



Thirty Day Challenge 2009 – Training – Day 31+

2009TDC32a: 30DC Plus Webinar

Running Time: 1Hour 33mins



Intro

[This is a transcript of a Webinar]

It's the first time we've done this. I'm very excited about it though, because it allows me to do something that I haven't done before, which is give you guys a presentation that I originally did for Frank Kern's Mass Control conference. It really struck a chord there – it got a standing ovation, in what was a very important crowd – the Who's Who of Internet Marketing. So I'm thrilled to be able to do it for all you guys here today, live from Tokyo.

So, are you ready? Let's go.

[Ed explains the interactive features of the Webinar Interface, for people who watched live]



Main Presentation

[Starts at 00:01:10]



Let's get started, live form Tokyo. Let's talk about The Factor.

Because, in 2010, you have the factor, or nothing.

Basically, this whole presentation is about me analysing literally hundreds and hundreds of very successful Thirty Day Challengers from the past 5 years, and just looking at what's worked and what hasn't. Are there any common factors, if you will, that really do differentiate a really successful Thirty Day Challenger from somebody that's just muddling along.

It was very interesting to me, and there was a difference. Originally I did this presentation for a \$5000 a head seminar in Orlando, and it came to me that this difference came down to this:

Market Research.

If you've just been in the Thirty Day Challenge, you will have got his 17 different ways to Sunday – Market Research is the key. Now I've focussed on this really, really hard. Over the years, if you've been with me for any period of time, you'll know how much I obsess about market research. I truly believe that, because 95% of problems are solved when you do proper market research. The great thing is, the best-practice market research available anywhere on the Internet is available to you



completely free inside Thirty Day Challenge. Because without this [market research], nothing else matters.

But, my mistake was that I didn't really look at this next thing:

Market Understanding

and I didn't really talk about it until earlier this year. Just after the Thirty Day Challenge last year, I attended a very large internet Marketing conference, a really cool one, run by Stompernet. The reason it's cool is that people basically put up their sites and you analyse them – we do what we call Hot Seats – and we tear them apart and look at ways to improve conversion, get better traffic and so on.

There was one thing that astounded me – absolutely floored me: there were people who were making some money, or getting started, and they had no understanding, whatsoever, of their market. They had just been doing everything by the numbers, but didn't really understand their market. So if they were in (to use our classic example) Underwater Kickboxing, they knew absolutely nothing about Underwater Kickboxing – they didn't participate in that market, they didn't do anything. They didn't read about it, they didn't follow along. This was crazy.

But then, I stopped for a second and thought, "hang on, Ed, this is potentially your fault." Because what we had been teaching was to focus on:

- Research
- Traffic
- Conversion
- Etc etc

We left Market Research in the dust – once we'd gotten our market, we left it in the dust, we didn't continue on. Where as these Thirty Day Challengers who were super-successful had a process of continuous Market Understanding.

Then they did something else. Apart from understanding (reading what's going on, participating in forums, reading blogs all that sort of thing), they then took the step to:

Market Leadership

Now, the cool thing - and the frightening thing – about Market Leadership for a lot of people is (depending on your culture – where you are, listening to this) people have very specific ideas about what Leadership is. In today's presentation, I want to give you my definition.

Particularly if you value your privacy, you're shy, camera-shy, you're any one of these things: Don't Panic. Because as soon as I mention Market Leadership, a lot of people in those categories panic, because they don't want to be a leader – the concept of being a leader terrifies them. Just like the concept of Public Speaking terrifies so many people. Don't panic. Stay with me to the end of the presentation and you'll see that what I mean by Market Leadership is very different to the stereotypes you have in your brain about a leader.

While this was all formulating in my brain after the 2008 Thirty Day Challenge, I read this book by Seth Godin called "Tribes", and it's an awesome book. It's a very short read; it doesn't take long at all. There's free versions available all over the place – you can get free audio versions, you can get free PDFs – so there's no excuse for you not to listen and understand this. Seth Godin puts a very compelling case why you need to be a Leader in your market – it makes a lot of sense.



The best way I describe it is like this: It's Physics. Just weigh it up. Just think about it for a second. Two people with similar products at similar prices with similar customer service similar everything. But one person is anonymous, doesn't participate in the market, doesn't do anything like that at all, and the other person is someone who participates in the market, who writes Blog posts, who does videos, who does speak at seminars, who does all that. By physics, just ask yourself, who's going to get more sales? The answer's obvious: The person you know.

We tend to buy things from people we know, and this is a classic example of that. Being known in your marketplace is another way of describing being a leader in your marketplace.

Why You Must Lead Your Market

Given that we've got to lead our market - that's the whole premise of this. If there was one issue that I had with Tribes, it was that it didn't actually tell you - there was no step by step of how to do it, in fact it very specifically says in the book "I don't know how to do this".

That was a real problem, because if there was no how-to, how do people lead? And basically, Seth pointed out, well there's no one step-by-step process.

But I'm listening to this book and I'm on a flight, actually from Melbourne to Los Angeles and I go "Holy Moly, hang on a second!" and I'm thinking, "Hang on, I think I actually know how that is done". I know it because I've seen it done so many times. I actually know how to show people, step by step, how to understand and then lead their market - and stay with me on that definition, please don't have the stereo-type leadership definition in your head, because that's wrong! You can be the shyest, most private person on the planet and still lead a market. In fact, when you think about it, the greatest leaders of all time, through our history, are the ones who know how to be the best servants - you think of Gandhi, you think of Mother Teresa, you think of the Dalai Lama - you know, these people who are such servants, are actually the best leaders, so let me just put that in your head for now.

The reason I know how is the Thirty Day Challenge, because over the past five years we've had so many successful people go into all sorts of markets, all across the planet, in amazingly diverse and different things - it would astound you the tiny markets where people make really great livings from because of their start inside the Thirty Day Challenge. And I looked at this and I thought "Wow, this is really, really, really interesting" and I thought "I know it! I know how to do it!". And guess what folks? I am going to tell you, right now, how to do it, step by step, no catches, no pulling punches, doesn't cost you a cent! Is that worth it? Is that going to be interesting? Cool!

Alright, let's go.

How to Lead Any Market in 90 Days

OK, let's go through this step by step. I mentioned earlier - it's not your fault! Until this year, and I did address it in the 2009 Thirty Day Challenge, we just hadn't taught this. It was almost a subconscious process which people who do really well with their online businesses do as a natural matter of course, but nobody has ever talked about it before. So today, I want to set that right and that's what we do with Thirty Day Challenge Plus, is set that concept right, because this is far more important than any single technique. You can have all the techniques in the World, you can have all the tactics you like, but you will get blown away from your market when somebody rocks along who knows this stuff and does it, and if you don't, you don't do it!



