



Thirty Day Challenge 2009 – Training – Day 31+

2009TDC32b: 30DC Plus

Running Time: 11mins



Hi. Welcome to **Thirty Day Challenge Plus**.

No fancy-pants sales letter – I'm even doing the video in Black and White because I want to speak with you just for a minute, to explain what Thirty Day Challenge Plus *is*, **and** what it *isn't*.

Now, you may have come here if you've done the Thirty Day Challenge, and you will have seen the quality and the type of training that we've done. If you haven't had a look at the Thirty Day Challenge, make sure you go and check it out.

What do we do here?

I'll tell you about the obvious stuff, and then I'll tell you about the thing that I think is most important – which will probably surprise quite a few of you watching this video.

What do we do? We teach you how to create products, and we teach you how to create content.



Now, sure, there's writing articles – and we showed people how to do that in the Thirty Day Challenge – but there's so much more. Doing these videos, for example, how have I done this? Creating Podcasts, PDF files, Presentations, Keynotes, Webinars, Teleconferences – all of these different ways to reach your audience – Social media, like Twitter and all these different types of things.

How do they all fit together? It's a full-time occupation Just getting all of that information and understanding what's going on there.

So, what do we do here at Thirty Day Challenge Plus? Very simple: We do all the hard work, we test it all out – we figure out not only every new doohicky and gadget and technique that comes along, but we test it (what a shock!) and we actually frame it for you:

- Is it something that's going to help you in your Market Research?
- Is it something that will help you get more traffic?
- Is it something that's going to help you convert (get more people to do what you would like them to do)?
- Is it going to help you create a better, more compelling, engaging product?

Well, we certainly do all of that and, of course, as the name implies, as things change – and inevitably they do on the Internet – we're like your Research and Development Team. So you can focus on the day-to-day, crucial parts of your business, and let us be your Research and Development Team. So as things change - just like during this past Thirty Day Challenge, FriendFeed was bought by Facebook and we had a look at this incredible new tool called Posterous (which you're going to see all about in Thirty Day Challenge Plus, we only scratched the surface in Thirty Day Challenge on that).

But all of that's really cool, it's excellent training and it really good quality – you know exactly what to expect when you're looking at a product that myself and the team here have created, but it's not the most important bit.

The first thing is this whole concept of Market Leadership and Market Understanding. It's both very simple and extremely complex. But the core concept is (and you don't have to pay anything to get this) when you're in a marketplace, if you don't take the effort to understand that market, and then to put content into that market – add to the debate, add to the discussion (dare I say it) add to the conversation – you might do well for a while, until somebody comes along who is good at that stuff, and they will have you for breakfast. You, and your wonderful cashflows, will have a very limited future.

It's just the facts, and there's a lot of facts stuff in the Thirty Day Challenge and Thirty Day Challenge Plus.

If you're after a Magic Pill, I'm sorry, there's an infomercial waiting for you on the television you won't find one here]. We're about real life, about real techniques, and getting working.

We're going to show you everything about understanding your market, then moving that to leading your market.

A lot of people say "I don't want to talk to people, I'm shy. I could never do what you're doing now, sitting in front of a camera." That's fine. There are so many different ways to have that conversation with your audience through different types of content. My point is that you have to be contributing into your market and, ironically, by contributing you also learn. We're going to show you exactly how to do that in Thirty Day Challenge Plus.

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But, in what's a very new part or Thirty Day Challenge Plus, and part of this new re-launch that we're doing here today, is that we're going to talk about probably **the** key thing; it's one that we skirt around a lot, and I struggle with it **every day** – and that's how do you get down, sit your bottom on the chair, and actually do the work that you know that you have to do. Because, let me tell you, I'm like a recovering alcoholic without the alcohol; every single day, I struggle to create the content that I know I need to create. I'm by no means perfect at it, but I figure that a lot of you out there are like me and struggle with this every day, to the point where you get angry about it; to the point where you may disgust yourself a little bit. Because, instead of doing what you needed to do – doing that article, creating that video, doing that research with Market Samurai – you might have spent a little too much time watching the live UStream feed of those cute Japanese Puppies.

