

# The Market Research Blueprint Transcript

Brittany Lynch: Hello hello. Brittany Lynch here, and welcome to the Market Research Blueprint webinar training. I'm really looking forward to today's training. I have a lot of really great information planned out for you guys. I really believe that by the end of this call, you're all going to walk away with a much clearer understanding of how to assess a market and really what that market wants and is willing to pay for, and a lot of other really cool business strategies outside of that as well.

With that said, we're going to get started in a few minutes. I know people are still rolling in right now, so we're going to wait another two or three minutes. In the meantime, if you can hear me, please let me know in the question box by typing yes. Then that way I can do a volume check, and also let me know how you're doing and really, also what are you most excited about learning today, let me know in the question box.

All right, great. We're getting a lot of yeses. Great to see you Michael in [Telmo 00:01:03], we've got Edwardo. We've got ... Michael says he can hear me, which is great. Fantastic. Everyone can hear me fine. That's good, and as I said, we're going to get started in about another two minutes or so. We'll wait two more minutes for people to arrive, and then we'll dive right in.

I anticipate that the training will take anywhere from an hour and a half to two hours. It really does depend on questions. I will be taking questions, and I will try to take them through out, but I am recording this and I don't want to disrupt the recording too much. We'll definitely take questions at the end of the call, and I'll make sure that I'm checking in with you throughout the webinar training to ensure that you're understanding everything.

Michael says he's looking forward to fine tuning his marketing, which is great. You're definitely, I think, will learn a lot of really great strategies for how to fine tune your marketing, anywhere from refining your product idea or clarifying new product ideas to lead generation strategies. I'm going to be sharing some really cool lead generation strategies, and then of course that sideways selling that I kind of eluded to in the emails. John says, "Hey Brittany, the west coast is sunny and warm." Absolutely. I'm in Santa Monica right now. It is gorgeous out side, but of course I'm inside, but it's been a good day.

Okay, so Michael says, "What I'm excited to learn is how to find my target market, and then a process to find and create multiple audiences to test out." Absolutely. You'll definitely learn that by the end of this call. I really try to organize everything very clearly, very concisely. You will be getting hand notes so that you ... I try to make everything as structured as possible. Michael says, "So is Kentucky." I bet.

Edward, it is, but we actually have a newer course. If you want to email [Brittany@brittanynlynch.com](mailto:Brittany@brittanynlynch.com), I'll provide information and I can kind of answer that question in more detail because obviously certain things have changed, given that that was, I believe that was two years ago, so different techniques have changed just in terms of the ad end your in and all that. Facebook changes their dashboard

quite a lot, but the strategies are similar.

John's in Richmond BC. Awesome. Yeah, I went to university in Burnaby British Columbia. Not too far from you John. Michael says, "Multiple Michaels." Yeah, there is about four or five different Michaels on the call right now. We'll give it about another 60 seconds, then we're going to go ahead, get started. As I mentioned, I will be taking questions. I'll go silent for a few seconds here, about 30 seconds, I'm going to hit record, and we'll take it from there.

Hey hey, Brittany Lynch here, and welcome to today's Market Research Blueprint training. I'm really looking forward to being here. We've got a great lesson planned for all of you on the call. My goal is really that you're going to walk away with a clear understanding of how to assess a new market and how to evaluate really and truly what that market wants and is willing to pay for. We're also going to go over a number of really interesting marketing strategies for generating new leads and sideways selling. With that said, I'm going to go ahead and I'm going to start by going through the agenda for today's call.

We're going the start by going through market evaluation, all right. This is really a bit like niche research, we're going to talk about how to really evaluate a market, what to look for in that market, and kind of warning signs that should be indicating whether you should be in it or not be in it.

Then we're going to go over competitor research. This is a really important area to start to give you clues into the types of people who exist in this market, and market gaps. We want to understand what is it that your competitor is offering in this market so that we can understand where we can come in and improve on that and create our own unique selling proposition.

Then we're going to get into demographic research and avatar creation. This is the nitty gritty of gender, income, net worth, where is this person living. Starting to understand, really, who your prospect is. Now depending on where you're at, you may already have a customer list. You might not. Those are the two options we're going to be working with and I'm going to try to customize the training to both types of people today. I'll be showing you how to collect demographic research if you don't have a mailing list yet. I'll also be giving you some insight into how to collect demographic on your own customer base if you are someone who already has a mailing list.

The demographic section is very important for creating your Facebook ad, and using that to then eventually getting to a place where we can collect survey results and more detailed psychological information on that customer.

Next we're going to get into lead generation. What I'm going to try to do is put this all together into a system for you so that anytime you think of a niche idea, or if you're already in a niche and you want to just refine your concept, then you're going to have a unique process and a step-by-step system to go through and

evaluate that niche, everywhere from idea to actually testing out the demand of that market and hearing from real people, your prospects and your customers in that list, or in that niche I should say. We're going to get into email follow up. I'll talk about that in a little bit more detail in just a second. Then we're going to get into the psychographic evaluation and demand of that market. Then sideways selling.

Sideways selling is the idea that you can be building a niche in one market, let's say travel, and a lot of people have a really narrow focus. They're only ever selling travel offers to people in a travel list. What a lot of people fail to realize is that these people have interest outside of travel. Once you've established a relationship with them, you can actually be selling them products in other niches, outside of the niche you originally brought them on to you list for. The question is how do you actually identify their interests and then segment them into other mailing lists so that you can actually start evaluating those market growth opportunities.

Okay, so what I want to do is I just want to show you a quick mind map rate here. This is kind of the over view of how I'm going to work through the course, or this training. What I want to tell you is I'm going to be using power point slides very very little. This is all going to be a practical demonstration, as well as taking questions and answering them for you individually. We're going to be working through all of this live. As I mentioned, we're going to start with a market evaluation. We're going to lead into competitor research, eventually get into demographic research. We're going to get into lead generation where we're going to go over two different unique strategies for growing a mailing list, and I think you're going to be very amazed at the results that I'm getting. I really believe that you're going to be able to copy these results as well. We'll touch a little bit about email marketing. We're not going to go into a ton of detail outside of the emails that you need in order to get to the results for your market research. Then we're going to finally go into surveying your prospects, reevaluating the demand and passion in that market, or finding your product idea and then sideways selling.

What I want to call your attention to in just a second here is on your ... go to webinar control panel. There's a section called handouts. Does everyone see that? If you can see it, enter yes in the question box. I want you to download the market research blueprint templates, PDF, and the market research blueprint flow charts. That's the flow chart that you're seeing right here, then the templates that we're going to be working from on today's call. If you can see that, let me know. I'd really love to make sure everyone gets that.

All right, so if anyone doesn't see it, maybe let me know no. Most people have entered yes, so it's looking good. Again, you're going to, by the end of this call, have really clear understanding of how to use this template yourself. It's normally going to come in handy from the very first niche that you're going to get into, but also an existing niches you're in now that maybe you haven't had success with, or if you want to develop new products in that niches, and then any future niches, so from sideways selling, you're going to go through that process again with any future

niches that you're going to want to enter into in the future.

That was the big thing that I wanted to show you there, unfortunately my animation's a bit messed up here, but I want to kind of start with going over what my goal is for this training and what I want you to walk away with in terms of a sense of clarity. I really want you to walk away with an understanding of whether this market is good for you. I want you to understand what this market wants, and is actually willing to pay for. This isn't just form research, we are actually going to be talking about strategies to get in touch with the people on your mailing list, and hear directly from them what they're willing to pay for and what they want.

We're going to try to figure out who's in this market. We're going to create a story around this person. Are they male or are they female. Where are they located? We're going to get all of this information. Just give me one second, I hear a background noise. Give me one second.

Okay, so that should be better. We're going to get into who's in the market, demographics, we're going to really assign everything that you need to know about your customer, and this is extremely important for every phase of your business. This is one of the biggest mistakes I see people making at the beginning of starting an online business, but even advanced marketers who are making money online, not properly connecting with their market.

How to use the demographic and behavior information to create targeted Facebook ads. This is important for a lot of different reasons, but when you're starting out, if you can't create a targeted Facebook ad, you're going to have a really hard time testing whether your product has even reached product market fit.

We're going to talk about how you can discover new advertising locations and methods, so media buys and targeted custom audiences. Again, we're going to talk about improving copy writing, and how to remove buying objectives. These are all things that you're going to be able to do a lot easier by the end of this call because you'll know exactly who it is that you're talking to. Of course, how to utilize sideways selling and identifying growth opportunities and new markets to expand into.

As I mentioned, make sure you've downloaded the market research blueprint template, and what I'm going to do is I'm going to go ahead and exit out of the slideshow. That's really it for the slides. If any of you have been on a training with me before, you know that I'm really big on having interactive presentations and viewing live demonstrations rather just working from a slide deck.

I have the market research template open right now in front of me. I'm going to work my way through this entire document. Again, the goal is that I'm either starting with assessing a new market, or perhaps you're already in a market and you are having trouble making sales in that market, or you're just someone who wants to understand what the next product extension is going to be. What that

said, I'd actually love to hear from you. If you could take two seconds to just enter in the question box and let me know where you're at and the big reason why you wanted to join this training so I can understand where everyone's at on this call and make sure I'm addressing all those different areas. Just take a few seconds to do that right now in the question box.

Okay, so a number of people need more sales in current niche market. Then a number of people are also kind of brand new. Those are the different areas that you can be in, but the applications for this training go far beyond just product creation or finding product ideas. It really goes into expanding into new markets as well as lead generation, and many other areas too.

Let's start with market evaluation. Now number one is is there direct competition. I'm going to go into this in a lot of detail in the next section. There's an entire section dedicated to this, so I'm going to circle back. The second section is is there a consistent passionate market. What I mean by that is is it hobby focused. Have they had an interest in this for a long time? Or is it kind of something that is fair weather, so maybe an example of that is puppy training or training a dog. That's not something they're going to have to deal with every single day. They're going to have to teach their dog how to be potty trained, or teach your children how to be potty trained for a small segment of time. You're able to go into markets like that, but it's not my preference. My preference is to go into a market that has more longevity to it than that. That someone's going to be in that market, interested in that market, for a very very long time, whether it's gardening, or health and fitness, those are examples of markets that are consistent and have a passionate market base. Now I'm going to talk about how we can really determine what passion means and whether people are just fanatic about this topic in a later section of this webinar.

Number three is is the market every green, so it's not a fad. We want it to be, again, something that people were interested in a while back, and they're going to be interested again in the future. A great example of this is the travel niche. This is a niche that I've been involved in for a long time. People are interested in travel 10 years ago, they're going to be interested in travel in another 10 years from now. This is a market that I'm not going to waste my time. I don't want to invest a lot of time in something that's going to go away really quickly.

Finally, are people spending money in this market? I'll go through examples of how to find each one of these, the very first one is on advertising. Are people spending money on advertising? Are people spending money on recurring opportunities in this market, whether that's information products or physical products. Are their high end products in this market place. Are people spending \$1000 plus in this market? Is there affiliate products as well. These are all four sections that I want to see in a market. In an ideal situation, the market would have all four. Just because there aren't all four, that doesn't mean that I'm not going to go into it, but if I'm choosing between niches, I'm certainly going to go into the one that has all four of these or hits all four of these over the other one.

B, C, and D, we're going to go into detail in the competitor research section. Number 4A, are they spending money in the market on advertising. I want to know are people, or are my competitors actually paying for Facebook ads, or Google ads, paid traffic. If they are, that indicates to me that they're profitable. We want competition and we want people spending money in this market because to me that indicates that you're going to make money in this market, or at least there's an opportunity for you to make money in this market.

To figure out whether they're spending money in advertising you can just go to Google. We could search how to start a blog, and see okay, are their ads on this topic. Maybe you're someone who wants to create an eBook on how to start a blog, or maybe you have a service, so this market research is applicable to a lot of different things to sell, whether it's a service or a physical product, or an information product, you can use these strategies for all of those. How to start a blog, these people are actually advertising on this topic. They're spending money to advertise and display their ad every single time someone searches this.

