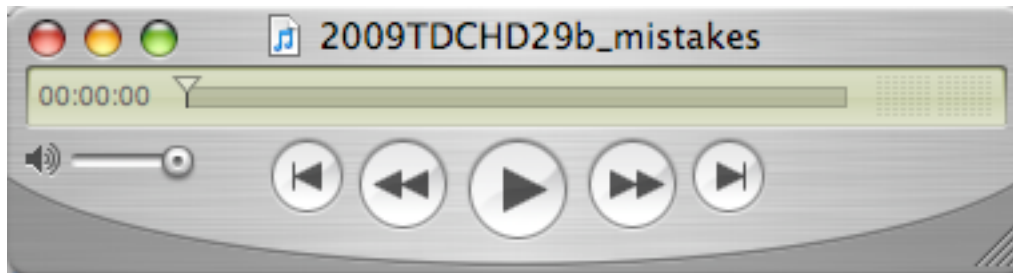




Thirty Day Challenge 2009 – Training – Day 29

2009TDC29b: Mistakes [MP3 Podcast]

Running Time: 20mins



Intro

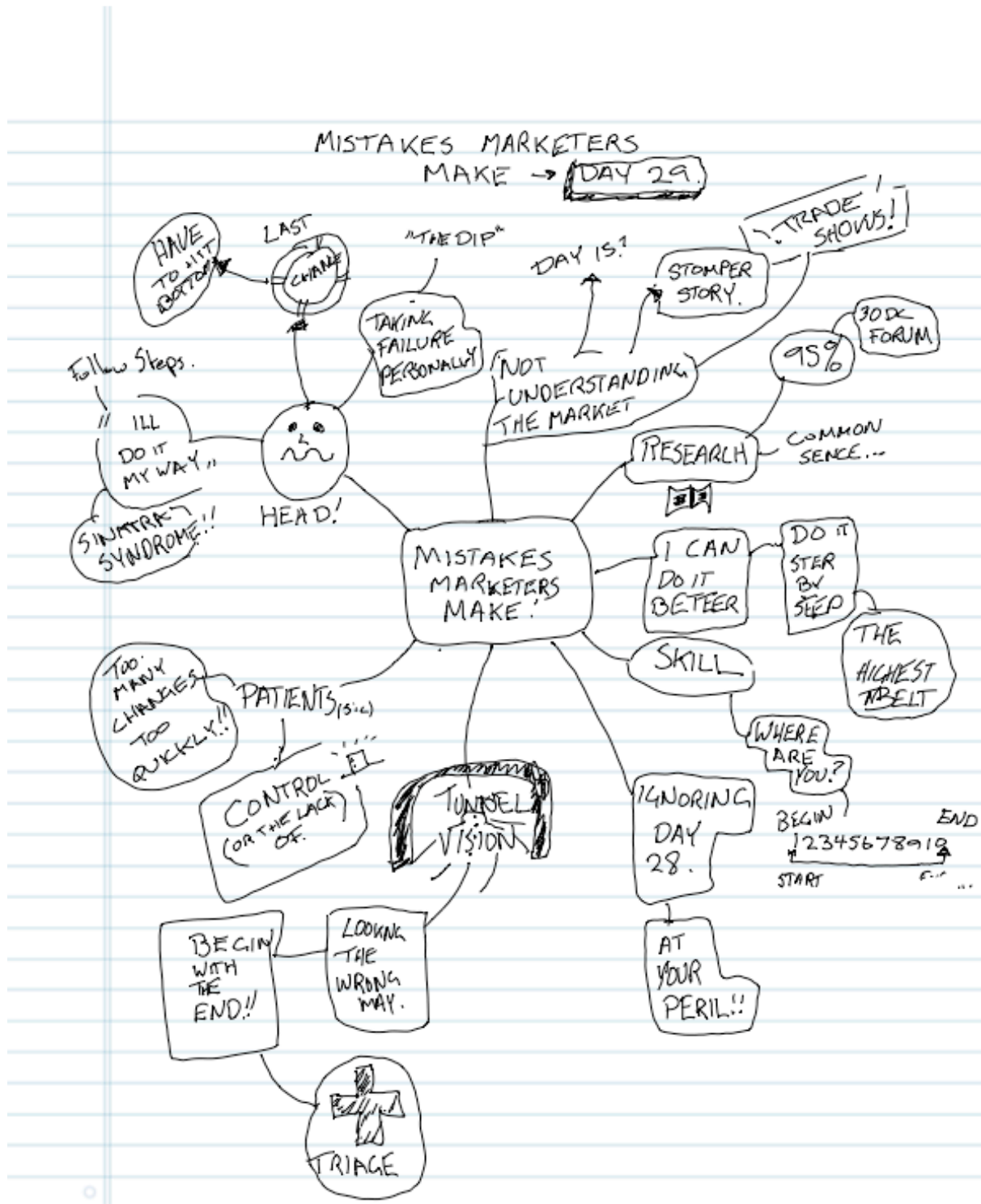
Hey everybody, Ed here and today, on Day 29 we're going to go through the mistakes marketers make, and yes, we're doing this as a podcast - I'm actually recording this, you can probably hear the roominess, I'm actually here in Tokyo, in Japan.

