

INTRODUCTION TO THE THIRTY DAY CHALLENGE 2008

Thirty Day Challenge (TDC) 2008 is finally here.

Chances are you are coming to TDC for one of the following reasons:

1. **Looking for Plan B.** You are looking to start an online business to supplement your income and do things that will really get you on your way.
2. **Establishing an online presence.** As a small business owner, you want to get yourself an online presence. You can take the lessons that are going to be taught for your business. Small business owners are one of the most successful participants in the TDC. There are all sorts of opportunities for you for taking the TDC.

The whole TDC is a symphony of 4 parts:

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

You are going to be taken through all of those things. That's going to be cool.

You may have an existing business or you may not have clue about what you are going to do. No problem. Ed and the Gang are going to show you places online where you can get great ideas.

So, your goal for today is to have 5-10 ideas you can take forward for tomorrow.

If you have gone through the preseason, you may already have quite a collection of ideas. At the end of today, pick 5-10 of them and if you'd like to apply an initial filter, pick ones you like, ones that you're interested in or curious about.

You certainly don't have to be an expert. That's one very important thing. However, you are going to do a lot of work with this topic over the course of the next few days, so it makes sense if you are really interested in it.