Now, the Google tool is a tool that a lot of people are familiar with. There's a few other tools that I'll show you as well. What I did was I went to this website here, and I'll actually type it into the chat box down below. Okay. I entered in, "how to start a blog." I just want to see, are people advertising on this keyword. I go to this tab, PBC competitors, and I can see different people who are spending money every single month on this topic. This is a tool you could use. There's a free tool and there's a paid tool, to get a sense of whether people are advertising and actually spending money on ads in this market. It's a good thing if they are. A lot of beginners are fearful of competition, but without competition, it would be a huge red flag for me. I want competition in a market. What I'm going to show you throughout the process of today is how to go into a market that has competition, and figure out where there's a gap in the market and then where that gap exists that people are willing to pay for. That's one tool.

Another very similar tool is Sypfu.com. Same thing, I could enter in a competitor website, so maybe in the travel niche I would do point sky. Oops, point sky. You could do the same sort of thing. You kind of see if they're spending money on paid traffic, or organic. They are spending money on paid traffic, but most of their traffic is coming from organic traffic. I just go through and try to get a sense of who's spending money in this market. This is a great way to start to figure out who your competitors are in this space. Are there any questions on this so far?

Okay great, so I'm going to keep going. Okay, so again as I mentioned, section B, C, and D, we're going to talk about in the competitor research section. So I'm going to move onto is there traffic. Now you want to make sure there's traffic because you want to get a sense of how large the audience is that you're able to market to. Is this something that you can generate six figures from, seven figures from? Is there even an opportunity for me to spend money on ads to get my message out there and get my product out there? You want the answer to be yes. There's a lot of

different ways that you can go about assessing this. You could go to the Google [query 00:21:47] tool, you could go onto Facebook ads and evaluate the interest on there.

One of the high level strategies that I use to determine if there's enough traffic in this audience, or this niche, for me to even consider is to look at how large, to look at the size, the monthly visitors that go to the top five or so websites in that market. To do this I use a tool called Similar Web. This is a free Chrome extension, and they do have a website as well. You can see up here in the right hand side of my browser, there's this little button that says Similar Web. This is a Chrome extension, and if you just Google Similar Web Chrome extension, you'll find that and you'll be able to install it really easily on your browser. If I click it, it will tell me how many estimated visits are coming to this website. I like the Chrome extension because it's a little easier to use than just coming back to this website every single time. You can really quickly assess how many visitors there are. I'll just give you another example. You can see that this website, the Wellness Mamma has 2.3 million visitors last month. Now again, this is an estimate, but I find that they're relatively accurate. Obviously 2.3 million is far beyond that 100,000 mark that I mentioned, so this would about qualify. That's Similar Web.

Okay. That's important for the market evaluation is just going through these steps and making sure that you understand whether this market is even worth spending any further time evaluating. For that number four question, as I mentioned, many of those we're going to go over in the part two competitor research section, but you do want to make sure that at least three out of four of those boxes are ticked so that you have growth opportunity. This is another thing that a lot of people forget when they're starting an online business, is they're very very focused on what's the first product that they're going to create, and they forget to think about what are other possible products that I can release in the future. Most businesses, to be exceptionally profitable, need to have more than one product. The first product is often used as a way to, at the very least break even on your advertising costs, and your back end is where you make a large amount of your money. You want to make sure that you're thinking of your product extensions as well.

With competitor research, I want you to focus on finding five direct competitors, and I want you to fill in the worksheet for every single one of them. Now the worksheets quite long, and that's okay, I don't want you to rush through this section. This section's really important because it's going to start to give you a sense of the players in the market, what they're doing well at, what they're not doing well at, and through that process starting to understand what areas you could maybe come in and improve on and use as your USP. Does that make sense? All right, great.

Basically, a lot of people, when they're starting a niche, they already have a sense of the players in the market. If you don't, there's a few ways that you can find different players in the market. I'm just going to take a niche, I'm going to choose the niche DIY Beauty, or just DIY in general. If I want to find blogs or websites in that

category, the first thing that i do is I go to Google and I just enter it in. DIY Beauty, all natural. Just some sort of keyword in that market in order to start assessing what blogs, what websites, what authorities are out there in this space. Wellness Mamma is a website that comes up all of the time in this space. I would consider them a direct competitor.

Now before I go on, I want to clarify what I mean by direct competitor. The niche that you're going into, you're going to come across people who are selling all sorts of different products. In this case, I'm referring to a direct competitor as someone who is selling the same type of product that you're selling. If that's an information product, you're looking for other people who are selling information products. If that's a software, you're looking for other people who are selling softwares, physical products, services, kind of the lowest hanging fruit is a blog with ad space. You want to find someone who is your direct competitor so that you can really evaluate apple to apple.

In this case, I would write down the website Wellness Mamma. Then I'm going to just go through some of the stuff here. What we want to look for is the name of the owner on the website URL. Get a sense of their back story. What is the website's mission and promised results. What are they promising? What is the goal of their website? This information is going to give you an understanding of their unique view on this niche. The wording that they use is going to give you an idea of who they're speaking to, is it moms, is it men, is it women? These are good examples of websites knowing their audience, or in some cases, not knowing their audience well enough, and tailoring their copy writing to that demographic and to that customer avatar.

For the back story and the mission and promised results, what I normally do is I go to their about section. Whenever I evaluate a competitor, I always go to the about section first. In this case, right away we find out that this lady's name is Katie. She's a wellness mamma. You can see, right away we can find out the goal. "My goal is to help other families live more naturally through practical tips, real food recipes, natural beauty, cleaning tutorials, and natural remedies." Remember, this person's getting over two million views a month. That's very impressive. In this case, given that I want to sell an information product, this is someone that I would consider maybe a direct competitor. We'll find out in just a second whether they have information products, but my guess, based on this up here, is that they do.

We're able to figure out, "Why did they get started?" This is a way that they're connecting with their audience. How are they creating a relatable relationship with their audience? She says she started when her son was born and she read something that said, "For the first time in centuries, the current generation of children will have a shorter life expectancy than their parents." Which is actually crazy to hear. This was something that was really shocking to her, so that kind of encouraged her to go out and start her blog and to change her lifestyle and to get healthy for her family. Again, you can see that she reiterates several times what her goal is. Her goal is to make the transition of living naturally easier for you than it

has been for me.

This is actually pretty decent copy writing. She's kind of identifying with her audience again. "I'm not a doctor or a lawyer or a health guru, I'm just a mom." These little words, again, give me a clue as to who her audience is. My guess is that her audience is probably also mothers who have a family, probably a young family like hers. Again, you can learn a lot in the about section. Like right here, I'm wondering if she had a professional copy writer do this, but, "Are you just a mom?" She's clearly trying to identify with moms. This is the information that we would be looking to fill out in the competitor blog template, because this is important information when we go to the next step of communicating with our audience and coming up with product ideas and identifying the market gap.

All right. I would just two or three sentence, highlight what is her back story. Her back story is she had her first son, she realized that they're not going to live as long as other generations, and so she wanted to get healthy for her son and then share that journey with everyone else. Her mission, and I believe it says right on here, is ... Oops, lets see here, is, "To make the transition to living natural easier for you than it has been to me." There's a lot of other little things you could say in here. She sticks to real food, natural living. The mission in here is really important. It's very very clear. She's trying to educate the market, other moms who have young families, on how to live a healthier life, healthier chemical free life, which is probably an important point.

I know that this sound probably quite boring, and to be honest, a lot of this, depending on how you look at it, isn't the most exciting, but skipping this step, skipping these steps, is a critical error. If you haven't gone through and done this, you need to be doing this. Just the process of going through and filling these templates out makes you aware, makes you more connected with the market. Makes you more aware of who that audience is, makes you more aware of what pulls on their heart strings, and areas that your competitors are doing but that you could improve on. Okay?

Blog post length. Again, I'm just really trying to figure out the style of this competitor, how they communicate with their audience. This is a really great tool for that. I will actually post this in the members area, or in the chat box right now, and you guys can follow along with me.

What this tool does is you're able to actually enter in any competitor website, or your own website for that matter, and in this case you can see I entered in Wellness Mamma and I hit search. From that we can get an overview of some basic data. The data that I'm interested in is in this content insights tab, right here. I might need to reload this search because it's been a little while since I did it. Okay. Let's go to content insights. There we go, okay, perfect. Now we're starting to get a better sense of their publishing schedule. This tool analyzes the days that the blog posts are published. Now this blog post has a large audience. It's been around for quite a long time. My guess, I can't say this 100%, but my guess is they analyze their

data to see what are their best days for views and readership and all of that stuff, and then based their publishing schedule around that. We don't know for sure, but if we're looking at five competitors and they all seem to be posting primarily on Tuesday and Monday, then again, that's probably a pretty safe trend to follow.

Okay, the next thing I want to look at is text analysis. You can see that 42% of her posts are actually very long. This is not going to be the same for every single niche, and again, this is giving you an idea of what this market responds well to. Do they prefer shorter posts? Some niches absolutely do prefer shorter posts, so don't make the assumption that just because this niche, or this particular blog is posting 1000 to 2000 word blog posts, that that's what you should do if you're going to include a blogging component in your online marketing strategy. Again, this is why you're looking at five competitors at the very least. You want to get a sense for the trend. As you're comparing the different websites, you're comparing and seeing which websites are following this trend, 1000 to 2000 word count per post. If four out of the five websites do that, then again, that's a pretty good clue to you that that might be a good strategy to follow.

I'm filling this out as I'm going along, just to make sure that I really understand the market. Blog post length, popular days to publish. Those are all things that you can get from the tool in the chat box that I just posted.

Now strengths and weaknesses. What do I mean by that? I really want to understand what is it that people love about this blog, and what is it that people don't love about this blog. It could be a website, it doesn't have to be a blog. You could be looking at just a product, but I like to start on the blog level of someone who's really connecting with their audience. I want to figure out what are their strengths and weaknesses, because this is going to be our first really good clue of areas that then we can come into and improve on to create our own USP.

Strengths and weaknesses, how do we actually go about determining what those are? The first place that I would go is I would actually look in the blog comments of any of the blog posts that she publishes. Let's see here. We go up to the very top and I can choose the section that's most relevant to me. Maybe you're someone who is a mother and you want to get into the motherhood niche, you can go into this section or natural home. I'm going to go into big beauty section. That's the section that I'm most concerned about. Let's just select how to make sea salt soap. This one has 18 comments. Now this post was posted more recently, so it doesn't have as many comments as some of the older posts, so you might want to look at the older posts too. Basically just looking at the comments, and looking to see what recurring questions kind of come up. As I'm doing this, I would not only have my customer template, or my market research template with me, but I would also have a word document or something like that where I can start to copy in questions that continue to come up, whether they're positive or negative.

Basically this question, if I was to summarize it, it's a question on how would you make a substitution to this recipe, or how would you alter this recipe for other

ingredients. Again, you can see this is the same type of question, "How would I alter this recipe?" Okay, this question that comes up is, "How does this formulation cleanse an oily tired skin without lather?" Again, that's probably a question I'll see that comes up quite a lot. As I'm going through this, this is a great way to refine either my existing product, or future products that I'm going to come out with.

Now in step four of the market research blueprint, we're going to cross reference all this information with what my audience is actually telling me. We're going to go through surveys and we're going to look to see, "Okay is my audience actually telling me this, not just reading it on blogs and forums." It's a good way, again, just to start to create a tally of buckets of what problems are in this niche, or common questions that come up, because these could be good for future product. It's almost like a product's white file of bullets or ideas. Does that make sense?

Okay, again, I want to make sure sound is coming through okay because someone just asked if there's a problem with sound. If you can hear me, enter yes in the question box. Yes, Catherine, there will be a replay. Okay, great. We're getting lots of yeses here.

