

Eavesdropping on the Internet

How to know instantly and effortlessly what your competitors, prospects and customers are saying online

By Rich Schefren



In this report I am going to explain how to monitor your market.

I'll show you how to:

- stay abreast of what everyone is talking about...
- eavesdrop on all the conversation online for your important buzzwords...
- slash your unproductive web-surfing time...
- organize the important information from your marketplace....
- monitor your reputation....
- and much, much more.

In The Attention Age, there's too much stuff clamoring for what little attention we have to spare. That's why whenever we can reduce the attention required to execute a task, we must seize the opportunity and reclaim our attention back.

As an online business owner the attention demands have never been greater. On top of that if you want to be a Maven, the demands are only greater.

So, you're going to need some shortcuts.

Web surfing can be fun, but it can take hours to visit every single important website and blog.

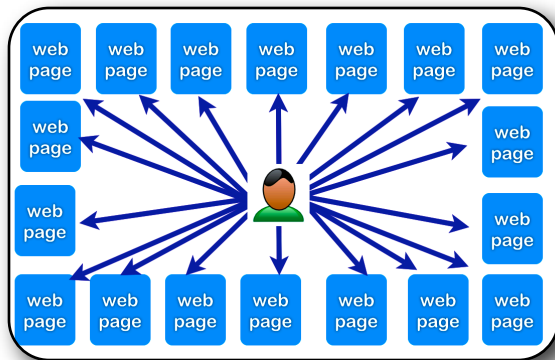
Wouldn't it be awesome if you could get all those sites and blogs to come to you?

On top of that, wouldn't it be a huge time-saver if you could harness the incredible technology of the web to monitor all the conversations going on online and be alerted whenever something important to you was mentioned?

... And especially something ABOUT YOU?

Well you can do both, through RSS feeds.

RSS is an acronym for "Really Simple Syndication", an XML format that was created to syndicate news, and be a means to share content on the web.

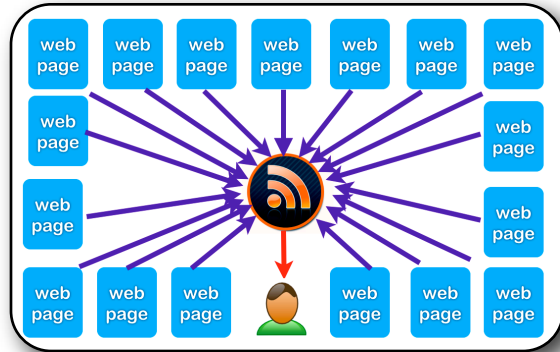


To make RSS easier to understand, it's a way for you to aggregate the latest information from important websites and blogs, and monitor the internet for important words and phrases all in one place.

Suppose there are 40 important sites and blogs you need to visit regularly. Going to visit each website and blog everyday would a major time-suck.

Moreover, there's not enough time in the day to figure out who is talking about what's most important to you and your company.

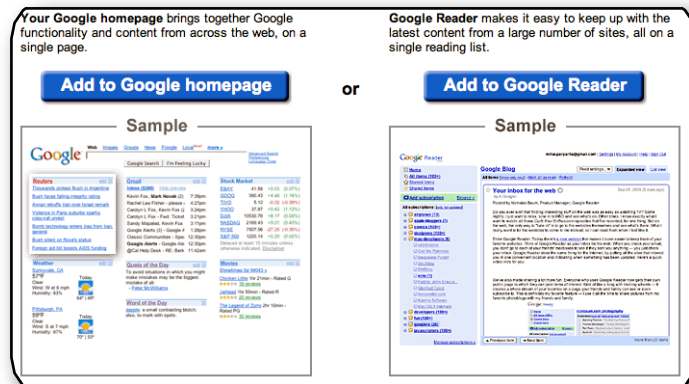
But, with RSS, you can “subscribe” to a website or blog, or even a frequent search you do often and get it all delivered to you. This way you can “have all of these 40 sites and blogs in one list, plus up-to-date reports on your important keywords and phrases in minutes instead of hours.



It's like the difference between having to go to your local video store to get a movie to watch, or having Netflix deliver it right to your door.

The place where it'll all get delivered to is known as an RSS Reader. And there are many to choose from. Some are free others aren't. For the sake of simplicity we'll look at the

different options Google offers (which are free), but if you're more adventuresome you can check out a great resource known as the [RSS Compendium](#) to see all the different options you have.

