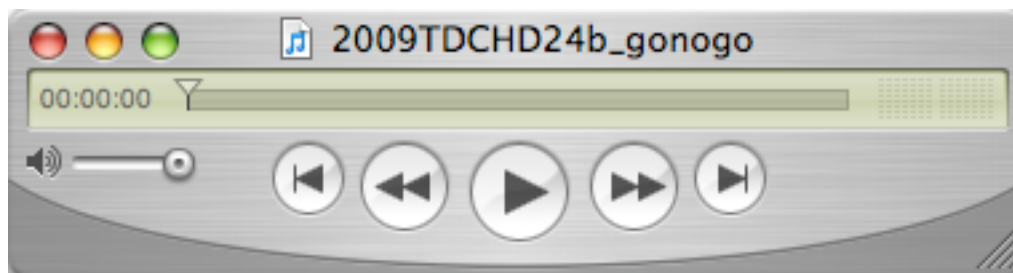




## Thirty Day Challenge 2009 – Training – Day 24

### 2009TDC24b: Go, No Go [MP3 Podcast]

Running Time: 22mins



### Intro

Welcome everybody, it's Day 24 here at the Thirty Day Challenge, and it's a big day today – we're deciding whether it's **Go, or No Go**.

A little bit of a different lesson today, because we're using a Podcast instead of our normal videos.

I love Podcasts (of course, they are another great tool for you to use, and to learn how to do down the track in your online marketing adventures). Podcasts work particularly well when you've got something really important to say, and you want people to really listen, and I suppose today is a good example of that.

Now, before you do anything – if you haven't already – please **go back and review my Day 17 lesson**. Because, in that lesson, I describe to you all the key metrics that we've been looking at to see how our sites are doing. Today, I'm going to continue on from those Day 17 lessons, and we're going to analyse whether you want to continue on with your niche, or you want to choose a completely different one.

So make sure, if you can't very specifically remember the Day 17 lessons (and of course, there's fabulous transcripts available now, which you can download as well), please make sure you review the lesson before you carry on, because it's really easy to get confused and distracted by all the numbers. So make sure you go away now and review that.



## If You've Made a Sale...

[Starts at 00:01:38]

OK, now, you're back. Let's talk about **Go, or No Go**.

Nothing has changed from our Day 17 Metrics:

We still need to make sure that **we've got people visiting our Page**. We need to make sure a **decent percentage of those are clicking through on our offer**, and, as we said on Day 17, with a bit of luck after 100 or so people have had a chance to look at the offer, **hopefully somebody's made a sale**.

If that's you, if you're in that position, then **stop here. You don't need to do anything except look forward to the next few days of the challenge**, because we're going to tell you how to expand and grow your niche, build more traffic, get more sales, and then start to think about what sort of product you could create so that you're getting all the money.

Because, remember – and this is really worth pointing out again and again and again – **all we're doing here is testing**. The **size** of the sale **does not matter**. You may have only made \$0.15 a sale (and that's quite realistic if you are using an Amazon affiliate product or similar), that's not important. Because what we want to do is if we figure out that our market is interested in buying stuff then we can start thinking about what sort of product can we sell them for \$30 or \$97 or \$500 or whatever it happens to be.

All we've determined is that **we can get traffic**, and that **they will buy stuff** – and that is what all this has been about up to this point in time.

Now, if you've made your sale then, as I say, sit back, don't worry about the rest of this recording. Have a bit of an easy day, and come back tomorrow, when I'll tell you exactly what you need to do.

## If You Haven't Made a Sale

[Starts at 00:03:27]

Now, I want to talk to people who are in the following situation (and please listen REALLY CAREFULLY, because you have to be in THIS situation), and I'm about to make a whole bunch of assumptions – remember, they're assumptions. So, listen very carefully, here's the list:

- I'm assuming that you are **Ranked decently** (you have a relatively high Rank in Google – Position 1, 2, 3 or 4 for your chosen Phrase)
- I'm also assuming that you're starting to get a **decent amount of traffic** – you've had at least 100 people visit your page.
- I'm also making the assumption that **you've had quite a few people click on your Ad** – you've tested a number of Ads and found one that somebody has clicked through correctly

**But**, when they clicked through **they didn't buy (or they never clicked through**, regardless of what you put in front of them). Then **we have a problem**.



