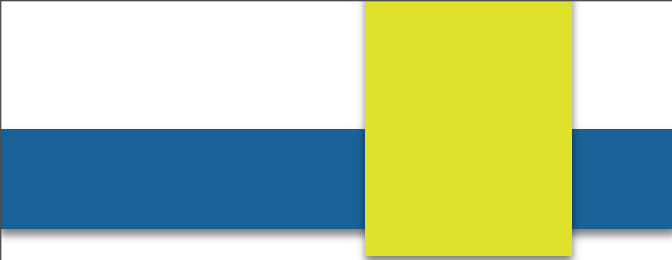




MODULE 1

SEGMENT 1

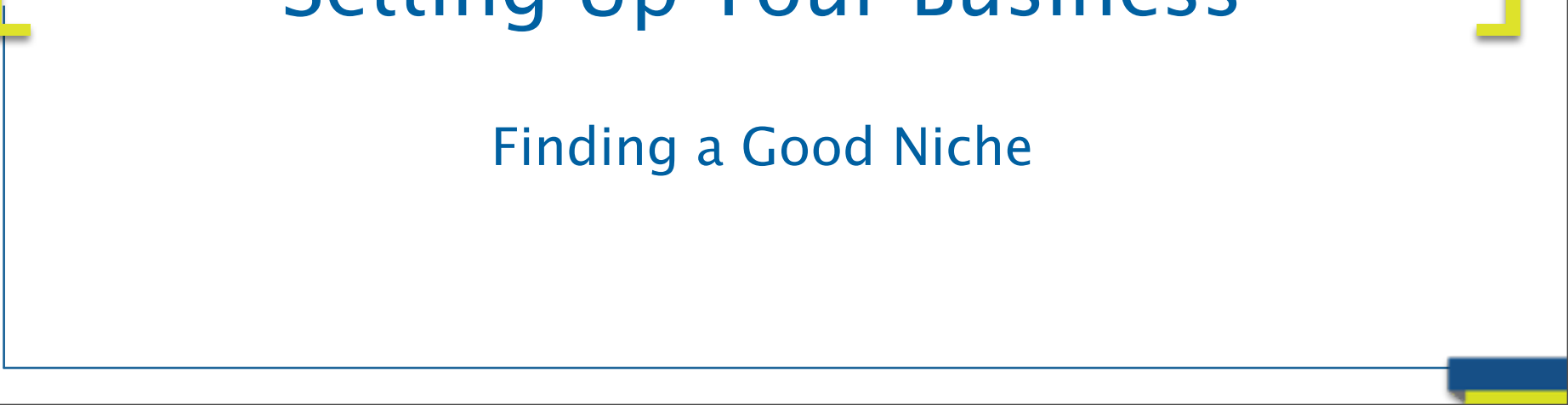


Module #1

Setting Up Your Business



Finding a Good Niche



In This Class

- Identify Your Target Audience..
- ..Plan Thoroughly
- Research To Find The Best Niche For You
- Market & Demographic Research..
- ..Learn Your Market

Note: Module 7 Entirely Devoted to Niche Selection

Identify Your Target Audience



Identify Your Target Audience

If You Fail To Plan, Plan To Fail!

- What do YOU Like?
- What Subject Are You Interested In?
- Will You Get Bored With This After Awhile?
- Physical Or Digital Product?
- Start Your Research There



What To Research

What To Research

Is It Monitizable?

- Is There A Large Audience Already?
- What Questions Are They Already Asking?
- What Are They Already Looking For?
- What Are They Already Buying?
- Where Are They Already Buying Them?
- What Are They Already Paying?
- Be As Specific As Possible.
- Find The Need & Solve it!

Here's What You Are Looking For

Here's What You Are Looking For

- Market & Demographic Research – Learn Your Market.
- Build A Customer Profile Or Avatar
- Where Do People Who Are Interested In Your Niche Shop?
- What Do They Do?

Here's What You Are Looking For

Here's What You Are Looking For

What Are Their Interests?

- Get To Know Your Market!
- What Does Your Typical List Member Look Like?
- How Old Is He/She?
- Where Does He/She Live?
- Where Does He/She Work, Go To School Or Travel?

What Is Your Competition Doing?

What Is Your Competition Doing?

- What Are They Selling?
- How Are They Selling?
- Where Are They Selling?
- What Prices Are They Charging?

Where To Research



Where To Research

Facebook

- Amazon Books (then the Table of Contents for ideas)
- Amazon For Physical Product Ideas
- Ebay
- Magazines.com
- Google
- SimilarSites.com
- Etc.



Solve Their Problem, Not Yours

Solve Their Problem, Not Yours

Be Willing To Change Niche Ideas If Your Research Doesn't Confirm Your 1st Choice.

- Just Because You Know Something Is Good For People Doesn't Mean They'll Agree.
- Sell Them What THEY Want, Not Necessarily What You Think They Need To Have!
- Learn To Surf The Ocean.. Don't Try To Re-Direct It.

Key Takeaways From Your Research

It's Important To Identify Your Target Audience And Its Interests As Specifically As Possible.

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It's Important To Identify Your Target Audience And Its Interests As Specifically As Possible.

- This Will Allow You To Cater To Your Members' Needs..
- ..Which Will Improve Engagement And Limit Turnover In Existing Members.

Let's Review

- Identify Your Target Audience..
- ..Plan Thoroughly
- Research To Find The Best Niche For You
- Market & Demographic Research..
- ..Learn Your Market