This is a really **important topic** and on the way over here I did a **mind-map** of all the key things where I think there are mistakes that marketers make and I tell you what, nine times out of ten, they're **not technical mistakes**. Technical mistakes, like where they spell something wrong or they forget about a URL or any of those sorts of things are a) easily correctible, but b) are maybe 5% of what causes mistakes.

So this is a really interesting exercise and I encourage you to download the accompanying PDF [we've included it here, but you can download it as a separate file if you like] and, for those of you who are interested in **product creation**, I created that PDF using a **LiveScribe pen** - one of my absolute favourite tools for creating products and content for people. I could have actually recorded it with the LiveScribe pen too, but I didn't - there you go. But anyway, let's get into the mistakes marketers make.

30 Day Challenge

there is no charge for awesomeness





Understand the Marketplace

In no particular set or order, the first one I want to talk about is when they just **don't understand the marketplace**. This is a real problem. If you look at Day 15 in particular. Day 15 should have given you a huge clue in the best way to first understand your market and then turn that round into leading your market. But **most people don't get past market understanding**. For some reason they believe they can do this business on some sort of auto-pilot and not notice what's going on in the market you've chosen to make money out of, which seems to me to be pretty crazy, and probably you, listening to this think, "no, nobody would ever do that" - well, let me beg to differ.

I was at a very large Internet Marketing event last year - around this time last year, actually, and I was asked to do reviews on people's sites. It was a very, very cool thing to do, I actually really enjoyed it. But what I saw again and again and again and again is just complete basic lack of understanding of the marketplace. They had no idea what was going on, they didn't participate in the marketplace, they didn't do anything. This is insane - particularly in this day and age.

Now I've got to put my hand up here. You know, myself and Frank Kern, when we taught the Underachiever Method, way back at the end of 2004, we pretty much encouraged this sort of behaviour, because you didn't need to back then. Traffic was so easy to get, attention was so easy to get. Traffic was cheap, so you didn't really need to understand what your marketplace was going. That didn't mean you didn't have a great product - we always condoned great products, but you didn't really have to participate in the market, you could be completely hands off.

Sorry, those days are gone. And you've heard me say it a million times, but I'm going to say it a million and one times. Let's do a simple physics test: two people operating in the market, same product, same service, same amount of money - pretty much everything's the same, but one is an active participant in the marketplace and their name is out there and known, and the other one is completely unknown and anonymous - just on physics, **who's likely to get more orders?** Of course, **the one that's more well known**. And **this is what we've got to understand in 2009**.