And, full disclosure: for the longest time, from 2004, we taught, basically, that you don't even need to understand your market; you don't need to know it, you just do what you do - the old Underachiever Method was about jumping into a market, creating something that will make you \$1,000 a month and rinsing and repeating. I did that 38 times successfully - thirty-eight! But sadly, or maybe not sadly at all actually - maybe for the benefit of servicing people it's actually a great thing - but that just does not work. It's just not going to work - there's too much effort involved in staying across a whole bunch of markets and the bottom line is, that if you do [what???] in a whole bunch of markets, you'll always be picked off by somebody who knows what I'm about to show you. So don't worry - it's not something you've been doing, it's just you've never been taught it before. After this presentation it will be your fault because now you've been shown, so you've got no excuse!

Step 1 - Market Research

Alright, Step 1: Market Research - and we're going to blow through this because a lot of you have just been through this - you know it all too well now - 95% of the market is absolutely, 100% all this part of the deal. If you get it right here, if you get market research right, you've got most of the problems that you're going to have.

Remember the Magnificent Symphony. The Magnificent Symphony, just as a recap for those of you who haven't been in the Thirty Day Challenge. First step, is Market Research - Step 1. If we get market research right, we get everything else right.

Step 2 is Traffic. Traffic is the next important thing, because if you've got traffic - if you haven't got traffic in a market and you can't get traffic - what's the point? You could have the best product in the World and nobody's ever going to see it.

Third is Conversion, and of course, conversion is taking that traffic and actually getting them to do something. If you can't convert that traffic - there are some markets and it's just so frustrating - you get all the traffic in the World and they're just not interested in buying anything. I remember a couple of years ago, when we were doing a test project - we were trying to develop up a niche for MySpace for people to pimp their MySpace pages. We got so much traffic everyday - thousands and thousands of people every single day - it was unbelievable, but do you think we could sell those buggers anything? We just tried and tried and tried and tried - they were just not into it. a) The market was - when you look back at it in hindsight, you look at it and go - market research Ed! - you know, you're talking about a market that doesn't have disposable income, you're talking about markets that are looking for stuff for free all the time - the reason they're on MySpace is because it's free! But I was seduced by the traffic, because it was so good and it's so easy to be seduced, so we need to get conversion.

And finally, and you'll notice this is **forth**, of course - is Product, because while we promote, in Thirty Day Challenge, using affiliate sites, we're doing that to test the market, ok? We're testing - we want to make sure they buy. Once we know they buy we want to start listening to the market: understanding the market - just like I'm going to show you right now, and then we want to create our own products. And that's what we do in Thirty Day Challenge Plus - we show you how to create all the different types of products, and whether you do it yourself or you outsource it, it's going to be creating products based on what that market wants. They tell you!

Most people do it completely the wrong way about, of course, and they completely stuff it up, because they lock themselves up in a room for eight months getting this product right - writing their eBook, doing their video series, launching their Podcast series and they go to launch it and there's nobody there to buy it - there wasn't a market in the first place. It's a tragedy that happens every single day - 95% of people start out with the product. We know better, and you know better now.



Now of course, when we talk about Market Research we can't go past talking about Market Samurai. You've just seen in the Thirty Day Challenge what an incredible tool Market Samurai is and how good it keeps getting. I remind you that there is a special deal for people who have done the Thirty Day Challenge for Market Samurai. The special deal is very simple in the sense that you get Market Samurai for the cheapest possible price - the best possible deal is the deal you get through Thirty Day Challenge and in fact, we'll spell that out to you in a few days time, but the best deal you get is through the Thirty Day Challenge, which is very nice - part of the benefits, if you like, of being in the Thirty Day Challenge.

Now, before you can lead a market, you have to understand it. Absolutely important. If you don't understand it, then you've just got no hope. So, let's get going.

If we talk about, and actually I already covered this - remember the physics equation as we're going through these lessons. If there are two people in the market, everything is the same, but one person takes the time to intrinsically understand and do the process I'm about to show you every single day, they are going to kick the butt of the person who ignores the marketplace and just follows the steps and does the dots. Sorry to disappoint, but I don't think there are businesses that allow you to - if you set up your online business properly and we show you how to do this in Thirty Day Challenge Plus - if you set up the business correctly then the amount of money you earn compared to the time you put in is extraordinary - absolutely extraordinary! But you still have to put some time and some effort in. But rather than putting in fifty hour weeks, once everything is set up, you might be putting in seven hour weeks, which you're using to create content and understand the market - do this process!

Know Everything with the Magic of Google Reader

Alright, let's go. How do we understand the market - let's get specific. Here is your new daily routine - are you ready for it? Colonic Irrigation! No - it's nothing like that - I just wanted to give you some perspective, because it could be colonic irrigation. Imagine if it was colonic irrigation - that would be awful. But good news - it's not! It's actually really, really simple and you get to know everything with the magic of Google Reader. Ah, yes - there it is: Google Reader! Now, good news again for you guys, of course, is to learn Google Reader and show you how I use it in Ninja-like skills and fashion, this is already available to you completely free inside the Thirty Day Challenge. We have How to Set Up Google Reader lessons in the pre-season of the Thirty Day Challenge. Plus we have, of course, the most important, crucial Day 15, which is all about market understanding, which will show you step by step how to set it up and how to do it. Google Reader is brilliant - I can be across, in thirty minutes, literally hundreds and hundreds of websites. Rather than going to each website and checking what's happening, all the news comes to me! You can set up all different things, as well - let's have a look.

So we can have blogs feeding into the Google Reader. We can have forums feeding into the Google Reader: Most forums, I don't know if you realise this, output RSS feeds. So for example, the way I follow the Thirty Day Challenge forums, is I have an RSS feed, which pops into my Google Reader and then, if I need to answer a particular post, I just click a button, up pops a browser, takes me straight to that comment and I'm able to type and add my detail - just so much faster! Remember, Market Samurai in it's promotions module also helps you find forums based on your keywords, which is very cool. It also allows you to find blogs as well. So Market Samurai, yet again, does a lot of this process for you, which is really, really cool.

