

# Marketing Research

What is it?

- doing research to find out what people will buy – researching your market

Why do it?

- save time
- save money

What happens if you don't do it?

How to do it:

## 1. Brainstorm product ideas

- just put stuff down – nothing is too outrageous
- think of your likes, solutions to your dislikes
- hobbies
- interests
- experiences
- etc.

This is the time to get excited, get creative! Don't let in the “that's silly” or “you can't do that” or even the “no one will want to buy that” voices.

## 2. take the top several ideas and see if there is already a market there for them

- google them, see how many websites come up, see how many advertisers there are
- use keyword research tools to find parallel keywords and google them

- google for your idea + affiliate program  
Possible JV partners here, definitely cross sells
- google for your idea + forum  
Possible easy testimonials, establish yourself as an expert
- google for your idea + mailing list and newsletter (check yahoo groups and groups.google.com for this too)
- google for your idea + article, possible website/newsletter content
- don't forget to check ebay for infoproducts (ebooks) on your idea
- find out what others are charging for info products on same idea

IF you don't find other info products, but there is a BIG market, stop and think – you may have a dud, or you may have a jackpot!

IF you find the market seems to be saturated with ebooks, are there audio products? Are there video products? Are there hard copy products? (kunaki, USPS)

Keep track of what you find – you can measure number of websites, number of advertisers, number of searches (or at least position of searches) – Then choose the product idea that seems that it will be the most successful. You will have time in the future to go after the others.

Homework: Brainstorm, come up with at least 5 product ideas, research the markets, narrow it down to the best 3, and then choose the 1 you want to go after.