



Thirty Day Challenge 2009 – Training – Day 02

2009TDC02a: Introduction

Running Time: 4mins



Welcome Back!

Day 2 of the Thirty Day Challenge. No, I haven't been sitting here for 24 hours, although it may seem like that to you.

Today is a big day. Hugely important. You're going to hear us talking a lot about "The Phrase That Pays".

I want you to think about something for a second. Think about any time you go and search for anything on the Internet that 's new, that you're trying to research for the first time. What's the very first thing that you do?

That's right - you type in a phrase or a key word.

So, if you're interested in Underwater Kickboxing, you're going to type into Google, "Underwater Kickboxing". That's what we mean by a "phrase", and those phrases are *so* important. Now, not all

30 Day Challenge

there is no charge for awesomeness



phrases are created equal. Some phrases are very, very useful, and some - from a business perspective - are no good.

Today, we are going to teach you the difference. Because, if you think about it (from my perspective) nothing exists on the Internet before a phrase is typed in. It may as well not be there.

So, we need to find out, in your marketplace, what people are typing in to find out about your particular market.

We're going to do that today, and, today, we introduce something that is just totally awesome - and that is Market Samurai. We introduced Market Samurai in last year's Thirty Day Challenge, and it created a revolution. Just wait until you see what it's capable of now. It's like the Swiss Army knife of everything that you need to do with Internet Marketing, at the push of a button. It is extraordinary. What the lads down at Noble Samurai have done is just astounding. In some ways, it's not fair that you get access to this. You know why? Because for years, we have slaved away doing ground-breaking, hard (like chiselling into granite) work, to do what you're about to do at the flick of a switch.

It's not fair! You don't know how good you have it. In my day, let me tell you...

Oops, sorry!

Anyway, you're lucky - lucky to have market Samurai in your life. Trust me.

With that, have a great day, and remember, all the stuff that you need to do - all your lessons - are over here. [points to side – indicating lessons on training page]

OK? Check them out. You'll notice that there are different versions - there's a streaming version (if you want to watch them live), there are download versions:

- there's a High Definition version (which is great for watching on the computer, or if you're lucky enough to have one, an Apple TV),
- there's also a smaller version, (which is sort of like a standard definition version, which is great if you're worried about taking up too much of your bandwidth, and it still works great on a computer)
- plus, we have - my personal favourite - an iPhone version (with the iPhone version, you can watch it and it looks so fantastic it brings tears to my eyes - to look at it, it's beautiful)

Anyway, that's all over there [points to side – indicating lessons on training page].

So, while I'm watching the latest episode of myself... Actually, that's probably not good, is it? Like watching yourself, watch yourself... Potentially you could go blind doing something like that...

So, while I check out the latest on my iPhone, you go off and do your work.

See ya at Day 3!

Summary:

- Everything starts with a phrase
- A phrase is what someone types in to Google to find out about something
- We're going to find out what people are typing into Google
- We're going to use Market Samurai to do this (and much more)

Links:

Download Market Samurai: <http://www.marketsamurai.com/thirtydc>