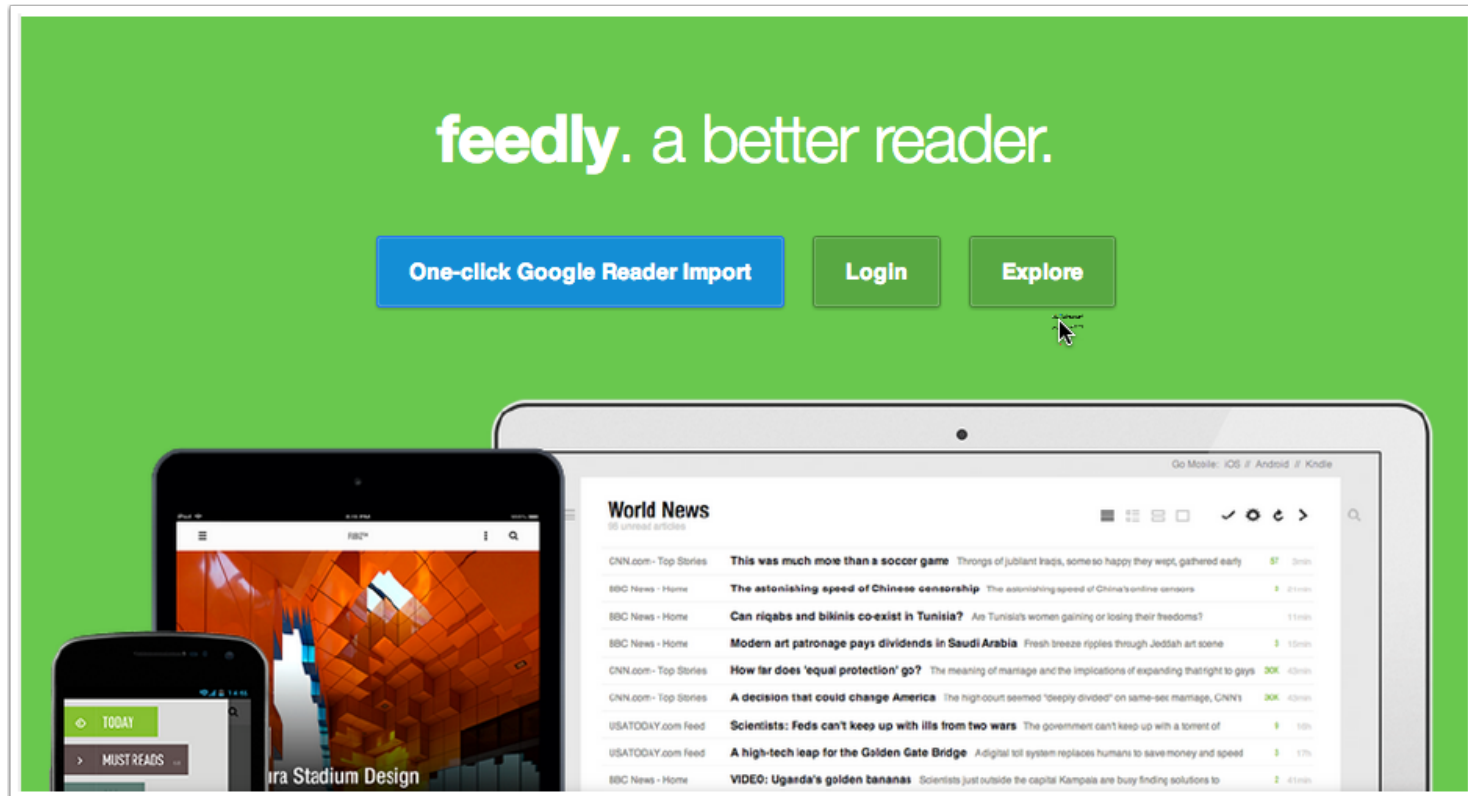


Setting Up Feedly - Preparing For Google Reader Armageddon

Our choice is Feedly!



We need our Feed Keeper - The storehouse for all of our market intelligence

The key to our Market Research and intelligence system is a Feed Reader (or Keeper).

For years Google Reader was the store house for all of our RSS Feeds (I'm not going into a big explanation in this report)

Here's what this report assumes...

- You have been using Google Reader for storing and distributing your RSS Feeds
- You know what an [RSS Feed](#) is
- You know that Google is killing its reader service on July 1, 2013
- You know I'm a bad ass and have you're back..