This is what we call our **No Go** situation.

I'm going to repeat this, because it's so important, and so easy for people to get confused.

**You're ranked highly in Google** – this is the number one mistake most people make. They may be **ranked**, but they're **on Page 17** – “Oh, I'm not getting traffic – this niche is no good”. No, no, no! You have to do more work. You have to go back, you have to either use Pay Per Click to get the traffic, or you need to create more HubPages, Squidoo Lenses, Articles etc. to throw out hooks – you have to do all those sorts of things until you can get a decent amount of visitors to your Money Page, the Page you're working on.

**Secondly**, you might be ranked, but you're just **not getting the traffic**. That also is an incredible legitimate thing – this is why we do this. Somebody asked the question in the Forum (and it's a great question) – “If I can't trust the numbers in Market Samurai, what numbers can I trust? I got Ranked Number 1, and I'm only seeing 2 visitors a day. I was told I'd get lots more than that.” That's exactly why we're doing what we're doing – it's not Market Samurai's fault. Hey, let's face it; Market Samurai is only relaying the information it's getting from Google.

You could use any of the other tools that are out there and you would also have the same situation - you're never, ever going to see the same amount. Bluntly, I don't care what keyword tool you used, as long as you get into the habit of using the same one again and again, because it's a bit like when a guitar player gets used to the guitar or a pro-photographer gets so used to the camera they can just play it, they don't even have to look away from the viewfinder, they just know where all the buttons are – they haven't got to press, press, press. Because when you're comparing niches inside one of these tools, such as Market Samurai you're getting all the information – you're comparing apples with apples.

I noticed a lot of people – and folks, this is a complete and utter waste of time – if you go and compare Market Samurai's results to any other tools results, let me save you a lot of time and effort – they're going to be different! There are so many factors involved in this – there are a huge number of factors. You just need to pick one tool, and as I said, I don't care what it is, as long as you pick a tool and you learn to master that tool, because it's very important that you learn to trust and analyse that result and this is where, of course, I use Market Samurai on a daily basis.

So quite a legitimate thing to have happen is you actually get that high ranking and there's just no traffic. That, sadly, does happen. There's also the wonderful situation that you get way more traffic than you expected – both can happen, both are a legitimate result and that's what we're testing for. So if that's happened to you then it's time to move on and look at a new phrase, but only – and please listen – only if you've achieved a really decent ranking. **You really need to be in position one, 2 or 3 for you to make a decision on that basis alone.**

The **next** category, of course, is when **nobody clicks on your ads** – this happens. So people come to the page, they're interested in information, but they're in a market where they're just not interested in buying, and regardless of how many tests you run, they're just not clicking on your ads in any major way. Well, that's **good news – you've saved yourself a lot of time and hassle.**

That's also a situation where you need to **try another site**. I know there are plenty of guitar-based niches, for example, where people are interested and only interested in free information, regardless of how you try to twist it. They're just not interested in any sort of advertising and it's very sad because we work so hard to get a lot of traffic and you can find niches with a lot of traffic, but nobody's interested in buying anything. That's just the way it is. Nothing we can do about that – it's time to move on.



The **third** situation is, of course, **they do click through, but they don't end up buying anything**. Pretty much the same situation as I've just described – they're a looky-lou market. In some ways that can be more frustrating still.

Now remember, I'm talking about people here who are looking at selling **information products**. If you're in a **service based** industry or you're doing something here, on the Thirty Day Challenge, for your **small business**, you've got to **ask yourself what's important to you**.

Obviously there are a million different possibilities there and all I can say is, are they taking the action that you want them to take. For example, you might just want to be getting names and addresses, emails, phone numbers, contact details. Are they filling out those contact details, if that's what you want them to do? These are the things that you need to check and test – that if you've done everything else, you've got traffic, they're clicking through, but they're not buying and – big caveat here – make sure you're making this decision on the right numbers.

