



Thirty Day Challenge 2009 – Training – Day 30

2009TDC30c: 30DC Leverage

Running Time: 5mins



Intro

Hello friends, Jason Moffat here.

If you're not familiar with who I am, I'm one of the participants who took part in the Thirty Day Challenge in 2005 - the very first year that Ed Dale threw it and since that time I've been really, really fortunate to make hundreds of thousands of dollars on the Internet from everything that I've learned.

I wanted to come back and make this video because I know a lot of you are sitting right where I was four years ago. I want to open your mind and get you to think a little bit laterally about all the things that you've learned this month. Now if I look back to 2005 - just what I learned that month, I would say it was equivalent or even more beneficial than if I had spent four years at any prestigious college. I'm seriously saying that because the knowledge that I learned in that thirty days will benefit me for the rest of my life, and so will the last thirty days if you've taken it seriously.

The tools that have come about in the last couple of years are just phenomenal and there's one I want to talk about in particular, because if you didn't make any money on the Thirty Day Challenge,

30 Day Challenge

there is no charge for awesomeness



this video is definitely for you. I just want you to think about this, because it is an idea and I also want to congratulate all of you that did make a dollar and I want to congratulate those of you that are about to make your dollar, too because I know there's going to be a lot more.



Using What You Know

So here's the deal - and I want you to really think about this, because the tool that you used, Market Samurai, is just hands-down unbelievable. I don't even need to preach to the choir here, you all know it. If you actually did the lessons and went and learned it, you know how beneficial a tool this is.

Now what I would encourage you to do is use it even more, get even better at it, because in this world of Internet Marketing and as we're moving on and on into the future, there are so many different opportunities that are in front of you and a lot of people don't think about offering services. Now I know typically, in Thirty Day Challenge, Ed is teaching you to create a product, eventually, through testing using affiliate programs.

That's great and I definitely think that's where you should be, but there are some people who just aren't going to create products - let's face it - or they aren't ready to create products or they just need fast cash right now and they haven't found the product that they want to develop in their niche or maybe they don't even know what niche they really want to work in just yet, and that is fine. Not everyone makes it in the thirty days.

Not everyone is even clear what they want to do one or 2 years later - but think about this: **Your knowledge with Market Samurai is so massive that offline, online, companies all around would gladly pay you for the knowledge that that thing kicks out.** So think about this, if you went to an offline company and you said: Hey Bob, how would you like to have all your keyword research, all your SEO Competition, content relevant to exactly what you're doing, find more ways to promote, get more backlinks to your site and I hand it to you all on a silver platter. How much would you pay for that Bob? Ah, quite a bit!

And the thing is, you already know how to do all this stuff. They have no clue. The amount of people, let's face it, that really know about the keyword tools that we're using and the advanced marketing systems and things like Traffic Bug are about that big. We are really just small little pebbles in this microcosm of the Internet and the World. And what you have learned this month is so incredibly valuable.

Think about this, when you go off and talk, let's say at a family function and you try to explain what you're doing - people don't understand what you're talking about. We have our own little language, our own lingo and it is extremely valuable. What you've learned this month, if you've really taken it to heart, is so valuable.

So if you don't have a **product**, you might have a **service**, because you can use this tool to make a lot of money and you don't even need to tell the vendors what you're using, you just say: Hey, we're teamed up with some of the brightest, most amazing researchers on the Internet. What I would like to hand to you is a filled out CSV Report with all your information from the most advanced tools on the Internet.

You don't need to tell them you're using Market Samurai, you just need to deliver them the results or you need to submit to Traffic Bug or anything else that you've learned in the Thirty Day Challenge. Don't discount the fact that you can sell your services to do this to other existing companies.

Take, for instance, people who are already advertising in PPC, but they might be doing a bad job: you click on their link and you go to their page and you say, wow, they're not implementing a ton of things they can. You can help those people! Offline businesses that don't know much about the web.



You can help those people! You have tremendous knowledge from what you've learned in the Thirty Day Challenge.

So whether you made your dollar or you didn't, I firmly believe that you just gave yourself a hundred thousand dollar education for sticking with it and you can leverage that big time in the future - so I hope you do.

Congratulations to everybody and I hope you have a great thirty days beyond this 30 days and a great 30 years and just enjoy the Internet and enjoy the community, because it's really great!

I'm out of tape time! Adios, everybody - take it easy!

Summary:

Using What You Know

- Review and Consolidate your Thirty Day Challenge Skills and Knowledge
 - o **Market Samurai**
 - o **Keyword Research**
 - o **Market Research**
 - o **Traffic Generation**
- Offer these as services to regular businesses

Links:

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.

Jason On Twitter - <http://twitter.com/jasonmoffatt>
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