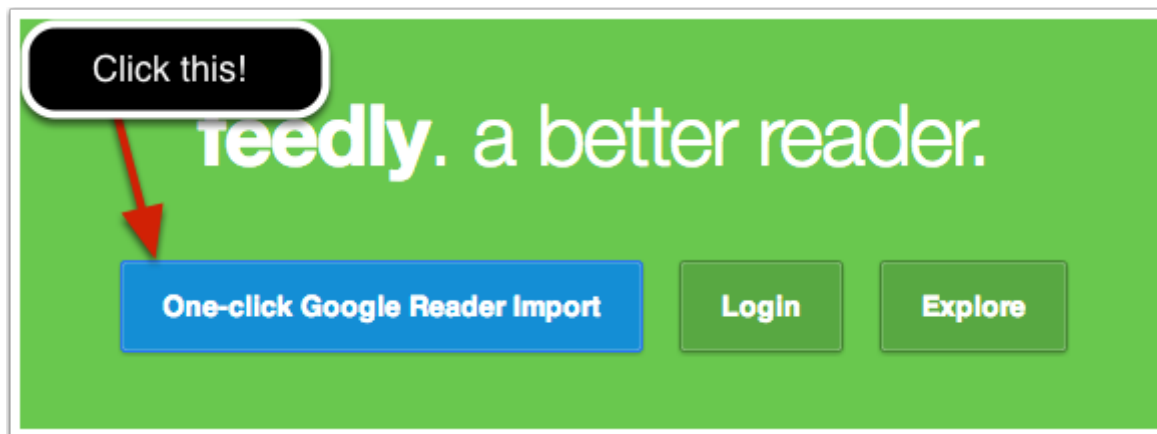
It's feed week in Challenge Land and it's time to blow this Google Pop stand and head to the Feedly promised land (and make sure we have plenty of options - Feedly doesn't have an obvious business model either...)

Lets Roll...

Setting Up Feedly - Preparing For Google Reader Armageddon

One Click Import - Yes Please!

You know - I think this is the button to click - So go ahead and punch it... Hard.



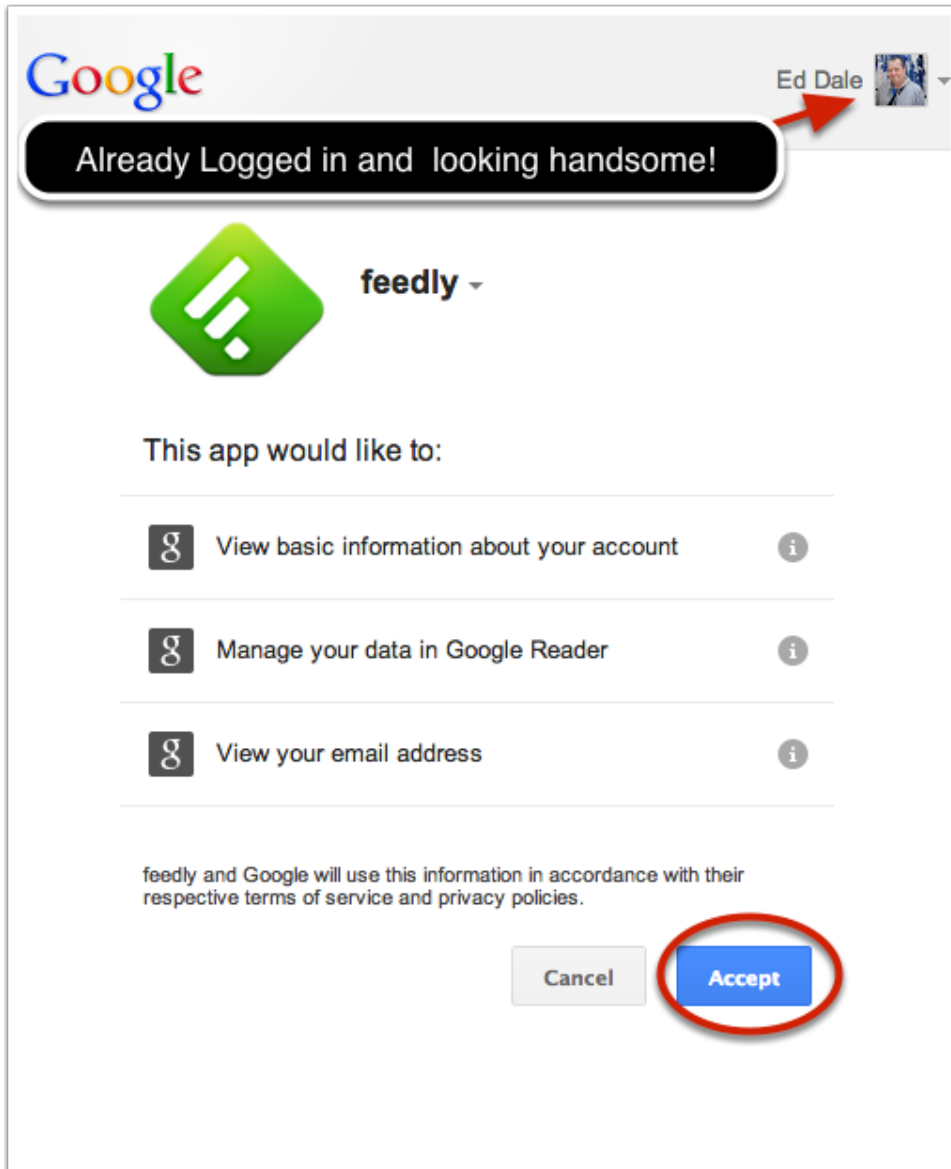
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Request for Permission

