

A MAGNIFICENT SYMPHONY IN FOUR PARTS

Can you believe it, it's the start of another Thirty Day Challenge (TDC). This year is going to be awesome.

Regardless of where you are right now, whether if you are a complete beginner who can only use email, a small business owner who is looking to get your existing business online so you get more traffic and sales, or even if you already have a product online that you want to revive and try something new, this magnificent symphony of four parts applies.

It is a universal constant. That's why you need to start with a bit of the theory but it will give you context for the rest of the 30 days -- and hopefully have some fun with it.

When taking a product online, creating new product, or whatever it is, these 4 factors are always involved and they have an order of importance that is absolutely universal.

1. Market research
2. Traffic
3. Conversion
4. Product

Try to change one of these, skip it, play around with the order, and you are in a world of trouble.

HOW IT WAS TRADITIONALLY DONE

Usually product comes first. You write a book, shoot a video or create any other product, and lock yourself away for months, if not years. When you finally emerge, you announce your new widget. The next step is marketing.

But you realize, horror among horrors, that unfortunately there is no market for it. This is insane.

If there is nothing else that you learn from TDC, at least you learn how to do it the right way and break yourself out of that cycle.

MARKET RESEARCH

Market research is everything. Ninety five percent of mistakes in creating a business online are made in the market research stage.



Often it's not that you're not specifically look for it, but you didn't look for it. There is no reason to guess ever, especially online, but many people do it. They make assumptions.

Everything is available to you online, and that's what you are going to discover in a couple of days. It is easier to obtain necessary information than you've ever dreamt possible.

Imagine if you are a coffee shop owner. Before you spend a single dollar, you already know how many people exactly are walking pass the coffee shop, how many people come through the door, what they want in the menu, what they want to buy and the price of the stuff they want to buy.

If that sounds impossible, you are partially right. Some of those were impossible until this Thirty Day Challenge.

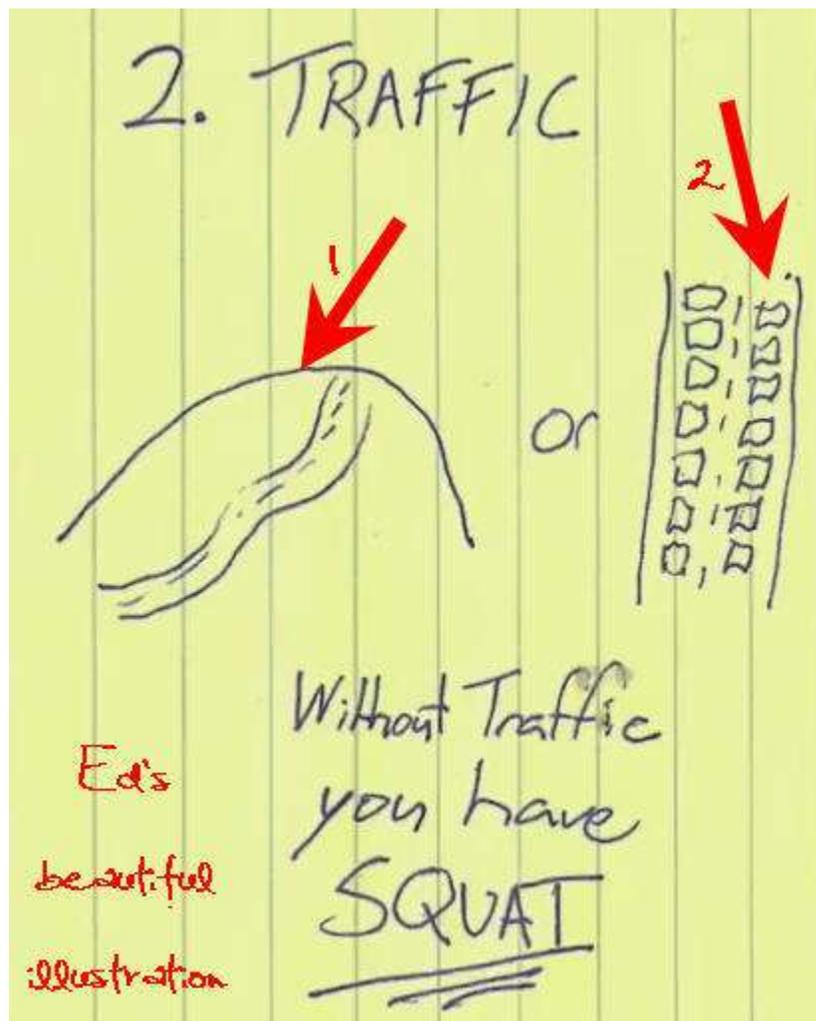
What you are going to save by market research is doing a whole lot of work in a market that is never going to work. You couldn't possibly know how well something is going to work but at least you can eliminate stuff that is never going to work.

