IF I HAD A DOLLAR FOR EVERY TIME...

You get a bonus day in August because there is 31 days in the month, so today is not a final lesson yet, but it would be an easy one. You just need to absorb the lesson. Today you are going to learn about the common mistakes that people make.

Most of the time, when you have a problem, the biggest part is acknowledging it is there in the first place.

REMEMBER WHERE WE STARTED

You really have to remember where you started. Back in Day 2, Ed did an overview about the magnificent symphony of 4 parts: market research, traffic, conversion, and product.

In terms of the mistakes, they usually also happen in the same order, which is a big deal. Let's go through them one by one.

MARKET RESEARCH

Ninety five percent of the mistakes are in market research.

Taking action is important. The first action that you need to focus on is market research. With Market Samurai, it becomes very easy. Market research is the most intense part of Thirty Day Challenge for a good reason. You really need to get this right.

You want to use 30 days for testing. With the testing, you'll find something that pops. The only way you are going to find it is by testing. You are establishing a business or a foundation for your business, and at the same time you are also testing the market at the same time.

Where else could you make some money while doing market research? Usually, you have to pay for market research.

The other mistake during market research is that people may struggle to find an idea. This usually and almost universally comes down to the comfort zone, which is where the majority of the issue has come.

In your life, you have a fairly small focus area. Imagine that you have to actually process every piece of information that you are bombarded with. By necessary, you have to filter. It is just part of the deal.

However, when you are in the market research phase, filtering can be a real issue. Perhaps you should step outside of the box and pick something that is completely different. Even if you have no intention going forward with it, just picking something to research will at least open your eyes up for different sets of numbers.

There are hundreds of thousands of markets and phrases that will make money. People are already doing that. It is a matter of getting out of your comfort zone.

TRAFFIC
There are 3 things inside of traffic that may cause issues.
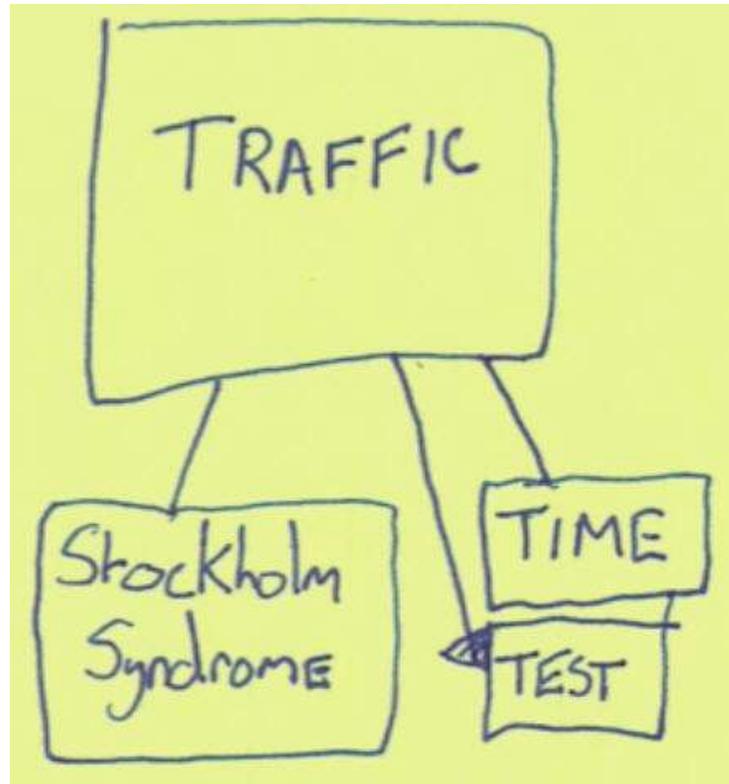
Allison Reynolds, one of the Thirty Day Challenge forum moderators, came out with the phrase Stockholm Syndrome. People may become so attached to their phrases they found during market research they can't let them go.

This is a big problem. Even when you are using Google's own data with Market Samurai, for whatever reasons, their data are not always accurate. It may not reflect in reality so you have to test.