Because I'm a slave to the Google overlords - I'm already logged in to Google.

All I need to do is hit accept.

You may need to log in to Google - using the same username and password you use for Google Reader



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That's It?

Wait a few minutes and boom - you're in

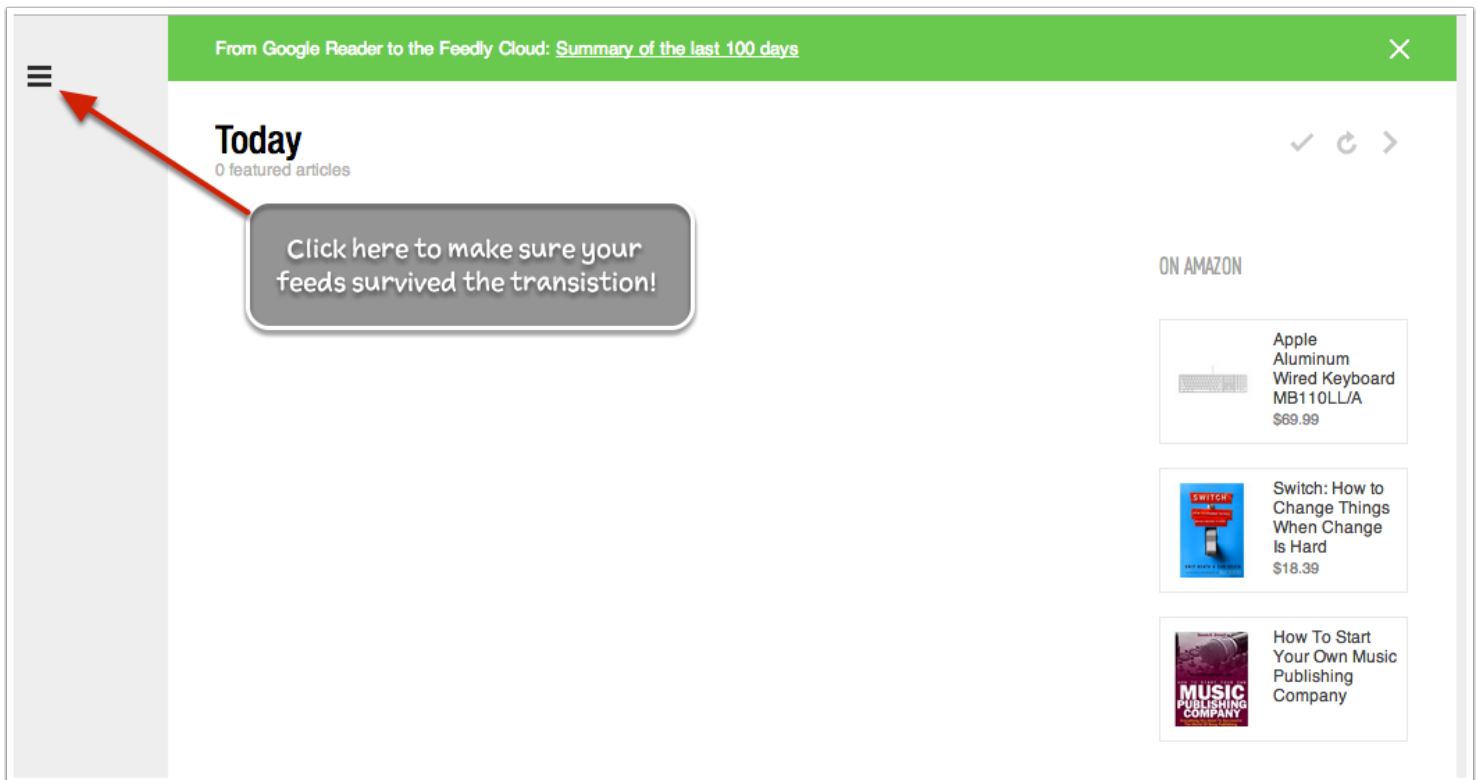
Now - DON'T PANIC

It's looking pretty empty - I know I haven't looked at anything this morning - WHERE'S MY STUFF!!!!

