



Thirty Day Challenge 2009 – Training – Day 30

2009TDC30b: Where To

Running Time: 12mins



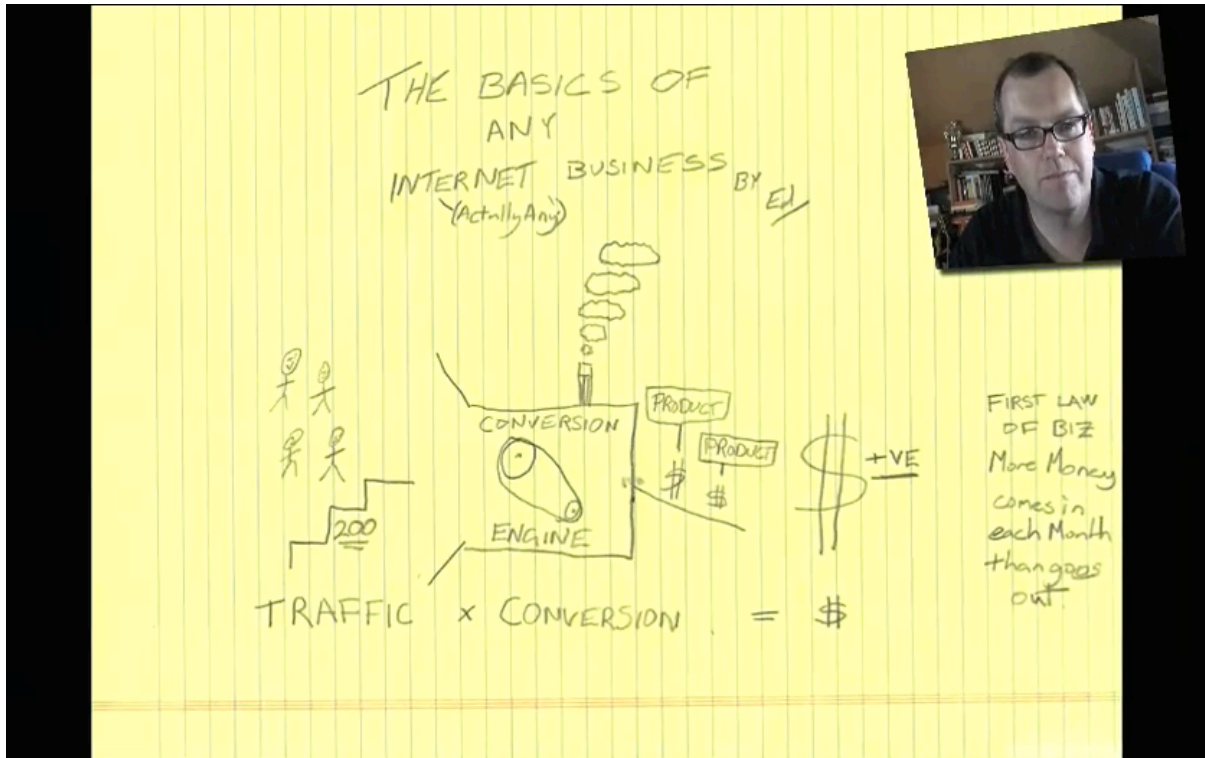
Intro

G'day everybody! Can you believe it? Day 30!

I just wanted to have a little bit of a chat with you guys (I'm actually here in Tokyo, Japan, at the moment).

I wanted to talk about **where to from here** – because in the Thirty Day Challenge, we've really taken you from the very, very, very beginnings (learning how to use some tools in Pre-Season), right through to creating a test platform for a successful online business (and, with a bit of luck, you'll make a dollar in the next day or so, which is awesome).

But I want to bring you back to the very first time I talked to you in this Challenge, where I talked to you about that Magnificent Symphony of Four Parts. The reason I want to talk to you about that is because going forward, you're going to need to **look at the 4 areas of your business** (there are only 4), and what you need to prioritize and focus on. So, let's think about those 4 areas.