I noticed in the forum again, somebody who'd had a magnificent click through on Pay Per Click – it was over 8% CTR, which is just really brilliant, and they were fretting thinking that they were going to have to stop everything because they hadn't made a sale after already sending 40 clicks to a page. Please, please, please – that's not enough information and time. You need to run, at least, **a couple of hundred people** through to that sale offer before they buy. Remember, I built an entire multi-million dollar business, which I sold for millions of dollars on the basis that I never got my average sale past selling one thing to every 200 visitors – how pathetic! Pathetic, I know, but that's what the deal was and that's what I was able to do and I still did really well. If you only do a test with forty, here's what can happen, and this happens all the time – while over the long term and the medium term, this is a very, very mathematics based business; it's a lumpy business. Here's what can happen – you can have 130 people arrive at your site and nothing happens – you think, oh god, this is a dud, but then between 130 and 140 you have three new sales. So **you've got to give it time**, you've got to give it enough time.

I'm assuming you've given it some time, they've seen the offers, you've seen the traffic and they're just not buying anything, or they're not filling in their email or they're not doing what you want them to do – your action, at this point. So, we're talking go and no-go.

Just as a side note again, **for small businesses** and so on. Maybe making a sale or even getting them to phone or getting an email is not the point, because they don't need your services right now, but at least they remember you and know you, so in that sense, if you've got a specific product, or you've got a specific service, or you've got a specific anything, **you just need to keep going** – you need to make sure you're covered, so that one day, when somebody does need to make a sale, you're there when they're in the buying mood.

However, if you're starting from scratch and creating your own information product you really need to have one of those three categories done. So, if we haven't: **no sales, the tests haven't worked, you still had a decent ranking – well, that's a no go**, what do we do? Well, it's a trite and as simple and as hard as this: You start again. **Go back, and start again**.

Right now that may be the last thing that you want to hear, and I get that – you've worked really hard, you've spent at least 23 days on this whole project and you have to start again. But let me try to soften the blow, if I can, and actually point out that it's not a blow, at all. It's actually the best thing that could have happened to you.

The first thing I want to point out is, this is the first time that you've done all of this stuff. So the only reason that it's taken 23 days is because **we've had to teach you so much stuff**, so the fact that you've got here is a major, major pat on the back. So when you go back and start again you're going



to discover something quite miraculous and veterans will tell you this again and again and again: **How much easier and how much faster it will be for you to do your second niche.** I can't tell you how much time – and I think of Caro McCourtie, who had to start again, and finally got a sale after the Thirty Day Challenge – there are heaps of stories like that. In fact, and this is a really good stamp, in our first challenge, the vast majority of people who were successful, started again at Day 14 or later in that particular challenge. Obviously, we were doing something different then, but it was interesting that most of the people were successful second time around.

If you step up to the plate another time, you're going to stun yourself with how quick you can do this, because let me tell you – obviously, we've been doing it for a while – and you can get this whole process done in 24 hours, and what I mean by 24 hours is about 3 hours of work and waiting 24 hours for your domain name to propagate so that you can use and set up your WordpressDirect blog. So, once you get good at it, it takes a very, very short period of time. So that's the first thing I wanted to point out.

The second thing I wanted to point out is, **imagine you are 97% of other people. 97% of other people get this process all wrong and they start with a product.** They design up their product and then, after they've spent eight months working on their product or paid thousands of dollars to have it created, they get to the point you're at now and discover nobody wants to buy it. How horrible, how horrific would that be? Yet that happens every single day of the week and you've avoided that, you've dodged that bullet by doing this: you haven't spent a dime on product creation, and I should remind you, how much have you had to spend? A few bucks for a domain name and some hosting. That's it! And, of course, the hosting you can use for your next product.

And don't worry – your work's not lost, because I'm going to show you tomorrow how some Thirty Day Challengers have been making all sorts of money by selling their website, and this, I've got to say, has incredibly, incredibly increased. At the small end – the flipping end, if you like, of the selling your website business, you'll be amazed how much money you'll be able to pick up for all the work that you've done so far. So there's nothing wasted here. You will not come out of this having wasted your time. We wouldn't do that to you; we value the fact that you've put your trust in us for these last 23 day and we wouldn't let you down like that. Wait for tomorrow! That's exciting again.

So nothing is wasted. We do not waste here, at the Thirty Day Challenge.

Secondly, and this so important: **Failure is not a character assessment.** So many people take a "no go" personally, and it is so wrong. The most successful people in life have one common characteristic, and that's the ability to recover from a "no"; recover from a failure. Now, I'm not going to go all hype-y on you and tell you stories about Colonel Sanders or Thomas Edison, or any number of people that you've heard of, Michael Jordan, or any of those people who've had multiple failures before they've had astounding success – that's just the way it is, folks! That's just the way it is, and **you're one step closer to a success by having had this failure.** That is just the way it is.