This is the bummer part with Google going medieval on reader - all of that business archiving is gone (Now this is not a problem for me - Anything important I stored in my paid for Evernote Account)

If you've been taught by me - your feed reader should act as a traffic cop - you sort information on the spot and send it on where it needs to go. (if you havent been taught by me - good news - we have a new course - which teaches just that and a whole lot more - and it's totally up to date for life post Google reader - [Check out Tribe Formula](#))

To make sure your feeds have made it - click the litte hamburger icon



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They Made it - but they are empty ;-(

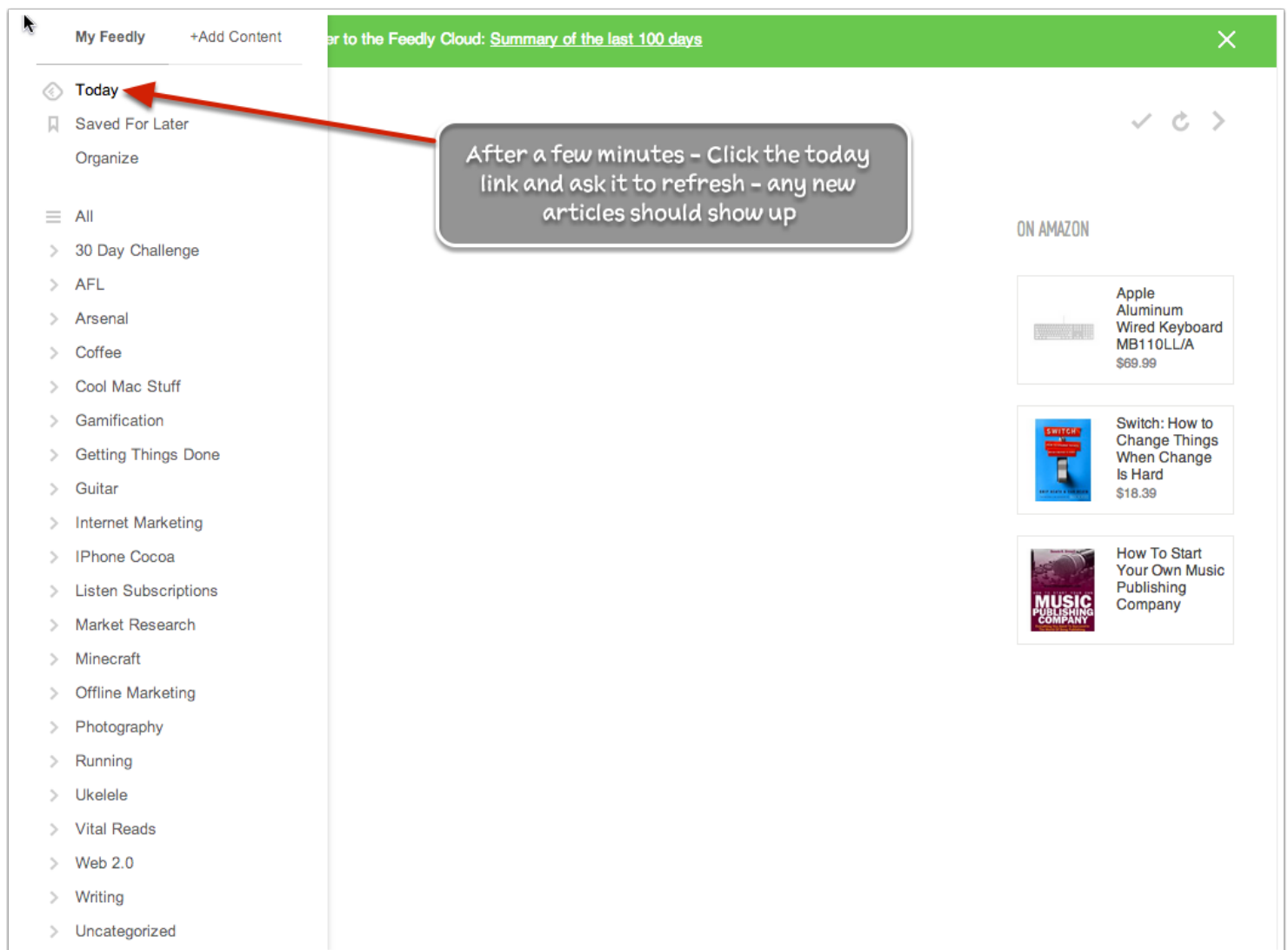
They made it - which is great!