Market Research

[Starts at 00:01:16]

The first area, of course, is Market Research.

I've got to tell you, the training we've given you in the Thirty Day Challenge, there is (in my completely biased opinion) not a training course on the planet that covers market research in as much detail, with as much clarity as we do – and we do that for a reason: because we know that 95% of mistakes can be avoided if we do our market research properly. So we make no apologies for that – you've got a Tour de Force inside the Thirty Day Challenge.

Traffic

[Starts at 00:01:54]

We've shown you two ways to get traffic. We've shown you Pay Per Click and we've shown you how to use social networking and Search Engine Optimisation to also get traffic as well.

These two things are ongoing processes; there are many other areas to get traffic, and we covered those a few days ago when I looked at all the different types of traffic that you can get [Day 18].

As your going forward, look at your business on the Marketing Symphony and ask yourself "where am I having trouble?"



Hopefully you've got Market Research nailed, so your business only has 3 areas where it needs help:

- It needs help getting traffic
- It needs help converting that traffic to sales
- It needs help creating products

A big part of this – yes, we're testing affiliate products at the moment, because we don't want to go to the expense pain effort and energy to build our own products. But let me assure you that the path to being really successful, doing what we're doing, is for you to create your own products. That's where you're going to go.

Of course in the past, everybody created their own product and then went to sell it, only to discover that there was never a market for it in the first place. We're going to turn that right around (and I think we have here with the Thirty Day Challenge).

So, make no mistake, many people have had wonderful businesses selling other people's products. But just be careful, because at some point that might stop - and you're left with no product. I know that the person who will always make money with a successful affiliate product is **the person who created the product**. That's where we need to go – we need to test out our markets so that we can make sure that we create a great product. Which is why we've spent all this time (remember Day 15) looking at Market Understanding.

Do we have a Traffic Problem?

If you're not getting 200 people a day (once you've established yourself) looking at your offer, you've got a traffic problem – because we want to sell at least one of whatever you're selling every day; and we know, on average (actually it's worse than the average, but I like to use bad numbers) that 1 in every 200 people buy, and you want to make sure that your business is economical on that basis. The beauty of online, of course, is that it can be.

So, if you're not getting at least 200 people across your network (seeing your ads, seeing your opportunity to buy something, signing up to your mail list, doing whatever action you need them to do) you've got a traffic problem, and that's where you need to put your energies. You need to look at ways to improve your traffic.

Now, Pay Per Click, there's encyclopaedias on how to do Pay Per Click – there's all sorts of resources. Now inside the Challenge, we don't promote any sort of products, but when you're looking outside, and in the future, ask yourself, "If I have a traffic problem, where is my traffic problem?" Are you paying too much in Pay Per Click, are you not getting the Rankings you would like – and you can start to use this filter, this Market Symphony, as a filter to know where to concentrate.

Conversion

[Starts at 00:05:14]

Now, of course, if you're getting all the traffic in the world, but you're not getting them to sign up to your email list, or you're not getting them to buy what you have on offer, then you've got a conversion problem.

Michelle MacPhearson and I talked about conversion and some of the things that we do [Day 23] – there's a whole science to Copywriting and doing all these sorts of things, and it's a very, very good



are for you to pursue post-Challenge - Because a tiny improvement in conversion can give you a huge improvement. It's a good thing to do.

Product Creation

[Starts at 00:06:02]

Then, there's Product Creation. You need to create products, just like I'm doing here. I wish I could show you the setup here – it's ghetto. But still, the quality is pretty darn impressive.

Just a little bit of knowledge about how to do things (of course, having the magnificent Japanese Game show on the Television in the background, that takes a little bit of expense – you have to be in Tokyo to do that!) and I'm just using a standard camera, nothing fancy-pants here with the camera, and because it's quiet I'm just using the microphone on the camera.

There are so many ways to create products. If you look at the Thirty Day Challenge, and you look at the way we've put it together, creating the product is really just a sub-set of what we've been doing every single day. Use PDFs, Transcripts, Audio, Podcasts, there are so many different ways to do it.