It can save you a lot of time and in this year, you can do it better than any other time in Internet history.

Previous participants used to spend anywhere from 6 to 10 days learning market research. With an amazing tool that you are going to see tomorrow, it will take you a couple of hours top.

TRAFFIC

See the illustration below. The first one is meant to be the empty open country road up the hill and the right illustration is meant to represent a free way choked full of traffic. Unlike in real life, you really want lots of traffic coming to your site.



Because if there is no traffic coming to your site, it doesn't matter if you have the best product in history, you are not going to sell anything. Traffic is crucial.

Now you'll know whether you have any chance to get traffic to your project / business. This can be very exciting.

You need to make sure there's traffic. Unfortunately there are a lot of things that you are interested in that just aren't giving you enough traffic to justify the work you put in to get that traffic.

You are going to get that traffic for free or at the cheapest price possible. During the Thirty Day Challenge, you are not going to spend a single cent unless you have or want to.

CONVERSION

You need to turn that traffic into dollar because this is not a Thirty Day Challenge charity, but TDC build-a-business.



In TDC, you are going to learn different ways to do that. You are here to make that one dollar. Some people may say a dollar is easy. It is the goal to become a TDC winner. However, you should really get that dollar focus out of the way.

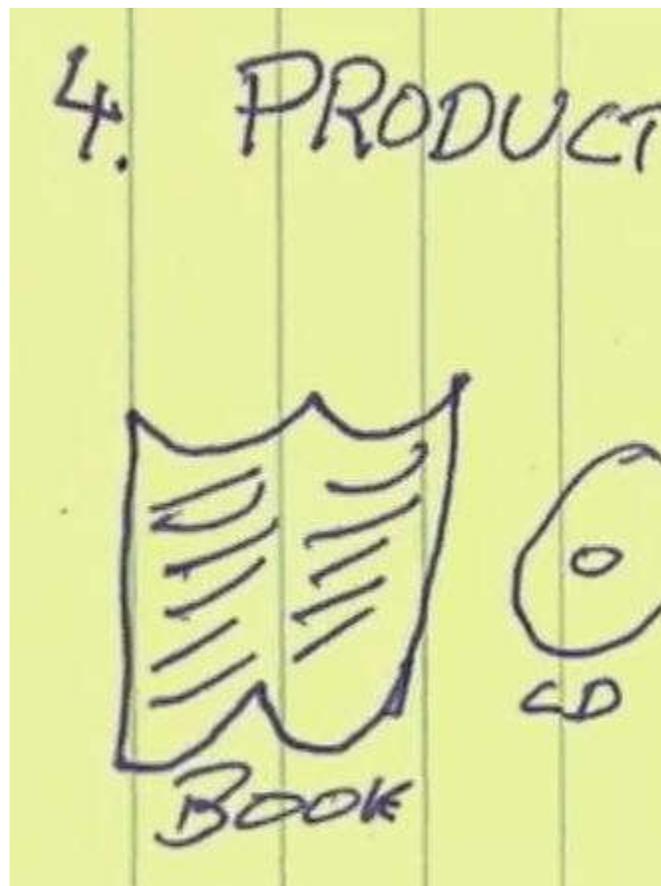
What you are going to build is a super sustainable business. You are building rock solid foundation for you to build an empire on, if you will.

This is not a waste of effort. We all hate to work any harder than we possible need or have to.

So again, you want to make sure your conversion strategies work. You'll know how to do and test your conversion. The beauty is that, and this often freaks people out, you are able to make money while you test it.

PRODUCT

You are already three quarters the way through this symphony, and have knocked through 95 percent of the workload, but nowhere had you heard about the product to sell yet.



The product is at the end because if you put all of those above before product, the market is going to tell you what they want to buy. It is a very powerful concept if you think about it

The market is going to tell you exactly what they want you to create for them and sell to them. The Internet is interactive. If you are a musician, mechanic or whatever you happen to be, your market will actually tell you the services and what they want you to build or create or fix, if you listen to them and open up your communication channel.

This is exactly what you are going to do in TDC.

With those four parts, you will conquer and create a small business online.