They are empty - which is sad! WHY! FEEDLY! WHY!!!!

It's ok, Feedly starts tracking your feeds from right now. So as of this very second, there is no content. This will change as the day progresses and you're feeds refresh.

Once you have this setup.

You need to head over to you're current feed reading app and do one more sync with Google Reader still installed (not an issue if you're reading this post July 1, 2013 as Google reader is toast!)



The screenshot shows the Feedly web interface. At the top, there is a green header bar with the text "My Feedly" and "+Add Content". Below the header, there is a navigation sidebar on the left with a "Today" link highlighted by a red arrow. A callout box with a grey background and rounded corners points to the "Today" link, containing the text: "After a few minutes - Click the today link and ask it to refresh - any new articles should show up". The main content area on the right is currently empty, showing only a "ON AMAZON" section with three product recommendations: "Apple Aluminum Wired Keyboard MB110LL/A \$69.99", "Switch: How to Change Things When Change Is Hard \$18.39", and "How To Start Your Own Music Publishing Company".

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Success!

There are some articles in the web view - it's looking good!

Now pro feed readers know we dont use web views or read feeds on the desktop - That's an amateur mistake.

We do our feed reading on mobile devices - My best recommendations for each platform are.

- iPhone - [Reeder](#)
- iPad - [Mr. Reader](#) (Pro tip - the iPad is the perfect venue for feed reading and Mr Reader is the BOSS of feed readers on ipad - nothing is as efficient
- Android - [Press](#)

As CRUCIAL as feed reading is - it's doesn't pay the bills - it's what you do with the information that really matters!! - Our new course [Tribe Formula](#) will tell you all about this and a whole lot more.

Setting Up Feedly - Preparing For Google Reader Armageddon

Today

3 featured articles



IPHONE COCOA



iPhone 5 Best Buy Offer: Trade-in iPhone 4, 4S For Latest Apple Smartphone For ... - Latinos Post

Latinos Post iPhone 5 Best Buy Offer: Trade-in iPhone 4, 4S For Latest Apple Smartphone For ... Latinos Post In order to obtain the free iPhone 5, customers have to be eligible for an upgrade with carriers AT&T, Sprint, and Verizon iPhone - Google News / 22min

mark above articles as read

VITAL READS



Facebook working on Flipboard-style mobile news reader: WSJ

Companies like Flipboard have built a business on the articles that get shared online into a more digestible, magazine-like format. According to The Wall Street Journal, it's getting some new competition: Facebook. The WSJ reports 6♥ The Verge - All Posts / by Jeff Blagdon / 11min