Google Alerts - again, we've put in a lesson inside the pre-season of the Thirty Day Challenge this year to show you how to set up Google Alerts. Now you can email it, just like I've done a suggestion there, or you can have it go to your RSS feed. I think going to Google Reader and going to your feed is a much better way to do it. It's almost like, if you think about it, rather than running all over town, going building to building to building to get your information everyday, imagine if you had to go to



every building here in Tokyo, as I look out the window and try and find every piece of information about your market place? Nobody does it because it would just take forever. Whereas, to try and continue with the metaphor - imagine if you have your deck chair and you're just sitting there and all the information just flows past you and when you see something that's interesting you can just pick it out and read it - otherwise it just flows past. And this is such a better way to do things.

Twitter Search

This is something that we didn't cover in the Thirty Day Challenge really specifically, but one of the best things you can do in your market place is set up a search - and you can do this inside Twitter itself, you can use Seismic, like we teach you to do inside the pre-season of Thirty Day Challenge to do searches on specific topics. You can, for example, like I follow Leica Cameras, for example, and so anytime somebody talks about Leica, up pops a little Twitter message - and it's such a good source of current information. Setting up a Twitter Search in your particular market is just one of the best ways of using Twitter, in my opinion, because often somebody will Tweet about a website that they've read that you may not have seen, or something that's happened, or a news article that they've read and talked about. Any of those things can happen and that's just awesome. So setting up a Twitter Search on your market is just a brilliant market understanding tool and of course, guess what? Good news! There are a number of services, including Twitter themselves, that allow you to create an RSS feed, which you can just feed back into Google Reader. So rather than having to have Twitter open all the time, which can be quite disruptive if you have it on all the time, you can just have it all flow into your Google Reader and, of course, when you're doing your daily market understanding exercise you can run through it and off you go to the races - it's just brilliant! So that's another really cool tip.

Now, I used to have Using Friendfeed here, but of course, what happened with dear old Friendfeed - and I loved Friendfeed, it was absolutely brilliant, but it's just been bought by Facebook and I don't know that it's going to continue as it currently exists and we actually talked about this in the Thirty Day Challenge and on Day 15 I introduced you to the magic of Posterous - those Day 15 lessons, which were so crucial.

Now, I want to expand upon what I talked about inside the Thirty Day Challenge for a bit, because we showed you how to do a couple of things with Posterous, but I've got it on here - and I'm not sure how well you guys can see this on your screen - but look at the number of services that allow you to post from your Posterous blog, and again, I'll show you an example of this in a moment, but for example, if you have a video, you can have that video automatically uploaded to YouTube and to Vimeo and to Facebook straight away, which is just unbelievable, it's just brilliant. So you upload once and it goes everywhere and this concept, which we call leverage, is crucial to you becoming 1) understanding your market and 2) leading your market - absolutely vital.

So look at all these services that you can update - [26:02]

Facebook, Twitter, Friendfeed, Jaiku, Plurk, Identica, Tumblr, Blogger, Wordpress Blog, any type of Blog (of course, your Wordpress Direct Blogs can be updated using Posterous very simply). Flickr and Picasa for photography, YouTube and Vimeo for video (and also Facebook - they don't say that specifically, but they definitely do that for Facebook).

Why is this cool? Well, I'm going to show you.



Golden Nuggets

First, let me tell you, this is a great man, Gary Halbert, this is the last time he ever spoke [shows photo]. Unfortunately he died a couple of years ago. I had the privilege of working with Gary, and he was very much one of my mentors.

Gary could get across any market; he was one of the best copywriters that ever lived. Again, just in case you're not familiar with the terminology, copywriters are those people that create those brilliant long sales letters that you see in magazine or you see online. Basically, they are in the job of getting you to read something and have you do something after that - Usually, it's buy something. Gary was absolutely one of the best, he would write a funny, compelling, interesting letter, which convinced people to pay money. It's something I still get a thrill out of: when somebody reads something I've written or watches something I've produced and they decide to buy something because of it - I'm just astounded by that. What an incredible world, you know, that 12 years ago, to think that I could be selling something to somebody in the United States or selling something to somebody in Japan, or to anywhere, to South Africa, to wherever it is in the world (even New Zealand!). To think that I could be selling something anywhere is just quite extraordinary to me, and the technique that is crucial to this conversion - we talk a lot about this inside Thirty Day Challenge Plus - is the art of copywriting.

Now, of course, the art of copywriting these days really does cover a whole bunch of things, and that traditional long-form sales letter is perhaps not the best approach online. Videos, for example, do very well. Ironically, interestingly, Webinars, for example, do extraordinarily well. That's going to be our series next month because of the extraordinary results across all sorts of markets that people are getting with Webinars. (Hmm, I wonder why I'm doing a Webinar now?)

But all of these still use the fundamentals of copywriting. The way that Gary was able to get across any market and sound as if he'd been in it for years and years and decades (but in truth had only been studying it for a couple of weeks) is what he used to call Golden Nuggets. What Golden nuggets were, he would research and read about the subject He would do the equivalent of having a Google Reader, but of course in his day he had no Google Reader available to him - He had to go to the library and get books, order up old sales letters, grab magazines in the market. He would just flick through them, and anything that jumped out at him, anything that made him go "Wow," or "oh, that's interesting," that to him was a Golden Nugget, and he would write this information on a 3x5 index card. He would just file that index card away, because he knew in his gut that the act of actually writing something down, taking an action helps you remember it far more than if you just read it alone. he would be amused because today this has been categorically proven in science, it's not a woo-woo thing, it's absolute proven science now (a great book called Brain Rules, if any of you are interested in the science behind all of this). Absolute scientific fact, and Gary just knew his intrinsically. He knew that merely by writing down these interesting notes, the Bumper Stickers, these Golden Nuggets, that he would remember these, and it would help him fuel his brain (you'll have heard me talking about that in the Thirty Day Challenge).

You need fuel, because a lot of people think "I can't write anything on this marketplace" - that's because you've got no fuel, baby! You've got no Golden Nuggets. So, this is why this daily act of Market Understanding which, honestly, only takes 10 minutes for a market once you're used to it, gives you the fuel to be able to create content down the track.

So, if we took this concept and expanded on it, and sort of brought it on 21st century style, how would it look?

Well, first, we've got our Google Reader. Then we showed you in Google Reader (and of course, as it always happens, every year) that Google made this process so much easier, literally 24 hours before we were due to go live with this lesson in the Thirty Day Challenge. There is actually a Share This button now inside Google Reader, and you can set that up to work with.....Posterous!