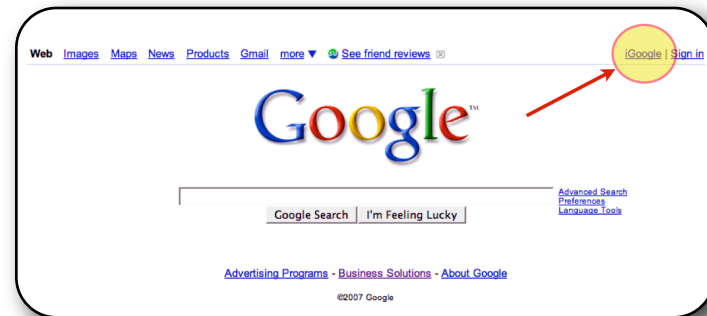


Google gives you two options to gather your feeds. (I'll explain how to subscribe and set up your feeds right after we cover this).

You can either add them to your Google homepage (if you have one - I do, and I strongly recommend you do too) or you can add it to its feed-reader otherwise known as “Google Reader”.

I use both. I use the iGoogle to stay up to date on all my favorite sites in all my favorite categories. And I use Google reader to subscribe to important words, phrases, and names I want to continually monitor.

We'll go into more detail on both a little later on. First I want you to get set up.



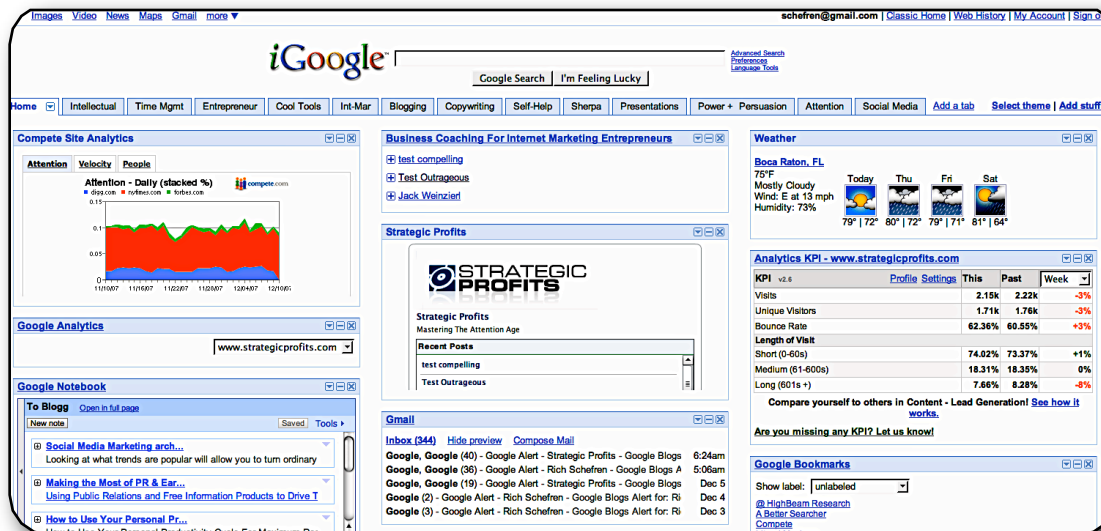
If you don't have a Google homepage, you can get your own by clicking in the upper right hand corner of the Google page. It's called iGoogle, and if you click on that little link Google will walk you

through all the steps to setting up your own customized start page.

If you're going to be using this page to monitor all that's important to you - it's a good idea to set it as your internet start/home page.

You can do that by simply changing the preferences of your web-browser.

Below you can see my Google start page. Whenever I launch Firefox, Internet Explorer, or Safari this is the first page I see.



As you can see there's an awful lot right there on the page... and that's not the half of it. Because each of those blue taps right below the search box is a tab to a different page with a different grouping of feeds.

(Advanced Ninja Secret - if you're a seasoned pro at this and you're wondering how did I get so many tabs - all you have to do is paste this code into your browser's address bar while you're on your personalized homepage:

```
javascript:_renameTab();_dlsetp('at=')
```

As soon as you do Google will prompt you for the new tab's name. And you can repeat the process until you have enough tabs. Or you can add the number of tabs you want in one shot by entering this code into your browser's address bar (the at= the number of tabs you want):

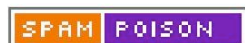
```
javascript:_renameTab();_dlsetp('at=5')
```

This will give you 5 tabs.)

Here's a breakdown of the tabs I have on my iGoogle setup:

1. Home - for general stuff like my bookmarks, key performance indicators of our blog Strategic Profits, a gmail account, Google Notebook, whether, etc...