If during the test you find there is not enough traffic, just make sure you check the seasonal or trend information. Trying to sell barbeque secrets in the middle of winter, for example, can be an issue. You need to check all those factors and keep in context.

If the keyword still doesn't work, you have to move on.

For people who are moving a small business online, are an artist or musician, oftentimes, you won't have traffic for a particular keyword for days. However, when one day you have that traffic, you want to capture that prospect. You want to cover all your phrases regardless of traffic.

The third part is time. You need to give some time to test the traffic. Just throwing something up in a day and waiting to see what happens is not enough. This can be a lumpy business, means that in one day you may have a lot of traffic but for no apparent reason you have none the following day.

Over time, it will eventually smooth out. However, day to day, it can be lumpy. You need to test it. That is very important.

CONVERSION

The biggest mistake that people make at this stage is to tinker too early.
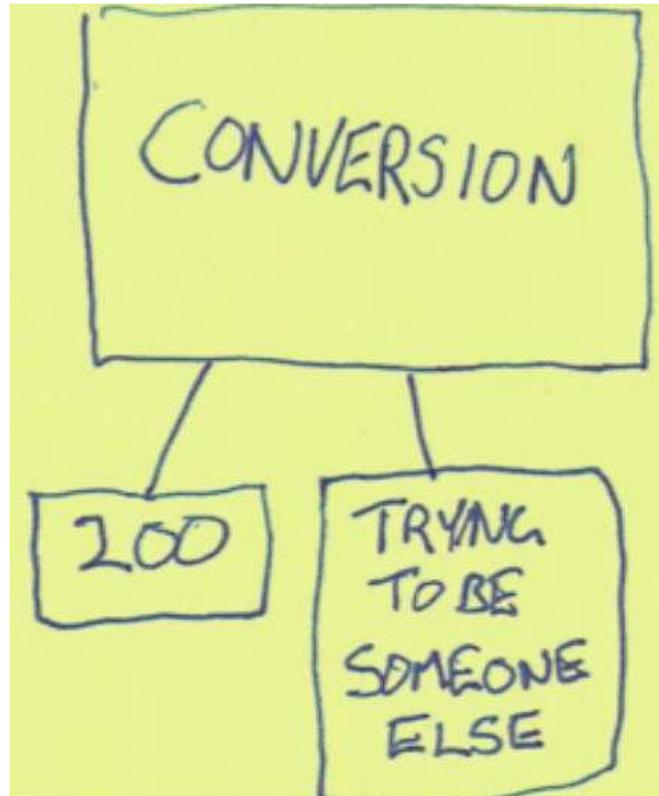
If they don't get sale immediately in 24 hours, they start changing stuff. You need at least 200 visitors to test anything. That is absolute minimum. Preferably, it would be 1,000 visitors. Until you reach that, you have no data whatsoever.

It really is important to give it time. There's no point testing something without traffic, so you need to build up traffic first.

The second part of mistake in conversion is trying to be someone else. Just be yourself. Tell a story. The number one thing that can help with your conversion is to be yourself and tell a story.

There is a great book called Made to Stick by Dan and Chip Heath. It talks about what makes up a good story. It is worth having a look at.

PRODUCT

The biggest mistake people make with the product stage is, of course, making the product first.

Notice during Thirty Day Challenge, we haven't actually talked about product. That is done deliberately. Without market research, traffic and conversion, a product is insignificant. The vast majority of people start with product first. That is a mistake. You need to do market research first.

As you get familiar with the market, you will start to see what people want. Let the market tell you about the kind of product they want. With their questions, you can start thinking about the answers to the questions and the best medium to do it.

With that, you have a great product that you know you at least have a chance to sell because you have the traffic and conversion, because you have been testing affiliate product first.

If you are a small business with your own product or service, what you should do is to cover all the phrases that people type in to find your service. Don't forget Google Local. It is a huge opportunity for people with a location base business.

A Failed Test is Not a Character Assessment

Tomorrow is the last day. You have gone this far, it is extraordinary. Keep at it. Tomorrow you are going to learn what is ahead of this, after the challenge.