That's your equivalent of your equivalent of your Golden Nugget. You're reading and reading, then all of a sudden you see this headline "People who crochet live, on average, 5 years longer". Boom! "Wow, i'm in the crochet niche, that's interesting, I can do something with that." Bam! Click Share This, type a little comment in Posterous, "Isn't that interesting," or "I'm surprised to see this, I'll have to do the research", and Bam! Share this with Posterous and of course what happens is Posterous then takes that and publishes it. When you set it up (in the Thirty Day Challenge we showed you how to do this basically), when you see how I use Posterous it's, bluntly, magnificent. It is extraordinary.

It means that basically I can use these from my iPhone, and I can be anywhere in the world and I can totally in touch with every thing that is going on, because I can just hit the Share This button. It's just unbelievable.

Of course, that would then flow through to Twitter, for example. It would pop through to Twitter or it would pop up on my blog, or it would pop up wherever. You can choose which specific blog it goes to, so it can go to your Keyword Targeted Blog (we'll show you how to do this in Thirty Day Challenge Plus). It's brilliant, it's absolutely brilliant, and you can do it at the touch of a button.

The way I've got it set up is this (and I have to thank Eugene Ware from Market Samurai for doing this): On your mobile phone, you can have different email addresses, and you just have each email address set up with your keywords, and so, Bam, when you've found an article that would be interesting for a particular keyword, Bam! One email button press and you have published your content for the day. It's done. Type in a comment, Boom! Off it goes. This is extraordinary. This is absolutely extraordinary. This is Golden Nuggets, 21st Century Style.

For what has taken you a few seconds of work, you have just a) Understood your market better (the science of it is because you've taken action), b) You've just given fuel to your brain so you can create further content down the track, and c) You've also marketed to your marketplace, you've sent them an interesting message. "Oh wow, really? Crochet really does extend your life by 5 years? How cool is that? Time to make another doily. Awesome!"

Trade Shows

I just thought I'd throw this in here, because it is such a missed opportunity. I cannot tell you what a missed opportunity this is.

It stuns me when it comes to Market Understanding, that people don't go to their trade shows. Every single niche, crochet included, has a trade show in every major country in the world (crochet has a huge trade show, macrame has a huge trade show, kickboxing and martial arts...). It stuns me when people don't go to them.

Talk about leverage (which really could have been an alternative name for this presentation). You can interview people, you can make contacts, you can do joint ventures. I have created entire products from a trade show. Because at trade shows, people are there to talk to you. I don't know if you've ever done a trade show before, but when somebody actually comes up to you and is actually interested in what you've got say, you're just so thrilled. Because you're usually just sitting there going out of your mind with boredom, and if somebody comes up and is actually interested in your product, the ability to talk to somebody about that is just fantastic - that's what people are there to do.

We did a great module inside Thirty Day Challenge Plus which had my guide for getting ready and prepared for trade shows. Because with a little bit of forethought, and thanks to the magic of Twitter, you can T-up CEO's, people you would not normally have access to in a marketplace, just by being



clever about how you approach the trade show. I've got to say, Twitter, particularly in the last twelve months has made this incredibly awesome, it really has. And of course, we show you how to do that.

The Real Superstar of Web 2.0

So for me, when it comes to market understanding the real superstar of Web 2.0 is... da da-daaa [fanfare!] - Leverage. It means that it is possible for one person to do most or all of this market understanding, market leadership work.

I think because people don't understand the tools and they don't understand how to set things up properly - imagine if you didn't know this about Google, imagine if you didn't know about Posterous, imagine if you didn't know about the iPhone, imagine if you didn't know about all these things - this would look absolutely terrifying to you. But because you know how to set it up properly and I show you how to set everything up properly, all of a sudden it goes from being terrifying to a) fun and b) something you can do while you're waiting in line at the bank, which is brilliant.

Now, there is a big, big, big dangerous problem though - Warning! Warning! Warning! Make sure you listen to this.

Sadly and unfortunately we are in a Re-Tweet Society. What do I mean by that? People can get stuck and all they do and you see this time and time again on Twitter, is their entire lives are spent re-tweeting other people's stuff. That may help you understand the market - in fact, it definitely does - science says so! You could know everything there is to know about a particular market place, but that means diddly-squat. That's not going to make you a cent, because if you're not contributing content into your market place you and any cash flow that you have in that market place have a limited future. If all you're doing is re-tweeting other people's stuff - and this goes further, this is blogging, this is just repeating other people's stuff on podcasts, etc., etc., etc. Don't get me wrong, it has a place, but unfortunately I see people fall into the trap time and time again that the only thing they're ever doing is re-tweeting - and again, remember this happens in Facebook, it's not just Twitter, but I think everybody knows when I say re-tweeting, what I mean. All they're doing is parroting other people's stuff, which is awesome for the person whose stuff you're parroting, but that doesn't help you - it doesn't help you at all if that's all you do. I do it, but I also create my own content to put into the stream, so be really, really, really careful. You can't grow a following to sell stuff to if all you're doing is re-tweeting, because nobody will be - re-tweeting has some benefit, a big benefit in the sense that you're communicating with your marketplace, but if that's all you do you're not going to grow a following.

People ask me all the time, Ed, how do you grow a following? Tweet interesting stuff. Be creative, do stuff that's interesting. We'll come back to that - don't worry. If you're all of a sudden thinking, "Ed, hang on, I haven't got a creative bone in my body, I can't be interesting, I'm not interesting. Sorry, this presentation's been all super and great and everything, but just count me out now."

Stay with me.

Stay with me because I am going to show you and prove to you - prove to you, without a shadow of a doubt - how to do it. OK? So stay with me.



Being needy is not a characteristic of a successful businessperson

Being needy is not a characteristic of a successful business person - and you see it all the time, "Follow Me!", "Follow Me Please!"

I think we all understand that, but think about it; If you're re-Tweeting all the time, and that's the only thing that you're doing, then you're not displaying any characteristics of what I would define market leadership as.

"Please buy my stuff. Please!" Why? Because you're a nice person? How does that help me? That's what your customers are asking all the time. I see it time and time again. John Carlton, brilliant copywriter, calls it "Selling Off the Back of Your Heels". Even if you're not selling something, even if you're writing an article and trying to convince somebody of an idea, trying to put your case, if you put "I suppose you could look at it this way, you know..." or "you might like to think about it this way..." It's not going to convince anybody. It's going off the back of your heels.

You need to be forthright, you need to be positive, you need to be consistent. That is what's going to convince people to do something or at least read your idea or be entertained by it, or make them think. Being needy is not going to do it.