Another substitution question, that's interesting. We've seen about four or five substitution questions. Just kind of going to keep going through this here and see if I see anything else. Again, I'm going quickly. Do not rush this step. Go through and read all these comments. This one's really interesting. "I wonder if you could post a video on how to make soap." I'm going to take this information and I'm going to put it into kind of summarize it into strengths and weaknesses. I have, let's see here, I have an example of a customer avatar or a market research blueprint template that I've already started to create. I can share this with you guys if you think that this would be helpful, but I started kind of separating into the weaknesses and in the strengths. Weaknesses maybe isn't a great word. It's more like weaknesses/feedback or recurring questions. What I saw as I went through that website earlier was a lot of people were asking questions on more information on ingredient substitution. A number of questions came up on video demonstrations. More information on customizing recipes to specific skin types. More information on where to find ingredients, and what brands to buy, and then also a few concerns about, "Is this safe for kids?" "Is this a good hobby for kids?" Those were comments, not so much weaknesses, but criticisms or feedbacks that came up when I was going through the blog.

Strengths and how I looked at strengths was, and this is another strategy outside of the blog commenting, is you can go to Google and just search I love Wellnessmamma.com. I would look for websites that are not Wellness Mamma related, or even right here. This is probably in the comment section. You can see right here, "This is why I love wellnessmamma.com, you are so sincere and kind and that is a rarity these days." Okay. Here, "I love Wellnessmamma.com for a ton of home made skin recipes and reviews of the safest products for my home." This is another great strategy, and you can say I hate Wellnessmamma.com, I dislike Wellnessmamma.com, I like Wellnessmamma.com, different variations of that,

you'll be able to get a snap of what, basically, people are saying about this website outside of the blog comment. That's another strategy that I use to kind of get an understanding of what is liked by the audience and the market about my competitors and what is disliked about the audience and about my competitors.

In terms of strengths, a number of the strengths were generous in her postings, relate, great recipe quality, honest review, family safe products, sincere, kind, high standards, and appreciate the research put into the blog.

Now, a blog is just an example. This is just content, period. That could be eBook, it could be email marketing, whatever it is that you're looking at, all of this information is going to be important and relevant when you go to develop your online business, or any business for that matter, these are all things you're going to want to keep in mind when you're making business decisions. You can kind of see as you slowly piece this together with five competitor information, you can see are there overlapping weaknesses amongst my competitors and people are constantly giving feedback on that. If so, that's an opportunity for you of a possible market gap. Maybe it turns up that a lot of people really do want video demonstrations and you're someone who can film those video demonstrations, or you can create a very clear section in your eBook on how to customize any recipe to your skin type. All this is just information you're going to use to identify the market gap. Does this make sense so far guys, and are you enjoying this?

Awesome, so getting yeses, lots of yeses. Very very good. Casey says, "Since there's so many posts, should we focus on the more popular post comments?" Yeah, I think you'll kind of get a sense to it. There's no right or wrong answer. You can choose the older posts because those usually have the longest comments on it. Sometimes when you go to a blog, this one doesn't, but often ... Oh actually, this one does. What you want to do is you want to go to the start here section. A lot of blogs have a start here section. This is so interesting. A mom or dad, or anyone, but anyone was the last choice. Really, she's targeting parents, right, who cares about drastically rising rates of obesity and disease and wants better for her children. Et cetera, et cetera. This is going to kind of summarize the website for you. Usually there's top posts that you should look at. This one doesn't seem like it does have that, but sometimes there's the top most popular 10 posts on the start here section.

I would just work your way through a number of them. Again, don't rush this. I'm giving you an example and a demonstration right now, but the longer you spend on this, within reason, the more information and the better understanding of the market and how you can be better than your competitors. That's really what you're trying to do, is how can I be better, how can I improve. Not in every area, but in a specific area in order to get started or in order to expand my business, in order to be successful online.

Ed says, "How much time should we expect to spend on this portion and how many blogs to look at?" As I mentioned, I think five is a good number to start with. As far

as how much time, I think you'll get to the point where you kind of know because you'll have categorized weaknesses and strengths into certain buckets, or feedback into certain buckets. You'll start to see recurring negative themes or weaknesses that come up amongst competitor sites, or recurring positive things. Once you get that point where you're seeing a lot of repeat between not just the individual blog, but between other blogs as well, that's when you'll know that you're kind of ready to move onto the next section. There's not ... I'm not going to tell you, "Spend a half hour" because you might read really slow or maybe you read really fast. You kind of got to go with the information that you're taking and digesting, and processing, into this template. All right.

Let's keep going here. Okay. This is where we get into the marketing section. This is a great opportunity for you to improve on things. You also want to evaluate from your competitors, do they have a news letter? Are they collecting opt-ins? How often do they mail their list? Do they promote their own products or affiliate products in their email? How often are they making promotional emails? Can the email marketing be improved? If so, how? This is where you actually want to add yourself to your competitor's mailing list and you want to get a sense for what are they doing in their marketing, and use this to see how you can improve on that.

Let's see here if Wellness Mamma has a news letter. I sure hope that they do. Let's see what their free membership is here. Okay, so she has a news letter. Probably a pretty big one. This is some sort of members area. She probably has an opt-in as well. Should be on her home page. This is an area where I personally would then, "Okay, I'm going to improve on this by adding an opt-in page on the blog." Now obviously she's a blogger. She's not really ... She didn't start this with a market in mind, and that's where you can come in and have a leg up on a lot of your competition because they're not optimizing things as well as they possibly can. That would be an area where I would mark down that they could improve it on their website. Have a more prominent call to action to the opt-in page.

I would add myself to my competitor's news letters. I would start to get a sense to how often are they emailing? Are they emailing on certain days? Are they promoting products or are they not using that? Are they just email all content and no promotion, or all promotion and no content? You can start to get a sense of, again, especially in information marketing business, this is a personality driven business where I want you to get a sense of, "What do I like about this person's marketing, and what do I not like about this person's marketing." And use that to form an opinion of how you're going to drive your business forward and make a real relationship with your subscribers based on those decisions. Does that make sense?

Okay, again, you're going through and you're filling this out. This is all information that again, you're going to use when you either launch your business, or if you already have a business, you're looking to improve your business on areas that your competitors are not doing properly.

The next section we're going to look at is how are they monetizing their site. Are they just selling ads? Is it just Google AdSense? Are they doing sponsorship where a brand pays them \$1000 to do a sponsorship post? Are they selling physical products? Are they selling services, softwares, information products, again, I want you to really focus in on people who are direct competitors to you, so whether you're looking to sell an information product, or a new information product, or whatever, try to narrow down on people who have that product, have a similar product in the same market. Just because you have an information product, doesn't mean that they might not also be selling physical products in these other things, so again, this is a good way for you to maybe get ideas on how you can expand your monetization down the line. You are focusing on product number one, however, you also want to be focusing on what's product number 2, 3, 4, 5, and so on. Go through and kind of fill this out. As you go through this with all the different competitors, you will start to see gaps in the market of where you can come in. Really, the only way that you can do that is by going through this and filling it out with the competitor's information.

In this case, if they do have in information product, you'd want to write down important information about that. In this case, I found out that Wellness Mamma has a number of eBooks. She has four eBooks. The one that was most relevant to me was the natural beauty guide, so I clicked that. This is the sales page. I was actually really happy to see that this is the sales page because again, it's not a marketer sales page. It's got very very basic copy writing on it. To me, I look at this sales page and I think, "Okay, this is actually something that is an opportunity for me because I can improve on the information on this page, the marketing on this page, and I believe I can make more sales, or higher conversion rate than what this competitor is doing." I would include that information in the template that I'm going to be filling out.

You can see this is \$24. You do want to get a sense of price point. This is a big question that I get a lot of times is, "How much should I sell my product for?" Well, I want you to go out there and see what are your competitors selling their product for. What seems to be a good president for a product price point in this market, and go out there and just compare. This one's \$24. Maybe another one's going to be \$37 or \$47, or \$34. You're going to start to see where they're grouping. You're going to see a grouping of different price points and you'll probably price yours right around there initially. After you get sales, you can adjust the price point up or down, based on what you're finding, but this is kind of right off the hog.

Bonuses, I don't think I saw any bonuses on this sales page. Definitely not. What is interesting about this type of sales page is it's not overly salesy, which is a good thing for us because we can improve on it, but it's also, I think it's also kind of a comfort level with the market. I don't think you want to come into this market and have a really hypei overly internet marketing style sales page because that might scare this audience away too. You want to pay attention to aesthetics as well. The branding that they're using is white and green, and that's kind of an earthy, calming, kind of relaxing tone for this market. My guess is fitness would not have

the same colors, or other niches would not have the same colors and aesthetics.

You're looking to the market to make all of your decisions. Any of you that have ever been in an internet marketing program before, you probably ask a lot of questions. 90% of those questions can be answered by the market. You shouldn't be asking yourself, you shouldn't be asking your instructor, you should be asking your market. That's obviously what the goal of this whole training is about is how to get the right answers from your market, accurate answers. We are going to be getting into more advanced training shortly, but this stuff is important and I don't want to skip it. Is that making sense to you guys so far? If it is, let me know in the question box. If it's not, now's a good time to let me know too.

Perfect. Okay. A few other things you want to fill out is is there a guarantee? Did she decide to have a 30 day money back guarantee? What is a consistency in the market? Is there no guarantee? Is that an area for an improvement for us? Can we come in and do some risk reversal and offer a 30 day money back guarantee and maybe give us a leg up on the competitor? What is the deliver method? Is it a digital product? Is she mailing it in the mail? Are there worksheets? Are there checklists? Are there videos? Are there up sells and down sells? What does the sales funnel look like? Do they have a high end product? Is there an up sell to this? Do they have recurring revenue? Can you improve your email marketing over the competitor, yes or no? If so, how?

If you opt-in into your competitor's mailing list, and they're literally never mailing you, then you know that's a pretty obviously way that you can improve on your relationship with this audience is by putting into place an email marketing campaign that's goal is to, will align with whatever your goal is. If you don't have a product yet, it's to collect information on what product you should create, and then get them to join a wait list. If you do have a product, it's to sell that product. If you've sold the product, it's to get them to engage with that product. Again, it depends on your goal, but you want to observe how other people are treating their customers, and again, look for areas you can improve.

How can you improve on the marketing of your competitors? In this case, I would look at that sales page and I would say, "There's probably more information or an FAQ section that ..." excuse me. I thought I quit this. There's probably an FAQ section that you can add to that sales page, and ... I don't know why that came up. There's probably an FAQ section that you can add to that sales page in order to help educate the market better. There's probably a guarantee that you can add to that sales page in order to provide better information to the audience and the prospect.

How can you improve the sales funnel over this competitor? For example, is there an up sell? If there's not, consider adding one. What does the up sell sales page look like? Again, is it the same sort of thing? Can I add a guarantee? What little things can I add in order to make me do better than my competitor.

This is very important to do. Again, depending on where you're at, this is, for obvious reasons, very important if you're new and looking to go into a new niche. However, even if you already have a niche, this is still important to do if you're someone who isn't consistently making sales, maybe you're missing subtleties in the market, or a gap in the market that you can improve on in order to increase your sales process.

I just want to go back to our chart here for just a second. What we wanted to do is we wanted to start with a market evaluation and then go into competitor research. Those are two sections we kind of focused in on here. Now the next section I want to go into is demographic research. Now, if you're someone who doesn't have a mailing list yet, this is important because you're going to be coming up with the demographics for what you're going to be using in your Facebook ad campaign. Even if you do already have a mailing list, I'll give you some strategies to try to figure out the demographics of your customers, rather than your competitor's customers.

