



Thirty Day Challenge 2009 – Training – Day 04

2009TDC04a: Introduction

Running Time: 4mins



Intro

Day 4, Thirty Day Challenge.

Well done! Keep with us! You're doing great!

Today, more on working out whether the micro-niches that you have chosen are going to be good ones for us to move forward with.

One of the best tests to work out whether a niche is worth going for and attacking or not is "is anybody spending money there?"

Now, I know we've had some incredibly successful charities, organisations and church groups, that have used the Thirty Day Challenge, where money is not necessarily their primary goal - awareness is their primary goal. That's cool, and if that's for you, great.

30 Day Challenge

there is no charge for awesomeness



But, for most of us, we do want to make sure we can put a few dollars in your pocket. That's why you go into business. That's the definition, right? So, from that point of view, we want to make sure you're going into a marketplace - and this might be a bit weird, a bit counter-intuitive for some of you - where there **is** competition, where there **are** people that are already making money.

Think about it. Online, if you go into a market and there's nobody selling anything - there's nobody that appears to be making any money whatsoever - do you really want to be the pioneer in that marketplace?

Or do you want to - like I do - go into a market that has already got some competition, where you know people are already spending money?

So, today, that's what we're going to have a look at.

It's a really important step, and you can see, each day now, we're **filtering down** to help you **save a lot of time**.

We're conditioned a lot to think of Negatives as Negatives, **No's** as being "bad", **Yes's** as being "good".

Well, hopefully, as you go through this week of the Thirty Day Challenge, you'll realise that getting No's in getting phrases and micro-niches - when you think about it, that's great! That's great because it just saved you a lot of time and effort.

Remember our Incredible Marketing Symphony - In the Old Days, what would people do? They'd create product first, and not even check that there's a market there. They'd spend 6 month writing a book or recording or doing whatever they wanted to do.

We're saving you so much time, and as you'll come to realise, the next time you go through this research process it'll be so much easier again, and it'll get easier and easier until it's second nature.

So with that, let's crack into today's training, over there, just over there [points to lessons on training page], that's where it all is. Just go for it!

Check it out.

Summary:

- Continue with your micro-niches
- See if there are people spending money in those markets