

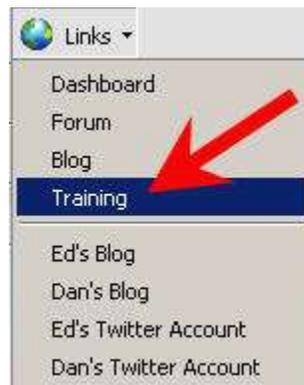
TOOLS OF THE TRADE

Let's run through quickly what you're going to use during the challenge. Note that there is no charge for all of these tools. They are all available for you in the preseason section of your training in Thirty Day Challenge (TDC).

If you haven't gone through the preseason, make sure at least you recognize and are familiar with all the names for now, and then install them later. There is one thing you should install and get used to though, and it is Twitter and Twhirl. The latter is the software program for Twitter. The video series will walk you through all that.

With those two, you will always stay up to date with the challenge. That's how Ed is going to communicate with you and vice versa. It is also a tool to interact with your team members.

The best way to find various tools and everything that's going on in the challenge is the TDC toolbar. You may not have this installed yet. You can use the toolbar to get to the TDC training area as shown below.



The next step is to sign in by entering your details.

A screenshot of a login form on a website. At the top right, there is a green bar with the word 'Login' in white. Below this, on the left, is a light blue box containing the login form. The text inside says: 'Enter your details below to login to the Thirty Day Challenge site. This will also log you into the blog and the forums automatically.' There are two input fields: 'User Name' with the text 'HeadryLee' and 'Password' with a masked password. Below the fields is a blue 'LOGIN' button with a right-pointing arrow. At the bottom of the box is a link: 'Lost your username or password?'. To the right of the login form is a white box with a grey border containing the text: 'Not registered yet? Setting up an account is free and easy. [Register your account now](#)'.

Click on the **Start Your Thirty Day Challenge training** link.



Thirty Day Challenge Training

This year's Thirty Day Challenge has finally begun, and you can find training at bottom of page) from the link below.

[Start your Thirty Day Challenge training](#)



Your screen may be different but it looks similar to this.



Scroll down to the bottom of the training page to find **Preseason for Late Starters**.

Preseason For Late Starters

If you arrived late and want to get your head around the tools of the trade being used in the Thirty Day Challenge, then the preseason lessons below are the perfect place to start.



The first three videos are all about **Flock**, which is the browser you should use for the TDC. You can use different browser but it is just important to standardize, as there are tens of thousands of people doing the challenge. The great thing is that Flock works on Windows, Mac and Linux. It is also very good for social networking, social media and blogging.

If you can't use Flock, use Firefox. They are the two browsers that TDC recommends.

Again, the **Twitter and Twirl** videos are great ways to learn about Twitter. Twitter really is a crucial innovation in terms of communication. It is really that big, just like eBay was to the Internet.

You are going to love **Google Reader** because you are going to save an hour a day. It is a brilliant way to track the whole bunch of information. The Google Reader video shows you how to manage it all so you can consume much more information effectively and efficiently.

StumbleUpon is a fantastic tool which you are going to use later on in the challenge so watch the video to learn how to set that up.

You can get all the TDC videos on **YouTube**. It will be an important marketing mechanism for you down the track.

Google Subscribed Links is a huge revelation in preseason. It's a great way to helping people with the search when they follow you in a particular niche. Make sure you check that out.

The next video series is another brand new innovation this year, **FriendFeed**. It is a useful tool to be used for your team, keep you informed about what's going on and sharing information.

You will find a whole bunch of **video tips**. You can find different ways to watch TDC videos, including watching the videos on your own desktop via VNC Player or iTunes.

The next video shows you about the **TDC forum** and ways you can take advantage of it. Finally, the **Cheat Sheet** helps you get up to speed quickly if you want to jump into the TDC training quickly. But remember, it is important to go back and watch all the videos to set you up properly.