

## **Part 1: Market Evaluation**

- 1. Is There Direct Competition?**
- 2. Is This A Consistent/ Passionate Market?**
- 3. Is The Market Evergreen?**
- 4. Are People Spending Money In The Market?**
  - a. On Advertising
  - b. Recurring Monetization Opportunity
  - c. High-End Product Opportunity
  - d. Affiliate Traffic
- 5. Is There Traffic?**
  - a. Niche Websites With Ideally At Least 100,000 Monthly Views But At Least 50,000

## **Part 2: Competitor Research**

### **Instructions**

Find & Identify 5 Closely Matched Competitor Websites And Fill in The Following Worksheet For Each Site.

Need help finding competitor blogs? Here are 3 suggestions.

1. Start on Google and search "Your Niche + Blog".
  - a. Find 1-3 good matches on Google.
2. Go to [Facebook.com/ads/audience\\_insights](https://www.facebook.com/ads/audience_insights) and enter the website into "interests".
  - a. Go to Page Likes to discover additional competitor websites
3. Go to [similarweb.com](http://similarweb.com) and enter in the website.
  - a. Scroll down to "Similar Sites".

### **Competitor Blog Market Research Template**

- 1. Name Of Website:**
- 2. Name Of Owner:**

3. **Website:**
4. **Backstory:**
5. **Mission / Promised Results:**
6. **Blog Post Length:**
7. **Popular Days To Publish:**
8. **Strengths:**
9. **Weaknesses:**

### **Marketing**

1. **Do They Have A Newsletter?**  
Yes/No
2. **How Often Do They Mail Their List?**  
Daily, 1-2 A Week, 3-4 Week, Every Day
3. **Do They Promote Their Own Products Or Affiliate Products In Their Email?**  
Yes/No
4. **How Often?**  
Daily, 1-2 A Week, 3-4 Week, Every Day
5. **Can Their Email Marketing Be Improved On?**  
Yes/No
6. **How?**

### **How Are They Monetizing Their Site?**

1. **Website Ads:**  
Yes/ No
2. **Sponsorships:**  
Yes/ No

**3. Physical Products:**

Yes/No

**4. Services:**

Yes/No

**5. Software:**

Yes/No

**6. Information Products:**

Yes/No

**7. Product Name:**

**8. Price Point:**

**9. Bonuses:**

Yes/No

**10. Guarantee:**

Yes/No

**11. Delivery Method:**

Digital, Physical, Worksheets, Checklists, Video, PDF, Etc

**12. Upsells?:**

Yes/No

**13. Upsell Price Point:**

**14. Do They Have A High End Product?**

Yes/No

**15. Do They Have Recurring Revenue?**

Yes/No

**16. Can you improve your email marketing over this competitors?**

Yes/ No

**17. How?**

**18. Can you improve your marketing over this competitors?**

Yes/ No

**19. How? Can you improve your sales funnel over this competitors?**

Yes/ No

**20. How?**

### **Part 3 - Demographic & Customer Research**

**1. Name:**

**2. Gender:**

**3. Age:**

**4. Single/Married? :**

**5. Kids/No Kids:**

**6. Education Level:**

**7. Location:**

**8. Homeowner?:**

**9. Income:**

**10. Occupation:**

**11. Net Worth:**

**12. Home Market Value:**

**13. Residence Length:**

### **Part 4 - Psychographic Research /Survey Questions**

**1. Who are you? Introduce yourself with your name, age, where you're from etc.**

2. What's your #1 problem that they'd like to solve? / What is your #1 questions about X topic?
3. Why do you want to you solve #1 problem? / Why do you want to know the answer to the above question?
4. Have you tried to solve this problem before?
5. Why haven't you achieved your desired result yet?
6. What have you already tried?
7. What websites do you read often?
8. What are your other interests?