You know, I wish it was different in some ways, but it's not and that's doing business online in 2009/2010 - and that's what we're all about here at the Thirty Day Challenge. You've figured out by now, being Day 29, we don't sugar coat stuff. There's work involved, but this is very rewarding and in Day 15 I showed you just the most fun way of doing all of this and getting so much leverage. You're learning about the market and at the same time you're educating the market, and at the same time you're building links and profile and everything. It's a beautiful, beautiful system - probably one of my favourite days in the challenge. But that's a huge mistake people need to understand.

And let me give you one other little tip in market understanding - and this floors me, absolutely floors me: Once you've actually found a market and you've started making sales, it astounds me that **nobody goes to the Trade Shows** in that particular niche - very rare for Internet Marketers to get out into the real world, which is a massive, massive mistake.

If you look at all the Internet Marketers who are doing really big numbers online, they're all out in the real world, they participate in trade shows, they go along, they meet people, they interview people. A trade show is one of the best places to create more content than you can chuck a stick at: You can record interviews, you can speak to people, you can report on it, you can do so many different things. They're just an incredible thing and we did a whole course on exploiting trade shows in Thirty Day Challenge Plus, because you can just get so much done in one go - **you can create entire products out of trade shows**. It really is quite superb!



Do Your Research

The next mistake that I want to highlight is **research**. In fact, and I've said this before, 95% of mistakes made in Internet Marketing are made with not doing enough research. Now if there's one thing that I'm super super-proud of inside the Thirty Day Challenge this year, it's got to be the extraordinary links we've made to create and explain and dissect and show you absolute World's best practice in market research. And, I mean, we have, haven't we? Literally, the same market research we've taught you, particularly when it's followed step by step (which is another one of our major errors), it's the absolute best way to go. We use that to create million dollar businesses. Just because it was free, doesn't mean it was rubbish. In conjunction with Market Samurai, WordpressDirect and Traffic Bug - using those tools is exactly the same thing I teach my \$10,000 a year consulting clients - exactly the same thing. So don't underestimate it just because it's free.

Follow the Steps

One of the things I noticed in the forum this year was how many times people said: Oh look, I just tried this, or I just did this. And inevitably they were coming on the forums to ask why they hadn't ranked, why weren't they getting the traffic they'd mentioned? And it's simply because they didn't follow the process. Which brings me, interestingly enough, to my next major mistake.

Not following the steps. I'm guilty of doing this, time after time, particularly when I'm setting up technology. I will just barrel ahead, thinking I know everything there is to know about everything, particularly when it comes to technology and I'll miss out on some pretty incredible things. Now this is a hard thing to get over, I've got to admit, but you've got to get over it. Particularly when you consider your skill level. And for me this is sort of an adjunct to this mistake that marketers make, is they tackle markets which are completely above their skill levels. Now, for example, you've probably heard me use the baseball analogy. Basically, people try to take on major league baseball markets and they haven't even learned how to swing a bat yet. Now imagine trying to play first hit off a batter against a New York Yankees pitcher - you haven't got a hope of hitting the ball - yet. You need to play in the little leagues. And that's why we do these things; that's why we use the metrics and the measurements that we use. We do it for a really, really important reason, because we know where most people's skill levels are at.

Now, of course, as you become more experienced you'll be able to tackle much larger markets, you'll be able to do all sorts of interesting stuff, but you've got to ask yourself: **where are you on that marketing spectrum?** Which is another concept we really introduced this year. Are you at Grade 1? Are you just turning up to school for the first time, or are you about to graduate with honours? Where are you? And make sure, if you're anywhere less than half way up that spectrum, **just follow the steps.**

So many mistakes are made when people just don't follow the steps. They think they can redo it, they think they can maybe add something on or they can do it better or they can do it differently. It's interesting, and it's quite appropriate that I'm here in Japan, because here **most people think the black belt is the highest possible belt that you can achieve in most martial arts - it's actually not true, the absolute best masters of marshal arts actually have a white belt - yes, exactly the same as a beginner, because they know that for them to improve at that level of their skills, they have to have a beginners mind; they have to start from scratch.** And if they can snap me like a twig, maybe that's pretty good advice.