Now depending on the list size, that may be a limitation for you, but I'll go through the process. This is an important step because what we want to do is we want to collect the demographics and interests of this customer base so that we can target them on Facebook. We want to start building our own list. No matter what, even if you don't have a product, you still want to be building a mailing list so that you can actually survey them and get more information from that user. The survey information's going to be very important because it's going to help you reassess demand and passion for that audience, refine your product idea, and then get into that concept of sideways selling. I am going to give you examples of how to build your mailing list, concrete examples that you can walk away with today, to start building your mailing list fast. Connecting it back to market research, the reason why I'm going over this today is because you need a customer base in order to survey them, or I should say a prospect list, in order to survey them, in order to clarify what your product idea should be, understand who it is that is on your mailing list, and connect with that audience better. No matter where you're at, the stage in your business, all these steps are working together.

I see a few questions. I'm going to answer them in just a little bit. I think it makes sense to go through demographic research first, and then we'll take questions when we get to lead generation. Okay?

Let's get into demographic research. The demographic and customer research that we want, there's quite a lot of information that we want. We want to know their name. This is where the avatar comes into play. Obviously there is going to be people with lots of different names on your mailing list. On my mailing list, there's lots of Michaels. There's going to be people with different names on your mailing list, but what we want to do is we want to create a template or an avatar, a character, of just one person so that when we're writing copy, when we're creating an ad, when we're making decisions about what's going to be in our product, we're thinking about that one person. We're making decisions for that person. It's easier,

everything, literally everything in your business becomes so much easier when you know how you're talking to. What you might realize going through this process is you might have a few different personas on your mailing list. You might have basically a large bucket on your mailing list might be 40 to 55 and male, but you might have 20% of your audience who is 20 to 30 years old, and they would have different education levels, they would have different, may be at different points in their life and they would have a different story. Right now we're just going to focus on developing a customer avatar for the largest market, or the largest segment in my market.

I'll go through a few different tricks to filling this out. The tool that we're going to primarily be working with today is the Facebook audience insight tool. By the way, this tool also give you ideas for how to discover more competitors. Earlier I went to Google and I just found Wellness Mamma right away. Before I move onto the demographic section, I actually feel like I should kind of elaborate on that. If you do want to find more competitors, using the similar web tool, you can discover more possible competitors by going to similar sites, on the left hand side right here. See, Mommypotamus, Balanced Bites, DIY Natural, these are all sites that I would, again, add to a Word document or an Excel spreadsheet, whatever you work best with, as potential websites to explore myself to see are these a direct competitor of mine? Does Mommypotamus.com, do they have an eBook that they sell? What is the price point for that? Similar Web's a great additional tool to use to find other competitors in your market, and then the audience insight tool is another tool that you can use for that as well, which we'll go over, actually, right now.

Let's see here. Facebook audience insight tool. To get to the Facebook audience insight tool, I'll post an ad, actually, right in here, or the URL right in the chat box. Okay. This is the audience insight tool. How many of you have used the audience insight tool? Enter yes or no in the question box. Okay, it's a mixed bag. A lot of you have but some of you haven't as well. Okay. Just give me a sec here.

Right away, what we're looking at is just the audience of Facebook in the United States. There's a slightly bigger audience of women on Facebook than there are men. The biggest audience seems to be age 25 to 34. This section down here, this is a very interesting section, which I used to ignore, but actually have found some really good information on there, so I'll get into that in just a second. You can see relationship status, education level, job titles, let's see. We can see what pages people like, location. What I'm going to do first, actually, is I'm going to go ahead and I'm going to enter an interest into this box down here.

We know that one of our direct competitors is Wellness Mamma. You can see right here on the left hand side, interests. What I'm going to do is I'm going to enter in Wellness Mamma. There we go, so we found that website. You should note that not all websites are going to come up in the Facebook audience insight tool. They usually need an audience of several 10s of 1000s before it actually shows up in the audience tool. In this case, Wellness Mamma popped up because it's a fairly large audience. Now on Facebook, the audience is 400 to 450,000 monthly active people.

Right away what is interesting, but not surprising to me, is that 96% of her audience is women. Again, that's not terribly surprising to me because of the way she was talking on her website. Again, I talked about earlier the wording on the website is a way to kind of figure out who her audience was. She called out several times, "Are you a mom?" That obviously indicates female, women, right? Again, the biggest age demographic, 34 to 44, that's that mom age. The second biggest demographic, 25 to 34. I should say mom age, young young family age. You can see that the largest bucket is 35 to 44, but over 60% of the audience is 25 to 34, and it's probably skewed on the higher end of that. It's probably like 30 to 44.

Coming down, so I would fill this out in the demographic section. Gender, female. Age, what was the age here? 35 to 44. Coming down, lifestyle. Basically what this is, Facebook works with a number of big data companies. This is where a lot of this information comes from. What Facebook does is just give you a high level of understanding of where this information comes from, is Facebook takes your email address and your information that's on your profile, and it works with big data companies to get more information on you. In this case, this is actually run by Acxiom, which Personix is a subsidiary of Acxiom, and basically they've put together, I believe it's 72 what they call lifestyle clusters. These clusters are basically like a customer avatar story about your audience. May sound kind of funny, tots and toys, soft grain, SUV, outward bound, but these are hints into what drives your audience. I'll give you a really great resource on that in just a second, but there's two kind of areas that you want to look at. Your audience, or this audience, 4% are tots and toys. You might be wondering why is this higher up than country comfort. That's because it's comparing it to the rest of these books. Your audience habit, it is 83% more likely to fall into this category than the rest of these folks. That's valuable information.

We'll come back to that in just a second, at the end of the demographic section. I want to come back how you can use this information. Okay, so not surprisingly, 74% of this audience is married. Facebook would absolutely have accurate data on that. It's a very collage educated audience, but interestingly, 12% is grad school, so there's higher likelihood of this audience going to grad school compared to the rest of Facebook audience. It's a well educated audience. You can see that probably the largest audience is health care and medical. That is interesting, but again, probably not too surprising because this is a healthcare, in a way, related website. I would go through and I would fill this information out. Education level, in this case I would select college. I would select married. Occupation, I would say healthcare and medical.

Then with I would want to do next is I would want to go to household. Household income, 50,000 to 75,000. That's kind of the largest bracket. Compared to the average population, they're slightly better compensated. The majority of them are home owners. They have a fairly good market value for the house, \$200,000 to \$500,000. Household size. You can see the number of adults and children who live in the house. A lot of them have kids. Spending methods, you can take a look at that. I don't usually pay too much attention to this. It's kind of good when they use

credit card because they go online shopping. Then this is kind of just what are they purchasing, kids products, business purchases, health and beauty. All of this is information that you should be plugging into your demographic and customer research profile. This is information that you're going to pull from directly when you go and make your first Facebook ad to create very very targeted ads. All right? Use the information on the Facebook audience insight tool to plug into your demographic as well, your demographics.

One thing that I like to do to kind of crystallize all of the learning that I've just gone through, the first three parts, that's the market evaluation, the competitor research, and the demographic research, is I like to make a customer avatar story. That is, I'll show you an example. For Wellness Mamma, I created this information. For name, basically what I did was the largest bucket was 44 to 55 or something. 35 to 44. 35 to 54. In order to come up with the name Lisa, I didn't just make it up, it's not like my pet. What I did was I figured out, "Okay, how old are they? What decade were they born in?" If they were born in the '60s, I went to Google and I Googled most popular baby names in the 1960s. I chose the most popular female baby name. That happened to be Lisa. Again, we're not just making things up as we go along, we're using data driven decisions that are going to help you have better results in your business. All right?

I filled this information out. Then I basically came up with a little bit of story. Lisa's affluent. She's well educated. She's married, they're a working couple with pre-school aged children. Lisa and her husband are home owners in a single family house. She's consumed by work and family. These are all things that I came up with through the first three steps of this process. However, what I also used, and this is going to be extremely helpful for you to create your story, was that Personix, or that Acxiom data that I was talking about earlier.

I'm going to show you what I mean by that in just a second, but I do also want to say you'll refine this story once you start surveying your customer base. You'll come back to this with the wording that your customers actually use, and what your customer is actually telling you.

Let's go to the Facebook audience insight tool. For example, you can see the selected audience, apple pie family, solid single parents if you look at the compare feature like tots and toys, software and SUVs, outward bound. What does this really mean? Facebook does give us a summary of this, but I went online and I did some research and I was able to find the exact life stage clustering system that they use in much more detail. For example, let's just go to tots. Tots and toys. This was the highest affinity in our group, tots and toys. Tots and toys is dominated by affluent well educated working couples, so this first sentence is the sentence that Facebook had, the rest is all new information, which is helpful to us because they've done a lot of research on this information. What Facebook is doing behind the scenes is not only are they looking at demographic information that you have, they're also cross referencing the zip code, and that zip code is very closely related to that individual and that neighborhood. There's some very complex things going

on in the background that Facebook is doing and giving you information. I kind of feel like this information is under utilized because it's not very helpful the way that Facebook presents it because we really don't know what it means, but when you're creating a customer avatar story, this information is very helpful.

The joys of home ownership and early parenthood combined to ensure that money made is quickly spent. When not car pooling or going to the zoo, they're busy buying clothing their toddlers, baby accessories, and regular purchases over the internet at Toy-R-Us. Any spare time is jogging, aerobics, softball. They tend to exercise at fitness clubs, and they're TV viewing is heavily weighed towards shows like Disney, Nickelodeon, as well as sitcoms. Hopefully you're starting to see why this information is important, but just to give you an example, if you're writing email marketing copy, or if you're writing sales letter copy, if this is the audience you're targeting, you want to reference the Disney Channel. Make a joke about always having that on in the background. You want to reference things that are connecting with your audience in order for them to feel like, "Yes, this is me. I'm in the right spot. This is something that I'm going to buy." Okay? Does this make sense? Guys, is this helpful so far? Awesome, getting lots of yeses.

Just so you know, I've been posting all of the links in the chat box so that you can take a look at this. Michael says, "Great info for copy. It almost writes itself." That's absolutely right. It really does come in handy when you are writing copy, which a lot of people don't spend enough time doing. This is the stuff that's going to drive sales in your business. If you're not knowing this, if you're not paying attention to this, if you're making the mistake as writing this off as boring and unnecessary, you're going to do that at the cost of your profit. Do yourself a favor and pay attention to all this. Don't write it off. Go through these steps.

Now we are going to get into the more exciting stuff that people really like, which is cheap lead generation and sideways selling and all that stuff. We are going to get into that, so we are going to have the sexy stuff too, but this stuff is very important and I want you to understand that. Okay?

Let's see here. Where are we. At this point we have gone through and we have talked about the market evaluation. We've gone through the competitor research. We've talked about demographic research and the importance of writing a customer avatar story. Now let's talk about lead generation. Now the reason why we're doing demographic research right now is because we want to know who to create our initial ads to. Speaking of demographic research, if you do already have a customer base, and if you have an audience, if you have a following, what you can do is you can create a custom audience on Facebook, and you can select that custom audience from the drop down menu. Based on that you can basically see the data change.

Now the problem and the limitation with this is that even when the mailing list is very large ... let's see here. That one should be 8000 people. Even when the mailing list is really large, it doesn't give you enough information. It says, "You're audience

is fewer than 1000 people selected." That's not true. I actually have 8000 people in that custom audience. This is one of the problems with the Facebook audience tool. Its' two fold, it's one, you need a large audience already in order to get demographics on your people. Facebook views it as a security thing. They don't want you to be able to enter in one person's email and see all of their demographic information. That's an issue, and even when you do have 1000 people, or whatever number it is, you often won't be able to see page likes or other information. I find you actually need a list closer to 20,000 people in order to get meaningful data.

Now that's frustrating because lots of people do a 20,000 mailing list, but a lot of people segment their mailing lists. Even me, I wouldn't even want to upload my mailing list, which is well over 20,000 people, but I've got a lot of different segments. What if I wanted to look at just the buyers of this one product and add that information in there. That is a bit of an obstacle with the Facebook audience insight tool, which is why I suggest looking at your largest competitors.

