



# BUFFER MEETS EDGAR

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BUFFER HACK THAT MAKES POSTING  
ON REPEAT YOUR SECRET  
SUPER POWER!



# HELLO NEW FRIEND, IT'S SO NICE TO MEET YOU!

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SO HAS IT HIT YOU YET?

ALL OF THE TOOLS AND RECOMMENDED SOFTWARE YOU ARE USING FOR YOUR BUSINESS IS GETTING EXPENSIVE. IT ADDS UP QUICKLY AND IF YOU AREN'T PAYING ATTENTION YOU END UP PAYING FOR THINGS YOU DON'T EVEN USE.  
WHAT A DRAG.

THE LATEST IS MEEET EDGAR, BUT SOMETIMES THE \$49 PRICE TAG IS SOMETHING YOU TRULY CANNOT AFFORD, BUT WOULDN'T IT BE EASIER IF YOU COULD?

NEVER FEAR BECAUSE I HAVE A SECRET THAT I AM SHARING WITH YOU TODAY. YOU'VE DOWLOADED THIS HANDY GUIDE BECAUSE YOU WANT TO BE ABLE TO SHARE A BLOG POST A WEEK AFTER THE ORIGINAL POST, THEN MAYBE AGAIN IN 2 WEEKS, AGAIN IN 30 DAYS ...YOU GET THE POINT.

LET ME SHOW YOU HOW TO SET UP YOUR GOOGLE CALENDAR TO FILL YOUR BUFFER QUEUE, ON ANY SCHEDULE YOU LIKE - FOR FREE.

READY?

*Lynne*  
xoxo



# WHY EDGAR IS SO POPULAR

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EDGAR'S POPULARITY IS DUE TO THE FACT THAT YOU CAN FILL UP LIBRARIES AND LET IT ROLL. SO IF YOU HAVE AN INSPIRATIONAL IMAGE YOU WANT TO SHARE, YOU CAN ADD ADDITIONAL IMAGES AND IT WILL GO THROUGH AND SEND THEM OUT FOR YOU. IF YOU CREATE A SCHEDULE AND ON FRIDAY IT'S IMAGES ABOUT SMOOTHIE RECIPES, IT WILL GO THROUGH THE SMOOTHIE RECIPE LIBRARY AND POST THEM. PRETTY SWEET.

BEING THE CONTROL FREAK THAT I AM, I WANT MORE CONTROL. I WANT TO TELL IT ON WHAT DAY TO ADD TO MY BUFFER QUEUE AND THEN SET THEM UP TO REPEAT. WHY? BECAUSE THE LIFE OF A POST IS AROUND 90 MINUTES ON FACEBOOK, AND EVEN SHORTER ON TWITTER.

WITH TWITTER ESPECIALLY, YOU WILL NEED TO POST MULTIPLE TIMES A DAY BECAUSE IT MOVES SO FAST. AIN'T NOBODY GOT TIME FOR THAT.

LET ME WALK YOU THROUGH USING BUFFER, A GOOGLE CALENDAR AND IFTTT (ALL FREE SERVICES) TO MASTER YOUR POSTING ABILITIES WITHOUT WASTING HOURS PER DAY POSTING TO SOCIAL MEDIA.

WHY? BECAUSE IT'S ALL ABOUT WORKING SMARTER, NOT HARDER.



# A FEW NOTES TO KEEP IN MIND

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BEFORE WE BEGIN, IT IS BENEFICIAL TO CHECK ALL OF YOUR TIMEZONE SETTINGS. IF BUFFER IS NOT USING THE SAME TIME ZONE AS YOUR CALENDAR IT WILL NOT WORK WHEN YOU EXPECT IT TO.

WHEN YOU CONNECT BUFFER IN IFTTT, IT WILL ONLY ALLOW YOU TO CONNECT TO ONE BUFFER PROFILE. THEY ARE WORKING ON THE ABILITY TO CONNECT MORE, BUT AS OF NOW, YOU CAN ONLY CONNECT TO ONE.

PICK THE ONE YOU NEED TO SCHEDULE THE MOST AND HOPEFULLY THEY WILL UPDATE IFTTT AND MAKE US ALL HAPPY.