Day 28 (Backlinking) is Important

The next mistake that marketers make is **ignoring Day 28**. I said it at the introduction to the Day 27, I said it at the introduction to Day 28, I talked about it in the introduction to today: Day 28 is unbelievably important, and I can't tell you how many experienced marketers just skipped over it. It was one of the least watched videos - the equivalent video in last year's Thirty Day Challenge, on YouTube - and that's a crying tragedy, because it really shows you what's super important.

So please, I beg of you. I beg of you, please, **go and re-watch Day 28 until it's burned into your retinas** - it's so important. Have I mentioned how important Day 28 and the concept of Backlinking is? I have to keep telling people this, but I'll keep telling you because Day 28 is so important!

Don't Get Tunnel Vision

Another mistake people get is, they get into **one-track mind** or **tunnel vision**. A classic example of this is when people are waiting to get ranked for the first time, so they submit to Traffic Bug and they sit back and they wait, and they wait, and they wait for ranking and then 48 hours passes - **they haven't done anything else, they're just sitting there waiting for Google to rank them. That's crazy! There's never an excuse not to be doing something. You can always be doing more market understanding, you can always be doing something.** To think that you just have to sit there and there's very, very, very few times, in fact, I can't think of any, because you can always be doing more market understanding work, more Day 15 work. So there's really no excuse to be sitting around, twiddling your thumbs - sometimes things take time, sometimes there are problems, sometimes it takes a while for support services to get back to you. You know, you're not going to have the same level of help you have in the Thirty Day Challenge, out there in the Big Bad World. So, you've just got to keep moving on.

The other interesting thing, of course, is **looking the wrong way**, and this **is also tunnel vision**. I noticed a lot of people this year, for example, trying to search for their Traffic Bug links: Where's my Traffic Bug links? Where are they appearing? Where are they going? Who cares? Well, it's important to care and we've done all the important to care work - we want to make sure that the links are going in the right spot, but for you it's all about: What are we doing this for?

We're doing this so we can get traffic. You work from traffic numbers and go backwards. You do the equivalent of **triage**. If you do your stats properly and you do your article marketing - I saw a couple of people say: Is this all we do? Do we do articles for the rest of our lives? - No! Once you're set up in the number one spot you may go six months without touching and doing another article, because once you're set, you're set. But you've got to work to get there and get set, and then you've got to watch it because some upstart may come along and outrank you and you're going to have to do more work. That's what I mean by triage. **You let the numbers and the traffic tell you where you need to do work.** It's a concept that's slightly outside of the scale of the Thirty Day Challenge, but it's one I wanted to mention here because it is definitely a mistake people make. Which transitions me nicely into the topic of patience.

Have Patience

Seriously, you've got to understand what you've got control of and what you haven't got control of. Going to find more blogs to put them into your Google Reader, so you can make comments on them and understand your market more - that's something that's completely in your control. When Google decides to rank your site - completely out of your control, I mean 100% out of your control. And yet, people freak out about that and they stress about it. It's not something you can do anything about,



and the definition of insanity is stressing about stuff that you can't do anything about. It's completely out of your hands. Focus on the stuff you can control and your life and your Internet Marketing career will go a heck of a lot smoother.

On the subject of patience, we can also look at too many changes, too quickly. You know, I saw a few posts this year, as we do every year: "I've got 40 clicks to my ad, but nobody's made a sale."