2. Intellectual - for feeds from sites like Drudge Report, The Smoking Gun, The New Yorker, etc....
3. Time Mgmt. - everything to do with productivity, time management, GTD (getting things done), etc...
4. Entrepreneur - everything related to small business, entrepreneurial pursuits, and business growth, etc...
5. Cool tools - gadgets, gizmos, software, etc...
6. Int-Mar - everything related to the small incestuous world of internet marketing.
7. Blogging - my favorite sites about blogging
8. Copywriting
9. Self-help
10. Sherpa - the winners of Marketing Sherpa best blogs
11. Presentations - everything related to making presentations
12. Power+Persuasion - it's empty but it was for sites related to persuasion
13. Attention - sites covering the diminishing levels of attention in society
14. Social Media - my favorite sites covering the latest trends in social media.



In case you're wondering how did all those sites get on my iGoogle page - it's simple.

Whenever you see links reading "subscribe to our feed" or any of those buttons on the left all you have to do is click on it and you'll be walked through the steps to adding it to your preferred RSS reader.

Typically, you'll see these RSS symbols or text links in your browser window, on the side columns of the website page, or on the top or bottom of the page (that pretty much covers the entire page except for the middle, doesn't it?). Site owners, bloggers, publishers, etc... want people to subscribe to their RSS, so they usually make it easy to see and subscribe to.

Okay, now that you know how to plug into the important blogs and websites in your niche... let's move into

Monitoring Every Online Nook And Cranny

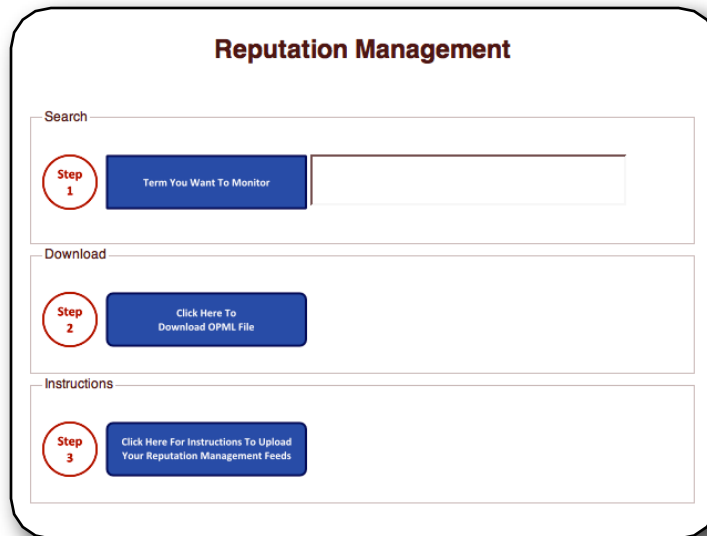
Each and everyday, someone, somewhere, is discussing something important to you.

It could be your name, your products, your business, your market, or your competitors.

It could be an area your currently focusing on, or a topic your writing a report about or creating a video on.

As I detailed in [The Attention Age Doctrine 2](#), a great reputation can take years if not decades to establish - and it can be totally destroyed in a manner of hours by a single blogger upset with you or your company.

One single negative blog post can spread like a virus until it infects your entire market, doing irreversible damage.



That's why I had my team create this nifty little tool you see here on the right.

I call it a Reputation Management Tool and you can access it by [clicking here](#).

(<http://www.strategicprofits.com/rep>)

Here's how it works:

You type whatever it is you would like to monitor in step 1.

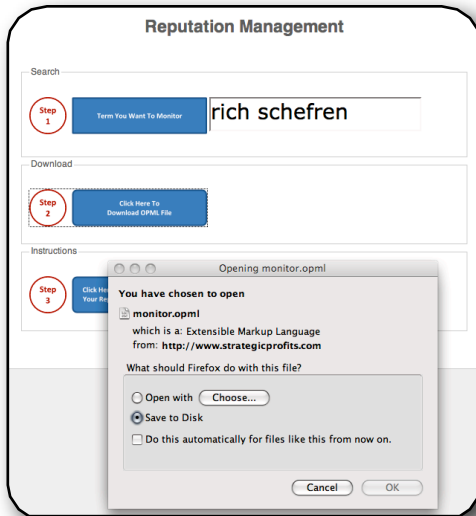
Then when you press on the blue rectangle in step 2 it creates a special file (an OPML file) that's

designed to be imported by any feed reader. In that special file are instructions to your feed reader to monitor the word or phrase from step 1 on the following sites:

1. Google News
2. Google Blog Search
3. Technorati
4. del.icio.us
5. Furl
6. Flickr
7. MSN search
8. MSN News
9. Yahoo search
10. Yahoo News
11. Icerocket search
12. Feedster search
13. Topix.net search
14. Feedsfarm search
15. Search4RSS search feed
16. Blogdigger search
17. NewsNetPlus search
18. Plazoo search
19. Blogmarks

- 20. FindArticles.com
- 21. Wired News
- 22. blogg.de tag feed
- 23. It also subscribes you to our feed here at Strategic Profits.

