#) would be very redundant.

It is important for you to understand that you have an obligation to share the information that you have uncovered with others in the forum and environment that they prefer to receive it and not just because you happen to prefer one social platform over another.

[PixelPipe](#) is a free online resource (similar to [Ping.fm](#)) which allows you to post videos and audios to an assortment of social platforms and blogs.

- Recent Uploads
- My Pipes
- Add Pipes**
- Upload
- Settings



**Add a photo/video sharing service** (or [add a blog](#))

Welcome to Pixelpipe! Before you can upload using our tools, you need to tell us where you want your uploads sent. You can add multiple services and control which uploads go to which services. Choose a service provider from the list below.

- 7 2 photos
- 
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- 



**Add a blog service** (or enter [your address](#))

- 
- 
- 
- 



**Add a blog by address**

Sites Available to Post from [PixelPipe](#)

## Step Five: Pulling It All Together

To this point you've

- *Set your keywords, terms and phrases*
- *Entered the resource to be shared into Firefox Browser*
- *Used Shareaholic to mark the resource to Google Reader, StumbleUpon and any other interfaced site you wish*
- *Bookmarked the page with tags and annotated and searchable comment on Diigo.com*
- *Convert and shorten the long and problematic resource link into a trackable shortened link at BudURL.com (you can use TinyURL if you don't want to monitor the link clicks and traffic source)*
- *Enter your comment with the BudURL link into Ping.fm and share it with many social platforms with a single click*
- *...and then...the magic begins when you establish "social aggregators" to pull all of your posts together into a shareable RSS feed and community.*

### **Using Social Aggregators:**

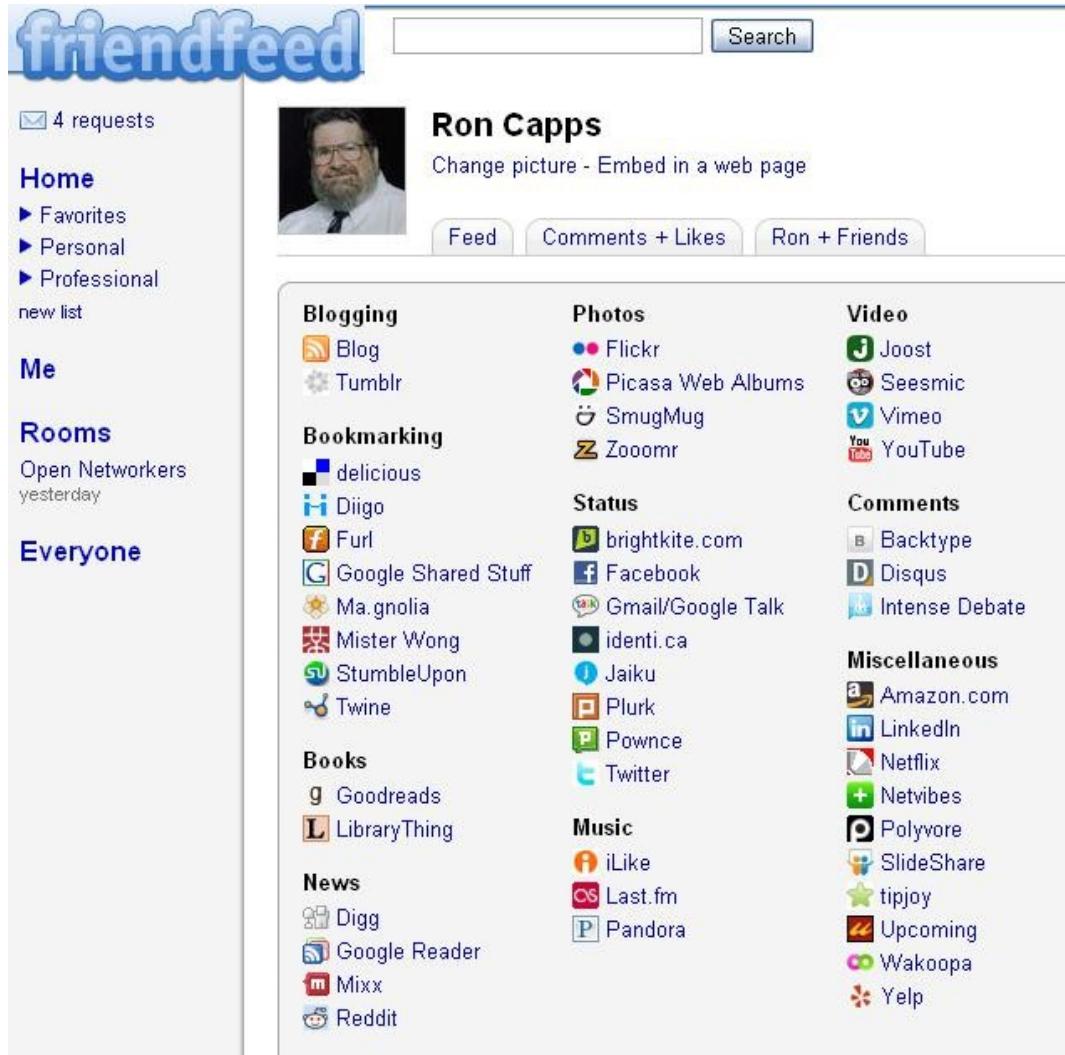
These are few of the more powerful "social aggregators" that I am using at present:

- [FriendFeed](#)
- [SecondBrain](#)
- [Iminta](#)
- [YoSooy](#)
- [Lifestream.fm](#)
- [Profilactic](#)
- [Suprglu](#)
- [MyBlogLog](#)
- [My Mashable](#)

The above "social aggregators" will pull in any posts that you make to any of the social sites that they can connect with. This poses a potential problem if you are not careful when you set the specific sites that you want "aggregated" on the "social aggregator" site.

The problem stems from having the same comments posted on the assorted micro-blogs using Ping.fm and then having each being pulled into the aggregator site with the same exact message.

It can be easily avoided by selecting only one or two micro-blogs for each aggregator site. I suggest that you spread them around so that they each find a home on one of your aggregators somewhere.




[FriendFeed Sites Aggregated From Plus Custom RSS Feeds](#)

Second Brain™ beta 2 | Explore | People | Logged in as nicheprof | Logout | Feedback | Help


Search your library [SEARCH]

nicheprof edit | BOOKMARK | IMPORT | UPLOAD



**nicheprof**  
Your updates


search your content [SEARCH]




**Bio:**  
Author, Educator and an authority in the areas social media, social marketing, niche marketing and Web 2.0. My PhD is in Communication & Popular Culture.

Invite your friends and win prizes.

You follow 4 people



19 people follow you [See all >](#)



[&](#) [2.0](#) [benmarcwee](#) [Business](#) [Design](#)  
[drroncappsthenicheprof](#) [drronthenicheprof](#)  
[Educational](#) [Finance](#) [Industry](#) [marketing](#)

Updates | Library | Shared Items | Collections | Network

What's on your mind? [SB] [GO]

Updates from: All [Network](#) [Me](#) Show:  posted  did  said

today

**Google Reader - 29 posts**

- Friendster Gives Facebook Apps Boost in Asian Market | Epicenter from Wired.com
- Google Devaluing DMOZ and Yahoo! Links? | WebProNews
- MarketingSherpa: New Research Reveals What's Working in Search: Teleseminar Transcript, Slides, MP3
- MarketingSherpa: How to Practice Defensive Branding: 6 Key Factors to Build Credibility, Swat Bad Buzz
- BlogTalkRadio - NicheProf - Online Marketing Opportunities for Offline Businesses Provides Great Income Potential For You In Tod

Posted by you on Google Reader a moment ago

**Free Online Radio - Internet Talk Radio | BlogT...**

Public  
Posted by you on Diigo 4 hours ago | Comment

**Untitled**

Join me on the broadcast now by calling (718) 766-4782 or l... (more)

Public  
Posted by you on Blogger 4 hours ago | Comment

[SecondBrain Profile Page](#)

## Conclusion

There you have it!

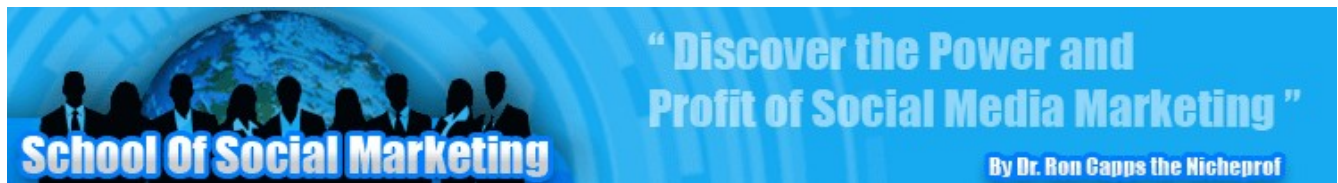
A "Shockingly Simple 'Economy of Action' Guide" that shows you a step-by-step process to tap into social platforms and get known to others in a ridiculously quick period of time!

Once you've created the framework and registered for the assorted programs, you should be able to create over 30 different posts on "spider buffet social sites" with less than five minutes invested.

The above process is a sample of just one of the things that you will be provided as a student enrolled in the [School of Social Marketing](#).



As a **Special Bonus** for you, you can [visit this site](#) and register to be notified when the School of Social Marketing opens for enrollment and receive a copy of my PowerPoint Presentation and Audio from Michael Penland's Internet Marketing Super Conference.



To your continued success and prosperity,

Dr. Ron Capps the NicheProf