It's my favourite part – I love it. Once you get over the fear of creating content, you're of to the races, it's brilliant.

Which brings me to my second and my final point.

List Building

[Starts at 00:06:02]

The second-final point is about List-Building.

You've heard me say list-building a few times. Now, we just couldn't quite cover it inside Thirty Day Challenge

We did over 150 videos and lessons since we started in pre-season – I didn't want to tell you that until now, because if you've get this far, you've done an extraordinary job.

But we just couldn't squeeze in List-Building and Autoresponders and those sorts of things (it is something we cover in Thirty Day Challenge Plus). But it is something, regardless of whether you continue to study with or, or you study with somebody else, **you need to understand building an email list** - Because, regardless of all the tricks, tips, techniques and everything else, nothing works like sending an email out to somebody.



Market Understanding and Market Leadership

[Starts at 00:08:13]

Which brings me to my final point – and that is this concept (for the first time I’ve been pushing it this year):

Market Understanding and Market Leadership

I want you to think about this, because too often I’ve put all the focus on the techniques of building traffic, of building conversion, to the detriment of actually understanding what’s going on in your market – even enjoying what’s going on and becoming an active participant in your market.

Now, **that may not mean getting your face in front of a camera**. What I’m doing now freaks out a lot of you – I know that – but you can write reports, you can write Blog posts. It’s funny, some of the most witty Bloggers that I’ve ever met – you meet them in person and they can hardly string two words together, but they are brilliant writers.

All of you have got a medium, a way of communicating, which is comfortable to you, and gets across what you want to say. I want you to **find that and pick that out**, because the same techniques, tips and tools that we teach in, say, Thirty Day Challenge Plus to create content [products], you should also be using to generate Market Leadership.

Remember this: **Market Understanding** is **passively taking in all the information from your market** and, sadly, so many people don’t do that. They may be making a few thousand dollars a month in a market, yet don’t even bother to have a Google Search on that market, so that they know what’s going on, what the latest news and developments are. If you do this Market understanding, you’re filling your brain so content never becomes a problem.

Flipping the switch to **Market Leadership** is so simple and it’s simply this: instead of passively consuming, you **start putting your own content into that feed**, so that other people who are monitoring that start to see you commenting, and you put your point of view over, your heart into it. We cover this a lot in Thirty Day Challenge Plus.

Let me tell you - going forward in 2009 - if I can give you one piece of advice for 2009/2010 inside this Thirty Day Challenge, it’s **understand and participate in your market**. Do it in a way that’s comfortable to you, but please do it. Because here’s the thing, if you don’t do it, and somebody comes into your market, and they do do it; you could be super-successful, and everything else is equal, you know who’s going to win – it’s the person who understands that market.



Wrap Up

[Starts at 00:10:48]

So, wow, we're almost there. I'm getting quite emotional, really.

This is the start. These are the first steps. Do not underestimate the value of what you've been given for nothing. It's too easy to write off what is free, to think we're holding something back.

The training you're getting now is exactly the things I would be doing, exactly the same process, I would be using if I was creating somebody a million dollar business. It's exactly the same.

Do not underestimate the power of what you've been taught, and don't forget yesterday's lessons on the mistakes people make. Combine those two, and you have got an incredible foundation.

Thank you for allowing myself, and the team here at Thirty Day Challenge to deliver that to you.

One more day to go – we'll see you tomorrow.

Summary:

Reviewing Your Business (Using the Magnificent Symphony)

- Do you need to focus on
 - o Doing more market research
 - o Getting More **Traffic**
 - o Improving Your **Conversions**
 - o Creating a **Product**

List Building

- A list of email subscribers is a powerful thing

Market Understanding and Market Leadership

- Understand your market
- Participate
 - o Join in the conversation
 - o Create content (in whatever medium you are comfortable)
 - Audio
 - Video
 - Blog Posts
 - Reports

Links:

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