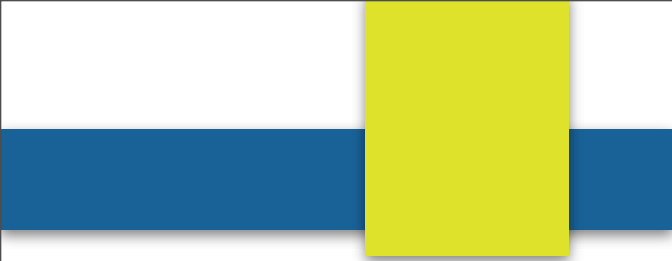




PHASE 2

SEGMENT 1



Phase 2 – Launching Your Product

Phase 1 Recap

- In **Phase 1**, we talked about marketing & selling other people's products via affiliate marketing including niche research, setting up your hosting, designing your lead generation opt-in page, setting up your autoresponder, and creating your affiliate sales funnel to optimize sales from your leads who subscribe, writing follow up emails, and getting traffic.

In Phase 2...

- We're Going To Tell You How To Take Your Business And Income To The **Next Level** Through Product Creation.

Let's Get Started...

In This Class

- Market Research
- Finding Your Target Market
- Finding Your USP (Unique Selling Position)
- How To Make Your Product Unique
- How To Find Out What Problems Your Market Is Experiencing
- How To Deliver Your Product So That It Has A Higher “Perceived” Value
- ...and More

[

1. Market Research

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Who Is Your Target Market?

Questions to ask:

- What type of individual is your product speaking to?
- What problems, frustrations are they experiencing?

[1. Market Research]

Ways To Get Answers

- ✓ **Get In Your Prospect's Mind...**

If You Were That Person, What Would You Want To Know?
Brainstorm And Write Down Your Thoughts.

1. Market Research

✓ **Forums and Blogs Related To Your Niche**

Search For Them In Google and Browse The Posts, Looking For Those That Are Getting The Most Views & Attention.

Pay Specific Attention To The Feedback Or Comments. Are People Asking Questions?

*Make Note Of The Ones That Pertain To Frustrations, Problems And Desired Solutions.

1. Market Research

- ✓ **Related Products On Amazon.**

Search For Similar Products and Read The Reviews. What Are People Saying?

[1. Market Research]

- ✓ **Facebook Pages/Groups**

Search For Related Facebook Pages/Groups and View Comments and Feedback. Make More Notes.

1. Market Research

✓ **Search Competition Product Reviews**

Search In Google Using [Product Name and “Review”] i.e. 3 Week Diet Review.

A Non-Biased Review Will Have The Negative (Cons) Along With The Pros. Pay Attention To The Negative Part. They May Reveal What’s Missing That Would Make It Better. That’s Your Cue 😊

[

1. Market Research



- ✓ **Search YouTube**

Search For Videos Related To Your Niche. Pay Attention To Any Comments That May Reveal What's On Your Prospect's Mind.

[1. Market Research]

✓ **Just Ask**

If You Have An Existing Audience/List, Survey Them By Asking What Their “Most Pressing” Question Or Frustration About ____ (ex: Losing Belly Fat)?

[1. Market Research]

- ✓ **Other Resources?**

Can you think of any other related websites, groups or networks where comments and feedback are common? Go there and do your research.

Defining Your USP

What Is Your Unique Selling Position?

- How is your product unique in the marketplace?
- Research your competition.
 - What are they doing/what is their USP (what benefit are they solving and HOW)?
 - How can you improve?

Defining Your USP

Ways To Be Unique

- Provide ONE solution for ONE problem (not 'be all to everyone')
- Target a smaller niche in the market (i.e., Weight Loss: Men only, teenagers, people over the age ____.)

Defining Your USP

Ways To Be Unique

- Deliver product in a format that has a higher-perceived value (i.e., videos/audios, membership site, ongoing raining/support, add tools/software, etc).
- *Brainstorm & write down your answers to the above!

Defining Your USP

Ways To Be Unique

- Deliver product in a format that has a higher-perceived value (i.e., videos/audios, membership site, ongoing raining/support, add tools/software, etc).
- *Brainstorm & write down your answers to the above!

In The Next Video...

Content Creation Game Plan