Hey, I know they're cute. I've been there too. But that's not going to get you where you need to be.

There's really only one secret, and again, no need to sign up to get this one from me: you just need to have a specific time, every day, where you sit down and practice the craft of Internet Marketing.

The cool thing – and I hope I didn't sound all posh and "ooh, la la," because it's not; it's about sitting down, getting on your bottom, and actually doing the work – typing for that 30 minutes, typing for that 60 minutes, or doing filming, or doing market research, or whatever it is, but actually doing it.

The learning stuff – which is vital, and I still do this every day – that's stuff outside of that period of time. This is actually taking action and taking action in it.

I think, because you're watching this video, you're at the point where you really want to make this happen. If you are, that's awesome. Because if you're not, there's nothing in Thirty Day Challenge Plus for you - this is really about taking you from your start, your beginning, and really getting that money through the door.

I can't guarantee any amount of money with Thirty Day Challenge Plus. No big income claims, no fancy-pants testimonials, none of that. Because it's a load of toss, bluntly.

Unless you are keen enough to really give this a go, and can commit to putting your butt in that chair – then we've got something, then we can help each other out, getting our butts into that chair and doing all the cool techniques.

A lot of what Thirty Day Challenge Plus is, is once you've got that butt in that chair, why not have fun while you're working? Who wrote the law that says you don't have to have fun while you're doing this stuff? Who wrote that law that you have to waste time and do a whole lot of stuff that is useless because nobody told you any different?

Well that's where we come in; we help you, we coach you, and we do it in a format which you're very, very familiar with – particularly if you've done the Thirty Day Challenge.

I'd love you to try this out. You haven't got anything to lose, because one thing we do (and I hate talking about price – in fact, as soon as you join and see the content inside, you'll see I'm always on about raising prices, increasing the value, so that you're the most expensive person in your particular niche, not the cheapest. Being the cheapest in any market is really low-rent marketing – that tykes no creativity, to just chop the prices down)

Now, having said all that, you'll find that while you're watching this video, the price that the Thirty Day Challenge Plus is available to you at is extraordinarily – I'll say it – cheap.

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"You hypocrite, Ed!" No, let me explain. The reason we do it is because we understand that a lot of people who come to Thirty Day Challenge Plus are just starting out and they're looking for that Plan B, and resources are tight. So we've built a program around that. Now, you can cancel out at any time – it's up to you, it's very easy to do, we don't hide it (What's the point in that? If you want to go, go).

Now, if you want some guarantees, you can always check us out – that's fine. But once you're a member, you're a member. If you cancel, you cancel – we don't refund money we've got.

Because why would we? We're proud of the content. Thirty Day Challenge Plus is not a new thing. We've been going for almost 12 months now, and I'm proud to say we retain members unlike any other program I've ever been involved with. Because, I think, we deliver a lot of value.

So why don't you give it a go? Hit the link below, and join us in Thirty Day Challenge Plus. Check us out, and if you don't like us, cancel. But I think you will, because if you've gotten this far, I think you need something that's the next step, that is not going to promise you a Magic Pill, that is not going to be some sort of flash, fancy-pants thing – something with an understanding that to get to that \$10,000 a month, to get to that \$20,000 a month, you start by making \$1, and the next month you make \$100, and the next month you make \$200, and the next month you make \$1000 and then the one after that you make \$4000, and then you're able to quit your day-job and then things really explode because you're working on your business the whole time. That's the only real way there is.

That's it, sorry. Not sexy, but it's the facts. Thirty Day Challenge Plus is the thing that will get you there.

So come one, let's have a crack, let's have a go, and we'll see you inside Thirty Day Challenge Plus.

Links:

Join 30DC Plus - <http://www.thirtydaychallengeplus.com/join.php>

Click here to join Thirty Day Challenge Plus.