Originally I was going to do a demonstration of a software that I'm releasing that does just that, it would pull in your autoresponder information and it would ... It doesn't matter if you have one person or 100 people on the mailing list, it would tell you the demographics, the interests, all of this information on your own audience immediately, without the limitations that Facebook audience insight does. I wasn't able to do the demonstration today, so I'll give you information on how to find out more about that later on. I am trying to come up with a solution for that, and I do have one, but the Facebook audience tool, unless you have a really large list, it is limiting to your own audience, which is why it is better to look at customer demographics.

Let's see here. Catherine says, "When will you release that tool?" Actually next week I'm going to be inviting 20 people on as beta testers, and then in a month from now it will be available to the public. Basically, just to give you a quick summary of what it does is it integrates with your autoresponder and every time someone enters in, is added on to your mailing list, you get instant data on 35 different data points, from demographics, to income, to household, net worth, to interests. Do they like travel? Do they like blogging? What is their occupation? Are they a nurse? Are they a business owner? All of this information that is extremely powerful, that you can't get on that scale from the Facebook audience insight tool, and you can't get on a one-to-one information.

What the software does also is it pushes the information back to your autoresponder so you can easily do sideways selling. You can do list segmentation based on net worth. You can to emails just to males versus females. It's very very advanced data information for someone who's a marketer, essentially. I'll post the link. Again, there's nothing for sale there right now, but the software will be coming out. I'm going to be opening it up to 20 beta testers next week. If you want to join the wait list for getting notified for that, I just entered it into the chat box. It's [idealme.com/listinsights](http://idealme.com/listinsights). Enter in your email there and you'll get notified.

What that said, we have gone over market evaluation, competitor research, and demographic research. Now what I want to do, I want to get into the exciting stuff, and I want to talk about lead generation. Just give me a second here. Open up the question box. Okay. We need to talk about lead generation next. The reason why we need to talk about lead generation next is because we're still not done on market research. The next step in market research is we want to survey our audience. That's where we're going to get valuable information on the types of products they want, their biggest obstacles, they're biggest fears, all of that stuff that you can deduce from market research, but it's better coming from the people on your mailing list. In order to survey people on our mailing list, we need to have a mailing list in the first place. I want to give you two very clear ways to build a mailing list on today's call. I'm going to give you examples of how I've been building my mailing list, and an example of a campaign. Does that sound good to you guys? Do you guys want to see a few different examples of lead generation? Awesome. All right, so let's do it.

The two ways are using quizzes and doing giveaways. Giveaways are a topic that has been talked about a lot. I've been doing giveaways for years now and they've always worked very well for me. Quizzes are something that's a little newer for me, but is working like crazy well. I want to go over the pros and cons of both.

A quiz is literally just that. I'm sure you've seen them on Facebook. The quiz that I'm running right now is "What essential oils suit your personality?" I'm trying to get people who are interested in DIY beauty onto my mailing list, people who are interested in DIY beauty are really interested in essential oils. The quiz I came up with is what essential oils suit your personality. The giveaway I'm running right now is enter to win the DIY ingredient package. There's pros and cons to both, and let me give you an example right now. I'll tell you the softwares I'm using. Don't go and jump and buy these softwares right away, because I want to give you my honest assessment of the pros and cons of them, and kind of give you some insight. Some of them aren't cheap. Some of them are, but I want to give you some insight on that.

This is the giveaway landing page. Enter to win DIY Beauty giveaway. This is the landing page. I'm using contest.io. I've already opted in here, but if I hadn't opted in, then this would show up first and there would be a button that I would just opt-in. Actually, my conversion rate on this one is 45%. Pretty good, right? 45% conversion rate, really it's tough to get much better than that. That's a damn good conversion rate. This is for the giveaway. Then I want to show you the quiz as well. The quizzes is run by leadquizzes. I created this quiz in, literally, about five minutes. Essential oil personality quiz. Discover which essential oil suits your personality.

I want to go over briefly the pros and cons. Let's start with the giveaway. The pro of the giveaway is typically you have a higher conversion rate, but not only that, you have a much higher email accuracy rate. What I mean by that is often when you're running an opt-in page, people enter in fake email addresses because they just want whatever you're offering or promising on the download page. With

giveaways, you have almost zero fake emails because people want to hear from you again. They want to know if they won. That's actually a really big insight. The other pro to that is they're actually watching your emails a little more closely because you're going to announce who won the giveaway at some point. Engagement tends to be a little higher. Higher email accuracy, a bit higher engagement, and let's see, what was the other one, a higher conversion rate. The conversion rate's quite high.

The downside to a giveaway, is of course, you actually have to physically give something away. You have to put together a package, this is added costs. Because our cost per click and our cost per lead is so low, you can afford to do this. I'll go over cost and I'll show you my ad campaign in just a second. I just want to go over pros and cons right now. My lead cost for this, I believe, is about .23 per lead. That's pretty damn good. .23 per lead is pretty damn good, and I've added like 300 people to my mailing list in the last five or six days. Again, I'll show you the ad campaigns, we can confirm all this information. I'm pretty happy with all that. That's all really good information.

Now one of the cons, another con of the [inaudible 01:24:55] giveaway, or the giveaway in general is giveaways aren't perfect for every single niche. Just to give you an example, a giveaway wouldn't work in a copy writing niche. I was talking with my brother the other day and we were brainstorming on what would be a good lead generation opportunity for him for getting more copy writing clients. He couldn't really do a giveaway because what would be a good fit for that audience? There's nothing really physical that he could give away that would be good, that I could think of right off the bat. That's a limitation. When it works, it works really really well, and when it doesn't work, it just, it literally just doesn't work. A lot of niches you can't do it in. That can be really frustrating.

That kind of brought me to the other opt-in category, which is quizzes. Quizzes are literally like God's gift to marketers, because they're the best thing every. This is a quiz. It works in just about every niche. There's not a niche I can think of that it doesn't work in. That's a positive. The conversion rate is still quite high. I'm going to show you this conversion rate here. The conversion rate's lower. It's about 10% lower. It's 33% conversion rate, but look at how many leads I've generated since March 25th. Almost 1000 leads that I've generated in the last five days. Is that pretty damn good? Yeah, absolutely. What's even better is the cost per lead, and the cost per lead is .07. The cost of the quiz lead versus the giveaway lead is much lower. I was already happy with the cost of the giveaway lead. This is frankly amazing.

The interesting thing is even though the conversion rate's lower, the cost is lower because the engagement on the actual ad is much higher. What that indicates to me is people are more excited about engaging with a quiz because people like to learn about themselves. That's why people like horoscopes, they like to be told about themselves and learn about themselves, and that's what you're doing here. Not just that, what's great with quizzes is you can use it as a tool to learn more

about your audience. Are you a boy or are you a girl? Are you 40 or are you 50? You can learn survey related questions actually in your opt-in process. That will increase your response rate dramatically. Those are some of the pros.

Some of the cons are that email, like the emails that people use, they have, I noticed, a little bit higher fake email rate. For 1000 leads in the last five days at .07 each, it's still definitely worth doing, but the number of fake emails is slightly higher. The other thing is the quiz softwares are quite expensive. This one, there's a seven day trial, after that it's like a few hundred dollars a month I believe. For anything worth looking at, I think it starts at \$47, but you can only have 100 leads. It's like you're going to blast through that in one day. I think that the monthly package is like \$149 or something. That's why I said I wanted to give you the pros and cons. The other con is this particular software, while I love it, it's great, obviously I'm doing very well with it, the segmentations are not quite where I want them to be. In an ideal world I would be able to ask multiple choice questions. You can see right here, but also ask open ended questions. I could sneak in a survey related question, so that way I wasn't having to survey them then later. It's not a deal breaker, it's just something ...

I'm trying out another quiz software as well. I'll send you an email in the next few days and let you know my results on that. That one is more affordable. You can do open ended quiz questions, and close ended quiz questions, but of course I want to make sure conversion stays the same in all of that. I'll report back.

Let's look at our actual ad campaigns. Let's start with the giveaway campaign. With the giveaway campaign, you can see, my cost per engagement is low. It's .07. What's going to drive that cost per engagement low is getting a high click through rate, so, a high click through rate and a well targeted offer to the ad. Now we're going to have great targeting because that's what we've gone over in the first portion of this call. We've got great targeting. You want to make sure you've got a good giveaway. I would try a giveaway and a quiz. If you can spend \$5 a day budget, and you can still get a ton of leads. This one, actually, let's see, let's take out the calculator and see what our cost per lead is. My conversion tracking wasn't properly tracking on here. I'll show you my actual mailing list in just a second.

Here we've got the DIY beauty giveaway, and there's 292 active leads. You can see that we actually have 297 total contacts, but we had a few unsubscribes. We spent about \$70. Okay. One second. It's about .23, .24 per lead for this campaign, right here. Which again, honestly, most people would be thrilled about that. It's just that my DIY giveaway campaign for \$59, look how many leads I've got. 852 active leads. I had 265 total subscribers, but I have 852 active leads. For this campaign, I started five days ago. Obviously the cost for subscriber is like .06 or .07 for that. That is, in this niche, the clear winner. Now the quiz is not always going to be the clear winner, but both of these strategies are really amazing strategies for building your mailing list.

Targeting was just based off of the demographics that I came up with. I'm not going

to give you my exact interests and all of that stuff because this is still a business that I'm in and I can't give away all of that detail, but the process that you would go through is the process that I've gone through today. In terms of interests that I'm targeting, let's go back to the Facebook ads tool too. I forgot to go over this tab, page likes. Let's go back to Wellness Mamma. Ah, that's why it wasn't showing up, because I had Wellness Mamma as well.

Page likes. This is another great way to find competitors and potential interests to target. You can see again, Wellness Mamma, Mommyotamus, there's a real mom theme in this category, Coconut Mamma. These are all people that I would target initially. All right? Now the goal here is to get people on to my mailing list. I'm using Active Campaign right now. I made the switch over here about two months ago. I haven't fully transitioned, but all my new leads are on Active Campaign because it's awesome. Basically, let's see here, we want to get people added on to our mailing lists. I mentioned quizzes and giveaways. I'm using both, both are working very very well. Quizzes are especially working well, and I want to get people onto my mailing list so then I can then survey them.

Once people are added onto my email marketing list, it depends what your goal is. Maybe you don't have a product yet and you want to clarify what it is your market wants, or maybe you already have a product and you're going through a launch sequence so you have a pre-sale sequence and your goal is to get them to get excited and join a wait list. Maybe you already have a product, you want to sell them the product, or sideways selling, all of this comes down to surveying as well, and so the first email that you're going to send out is, "Thanks for signing up. I would love to get an idea of the type of content you want to hear from me. I want to learn more about you." I'm going to go over into the next section, which is section four, which is all about surveying your prospects.

Before I go into that section, I really want to make a recommendation for a book that every single person on this call should read if you're going to do any surveying. That's the book called Ask, by Ryan Levesque. You can buy that on Amazon. It's like \$10. It's a really really great book on surveying. He's used surveying in his business for like 15 years. He's got a very very scientific process for surveying. He gives you a lot of examples of survey questions, and how to analyze those survey results. I would highly suggest check out that book. I learned a lot of great things from it. Today I'm going to talk about how I use survey in my business, and how I kind of analyze them.

Okay, I have a few questions here. I'm going to get the link to the book because a few people are asking. See, it's \$7. This could not be anymore worth is. Pick up this book. I'm not affiliate or anything like that. It was just a really great book. Check it out because it's all about surveying customers and I think you're really going to like that. It's extremely helpful. Michael says he owns it. I think there are about five Michaels on this call. Michael says, other Michael says, "Is the only way you differentiate your Facebook audiences by interest? The rest of the info is the same?" No, absolutely not. I actually use a lot of the different information from the

demographics.

I'll just give you an example here, if I'm in the Facebook Ads tool right now, about how I would actually take the information from the Facebook audience insight tool from our demographic profile that we created, and I would enter into here. Usually what I would suggest you do is start with a more narrow portion of your audience. You want to start by targeting the most targeted portion of your audience. I'm going to select United States. 96% of the audience was women, so I'm just going to target women. Then I'm going to go to, I believe it was 35 to 44, which was the largest segment. Then I'm going to enter in Wellness Mamma. You can see that using that information that I got from the Facebook audience insight tool, I can target 120,000 people.

