



## MODULE 7: RESEARCHING NICHES

## NOTES

## SEGMENT 1

This segment explored how to create a solid product that will convert well to your list and the lists of other affiliates. The first step is brainstorming good ideas for a product.

Here is a checklist of the most important ideas that were discussed.

## Basic Product Principles

- ☐ There is no need to re-invent the wheel.
- ☐ Take a product idea somebody's done and do it better
- ☐ Take a product idea somebody's done & expand on it
- ☐ Build a product YOU would like to see in that niche

## How Does Your Target Audience Talk?

- ☐ Use Facebook and find 5-10 Groups Related to your Niche.
- ☐ Using Google, find 5-10 Forums, Groups or Bulletin Boards related to your potential niche.
- ☐ Using these, it's easy to look around to get an idea as to what people are talking about, and HOW they're talking about it.
- ☐ Spend a few minutes on each group, page or forum and it will become easy to get an idea for your target demographic, how they talk, what they want, need etc.