Now, if there's one tip I can give you at this point. **If you've got a no go, it may be very worthwhile you pushing yourself back from the computer, stepping up and going to do something different, preferably some sort of physical activity outside** – go for a walk, go do anything. Just take 24 hours to regroup, let your brain process everything that it's learnt so far and then get back into it. I can't tell you the value of spending 24 hours away from everything, just to let your brain do it's job. This is not woo-woo stuff: This is science; this is fact. So, having a break for a day or so, just to get your head back together and get some fresh air, and then you'll come back recharged and ready to tackle it.

# 30 Day Challenge

there is no charge for awesomeness



The second piece of advice is, what I want you to do, rather than follow along, religiously, as you have been with the Thirty Day Challenge – I want you to do something. **I want you to decide what's your commitment to creating this new business of yours, or bringing your traditional business online.** And I'm asking you to make a time commitment, so whether that be 15 minutes a day, Monday through Friday, or you can do 4 hours on a weekend, or you can do an hour a day every second day – whatever it is, it is. But I want you to make a little bit of a pact with me, and commit to that, because now you've learned all this stuff, and you know, we've been spending so much time learning – well and truly over 100 videos since pre-season – it's a lot! And you've been doing so much absorption, so much learning – now we want to make your Internet Marketing your practice, and what I mean by that is you need to set aside a specific amount of time each day, or each second day, or every weekend – however you want to do it – and commit to yourself to applying what we've taught in that period of time.

If you spend **15 minutes a day**, now that you've learnt all of this stuff, where you're actually applying and taking action, and you just set that stopwatch – I would literally time yourself – set the stopwatch and say "go" and just see how much work you can get done in the 15 minutes. You do that for the next four weeks and you'll astound yourself with where you'll get, you really will. People totally underestimate how far you can get.

That's the best piece of advice I can give you. All the most successful people in any field you wish to name are the ones who are able to give their discipline this **regular timeslot**: In business, in arts, in creativity, in anything, and this has been a big realisation for me in, particularly, the last twelve months. I've seen it again and again and again, and you ask the people who are really successful doing what they are doing and you can see the difference of that regular timeframe.

So that's where we're at: **If you are at a no go, don't be despondent.** This is a huge opportunity; you are one step closer to your success; **you are 23 days wiser**, and we can have a bit of a break and start again and get cracking into it.

The next few days of the challenge are fantastic, but if you go back and review just how far you've come, you should be so, so **proud of yourself**. I'm very proud of you because just committing to getting this far down the path is extraordinary; so don't waste what you've learned so far. Have a break, come back, commit to that period of time and let's get into it. We're going to still be here and everything is still going to be here. We just want to make sure that you're here with us as well.

Alright, folks. We'll speak tomorrow. Very cool – we'll show you what to do with those sites you've just created that are no goes: You're going to **sell them**; you're going to make some cash with them. This is better than aluminium can recycling, let me tell you.

We'll speak soon!



## Summary:

### If You've Made a Sale

- Take a break - Wait for the next lessons

### If You've NOT Made a Sale

- Are you Ranking in the top 3 or 4 places in Google for your Keywords?
  - o No?
    - Go back and work on your Ranking
- Have you had 200 visitors?
  - o No?
    - Go get some more traffic (e.g. Pay Per Click)
- Have People Clicked on Your Ad?
  - o No?
    - Try a different Ad
    - Try a different Site (people in this particular Micro-Niche may not be buyers)
- Can you answer "Yes" to all of the above?
  - o Yes?
    - It's a **No-Go**. Start again

## Remember

- It's not personal
- You haven't failed
- You've learned a huge amount
- You have some amazing (and powerful) knowledge
- You can start again with a new niche in a **very** short amount of time

## Links:

30DC Day 17 - <http://www.thirtydaychallenge.com/training/2009day17.php>

Click here to access Day 17's lessons about reviewing your stats.

30DC Blog - <http://www.thirtydaychallenge.com/blog/>

Click here to access the 30DC Blog.

30DC Forum - <http://www.thirtydaychallenge.com/forums/>

Click here to access the 30DC Forum. Click here to create your Google Adwords account.