mark above articles as read

WEB 2.0

IN MY FEEDLY

- The Verge - All Posts 1
- iPhone - Google News 1
- TechCrunch 1

ON AMAZON



Engagement from Scratch! How Super-Community Builders Create...
\$6.99



Apple iPod touch 32GB Black
\$219.95



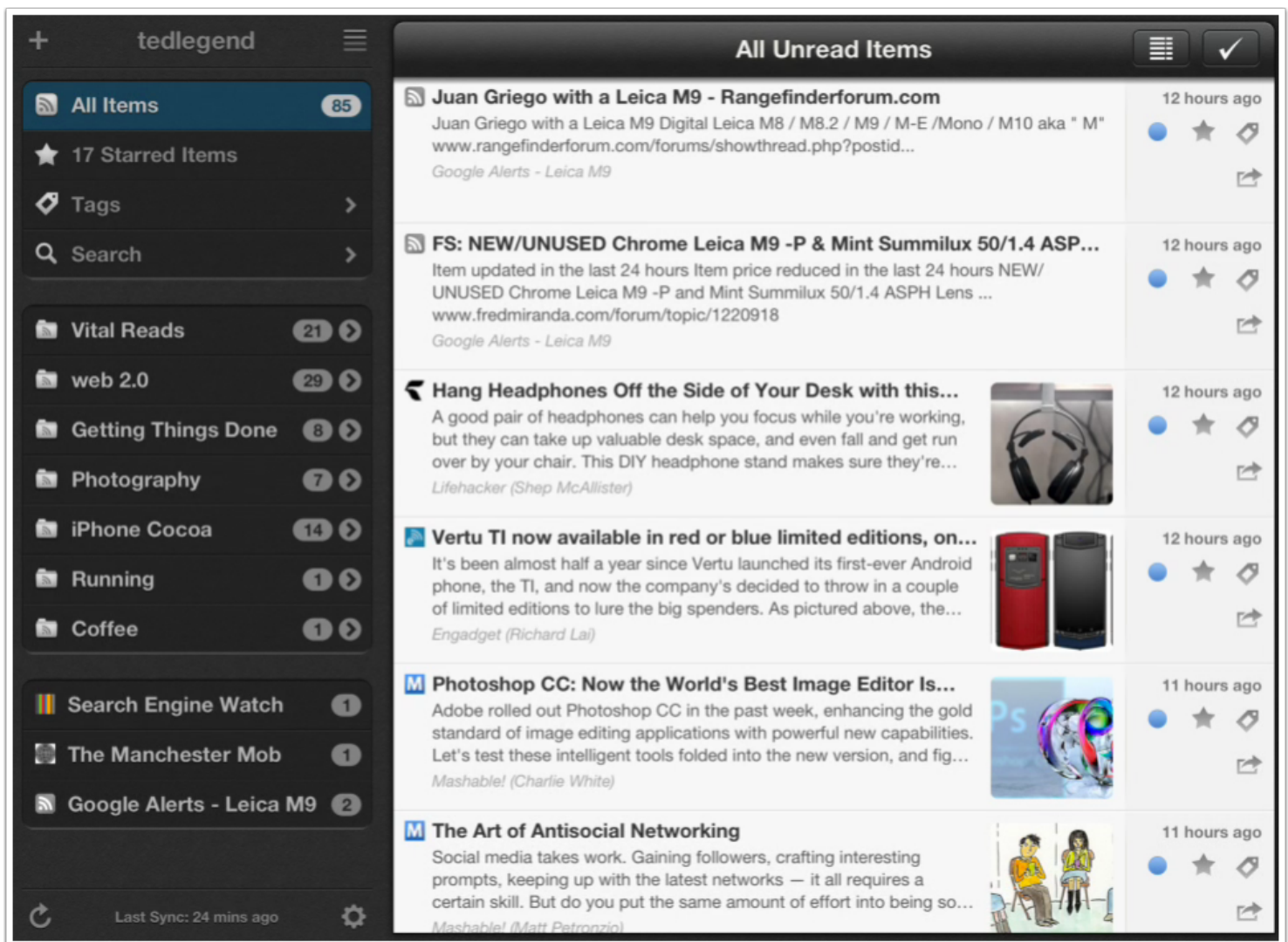
USB Sync and Charging Cable Compatible with Apple iPhone

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What's Next

1. We need to convert our feed reading apps over to Feedly (once all the apps have updated i'll update this guide)
2. Pour one out for Google Reader
3. Educate our blog readers to swap over feed systems (Feel free to hand out this PDF!) - A lot of blogs are going to loose a lot of readers with the Google reader shutdown - This is you're last opportunity.

Don't put this off - you're ability to absorb, curate and use the firehose of feed information is your huge business advantage - don't lose it!



Setting Up Feedly - Preparing For Google Reader Armageddon

Stay in touch!

Ed on [Twitter](#)

Ed on [Facebook](#)

Ed on [Google +](#)

The all new Challenge - starts on September 1 - 30 Days to make your first dollar online - Totally Free! [Click here to get all the updates](#)

Ed's Daily [Podcast - Walking With Larry](#) - super short daily audios -delivered to your favourite podcast client or soundcloud - people really enjoy this apparently!!

Becoming an influencer and building a tribe for your business is vital in this day and age. We've just released a completely new course that shows you how to do all of this and use the most up-to-date tools to make it super easy for you to do. [Click here to check out Tribe Formula](#)

Setting Up Feedly - Preparing For Google Reader Armageddon

One More Thing! - Archive your Google Reader Information

Almost forgot - Before July 1 you need to archive your Google Reader OPML file.

Look I could go into a whole thing how this will make sure you can use other services in the future and try out other services that will be sure to spring up.

We dont have time for that!

Just following along - store the file in a safe place and know that you might use it later.

Of course, if this is post July 1, 2013 - you're stuffed.

Onward!

(If you're like me this is the first time you would have been back to google reader on the web for years - we need to go back for one more time - it's like the stonies reunion tour!)

First up you get this message!

Setting Up Feedly - Preparing For Google Reader Armageddon

The screenshot shows the Google Reader web interface. At the top, there is a search bar and a notification bell with a red '6'. Below the search bar, the 'Reader' section is visible, showing '88 new items' and a 'Mark all as read' button. A list of articles is displayed, including titles like 'Giggem Helps Musicians Find Bandmates, Managers and Labels' and 'Refresh Roundup: week of June 17th, 2013'. A modal dialog box is overlaid on the articles, titled 'Just a reminder'. The dialog contains the text: 'Reader will not be available after July 1, 2013. Please be sure to back up your data.' Below this text is a blue 'OK' button and a blue link labeled 'Learn more.'. A red arrow points from a grey callout box containing the text 'Click This (not OK!!)' to the 'Learn more.' link.