Here's what'll happen...



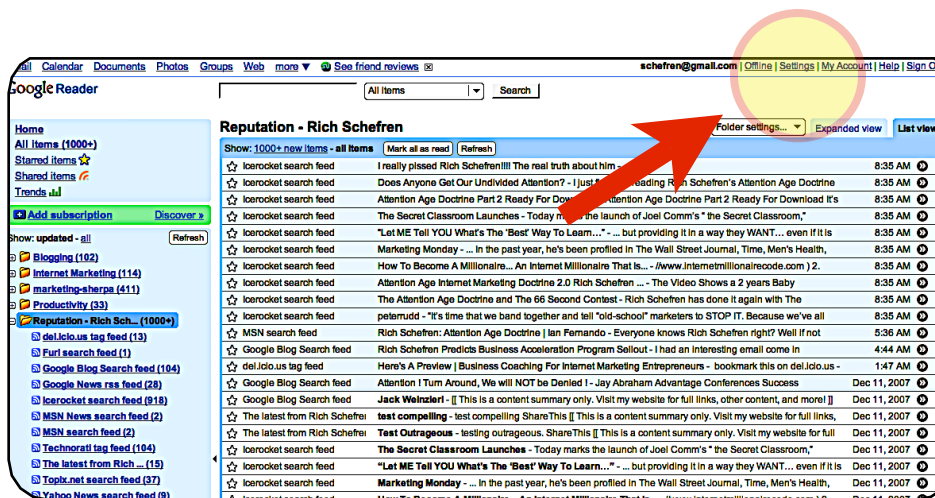
Once you press "step 2" you'll be prompted with a choice either to download or open the file monitor.opml .

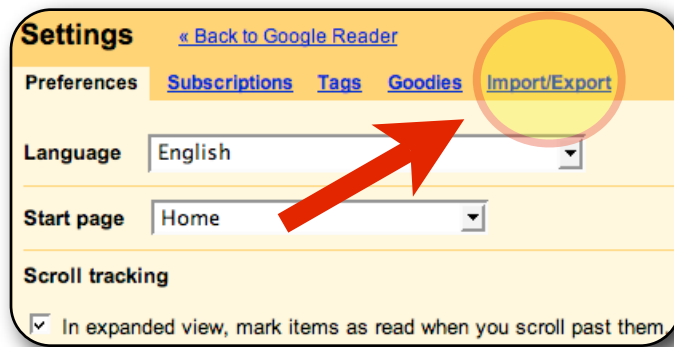
You want to save it to your desktop. This way you can import it into your feed reader and already be set up to monitor the entire internet for what matters to you.

Pretty cool, right?

I told you about this tool in The Attention Age Doctrine, and a few of you even called me out on it. But like I assured those readers... I always keep my

promises. So you can now use this tool free of charge.





To import a file into your [Google Reader](#) (reader.google.com) all you have to do is click on the settings button. Then click on the import/export link and upload the file and your good to go.

Simple wasn't it?

So here are my suggestion for getting started. I suggest you first get set up

for your name. Unless your business is better known - then I would recommend you start with your business.

It's a mistake to try and monitor too much too soon. So, you should start by just monitoring one thing, then after a week or so, I would start adding other terms you might want to monitor.

Here's a list of items you may want to track...

- Everything related to your business:
 - variations of your business name
 - your domain name
 - your product names
 - your name
 - your employees and freelancers names
 - the names of any partners
 - your biggest affiliates
 - etc....
- Your competition:
 - variations of their business name
 - their domain name
 - their product names
 - their name
 - their employees and freelancers names
 - their biggest affiliates
 - etc....
- Your market
- Your top interests

Congratulations you are now plugged in!

There are still more action guides like this to come.... If you haven't read the [Attention Age Doctrine 2](#) make sure you reserve your free copy right now. Leave your email address too - so we can deliver the upcoming action guides right into your email box.