Step 3

So, step 3. How are we going to go from market understanding to good old Market Leading?

First, we've got to define Market Leadership. Remember I said to you at the start of this, a lot of people when I first talked about this concept were freaked out, because they have this vision of the High School football team captain, or the Cheerleading Captain, or some OC, Type A. For a lot of people, being a leader can have either a) a terrifying stereotype to it, or b) it can be a very negative definition.

For me, what being a Market Leader is, when it comes to Internet Marketing, is somebody who contributes to the field.

Dare I say it - using that horrific Web 2.0 phrase - that "adds to the conversation." Not Re-Tweets, adds to the conversation. So they put in, as we would say in Australia, their "Two Cents Worth."

You contribute, and that is what I mean by being a Market Leader. The great news for you is that there are so many different ways for you to contribute.

For example, what I'm doing here is an interesting thing; because you don't see me, you don't see my face, all you're watching is a presentation, and you're listening to a voice. Then there's interaction, with questions and all that sort of thing. That's pretty cool, I reckon; and for a lot of people, this isn't more advanced than, say, when I'm doing the UStream when we do Thirty Day Challenge TV, where you've seen my face all the time - that terrifies a lot of people. A lot of people, when they talk with the aid of a presentation, that's a lot more comfortable. that's perfectly legitimate.

You can do audios, you can write. there are market leaders (and I won't mention specific names) in different markets that I follow who are the most amazing, incredible witty writers that you could ever know, and that are great at creating content and being forward and imparting their opinion, and you meet these guys in real life and they cannot string two words together. They can't talk. Either they're painfully shy, or whatever. but do they have awesome businesses online? You betcha!



A lot of people have privacy concerns. You can easily use a pseudonym - quite legitimate, a lot of music artists do it. But you have to be consistent. I should also say, don't pretend to be something you're not, because that's, bluntly, illegal. Don't pretend you're a doctor of Skin Disease Repair if you're not, because that will get you in a world of legal trouble.

Flick the Switch

Here's the good news. The difference between being a good "understander" of the market, and being a leader of the market is as simple as flicking a switch. All you do is go from passively reading articles in Google Reader, to flicking the switch and creating articles. So, publishing stuff on your blog, creating your opinions, talking about the latest trends, about what happened, the big news story, or the radical discovery. Whatever it happens to be, whatever that little Golden nugget is at the time.

What's really important - down the track, not immediately - is that you really are contributing, you really are creating something that's interesting. That will come, quite naturally, over time. But, in the first step, it is simply having your own view.

The simplest way I can describe this to you is just giving your thoughts and opinions. I should say at this point trying to please everybody in this marketplace is a surefire way to devastation and disaster. Think about it (this is something Gary Halbert used to drum into my head): if some people really, really like you, by definition there will be a percentage of people who don't like you. nobody is 100% liked. Mother Theresa had her detractors, the Dalai Lama has his detractors. Nobody is 100% accepted - it can't happen, and thank goodness. It's nature's protective mechanism. So, you really have to appeal to the people who like your point of view, and ignore the people who don't, and be thrilled that you have people who really hate what you're writing about. Because if you do that, you also have people who like you, and these are the people who are likely to buy stuff from you.

Gary Halbert used to tell me that the worst possible emotion people can have is complete and utter indifference - that is absolute disaster.

What Content?

So, what content can we do, folks?

Well, of course, we could do videos - you could create little videos on YouTube, and, again, you could have your face in them [or not]; You could do podcasts (audio recordings); You can blog; You can Tweet; All of these are relevant things that you can create content on. A tweet can be as powerful as a blog post if it's thought about.

All of these things are possible, and the great news is - let me let you into a secret - they're all super-easy to do. But you have to be shown how. You want to learn from other's mistakes. Of course, that's what we do in Thirty Day Challenge Plus - we show you how to create all this stuff, and do it easily. All of these things are easy once you're shown how. I'm sure hammering a nail in the correct fashion is easy, if you know how, but if ask me to build a stool, I couldn't tell you how to do it, I wouldn't have a clue. But to a carpenter it's easy, because they know how to do it. So , that's what we do inside Thirty Day Challenge Plus, is just make it easy for you.



Dale's Laws of Content

Which brings me to Dale's Laws of Content. I think it's very cool to have your own laws of Content, but of course these are someone else's ideas - I've never had an original idea in my life. But if I can make a contribution to Internet marketing in general, and be known for something, this is what I would love to be known for, because I just think it's so important.

So here you go. **Dale's First Law of Content:**

The more effort you put into your content, the greater the reward.

Now, just before we go on, there a number of you might be sitting there thinking, "Ed, this is all well and fine, but I haven't got a creative bone in my body". Stay with me, please, because I'm going to show you something that will blow your mind. Just stay with me while I'm going through this, you will be able to do this. Trust me, stay with me.

The first law is: The more effort you put into your content, the greater the reward. What do I mean by that? Think about it: A song that I put together on Garageband [Mac music software that comes for free with every Mac] or the Beatles' Sergeant Pepper's Lonely Heart's Club Band. Which one had a greater contribution? How much more (or less) effort was put into my Garageband composition than Sergeant Pepper's? that was an extraordinary six-month project. Think about a Broadway Play - about how much time and effort goes into that particular content. People think tweets are just quick, thrown away pieces of content. That is so not true. The people that I like to model on twitter (and I don't get it all the time), they write drafts of their Tweets. I published not so long ago an incredible article by Jakob Nielsen - who's been around for ever, he's a user interface/usability expert - where he showed the iterations, six different versions, of a Tweet, based on Drafting, Editing, and thinking about the rules required to do it.

So, the more effort you put into your content creation, the greater the reward, but, you've got to be a little bit careful. Some great examples online are the completely brilliant (and completely Non-Work Safe, of you're easily offended, please do not go and listen to this podcast) You Look Nice Today Podcast. It's a Tour de Force. I just love it to death, and they record hours of content, then they edit and edit and they spend hours, days, weeks, editing the program. They don't release a program until it's perfect. You listen to it and it sounds spontaneous and it sounds terrific, but it's actually been edited to within an inch of its life (watch out, though, there is something that I'm going to reveal in a minute that I think is going to surprise you guys).

Here's another example, and Merlin Mann (one of the voices behind You Look Nice Today) is someone else who Tweets, and they are hilarious. But I know, having spoken to him, that his Tweets are edited and edited and edited.