Google

Search Reader

Ed Dale 6 + Share

Reader

88 new items Mark all as read View settings...

SUBSCRIBE

Home

All items (88)

Starred items

Trends

Browse for stuff

Explore

Subscriptions

Vital Reads (23)

- 43 Folders
- 52 Tiger
- 5by5 Master Audi... (2)
- 99U
- All Facebook
- American Copywriter
- And now it's all this
- AppleInsider | Appl...
- asymco
- Back to Work
- Bonamassa Blog
- Brent Hodgson, Co...
- Brett Terpstra (1)

All items

Source	Title	Time
Mashable!	Giggem Helps Musicians Find Bandmates, Managers and Labels - A musician for more	11:58 AM
Engadget	Refresh Roundup: week of June 17th, 2013 - Your smartphone and / or tablet is just	11:37 AM
The Verge - All Posts	Facebook working on Flipboard-style mobile news reader: WSJ - Companies like	11:28 AM
iPhone	hacker Australia - International	11:13 AM
iPhone	9 - The Inquisitr -	11:13 AM
TechCrunch	Andrew Auernheimer aka Weev,	11:01 AM
Runblo	ived an email today from Ben	10:47 AM
The Br	ts' - Declan McCullagh	10:32 AM
iPhone	Surely Beat Samsung ... -	10:21 AM
Mashable!	How to Survive a Forced Tech Detox (AKA Summer vacation) - "Let's go camping," you	10:08 AM
5by5 Master Audio Feed	Screen Time 39: Beyond the Physical - Jim Dalrymple (The Loop) and Tom Hall (DOOM,	10:02 AM
TechCrunch	New iOS App Lets You Record What You Heard Five Minutes Ago - Have you ever	10:02 AM
Engadget	The Weekly Roundup for 06.17.2013 - You might say the week is never really done in	9:59 AM
Leica - Google News	Leica That Shot 'VJ Day in Times Square' Photo Fetches \$150K at Auction - PetaPixel -	9:55 AM
TechCrunch	Instagram, Give Me A Photos-Only Stream Or Give Me Death - You hear that? It's the	9:18 AM
Lifehacker	Make Compact Potholders out of Sugru - We've previously discussed using Sugru to	9:06 AM
Mashable!	How to Know When the Glass Is Half Full - Is the glass half empty or half full? Your answer	9:06 AM
The iPhone Blog	Week in review: Apple TV update, RSS after Google Reader, Insta-vine and more! -	9:04 AM

Just a reminder

Reader will not be available after July 1, 2013. Please be sure to back up your data.

[Learn more.](#)

OK

Click This (not OK!!)

Setting Up Feedly - Preparing For Google Reader Armageddon

Time For Takeout!

Give the Googs some credit - They make this pretty easy and the XML file is full of good stuff.

SO let's click here to get our stuff!

How can I download my Reader data?

Google Reader will be **retired** on July 1, 2013. If you'd like to download a copy of all your Reader data before then, you can do so through Google Takeout. You'll receive your subscription data in an XML file, and the following information will be downloaded as JSON files:

- List of people that you follow
- List of people that follow you
- Items you have starred
- Items you have liked
- Items you have shared
- Items shared by people you follow
- Notes you have created
- Items with comments

[Click here](#) to start downloading your Reader data from Takeout. Once downloaded, your subscription data should be easily transferrable to another product, where you can continue to keep up with your online reading.

Mar 13, 2013

+1 2.5k

Click this!

Setting Up Feedly - Preparing For Google Reader Armageddon

Extra Security Stuff

Sign in Bud!

Takeout

Welcome to Google Takeout.

Google Takeout allows you to download a copy of your data stored within Google products.

Security Note: Since Google Takeout involves your personal information, we'll sometimes take extra care to protect you by asking you to verify your password even though you're already signed in.



Google Takeout is brought to you by [The Data Liberation Front](#).