Now the majority of people on there were also home owners and married. If I wanted to target maybe a more affluent part of that crowd, I could also cross reference and add a behavior, and add a home owner. Let's see. Okay. You have to be careful because Facebook changed their ad platforms, so you want to narrow the audience. You don't want to add it like you would stack it before, because this says I'm targeting a woman in the US who is a home owner, or like Wellness Mamma, not a home owner and like Wellness Mamma.

Just to give you an idea, what I just did was I selected narrow audience, and then I'm going to select browse demographics, home, and then home ownership, and I'm going to select home owner, then I'm going to remove it from up here. Now this reduces the audience down to 91,000 people. I want to keep it at at least 100,000, but again, I would target a narrow very targeted section of my audience based on the demographic profile I constructed, and see, "Does this quiz, does this giveaway, does my offer, is my survey, are these things getting conversions, or is my product, if I have a product yet, am I getting conversions?" If so, then I can expand the audience. Then I can get rid of home owner, I could expand the age bracket a little bit, I could add other interests, but I want to start with a narrow focus first and then broaden out. Does that make sense to you and was that helpful? Awesome. A lot of people saying yes. Great.

I'm glad that I went through that. I meant to go through that. That kind of goes full circle on how you actually get the traffic and how you're using the information that we conducted the market research on earlier to actually create a targeted ad campaign. Okay?

With that said, as I mentioned, the goal is to get people on to our email list so that we can survey them and learn more information about them. Right? I want to give you an example. This is a survey I've been running. I just started running to this DIY space. This functions ... this has a lot of purposes. First and foremost, I should hide those email addresses. First and foremost is I want to learn more about this audience, so I'm asking yes or no questions, but primarily open ended questions. Do you make your own beauty and household products? I want to understand who's on the list. Do they want to learn or are they already doing it?

Then more importantly, I focusing on open ended questions. In the template that I provided, there was a number of questions that I provided. These top three are the most important three. Again, the Ask book is going to go over a lot of this and give you specific examples in the Ask book. I'm not going to go ... Ryan will do the best job of teaching that in there. I'll give you some examples of questions that I use and have been using in my surveys that are open ended questions. You want to use open ended questions primarily because you want to get, you don't want to make assumptions about your audience. You want your audience to tell you things, right? Three great questions to start with are who are you? Get them to introduce yourself. What's your name, your age, where are you from, do you have kids? Are you married? Again, create an open ended survey questions. I use Survey Monkey for that, but also Ryan, from the Ask book, has his own survey software too. That's something that I'm going to check out because it's built specifically for the survey system.

In terms of pricing, it's actually pretty comparable pricing. While Survey Monkey does have a free package, it doesn't have as many ... there's a lot of other packages that have more features that Ryan's software does have. I forget the name of his software, but you could just Google it. Survey Monkey, I'll type in here. Sorry, that was a typo.

Okay, next question is, "What is your number one problem that you'd like to solve? Or, what is your number one question about that topic?" Again, if you're someone who isn't sure what exactly should be included in your product, ask your audience. Your audience should be the one telling you what your next product should be on, what their interests are, what information they want to learn about. Another good question is, "Why do you want to solve this problem?" Try to understand their motive behind this. A few other questions is, "Have you tried to solve this problem before? Why haven't you achieved this result before? What have you already tried?" Then questions I always like to include are, "What websites do you read often? And what are your other interests?" This is where scaling your Facebook ad campaigns and sideways selling are going to come in.

Let's look at the responses for the first three. Here's some examples. Questions, ingredients and the amounts and where to purchase them. There's just a lot of information. I kind of summarized it in this example down here. What is your number one question when it comes to making your own beauty and household products? Things that continue to come up, and in Ryan's book, he talks about organizing. What you're looking for is recurring comments, and you want to place them into four or five buckets. Best place to buy ingredients and which brands. What recipes will work for my skin? How to get started? With is your biggest struggle when it comes to making your own beauty products? Unsure of safe combinations, ratios, not enough time, how long does it take to make these? Not knowing how. Choosing the right ingredients to skin. What's interesting is a lot of these responses echo what we found as weaknesses in our competitors earlier. Now you're answering the question what are my competitors doing that I can

improve on, that's based on your competitor research we did earlier, that my prospects and customers want. You're looking for that overlap between what we found in the first section and what we're identifying in the fourth section. Does that makes sense to you guys? Is it helpful? Is it clear?

Okay, great. That's really important. This should say why, not what. Why do they want to overcome this problem? Common answers were they don't want chemicals and toxins from store bought products. They want to know what's on their skin. They want to save money, and they want to safer and better opportunity for them and their family. This information is not only information we're going to use on our sales page, it's going to be information that goes into our product development, and actually using the exact words from the responses are important. Let's see here. I would like to be able to make some extra money. Less expensive. I'll know what's in them and what I'm putting on my body. You want to echo the way that they speak. You want to get to know your audience. That's why survey responses are so great. You use this information to modify your sales copy. If you already have a product, make sure you're overcoming all the objections. Make sure you're hitting on their desires and their fears. This is all information you're getting from your survey copy. If you don't have a product yet, make sure to include this in your product development. This is all really important stuff.

One thing that I thought was really important, a really good piece of advice, again was from Ryan's book which is on survey responses, and I had to agree that this is true. When you find a market that provides long responses to open ended questions, that's typically a great market. When I talk about on our diagram earlier, I talk about surveying your prospects. The first thing we're doing is we're reassessing demand and passion. We're going through these first three sections of market evaluation, competitor research, and demographic research, to get to the point where we're surveying our prospects. If we get here, and all the answers are very short, that's a red flag to me. What he says is you're looking for a character count of 300 for your top 20% of survey respondents. That's about three to five sentences long. If your top 20% of survey respondents are at least that long in length, that's a red flag. The reason why length is important is because it really indicates passion for that market, and also a desperate, it's a desperate thing, like they really want information on that. If you're getting really short answers, as demoralizing as it is, it's better to cut your losses here and move onto the evaluation of your next market.

Test a few markets doing this process to make sure that you're onto a good market for you, and that's a good fit for you because that will pay off in the future with higher conversion rates. Right? That's really really important. In terms of evaluating your opportunity, one thing you want to look at is survey responses, you also want to look at your lead generation cost and what your break even point would be. Obviously if I have ... Let's just say my cost per lead is .10, if I have a 1% conversion rate and I'm selling a \$40 product, that means I've made \$40 and I've only spent \$10. Obviously I've broken even and made a profit. It's a numbers game, so if you're not paying .10 per lead, if you're paying .40 per lead, then all of a sudden at

a 1% conversion rate, we're only breaking even. You kind of want to figure out can you break even going forward with this product in this market, and at what percent conversion rate.

I think anything over a 6% conversion is going to be really tough because while you're sales page might have a conversion rate of 15%, you're not going to get every single person to open your email. You're not going to get every single person to click through to it. You want to think about that before you even get to the stage of releasing a new product, if you're someone who's going to be focusing on cold traffic and not affiliate partners.

The other thing you want to do when you have your survey and your prospects, is you want to refine your product idea. I mention that. In the DIY space, like time, it didn't occur to me that time might be a big constraint for people, big objection, as to why someone might not buy the product. What I did was I went back to my sales page and I refined my messaging to say that every recipe can be made in under 15 minutes. I'm addressing that. When I said earlier that we would abolish objections, we've got rid of objections, that's how we're doing it. We're looking at reasons, struggles, this market faces, and then we're overcoming them in our product and addressing them in the sales copy. All right? Does that make sense? Okay, great.

Finally, what I want to talk about is sideways selling. This is a topic that had a lot of excitement when I was promoting this course. "Oh, do you have sideways selling?" I have these 800 or 900 people in this mailing list now, but how do I get them added on to another list? Like what are their other interests? In surveys, this is where you can actually ask that question. What other topics are you interested in learning more about. Again, this is a new survey, so we don't have a ton of responses, but travel more for less. How to create your own blog. Personal finance. Start an online business. These are all topics that I had products that I thought this audience might be interested in. Interestingly, it seems that 61% of the people are interested in traveling more. In order to do this on a technical level, what you can do is use Zapier. Z-a-p-i-e-r.com. What that does is it connects Survey Monkey with your autoresponder.

I'm going to give you an actual example of how you would actually sideways sell. In order to do that, what you need to do is you need to take people from one mailing list, and then you need to add them onto another mailing list on another topic. To do that, you need to A, figure out what other topic they're interested in. We're doing that through surveying right here. Then B, we need to move them over to that new mailing list within Active Campaign or Aweber or wherever it is. The way that I'm doing that is by using this tool, which is free. I think I have a paid plan. I don't think it's very expensive, but they do have a free version.

I'll actually go through and I'll show you how you do this. In this case, what I've done is I've set a trigger of a new survey response. I have Survey Monkey. I searched apps, I selected Survey Monkey, and every time someone response new, like a new survey response, I want to update the contact on my mailing list. What

happens from a technical level is we have these 852 people, email one, a survey sent out. They take that survey, and when they complete the survey, this tool talks to Active Campaign and updates the contact. It says, "This person's interested in travel." You can see right here I have 84 people from this 852 list that are also interested in travel. I'm doing automatic segmentation, also for personal finance, also for blogs, also for arts and crafts. The lists that I felt were important for me, I'm segmenting, sideways selling, I'm creating a new list, adding them onto this new list, and now creating products for that list. I'm now creating email marketing campaigns in that list.

One of the ways is through Survey Monkey, the other is through my software. Again, I can't do a demonstration of it, but if you are interested in it, you can add yourself to the wait list for more information on the topic. What my software does is it automatically profiles people who come onto the mailing list with a number of different interests and then automatically creates a new mailing lists. You can get nitty gritty information by doing it in Survey Monkey, the problem is survey response rate is quite low. That's basically what's happening on a technical level is I'm taking that mailing list of 852 people, and then I've created another mailing list of almost 100 people who are interested in travel, because either through a survey response or through my software, I've identified them as being interested in travel. From here I'm creating additional mailing lists. Is that clear? I want to make sure that this isn't too technical and that this is something that everyone understands.

Casey says, "You have to pre-define the other topics before hand." With my software you don't. There's a number of interests and behaviors that are automatically, that come with the program. With Survey Monkey, yes. You need to get them to vote on the interest. In this case, I just got them to vote on the interests that I was curious about. I wanted to know what their other interests were based on the products that I already have. If you were someone who just doesn't have products in any market, and you just want to understand a bunch of different niches, you can add like 10 different responses. Yes, you do want to do it in advance so that you can have your contact updated. What happens is after someone takes the survey, that survey response is sent back to Active Campaign and it updates the contact. You could select Aweber. You could select Mail Chimp. You can select whatever autoresponder you use.

I just want to show you one area that's important here. That's the edit template. What the important section is, what you're doing is you're selecting tags. You want to go to the question. This is called mapping. You want to go to the question where I'm asking, "What other topics are you interested in learning more about?" And select that as the answer. Now what happens is every time someone fills out that survey, Survey Monkey tags your subscriber with those topics and then based on that, I have a follow up campaign that goes out based on those tags. Does that make sense? Zapier is doing all of that for me. I'm not doing any of this. It took about two minutes to set up, and it's just making two programs that don't normally talk to each other, talk to each other.

Katherine says, "Great." Yeah, that's basically the concept there, all right guys. That idea is through Survey Monkey or through my software, you're identifying other interests, other affinities on your list, and you're using that to make decisions on other markets. For example, if ... so I'm in the DIY space. Let's pretend I'm not in the travel space, and I saw those responses. I would say, "Wow, a large portion of my list is really interested in travel. Maybe I want to learn more about that market."