Actually there's an iPhone application called Birdhouse, for you to come up with your initial idea for a Tweet, sit on it, play with it, and then, eventually, publish.

My examples - and I did a lot of testing on this earlier in the year - check this out: "It's not you, it's me - My goodbye to Facebook friends". This is an article I wrote over about two weeks. I did the initial first draft in one sitting, but it was horrific, it was atrocious. I edited and edited, and put it together, and, interestingly, i even published a draft on the blog to see what comments I would get. I got 139 comments. This is not a launch, this is not some sort of hyped-up, email-launch type blog post that you see occasionally. This is just a post that went up on the blog. Of course, what's interesting is to this day, because the Search Engines saw that a lot of people were interested in it, and a lot of people linked to it and a lot of people Re-Tweeted, this ranks extraordinarily well. So the effort was well worth it.



Putting effort with a video on "How to use Twitter for Business". I put in effort with Screenflow, edited it really, really well, and I got 19,500 views and 67 Ratings. I put in time and I put in energy doing that.

What about 30DC inc? Our [stock market] listing of Thirty Day Challenge (if you're interested, that's at <http://www.30dcinc.com>) - that was a 2 year process, but the reward is exponential.

So, you do get rewarded based on your effort. However, what some people do is not realise there is **Dale's Second Law of Content:**

Some Content is Better than No Content

If all you do is one blog post a year, it may be superb, but that's not going to cut the mustard. You need to be doing regular content. So, some things are going to be thrown away, some things are going to be Re-Tweeting. It's ok, but you've got to do a mix. That's why some content is better than no content. You have to participate in your market. If you don't participate in your market, you're going to get blown away by somebody who does.

Think about this, take any hobby field that you know really well. For me, it's photography. In photography, there's a guy called Scott Kelby, and Scott has built this massive empire - talk about info-marketing businesses, my goodness! He's built this extraordinary mega-business showing photographers how to use Photoshop and giving photography tips and all these sorts of things. Look, I've de-constructed his business seven ways to Sunday, and it all comes down to this: when Scott started out, he actually put out some content. That's it. It built from there. He's a very clever, smart, interesting guy to read. Although, again, he wasn't born that way, he didn't start out that way - stay with me on that, don't freak out.

Some Content is Better than No Content - you've got to be out there to be seen. that's why Twitter is so cool, because it does allow you to keep in touch with your market when sometimes you're busy and you've got a big project on, or you're doing something else. It's a way of keeping in touch, of letting people know you're around. Trouble is, if you use that solely, again, you're going to turn into a Re-Tweeter, you're not going to be cool.

Of course, you must remember **Dale's Third Law of Content:**

The Market Leader Will Be the One Who makes the Most Content

There is a caveat, and the caveat is:

It Must Be a Two Way Media

What do I mean by that? Twitter is a two-way media. Why? Because I can say something and people can read it and comment back. It also means that somebody can Re-Tweet. YouTube is a two-way media. people might say "no it isn't, that's a video." But the YouTube platform allows people to comment, rate, forward, provide feedback and communicate with you - that's why YouTube is so powerful. On a blog, of course, you've got comments. Email - people can reply. It has to be a two-way media for you to do that.

But the person who creates the most content (with that caveat) wins.

Now I know a few of you will be sitting there saying "hang on a second. If somebody just spews crud into the marketplace, does that mean that they are going to be the winner?" If all you do is send crud



into the marketplace, the marketplace is going to tell you pretty quickly that it's crud. That's the beauty (and the terror!) of this kind of media. Before, in the old days, if you had some sort of platform you could publish on, and nobody could feed back or react to you - say in traditional newspaper - then it was a real problem. That's why there was such power concentrated at the top of the pyramid where the people who controlled the media were, and everybody else just had to suck it.

Today, that pyramid has been turned upside down, and all of us can be our own media. The secret to that has been Social media, giving the ability to communicate back. Because if you can communicate back, you can give feedback, and you can also vote with your feet. In other words, if you're Twittering rubbish (and I see this on Twitter all the time), if you're just tweeting "buy my stuff, buy my stuff, buy my stuff", you will very quickly find yourself with no followers (except for all those people who are auto-following, who are so desperate, who aren't reading any of your messages anyway - auto-follow = auto-crud!).

Social media Does Not Make You a Damn Cent

Now, this is going to be pretty controversial to people who have been following me for some time, but I'm absolutely convinced of this: Social Media does not make you a damn cent. Sorry for the colourful language, but it's an important point. All this "Twitter Makes You Money" stuff, and "Facebook Fortunes" and "Blog Billions", whatever you can come up with - sorry, that, in and of itself, does not make you a single cent. Not one. I'm sure I'll get questions about this (don't forget, in a Webinar, you can ask questions).

Social media can turn you into a Market Leader. Of course, the exciting point is, right now, you can become a Market Leader faster than at any point in history, and with all these technologies - like Twitter and Facebook and Posterous and Google Reader and all these things - there's never been a better time in history to be able to make your mark in a particular Marketplace. Anybody can do it - "Have Computer and Internet Connection, Will Travel" - it's unreal.

Which reminds me, I'm not sure if you're aware of this, quite rightly, in the US at the moment, the FCC (the Federal Trade Commission) is basically in the process of passing legislation that will only allow testimonials [like on Sales Pages] of typical results. Now, what's a typical result for somebody who buys an internet marketing product? (Again, you'll get real talk here, not rubbish) A typical result is ZERO DOLLARS, because they never do anything with it. That's the typical result. I hate that. I hate that it's the truth.

So, to do a testimonial for an Internet Marketing product, you would have to, by law in the United States, give your typical result. I'm so proud of the Thirty Day Challenge, that we have about a 3% success rate, which is an extraordinary percentage - it's brilliant compared to most other products in the marketplace.

Now people go on after 30, 60 or 90 days and do things like Thirty Day Challenge Plus, and they build businesses or they go on and do other things influenced by that. In fact, one of the hugest opportunities (why aren't people doing this? Hello! Here is a Take Money to the Bank Idea) - why don't you take what you've learned in the Thirty Day Challenge [and in Thirty Day Challenge Plus] and go to businesses in your local area and get them ranked number one, and get them to pay you money for it. It's SO easy to take what you've learned in Thirty Day Challenge, why aren't people doing this? It drives me bats that they don't do it!

If you do become a market leader, that will make you boat-load of money. If you're a Scott Kelby in the World of Photography, or Bill Phillips in Weight Loss - if you become a real market leader by creating genuine content, you'll do this.