Sign in

Google

Email

tedlegend@gmail.com

Password

Sign In

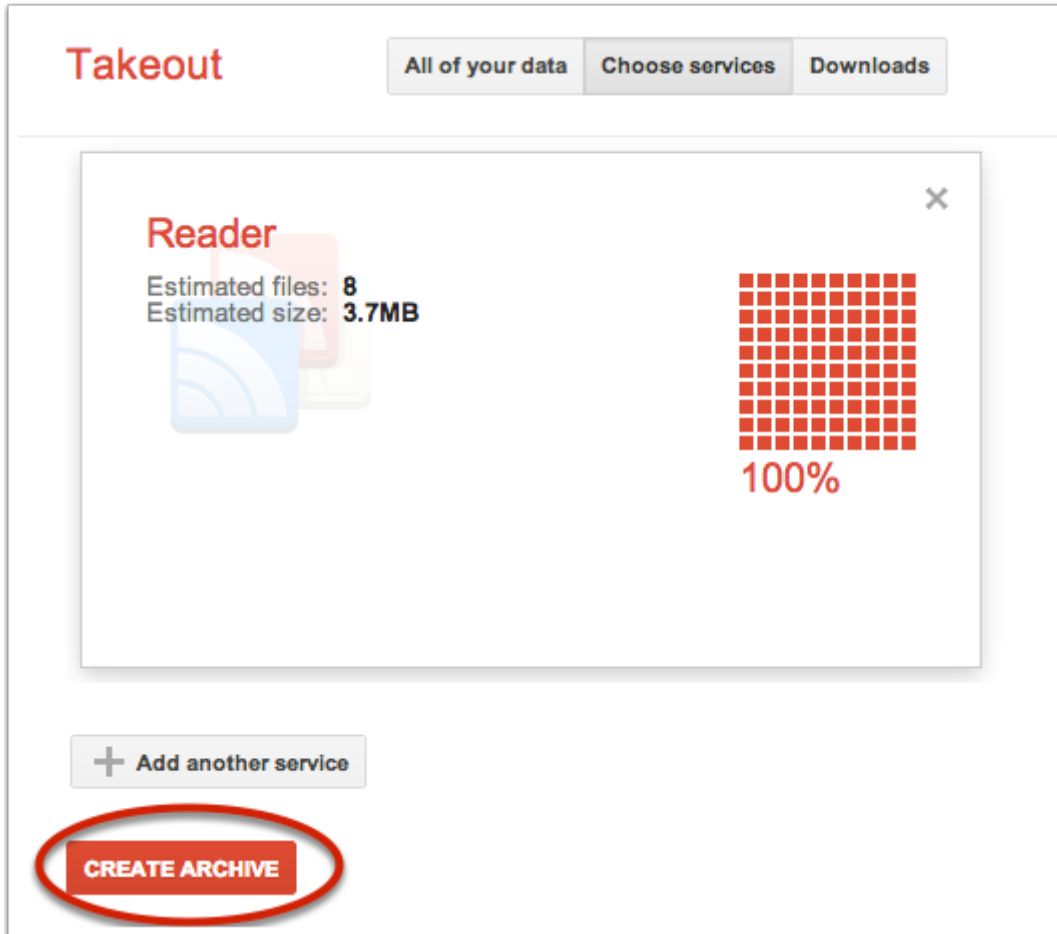
[Can't access your account?](#)

[Sign out and sign in as a different user](#)

Setting Up Feedly - Preparing For Google Reader Armageddon

Select Create Archive

Depending on how much information you have - this might take a couple of minutes



Setting Up Feedly - Preparing For Google Reader Armageddon

This Takes Awhile!

This takes awhile - check the email box and google will let you know when the files are ready. Check the email box and come back after lunch.

Make sure you store your files somewhere safe!

Takeout All of your data Choose services Downloads +1 196k

Control your data

Grabbing a copy of your data? Great! We think it's really important that you have control over your data. If you have time please [let us know](#) why it is important to you and how we can improve.

If you have decided to take your data elsewhere, **please take a minute to research the data export policies of your destination.** Otherwise, you might import your data into a service that doesn't let it out. If you ever want to leave the service, you may have to leave important stuff like your photos behind.

Remember, your data is important! Do not download archives on public computers.

Created on: Jun 24, 2013 12:18:34 PM building

Reader Files: 8 Size: 4.7MB

Email me when ready Cancel

©2012 Google [Privacy & Terms](#) [Help](#)

Success! - Download and save!

Job Done - Make sure you download it before midnight June 30!

Takeout All of your data Choose services Downloads

Control your data

Grabbing a copy of your data? Great! We think it's really important that you have control over your data. If you have time please [let us know](#) why it is important to you and how we can improve.

If you have decided to take your data elsewhere, **please take a minute to research the data export policies of your destination.** Otherwise, you might import your data into a service that doesn't let it out. If you ever want to leave the service, you may have to leave important stuff like your photos behind.

Remember, your data is important! Do not download archives on public computers.

Created on: Jun 24, 2013 12:18:34 PM complete

Reader Files: 8 Size: 110.8MB

Available until: Jul 1, 2013 12:36:55 PM tedlegend@gmail.com-takeout.zip Download

8 files | 23M