IN IFTTT, THE CODE THAT RUNS YOUR COMMANDS IS CALLED A RECIPE.

COMING FROM A FOOD BLOGGER I CAN DIG IT.



# THE RECIPE

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## WHAT YOU WILL NEED:

1. A BUFFER ACCOUNT. FREE OR THE \$10 ONE, THEY BOTH WORK
2. A FREE IFTTT ACCOUNT. YOU ARE ONLY ABLE TO CONNET TO ONE PROFILE AT THIS TIME BUT LET'S HOPE THAT CHANGES
3. A GOOGLE CALENDAR. I CREATED A NEW ONE AND GRANTED ACCESS TO MY VA FOR EASE OF USE BUT IT DIDN'T WORK. YOU MUST USE YOUR DEFAULT CALENDAR.

## DIRECTIONS:

### 1. CREATE YOUR TRIGGER:

TRIGGER CHANNEL: GOOGLE CALENDAR

TRIGGER:

#### Event from search starts

This Trigger fires within 15 minutes of the starting time of an event on your Google Calendar that contains a specific keyword or phrase. The search looks at the event's Title, Description, and Location.

KEYWORDS OR PHRASE: THIS THE EVENT NAME THAT WILL BE USED AS YOUR TRIGGER. THIS PROCESS WILL RUN EVERY 15 MINUTES AND LOOK FOR THIS EXACT PHRASE TO EXECUTE SO NAME IT SOMETHING THAT MAKES SENSE



# THE RECIPE

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## 2. CHOOSE ACTION CHANNEL

ACTION CHANNEL: BUFFER

ACTION:

### Add photo to Buffer

This Action will add a photo to Buffer.  
If your Buffer is full then the post will  
be skipped.

NOW WE ARE GOING TO SET OUR ACTION FIELDS. FOR BUFFER TO USE AN IMAGE, IT WILL NEED THE FULL URL. FOR BUFFER TO ADD TEXT, IT WILL HAVE TO GET IT FROM THE EVENT.

FOR THE IMAGE URL: I USED THE WHERE FIELD

FOR THE TEXT: I USED THE DESCRIPTION FIELD



### Complete Action Fields

step 6 of 7

Add photo to Buffer



Photo URL

Where



Description

Description

Create Action



# THE RECIPE

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HOW IT WORKS:

WHEN YOU CREATE A NEW EVENT IN YOUR CALENDAR USING THE KEYWORD OR PHRASE YOU CREATED, EVERY 15 MINUTES IFTTT IS GOING TO SCAN YOUR CALENDAR AND EXECUTE THE RECIPE.

HOW DOES THIS WORK LIKE EDGAR? I'M GLAD YOU ASKED:

ALL YOU HAVE TO DO IS REPEAT THE EVENT. THAT'S RIGHT. THE BEST PART?

YOU CAN THEN GO IN AND EDIT THE TEXT FOR JUST AN INDIVIDUAL EVENT OR THE ENTIRE SERIES.

I SET IT UP TO RUN FOREVER, THEN I GO INTO THE DESCRIPTION FIELD AND EDIT IT. WHY? BECAUSE I HAVE SET UP TO PUBLISH AN IMAGE PROMPT IN MY IGNITION ARMY GROUP. THEN EVERY TWO MONTHS (YES - TWO MONTHS!) I TAKE 20 MINUTES AND GO AND EDIT THE TEXT FOR FOR THE UPCOMING 8 WEEKS, BUT ONLY FOR THOSE POSTS I WANT TO ADD SOMETHING TO OR CHANGE.

THAT MEANS THAT THE IMAGES WILL POST EVERY DAY BUT THE TEXT WILL BE DIFFERENT, IF I DECIDE TO CHANGE THEM. IF I DON'T USE ANY TEXT AT ALL, IT JUST ROLLS.



# BUFFER MEETS EDGAR

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I HOPE THAT THIS GUIDE HELPS YOU TO SCHEDULE YOUR BUFFER POSTS AND ENABLES YOU TO FREE UP SOME TIME TO BE AWESOME! LET ME KNOW IF YOU HAVE ANY QUESTIONS.

*Lynne  
xoxo*

FOLLOW ME ON FACEBOOK AND JOIN MY IGNITIONARMY GROUP