



Thirty Day Challenge 2009 – Training – Day 01

2009TDC01b: Magnificent Symphony

Running Time: 7mins



Intro

Hello everybody, it's Thirty Day Challenge and this is the first lesson.

What I want to do is give you a really good overview of everything that we'll be doing inside of the Thirty Day Challenge. I'm going to do that by explaining to you a very very important concept, which is the "Magnificent Symphony in Four Parts. Now, it's very fluffy sounding name, isn't it?

It's a very, very, simple but intensely crucial concept that guides everything that I do in business. And the trouble is, most people go about it completely the wrong way around. I'm going to explain it to you first and then explain how people get it so wrong. So, let's follow along and we'll get cracking.



Part 1 - Market Research

[Starts at 00:00:52]



The first part of this magnificent symphony is Market Research. This is the most crucial thing. This is where 95% of people's mistakes are made when they start an online business. In the Thirty Day Challenge it's Market Research mistakes made in the first place that mean that you'll spend a lot of time on a bad keyword. So we're going to be spending a lot of time and focus on Market Research.

We need to figure out A - Is there a Market? and B - Is the market interested in actually buying anything? We need to figure those things out before we spend any of our time. And this is a good thing, because a "No" at this point means that all we've wasted is a little bit of time. We've spent no money on product development, testing or anything else. That's really important.

So the first part of the challenge is very much going to be all about Market Research and, let me tell you, you don't know how easy you have it, because the tools that we've got available to you, which are completely free for use during the challenge, are just insanely good at helping you do good market research.



Part 2 – Traffic Generation

[Starts at 00:02:00]



So, what happens next? What's the next part of our symphony when we know that the market is good?

Well, let's have a look. Yes, it's Traffic. Because if we can't get anybody coming to your site, then how are we ever going to sell them something?

So it makes no sense to do anything other than work out whether we're able to generate traffic. And the cool thing is in the Thirty Day Challenge we're going to show you a couple of methods for generating traffic - actually, probably three now I think about it - and two of them don't cost you any money whatsoever. The other one you will have to pay money, but you never do that one until you've done the other two first.

Traffic is so important because, again, if there's no traffic, you can have the best product in the world and nobody's going to buy it, because nobody's ever going to see it. So we need to focus on traffic next.



Part 3 – Conversion

[Starts at 00:02:50]



After we've got traffic right, we need to think about conversion.

No, I'm not talking about converting anybody's faith - I'm talking about taking that person who's arrived on your site and then getting them to take some sort of action.

Now, this is different things for different people. Obviously, if you're developing an Information Marketing product, if you think that's what you're going to sell, then the conversion is do they actually buy something.

How many people actually buy when they come to your site?

Now the good news for you is that you can have absolutely lousy numbers here and still do very well. Throughout my entire career I never averaged better than selling one thing to every two hundred people that came to my site. I know that's horrible, but it should be heartening for you, because if I was that bad at conversion and still did so well then you can too. Now, we use different things for conversion, which I'll talk to you a little bit about - about copywriting and writing sales letters. People use video, they use audio they use presentations just like I'm doing for you right now.

All of these things are possible when you do conversion and we'll show you some very good conversion strategies.



Part 4 – Product Creation

[Starts at 00:04:15]



Finally, after we've had a look at all of these things, the final part of our strategy is, of course, Product. Yes, finally after we've worked out that the market is interested and yes, they want to buy stuff, yes, we can get traffic and yes, we can actually get that traffic to do something useful - for a lot of people that might be getting their email address or for non-profits that might be calling up a phone number to make a donation. Who knows? But they have to take some sort of action. But if they do all that, then we focus on developing up a product.

Guess what the good news is? We will use the market to tell us what sort of product they want! Now, this is completely different to how most people go about starting an online business. Most people start here, with the product first, and it's a tragedy, because they can spend months writing a book or recording a video or doing some sort of very creative, intense process, only to figure out that nobody actually wants to buy it. It's a tragedy and they use all those, potentially, months and months, if not years of effort and they create a product which nobody wants to buy. It's a tragedy and we want to avoid that at all costs. And fortunately, you're in the right place, because at the Thirty Day Challenge you don't have to worry about that at all because we're going to do all the Market Research first.

Now, will the Market Research tell us whether you're going to have a super success or not? Sadly, no. The best thing Market Research does is tell us when we're going to totally waste our time, and for that it is extraordinarily beneficial.

30 Day Challenge

there is no charge for awesomeness



So that's our four areas of our magnificent Marketing Symphony.



That's what happens when you let your daughters play on your computer!

As you go through the rest of this Thirty Day Challenge keep in mind these four sections: We do Market Research, then we look for Traffic, then we look at Conversion, and then finally, after all that we look at what sort of products.

It really is a step by step process and the key to your success on the Thirty Day Challenge this year is to just do the real action steps in each of these videos as you go along and you'll do great! Don't get ahead of yourself. And the good news is, well done - you're done for this one, because all you had to do is watch the video and you've done that magnificently, if I do say so myself! So well done folks and we will see you for the next lesson.

Summary:

The **Magnificent Symphony of Four Parts** is:

- Market Research
- Traffic generation
- Conversion
- Product Creation

In that order!