Outsource this at your peril

I'm a big encourager of outsourcing - we've got a great outsourcing course inside of Thirty Day Challenge Plus. But, you've got to know that if you outsource your market understanding and market leadership to somebody else, you're not doing it right.

Don't confuse this with creating articles for SEO purposes, like we teach you in Thirty Day Challenge. That you should outsource. Again, we show you this in Thirty Day Challenge Plus - you can pay anywhere from 4 to 7 dollars an article. It make sense - once you've got the traffic, you can justify the cost of this.

I love outsourcing. A big difference between people who just make a little bit of money and make a lot is that they out source. Anything that is repetitive and boring, you outsource.

Market Leadership is not something you outsource. Because, if you outsource it, who's becoming the true Market Leader there? Is it you? Or is it the person who's doing it for you? History is littered with the employee that actually did all the work, who then goes and opens up their own shop. This is why I don;t think you can outsource Market Leadership. How can you create ground-breaking, interesting products if you know nothing about the marketplace? You can't get away with this any more. I want to talk about 2010, not 2004. you could get away with it in 2004. 2010, and because of Social media, not a chance (you'll be Road Pizza).

In this media, it's All About Your Face

You. The face is where the money is. Fortunately, it's not about attractiveness! If you look at Social media, at all the successful people - Scott Kelby's in Photography, for example - look at your own hobbies, and there's somebody in that niche who's creating content who is a "Market Leader".

The New Reality

This is the New Reality - you have to go deep into your niche, or you go home. We teach you in the Thirty Day Challenge - research a bunch of markets, narrow it down, narrow it down, narrow it down. Once you've got a market that's converting and has traffic, boom, you go deep. Mine it.

That's the way. That is the way to create a great business.

Of course, if you're listening to this and you're an artist or a musician, or a small business person, you, by definition, have to go deep. Again, the traffic numbers may differ, because you may only need 2 enquiries a week, and that doubles your business. That's fine, but you have to go deep inside your niche. That is the trick.

He Who Owns the List Owns Much

Now, even though we talk about Social Media heaps, you need to own a list, because he (or she) who owns a list, owns much, they really do. There's nothing that works like email. Nothing.

As much as I love Facebook and I love Twitter and I love all these things, having a list of email addresses which you can email and let them know about a new article or a new product or whatever it happens to be, that is the "Number 1 through 10 way of doing well"

Again, if you want to talk about differences between businesses that are so-so, and businesses that do really well, it's all about having a list. Now of course, Autoresponders and putting that together



and doing that is, again, a relatively simple exercise as long as you know what you're doing - and, of course, in Thirty Day Challenge Plus, we show you how to do that.

The Best Marketer Will Always Win

The other thing to keep in mind is it's not the best content creator, not the best product, but the best marketer who always wins. Sorry about that. I know that really grates people. But think about it, is Scott Kelby the best photographer? (He's an awesome photographer, but is he the best?) I'm sure he would say he's not the greatest photographer. But he's a great marketer, and that's why he leads that marketplace in terms of education, and he's built an empire around that particular niche.

You've got to know both - you've got to know your market, and know your marketing. There's no excuse in this day and age not to know both, to be really knowledgeable - so I'm not really sorry, in truth.

Now, fortunately for you guys, the best marketer is the one who has the most communication with the market.

Just like I said before - that's the difference. Think about this - whether it be Internet Marketing or any other field, think about it. I see a message from Scott Kelby in photography 3 times a week. I see his RSS feed, I see his Twitter stuff - he's around, he's out there. Why do I keep listening to him? Because he publishes good content, and it's interesting, and that, for me, is the important thing.

You Are Either Born Creative or you're Not

Now, remember I asked you to stay with me? Because "you're either born creative or you're not." Sorry for the profanity, but that is bull**t. That is just so wrong I cannot tell you.

Creativity is a habit. It's not something you are born with, it's not in your genes, it is for people who sit in a chair and do it day after day after day.

Now, if you want an incredible book, try "The Creative Habit", by Twyla Tharp - I have to say it's not the most accessible book for some people. But, for me, this was like getting a kick right between the eyeballs - I literally rocked back reading this book. (in fact, I sat and read another book yesterday, and I read solidly for an hour because it was so incredible, called the War of Art, but that's for another day).

Creativity is a habit, and Twyla Tharp quite a cranky person, as it happens, and is a New York dance choreographer (she did the Billy Joel Broadway show and has done some extraordinary work). Perhaps, though, her greatest legacy will be this book. Because it points out that creativity doesn't happen because you are born with it, it happens because you put in the hours. It's that simple.

"Outliers" is another great book, which talks about this exact phenomenon.

Here's the proof (I know, you're sounding sceptical). Another incredible book - Stephen King "On Writing". Here's what Stephen King does: He gets up, has breakfast, puts on his lucky writing hat, throws on hard rock (heavy metal - Metallica or something like that), he sits down at his keyboard and he pumps out 1500 words. He does that every single day. now those 1500 words might take him an hour, or it might take him 30 minutes. Might take him 4 hours. Might take him 6 hours, but he sits his butt in the chair and doesn't move until he's got his 1500 words. he talks about this a lot in his incredible book, and that's why he's successful.



Again, not woo-woo stuff; scientific fact. Your brain can't let you do rubbish. If you continually do something, it will go "Aw, geez, is he still doing this? Looks like he's actually serious about it, we're going to have to start churning out some good stuff." That's pretty much what the brain does.

So, if you sit your butt in a chair, and you create content every day, it's going to get better. Your brain can't let you be pathetic forever.

Gary Halbert wakes up, on his 15 minute walk to wake himself up, he would grab a kitchen timer, he would sit down with his yellow legal pad and his favourite fountain pen, he'd set the timer for 50 minutes and he would write. He wouldn't stop. He wouldn't edit himself. I used to read it, "this head of this golf putter has been created from the foreskin of an albino white seal" WHAT?!! He said "the head's made of something, but i don't know what it is, and I'm, not going to break my flow of writing to go and check it out because I'll get distracted and never come back to writing, so I just put that in, and I'll know to come back to it."

Frank Kern, for example, what does this man do every single night before going to bed? He reads fiction. He can't get to sleep without reading fiction books, and he's done this for his entire life. You wonder why he's so funny, and you wonder why he's so creative? Because he does it every single night. he can't sleep without it, and that helps him be the incredible classic, brilliant, funny guy that he is.