Remember, we talked to you about this. You have to wait for a hundred, two hundred people before you've got any idea. Yes, we expect to make a sale from one in every two hundred visitors, or one in every 100 visitors, but this is a lumpy business. What could happen is you could have no sale for 300 clicks and then, between 300-320 you make four sales. It's a lumpy business and that's what's happened and this is a big part of that. So you just have to have patience. Don't change things out before you've got enough of a data set to be able to make sure that you do it when you need to. It's a huge mistake people make. It's so tempting to touch and fiddle, but don't! Instead, **do more market research, do more market understanding**. Go after some more phrases. Do something that's completely in your control and will have an absolute benefit.

Don't Take Failure Personally

Now one of my favourite things about this year's challenge was the wonderful addition of Karl Moore. His videos were much watched, much loved and in the days that he didn't exist, we actually got complaints. But the head, and what goes on in your head is the number one problem inside of creating any successful online business.

One of the key characteristics which is a real hassle for people, and I know I suffer from this, pretty much everybody suffers from this - it's how you deal with it - is **taking failure personally**.

We're just testing here folks. **The entire Thirty Day Challenge is testing to find markets that we can exploit** and in the last couple of days we've been showing you all sorts of ways to exploit that market - and I mean exploit in the nicest possible way. But so often, people get a failed test and they really take it personally and that's such a shame. The successful people I know get disappointed by failure, make no mistake, but they don't let it get to them, they know it's not a personal attack on their character, and this is such a huge difference. Don't take the failure personally, get up and try again.

The best way I can position it for myself - the way I tell myself when I get a failed market and I thought, "I know that market's going to work," but it didn't. I tell myself, boy, thank goodness, **I just saved myself a couple of thousand dollars and a few months of creating a product and marketing it and setting everything out for what was going to be a dud anyway**. Thank goodness, what a time saver. And for me now, of course, basically 48 hours is as much as I've invested. I haven't worked for 48 hours, I've probably done four or 5 hours work and a little bit of time waiting for a domain to propagate. So, you know, don't take failure personally.

Wrap Up

We talked about the steps. We talked about the "I'll do it my way", Frank Sinatra Syndrome, so we've mentioned that, and actually I'm just looking at my notes here folks - very professional! That's basically it. For me, they're the key mistakes, and again, there's an accompanying little mind map for this recording.

Also, just as a little tip, you might have noticed my voice changed about three or 4 minutes into the recording. You'll see this on my blog, but I've just taken a photo, because I look so ridiculous! I'm



actually recording this over my Mac, with a towel over my head, covering me and the microphone! And it's a trick I remember I learned off a very good broadcaster who use to talk about when he did recordings in hotel rooms, how he would use the towel-over-the-head trick to isolate and get the sound much better, and boy, does it work - it's extraordinary!

But anyway, a little bit of info. Think about this. How cool is this? I'm 38 floors above Tokyo, in the Ginza precinct. Here I am, I've got a little microphone, nothing fancy - I think it costs about \$70, connected into my Mac portable, towel over my head and I'm creating content. I'm creating content! I'm just talking to you guys. I did a mind map, so I knew basically what I had to say, and hopefully it sounded relatively smooth, except for that last little section, and I'm creating content! This is legitimate content. For a lot of people, recording audio may be preferable to writing, or creating videos they may prefer to writing, or they may prefer tweeting, or they may prefer whatever, but it's all about creating that content and following along with steps.

You've done so well to get this far. I mean, really, that shows to me an extraordinary amount of character. To get here to Day 29 is an incredible achievement and one, bluntly, the majority of Thirty Day Challengers never get to. You are in the minority! But I know this, if you've got to Day 29, you get the next couple of days and you continue to take action and you continue to move forward, you're going to have a wonderful, wonderful result.

So I will say, "sayonara".

Summary:

Best Practices

- Understand the Marketplace
- Do Your Research
- Follow the Steps
- Backlinking is Important
- Don't Get Tunnel Vision
- Have Patience
- Don't Take Failure Personally

Links:

Mistakes Mind Map - <http://bit.ly/2009tdcpdf29b>

Click here to download Ed's "Mistakes Marketers Make" Mind Map.