Coming back to this mind map, what I would do is I would then go start this process all over again. I wouldn't automatically say, "Okay, I'm creating a product in the travel space." I would go through, I would identify my competitors. I would create a giveaway or a quiz. I would create a survey. I would try to understand what the opportunity is in that market, and then and only then would I create a new product. It doesn't have to be completely unrelated niches. If you're in the internet marketing space, you could have provided options like, "Are you interested in affiliate marketing? Are you interested in eCommerce? Are you interested in information marketing?" You can sub-segment within your niche to get more detailed within your specific niche. If you want to go really deep in that niche, that's what you can do. Or if you want to cross over into other niches, you can do that as well using the sideways selling concept. Again, you want to make sure you reevaluate everything, not blindly follow through.

That's basically my process of market researching and going through this, identifying market, coming up with product concepts, and then identifying growth opportunities and using that to create a road map for what my year's going to look like, what publishing projects I'm going to work on, and what projects align with my audience. Hopefully you guys have enjoyed this so far. I'm definitely going to stay on. I'm going to take questions. I would love, if you did enjoy this training, if you got value out of it, please let me know. I'd love to get any sort of testimonial or feedback on this. Then at the same time, I'm more than happy to answer any question that you might have.

Edwardo's asking, "I missed it, but can we access the software?" If you are interested in learning more about the software, just go to the chat box. I'm entering in a link right now for the wait list page. Basically, I'm going to be doing a large product launch on this in May, mid May or early June. I'm going to be getting 20 beta spots, releasing 20 beta spots late next week, to 20 different people. I also have a number of pretty large marketers beta testing it as well. Just to reiterate what the software does is it works automatically with your autoresponder, and so it's like proactive demographic behavior and interest profiling. It will automatically pull in your emails. It will profile your audience and give you all the demographics, but it will also push all that information back to your autoresponder so you're automatically sideways list building. You're automatically creating lists on travel, on business owners, on whether they're a nurse, on all of this information that is going to be really helpful for you to not only create more targeted ad campaigns, but to figure out growth opportunities into other markets as well. Then there'll be a bunch of email marketing training and email marketing templates as well.

Again, I did want to do a demonstration today, but I want to make sure that it's working perfectly before I invite anyone on to beta test. So that will be towards the later end of next week. There's only going to be 20 spots because the first 20 people I'm going to really look at it as more of a mentorship, focus on getting them getting results from this software so that we can create case studies out of it.

Katherine says, "I really enjoyed this training. I was doubtful because I have a background in marketing, but back in the day before they had internet. Thanks Brittany." No problem at all. I'm really glad that you heard that, that you enjoyed this.

Let's see here. I'm just looking at this. Yeah, Michael says, "Going back to creating your audience for your Facebook ads, can you briefly go through your process for expanding and scaling your ads after you find and targeted your audience that's converted?" Yeah. Let's come back to our ad platform here. Let's assume that this is an ad that's converting well for us, which by the way, I normally start with a page posting to each [inaudible 01:59:32] ad, that seems to be what really works really well for me, for these giveaways and for the quizzes.

We're starting with a really narrow audience set of 91,000 and an age of 35 to 44. If this is converting, then what I would probably do next is I would remove the behavior home owner. That would get the audience up to 120,000, which makes about sense because 75% of the audience is home owners. Then from there, if that's still converting, then the next thing I would do is I would make it to 65, or whatever the outset of the demographics are based on the ad tool. I think the younger age was 25. Yeah, 25. You can see that opens the audience right up to 370,000 people. That's almost triple or quadruples the audience size. Then from there I would begin to add more interests. I'm actually glad you asked how I would scale interests, because another question that I ask in Survey Monkey, and this is like just a beautiful question to ask is what other websites do you go to. The websites that constantly came up were Wellness Mamma, DIY Natural, Living Simply, Mommypotamus, those were the four recurring websites that came up all of the time in responses.

Again, when you're actually asking your subscribers where they go and where they hang out, that's really valuable because they're telling you where other like minded people are going to be. Right? That's going to be really helpful for you in terms of scaling, is now you have other like minded interests, like DIY Natural, Live Simply, Mommypotamus, and if you're tracking conversions, you can then do [inaudible 02:01:17] Audience to find even more of them. Scaling up is actually going to be really easy, based on this information that you're collecting. Now also, outside of Facebook ads, you can go to these four websites and see if they offer opportunities to buy ad space directly on their website and develop a relationship directly with them.

Edwardo says, "Thank you so much for doing this training. I was in and out because

I was at work, but I'm looking forward to the replay." Absolutely, I hope you guys enjoyed it. It is such an important topic and it's something that I really think will help you have more success with whether you're starting a new online business, or you already have one, hopefully you got some great actionable tools on today's call to move you forward.

Michael says, "Very in depth. I can't wait to review this four or five times. You talk so fast I don't have time to allow my mind to wander and contemplate this info." Yeah, absolutely. The replay I'll have up by tomorrow. I'll send you guys out an email so you can review this. Just so you know what I'm going to do also, is I'm that to have this transcribed and turned into a PDF as well, so that you're, Michael, for someone like you who does want to review it in a lot of detail, you can go through it and you can read it at your own pace. That will take probably about a week to put together, but I will absolutely do that.

Casey says, "Super valuable training. Thank you so much." Really glad to hear that. John Roe says, "PDF is great." Yes, lots of people like that. Michael says, "How long do we have access to the training?" You have access to the training, it's going to be in the members area. I'm not the type of person who deletes trainings after a little while. You'll just have access to it. Edwardo says, "I'm not an MLM, but I have a person that wants me to help him build a list for the service they're selling, and also build a down line. Do you have any advice on this niche?" Yes, it's the same sort of concept. I was actually thinking about this the other day. A lot of the essential oils are MLM companies. I was thinking it would probably be smart for me to actually join one of those companies too because I'm building such a great list of people who like essential oils. That's the thing is it's the same strategy, it's hard to give you a specific example when I don't know what MLM company or what the product is, but essentially to build a business in MLM, you just need ... you need customers, you need leads, it's the same process. I think these strategies would work well.

John Roe says, "Members area?" Yeah, it's actually the thank you page. Zapier should have sent you a product receipt, and on there it should have either a link to the URL and the thank you page, or member login. What I'll do is I'll confirm with Vic, my tech guy, tomorrow and get him to give me the specifics of how to access it. Then I'll share that in the replay email.

Okay. I think I missed one question. Guys, please use this time to ask questions. I'm more than happy to answer them. Ask away. I'll answer them. Okay. Cindy says, "Did you use researcher interest until you found a good market?" Yeah. That's exactly it. I always ... There's a big debate between whether you should go into a market your passionate about or not. Yeah, there's arguments of pros and cons of both. For me, I get board so easily that if I'm not interested in the market I'm going into, it's just not going to work out for me. Other people are the opposite, they're so emotional about the market that they're going into that they'd make irrational decisions. That was an interesting argument, if you guys are familiar with Matt Schmidt, that was one of the reasons why he recommends people don't go into a category that they're passionate about is because he says he finds that they make

irrational decisions. That is true, you still have to make decisions based on what the data's telling you. I start by identifying markets that I'm interested in, and then just researching those until I find one that looks good.

David says, "Great information. I'm going to get software for lead generation and would like to know how to promote an affiliate product webinar or an affiliate product." Again, it would be the same idea. I don't know what niche you're going into, but it's the same strategy. Again, you need to build a list. I would be reluctant about already being so dead set on a product because the problem with affiliate products is twofold. On the one side, the product may not be great, so you want to make sure it's a good product, otherwise you're going to burn your list. On the other side, you want to make sure the marketing's good and that it's hitting all the pain points that you got from your survey prospects. You still want to go through all this market research process, and if you get to the end and then the affiliate product is still a good fit, then promote it. You could do it by doing a quiz. You could do it by doing a giveaway, it just depends on what topic and what niche your in. You want to provide more info, I can brainstorm.

Yes, he says, "How do I promote the offer on Facebook?" I would build your mailing list first. Don't send it directly to the sales page, you want to build your list so that eventually, hopefully David, the goal should be for you to create your own product. Right? That's where most of the money's going to be made. I want you to create your own product, ideally, down the line. You don't have to do it initially, but be building your mailing list. I would run a quiz or I'd run a giveaway, and I would build your mailing list that way. I literally, just right now, I'm just using quizzes and giveaways and my autoresponder integration. It couldn't be easier. It takes about 15, 20 minutes to set up either one of them, and then I'm building my mailing list.

Okay, yeah. That sounds good, but still build your mailing list. Neuroscience, again, I'm not too familiar with that topic, but I'm sure there's going to be a great quiz on that, like, "How to rewire your brain." Or whatever it is that the topic is. I think that you'll be able to build a really good list on that.

John says, "This is some of the most detailed research information I've ever seen. Thank you." John, that makes me really happy to hear. I tried to make it as detailed as possible, while still being actionable, and giving you a very clear cut mind map of the steps to follow so that you can actually know when a market's good and when it's not good, and then if it is good, how to refine your product offerings within that.

Michael says, "What is the best course out there on Facebook advertising that you would recommend?" It's a really good question. It's hard because the courses that I really enjoyed are too old now to recommend. There's not any course that I can think of that has up-to-date information that I've personally gone through. If you are interested in Facebook advertising, I will be releasing detailed Facebook advertising training when I release the software next week. Enter your email in there to get some information. The link is in the chat box. Outside of that, there's

just no one that has a thorough course out there that is up-to-date that I'm aware of.

Okay, let me see here. Edwardo says, "I'm also thinking about eCommerce, such as Shopify or maybe even Amazon as affiliate. What are your thoughts on Shopify and do you recommend or have any training on this that will complement this market training?" Edwardo, Shopify is definitely the way to go. I've used Shopify a ton. I love how easy it is. I know that I said this before, but I'm definitely not naturally a technical person. In fact, I tend to have rage blackouts when things don't go my way when I'm building a website or something like that. What I like about Shopify is that it is so easy to use. I would definitely recommend that. As far as courses go, I don't know the names off the top of my head, but I can recommend a few people to look at. Definitely Matt Schmidt and Travis [Batell 02:10:28] actually send out a lot of great free information if you follow him on his Facebook. He's so generous with the information that he has. I would suggest if you're looking to getting into eCommerce, Travis Batell, Matt Schmidt, Boris [Sorinziky 02:10:44], Don Wilson, those are all really good people that I have friendships with and that can personally vouch for that are doing really good things with eCommerce.

Steve says, "Can you brainstorm a little about a professional test preparations site. Like your brother, a giveaway doesn't really work. I have a list of little over 1000." Cool. Can you elaborate on what you mean by professional test preparation? Would that be SATs? Just as an example, this is built for a quiz. You could target people around SATs and be like, "How ready are you for the SATs?" Or something like that. Or, "What score would you get?" Something along those lines. The nice thing about quizzes that I didn't really go over earlier is you need to be thinking about them almost like a pre-sell opportunity. No matter what result they get, you should be selling them on why they should buy your product. If you have an SAT preparation course, then throughout the response or the outcome of the quiz, you're subtly selling them that. Again, I don't know exactly ...

It's for Certified System Engineer Professionals. Do all engineers have to take that quiz? I'm not familiar with it, but again, it'd be the same idea. It doesn't matter what it's for. If they have to take a quiz for it, it could be like, "How ready are you for the certified system engineer professional quiz?" Something along those lines. You would target the audience the same way. Steve, that's what I would do. Do a brainstorm around that. A quiz, I think, would work really well for that because people are already in the mindset of thinking about passing something.

Okay, let's see. Yes. David says, "I like the giveaway. That sounded great. In neuroscience we program the brain to overcome as it relates to laws of attraction and creating a life you desire." Go to Google and just Google law of attraction quizzes. You can get ideas for quizzes that are out there that seem to be getting a lot of engagement, and use that as a place to start from, just to get ideas. A lot of time you'll see quizzes, like now I'll start paying attention to it. You'll see quizzes in your news feed. Those quizzes can be easily translated over to your audience. Again, I'll send out some results in the next week or so on what software I would

actually recommend. I do really like Leadquizzes. I don't have anything negative to say about it. The only thing I wish was there was more advance survey segmentation. If there was open ended questions and tagging, that would be a game changer for me, to make me say, "Okay, go ahead 100%."