The Key Skill

The key skill to all of this - and it applies to videos, podcasting, anything - you don't stop and edit. The number one mistake people make when they're creating content is they're writing along and they get distracted checking facts on wikipedia, and before you know it, 95 minutes is gone, and you broke your concentration - you went to to find something and it killed your concentration.

The most brilliant content creators in the business realise one thing - you never edit on your first draft. you may absolutely have the most turgid piece of rubbish that you've just produced. If you look at some of the stuff I've created, Gary's created, anybody's created, their stuff's terrible. Do you think Charles Dickens wrote, "It was the best of time, it was the worst of times" straight out? No. He worked on about 15 different variations. For one line.

This is not your fault. You don't know this because you haven't been apart of this process before. Look at a song - an incredible U2 Song - and it's easy to think "they just came up with that, they just created that". My goodness! The amount of editing and work and polishing and re-recording and overdubbing to come out with that polished thing is extraordinary.

The thing that most people don't realise is that you guys go to create your first piece of content, and you type it, and, quite frankly, it's awful. You know it's awful, I know it's awful, everybody knows it's awful. The thing you guys don't know is that you're comparing it to something that's probably been through, minimum, 15 different edits, from a number of different people. This is such a huge deal, folks, such a huge deal.

So what we try to do - you're writing along or you're recording a video, and you stop it and go "dammit, that sounded ridiculous..." Don't do that. On the first draft, you write, you write, you write; or you record, you record, you record.

How do you become a great photographer? Take thousands of rubbish photos.

Ansel Adams, the extraordinary American Black and White landscape photographer took thousands and thousands of pictures. He would take a thousand pictures in a year. His quote is, "I think I've had



a pretty good year when I have 12 decent photos." 12, out of thousands! Yet, his work will be remembered for all time.

Gosh, I hope you guys are getting this, because, to me, this was such a massive revelation when I finally understood that the work we are comparing ourselves with - it's not fair. You're trying to compare your first draft with something that has been edited. What's that classic phrase? "You have to mine an awful lot of coal to find a diamond"

That's creativity - create a lot of coal, and the diamond will come. it's like magic. But it's not magic. Nothing is more certain.

The other thing they do, they sit on it (I do this now). They write the first draft, and they sit on it. I wrote what I thought was a really interesting piece yesterday, and I wanted to get it out to you guys, but I didn't (I publish first drafts sometimes, and you can tell when I've done this, because the spelling is even more atrocious than it normally is)

But if you sit on it, you put it away and you give yourself some space, then you come back and edit it, boy, the improvements are out of this world.

Do you think Jerry Seinfeld just comes up with funny stuff? Before he creates a new show, he spends 18 months on the road testing new material, honing it, perfecting it, so that he ends up with 60 minutes of gold. 18 months of testing, training, rehearsal, testing, testing, for an hour of content.

What we do, what you've done, is compared yourself to somebody who's been working on something for 18 months. It's so unfair for you, and you didn't know. Now you know, I so hope this has relieved a huge weight from your shoulders.

Everybody has the opportunity to be creative.

Premature Publication

Premature Publication is a horrible affliction. Publishing stuff before it's ready is one thing, but please don't sit on it until it's perfect, because it's crazy. nothing needs to be super-perfect.

As a Market, We are in Severe Danger of Reaming the Goose Who Laid the Golden Egg

As a Market, We are in Severe Danger of Reaming the Goose Who Laid the Golden Egg - I just think that with our practices, and the way we're working either re-tweeting and not understanding, not putting back into the marketplace, not being a contributor is bringing our whole industry down.

Because everybody wants the quick fix - thy want the quick buck. hey want the quick fix and the quick buck, they want everything quick, they want it now. The facts are, nothing decent is created instantly. Nothing.

John Reese himself will tell you, his Million Dollar Day was created after 2 years of helping people, working, making relationships, going to seminars, so that when he was ready to launch he had this incredible launch network of partners who were desperate to help him launch his product.

I'd love to think you could make the decision to stop now and be better in your particular niche. Please, please, be better.



Wrap up

Thank you. I hope we've got something that's worth it, I really, really do. As a thankyou for joining in this presentation and sticking with it (although I hope you got something out of it) I'd like to invite you to become s member of Thirty Day Challenge Plus.

The regular retail price of Thirty Day Challenge Plus is now \$37.97 a month. You get an extraordinary amount for that.

We keep you up to date with all of the technologies - if something changes with a technique, we let you know (People who are not part of Thirty Day Challenge Plus will have to wait until next year's Thirty Day Challenge). When there's a new tool released, we let you know. This is important: not only do we tell yo about the new tools, we test them and we trial them. Then we not only tell you and show you how to use them - in the same style you are used to with the Thirty Day Challenge - we tell you where in your marketing matrix they become important (is this going to be a tool for traffic, conversion, market research?).

We then, of course, we show you product creation. All those different media and those types of things, and the new ones that come out every single year. We show you how to create great content. Once you get shown step-by-step how to do that, you'll realise it's easy, and it's fun (because we show you how to be a bit creative and have a bit of fun with it). And you get to "choose your poison", so to speak.

So, unlike Thirty Day Challenge, where you got fire-hosed with information for 30 days plus the preseason, we obviously give you all the stuff inside Thirty Day Challenge Plus and yo can go back to it. So you get your own personal archive, so you can go back and you can have a look and you can say "You know, I really want to create a podcast. great, let's go to the library and find out how to do that"

So, you can check out stuff when you're ready and you'll get those urgent news flashes when something changes.

Then, we're most proud to say, you also get all the stuff that I've just talked about in Market Leadership and Market understanding - we look at that every single month. We look at techniques how to do that, we look at different strategies,

What I'm really thrilled about this year is that we're going to talk about that stuff about sitting down and getting started. Becoming good at creating this content stuff - that last section I talked to you about, creativity and how it's a habit. I'm going to work through that with you because I think it's a big deal.

(If you're a current Thirty Day Challenge Plus member, you'll get all this stuff as part of your membership, and thank you so much. We have an extraordinarily low number of people who leave the Thirty Day Challenge Plus, because I think we give so much content for a small investment)

There's an enormous amount in Thirty Day Challenge Plus. It's a monthly program, so we bill you for \$37 a month, every single month, and of course we're giving you new material all the time. If you want to stop at any time, just say the word, its a very simple process - we use PayPal, so it's very easy to just go in and cancel.



There's no guarantee, per se, because, bluntly, for your "risk" of one month, you get access to all this material, and you can cancel at any time. You're not locked in for any particular period of time.

So, click the link below and join us inside Thirty Day Challenge Plus.

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