Michael says, "How do you feel about buying white label products?" Basically, white label products, I think you mean like PLR, that sort of thing, I'm not a big fan on that because, again, typically the people who create that material, they're not marketers, they're authors or something along those lines. You want to do your market research. If you do your market research, and you find that what the market research is telling you, what your audience is telling you, is exactly what this white labeled product is that you could buy, then sure, get it and customize it. I think often there's going to be a disconnect between that, so there's a problem of, "Is the information any good? Is it the right information?" You got to still go through all these steps. I do understand the desire of white label products because then it's less time to create your product.

Earlier this year I had a program called the trust machine, which is all about quickly creating high quality products. If creating products is something you're interested in, maybe check that out, but I'm a bigger fan of creating your own products than buying white label products for those reasons, quality concerns, that's the biggest one.

Edwardo says, "Do you have any big courses coming up, you're a wealth of information. Keep it coming please. You're going to make me rich." Yeah, that's hopefully ... The plan is that you take this information and then you execute it. Obviously my goal really is to help you get to a place where you do have a great lifestyle business, or beyond that if that's your goal. Terms of new courses, like I said, I'm releasing a software. I'm going to open 20 beta spots next week, and then after that, the beta spots are going to be at significantly reduced price and a lot of other benefits. There's only 20 of those and then the actual course will be coming out in mid May. With the software I'm going to go into product creation. I'm going to go into Facebook ad training, and then I'm also going to go into lead generation and that sort of thing. I'm going to be doing a lot of video training and live training throughout that software. It's more, it's a software focus with training on how to take the information from that software and use it to launch a lifestyle business. Again, the sign up link for the opt-in page for the wait list is in the chat box. You can check that out.

Okay. I think I've answered all of the questions. Let me see here. I want to make sure I didn't miss anything. Again guys, I'm not in a super rush. If you do have more questions, I'm more than happy to answer them. When you ask questions it helps other people too because often they're thinking the same thing. If you have questions, type them in the question box. I'm more than happy to answer them. I'll take it from there. Just going through these questions, make sure I didn't miss anything here. Okay, I don't think that I've missed any questions. If you guys need more detail on any section of this training, please let me know because I'll be happy

to go into more detail.

David says, "Working with business and Facebook for a lead generation marketing and lead ads, what tips do you have that will help do well quickly, and even utilize ads that customers, and a few free leads?" I'm just trying to make sure I understand this. David, are you saying you work with small businesses to help them get leads? Tips for ads that will do well quickly. Everything that I went over today, that's really as quick as I can describe how to do well quickly with this information. It comes down to good demographic research, good market research, and plugging that into your Facebook ads. Honestly, I don't know of any better opt-in strategy than the quizzes and the giveaways. That really is the best strategy, in terms of getting results quickly. When you can reduce your cost per click and you can increase your conversion rate, you have more opt-ins, you get more people on your list, and you can afford to have a lower conversion rate on your product. Obviously you want to focus on getting a higher conversion rate on your product, but you derisk the project quite a lot.

Cyn says, "How much time should we spend on the market research? I can see myself getting several sites to review and not getting to the next step." You just have to get to the next step. There's no way else I can really say it. It's hard for me to say only spend 20 minutes or only spend 30 minutes on it. What I said earlier, and you might have missed it, is once you get to the point where you're seeing a lot of redundancies in reviewing the different sites, like you're seeing a lot of the same strengths, positives and negatives amongst sites and a lot of the same market opportunities amongst your competitors, move on. You want to get to the stage as fast as possible where you're building your own mailing list and surveying your own mailing list so you can evaluate the opportunity through survey and through that step. You don't want to linger too long in the backgrounds of the internet. You want to actually start building your business.

It's really hard for me to put a timeline on it, because tonight I could go evaluate a new niche and be building my quiz by tomorrow, but maybe I spend two hours doing it. I've developed a better sense for these things over time through practice. You want to spend a few hours doing it, if I were to put a time frame on it, because you do want to read as much as possible, but you don't want to spend ... you shouldn't spend more than a few days doing this, getting to the point where you're building your list and surveying it. Right? You should be able to do all of this in like four, five, six days, so you're not taking too long.

Michael says, "Have you tried content marketing instead of, or in addition, to quizzes and giveaways?" Absolutely, yeah, I do a lot of content marketing as well. That's another great strategy that I could have gone over too. That was a big focus of my trust machine program that I released earlier this year. Content marketing absolutely does work. You can use it in conjunction with quizzes and giveaways, or you can just be sending traffic to content marketing. With content marketing, I'm still able to get that really really low cost per click. Usually the cost per lead is a little bit higher, but again, the quality's higher because they spend a lot of time

reading your information. That does still work really well. If you go back in your email inbox, I sent out a number of video tutorials and stuff on it in the last few months, on content marketing.

Yeah, Michael says, "Like a blog post that pre-sells a product, sometimes often." Exactly. Go through your email, back in January, February, I sent some information on content marketing and I talked all about that.

The other Michael, it's getting confusing, Michael M says, "You can test all three." Absolutely, test them all. Even if it's just \$5 a day for each ad campaign.

Michael says, "I got Trust Machine from my girlfriend, just haven't gone through it yet." Yeah, in that case, go through there because there's a lot of good information on content marketing. Yeah, there is definitely a lot of great opportunity in content marketing. I didn't really go into it today because again, the focus is on market research. Content marketing is great for building a long haul business, the stage market research. In today's webinar, in today's training, I really just wanted to help you as rapidly as possible assess the market, figure out what they want, and then get to the next stage. That's where I think content marketing should come into the mix.

Let's see. Okay, David says, "Would the market research work to get clients that have a ... Will this work to get clients that have a business?" Yeah. "How would an angle [inaudible 02:23:32] customers with Facebook ads that have a business interested in leads?" Yeah. There's a ton of business like that. Chiropractors, dentists, massage studios, hair salons, all of that stuff. "How would [inaudible 02:23:47] get customers with Facebook ads that have ..." Yeah, you could run a quiz, like let's just say salons, how well is your hair salon ... Is your hair salon losing money? Is your hair salon leaving money on the table? Something like that. You could do a quiz about the different hair salon personalities. Again, it comes down to targeting too. Truthfully, for offline customers, and this is where I started. I started working for service based, offline customers. Nothing really beats getting on the phone and calling. Call 10 businesses that day. Obviously it's not as automated as Facebook ads marketing. I do think you can use the quizzing, though I wouldn't use the giveaway angle, but the quiz angle, for getting customers with Facebook ads that are in the lead business. I would come up with some sort of crafty quiz around that.

Michael says, "That makes perfect sense. Content marketing is the next step for building a brand." Exactly. That's where I would incorporate that.

This is kind of like a step back from that. Okay. Casey says, "How much time do you need to spend usually in order to get the data needed to evaluate the market?" Again, it's hard to put that in a time frame because if you're spending \$100 a day ad budget versus a \$5 a day ad budget, you're going to get different results. Right? To put it in perspective, you should be able to spend \$50 total, between \$20 and \$50, and be able to get between 20 and 50 survey responses, and with that, have

enough information to make the decisions that you need to go to the next step of whether you're going to evaluate that market, sorry, whether you're going to continue with that market. You should be able to do that in four, five, six days. Okay? You could do multiple ones at the same time, right, while you're waiting for the responses to come in. You just have to know yourself. If you're going to get overwhelmed by doing it in multiple different markets, then don't. For me, it's not a problem, but again, I've had more practice. That's the best way I could answer that is it depends on your ad budget. I would start with \$5, maximum \$10 a day in ad budget. If it's converting and you're getting great opt-ins and your getting survey responses, then you could double your budget and speed things up a little bit.

You might be thinking, "Well, I don't want to spend \$20 to \$50 in order to tap the market." What I'm telling you, not doing this, and hopefully it's processing with you, not doing this is going to cost you a lot more time and a lot more money and bad mistakes and bad course investments, and going down a rabbit hole with some other gimmick or business model online. It doesn't matter what business you get into or what market you get into, you have to do this and this will save you money, save you time, and make you more money in the long run. Spend the few days, spend the week, spend the \$50 to evaluate each market properly. I made a lot of good suggestions here. I told you to get the book Ask by Ryan. That's a great book that will help. It's like \$10. If you're interested in sideways list building, if you're interested in market research and ad training, join the wait list at [idealme.com/listinsight](http://idealme.com/listinsight). I made a few good recommendations here for how to accelerate things, but I gave you the process today for really how to thoroughly evaluate a market properly.

Okay. I'm not seeing any other questions just yet. If there are, I'm going to wait around for another few minutes here, make sure that I'm not leaving prematurely. If I don't get another question in the next 60 seconds, I'll assume it's because there aren't any other ones. Hopefully I do because I'm happy to stick around.

Yeah, Casey says, "Do you do the lead generation and the surveys at the same time so the prospect opts in and is taken to the survey right away." Yes. The prospect opts in, that completes the quiz or enters the giveaway. Then they're added onto my email list and immediately receive an email from me regarding the survey.

Mike says, "This presentation will be available on the idealme and trustme site, right?" It won't be available in the Trust Machine because it's a different product, but I will send out an email to everyone who's on this call with a link of exactly where the recording will be so that you're not spending too long looking for it.

John says, "You're on the west coast time, go enjoy yourself." Thank you. It's more my throat. After talking to yourself for three hours, your throat gets really dry. You can probably hear it's fading a little bit. Again, I'm happy to stay on longer if I need to answer anymore questions.

Michael says, "This is what I was looking for. Thank you." No problem Michael. I'm

more than happy to.

Michael says, "Do you have them opt-in at the beginning or end of the survey?" At the end of the survey. The idea is you're getting them to create micro commitments. I'll actually show you. Finishing this quiz ... I have to refresh this. It asks for the email, and then it only shows you the results after. People have already invested time into doing the quiz, and that's why the conversion rate is so strong.

David, just email me at [Brittany@brittanylynch.com](mailto:Brittany@brittanylynch.com) and we'll help you. Casey says, "Thank you for staying on and answering all of our questions. Much appreciated." No problem. I'm happy to do that. I think often the questions help clarify the training. What makes sense to me doesn't always make sense to other people.

Okay, Edwardo says, "Do you use the Smart Member membership site software? Any brainstorming ideas on how to use this with some of your strategies?" It's basically just a membership site program. You can, like if you had a video core, Smart Member would be great for that. They have a really nice intuitive navigation through the members area. Smart Member would be good for video courses or any sort of training like that. It probably wouldn't be necessary if it was just a PDF, because usually you just kind of need a download link for that, but it's a great software for video courses.

Michael L says, "This was great Brittany. High-five. Good night." Have a great night Michael. Again, I'm glad you enjoyed it. I'm sure I'll see you soon.

David says, "Do you have a course on affiliate marketing with Facebook or lead generation? I'm really interested in learning about earning with those methods." David, on the course of the software that I'm releasing shortly will have training on Facebook ads. Again, you can opt-in to the wait list to learn more about that. I'll send more information about it late next week.

Okay. Looks like I've answered all of the question. Edwardo says, "You're awesome. Lots of value. Thank you." No problem at all. I'm really happy you enjoyed it. I think I've answered all the questions, guys, and girls, ladies. With that said, thank you so much for being here, for attending. I'm so happy you all enjoyed this training and this information. The most important thing now is to not let it go. Go put it into action. Go follow through on this information. Use it to scientifically determine what niche you should be going into and what that audience really wants. Okay? That's really what's going to make the difference between a success or a failure or how successful you are online, is actually implementing this information. As always, you can reach me with follow up questions at [Brittany@brittanylynch.com](mailto:Brittany@brittanylynch.com). Thank you again and have a really really great rest of your week.