

Profit
ACADEMY

MODULE 7

SEGMENT 1



Jeff Lenney: Hey folks! How's it going? This is Jeff Lenney with uh, VSSMind, of course, Profit Academy. And we are going to be getting into Module seven. This is the first of four slides I've got set up for Module Seven. This is slide number one. We're going to be covering "Market Research and Product Ideas." And keep in mind, folks, that Module seven is all about coming up with your own product, and of course you have to do your research and find out your ideas before that.

So anyways, to give you a brief overview as to what we are going to be covering in this class, we're going to do "Market Research and Product Ideas." We're going to cover how you can brainstorm different ideas. And this is actually a lot easier than many people realize, but you can brainstorm using Facebook, and you can even use Google and online forums. We are going to discuss and discover how does your online, how does your target audience talk, literally. And we're going to discover the names of the products they both buy and love.

So, getting into our next slide for "Brainstorming Ideas," there really is no need to reinvent the wheel. Essentially, what you can do is you can take a product idea somebody's done, and do it better. So let's say, for example, that you are into personal development, and you've bought this amazing product half a year ago, and it really covers some things and it really explained the Law of Attraction in a way that you just loved. But let's just say you just kind of thought, "You know what? This was a good product, but it was really missing this," or, "It really could've used this." See what I mean?

You don't want to copy the product, but a lot of people do simply re-, I don't want to say re-hash, but re-use the same ideas with their own products – they just put their own spin onto it. So essentially, that's kind of what that covers, you can take someone's idea and do it better, or even you can take a product someone's done and expand on it. And let me give you an example of that. [00:02:00]

Let's say that perhaps you're in the weight loss niche, and you're going to do a product targeting weight loss. So let's say that you yourself lost a whole bunch of weight. Which is awesome. You feel great about it. And you were able to lose this weight because of a product that you purchased online.

And you know, you went through this product and you lost, you know, twenty pounds in thirty days, and you feel great, but again, you were just thinking, "You know what, I really felt there could have been more information on this," or "There could've been more information on what to eat when I go out to restaurants," or "There could've been more information on how to make fast food healthy," which actually can't be done.

So again, that's where you take someone's previous idea, and you expand on it. Again, you simply do it better. And one other idea is, you can build a product you would like to see in that niche. Let's say you got started with internet marketing a year or two ago ... Sorry, I'm getting over a cold. Talking is kind of hard for me, but I'm going to make this awesome, I promise.

Anyways, let's say you got into internet marketing a year or two ago, which many of you probably did. And let's say you got this amazing course and it covered a lot of things, and it really got your wheels spinning. It gave you some great ideas. But maybe it was missing something. Maybe it was missing, those step-by-step instructions that you really could've used. Maybe you would've liked to see somebody do an actual Webinar style series, where they actually go through and do everything step-by-step, much like we do in the Profit Academy Webinars.

And so, in that example, you could do a product teaching people, Search Engine Optimization, or Facebook Marketing, or E-mail Marketing, and your spin on it could be you show everybody, literally step-by-step, how to set up the business A to Z. And so again, that is taking a product [00:04:00] that maybe is not there. Let me say that again, that's creating a product that you would like to see in that niche.

And chances are, if you've thought it, if you've wanted to see it, other people probably have as well. So anyway, moving on. "How does my target audience talk?" And I hope this is not cut off on the top here. If it is, I apologize ... Oh, let's see. It looks like it's fine. Let me just re-size that a tiny bit just in case. Go to font size, here, it looks like it's cut off a little bit. I'm sorry. Let's go to font size, sixty-eight. There we are!

"How does my target audience talk?" And what we are going to cover here is that what you are going to be doing is you

can use Facebook and find five to ten groups related to your niche. And we're going to cover that in the next slide. You can use Google, and find five to ten forums, groups, or bulletin boards related to your niche. Now, using these tools which are one hundred percent free, it's really easy to look around and get a great idea as to what people are talking about, how they're talking, and what they're talking about.

And what I want you to do is spend a few minutes on each group page or forum, and it really is going to be obvious what people are talking about. You're going to get a good idea for the demographics. Are they males? Are they females? Are they educated? Are they not so educated? And this goes for any niche you are going to get in. Anyways, more on Facebook. "Brainstorming with Facebook." And I'm going to show you this live in a second here.

But in this search bar on top, you can simply type in the main keyword for your niche. For example, "weight loss personal development, make money online." And this is what I did right here, I simply typed in "personal development," and I found a whole bunch of groups on here. Now it's easy to browse through these and get a real good idea as to things people are talking about. Now I give some examples down here, but these are different things, different posts that people had. Maybe questions they had, but a big thing [00:06:00] in these groups was self-confidence. Allowing the mind to be greater, developing unshakable self-confidence so that was there again. And of course, the Law of Attraction.

So perhaps you might be able to do a product on self-confidence or improving your mind. I mean there's so many ideas, but this is really, really easy to do. I'm just going to go onto Facebook Live right here. I'm going to do the exact same search for "Personal Development." And take a look at this, now the reason I said you want to go through maybe five to ten of them is because you are going to find some that get spammed a bit. You're going to find some that have maybe just spam posts, and not really good quality content or shares, for example.

I mean looking at this one, there's stuff that's being posted, which is great, but there's really no audience engagement. So with a page with four thousand, five thousand "likes" it should really have more people talking about it than it does.

So I might take a look at one or two more examples, but again, looking at a different search. I'll get to this next, but let's see. "Personal Development." Let's look at this one here.

Okay, this one it looks like it has people that are simply spamming the group so we're not having any posts by the group itself but one thing you can do though, as well, I like to do, is you can go through and take a look at the members themselves. In fact, there's people I know. Of course, I know those three on the top there. Uh, actually I know a lot of these people. In fact, all these people are on my "Friends List" I know probably half of those top people in person. But you can get an idea as to who's in the group. Obviously, I said it looks like it's a good male and female variation. You've got some older, some younger demographics, et cetera. Brian Kevin Johnson, Bruce Adams, so [00:08:00] again, you're simply going through, and taking a look at who the people are.

And you're going to be able to get a better idea of your target audience, what they're talking about. I'll show you in the next step, "Brainstorming with Google." We're going to do a similar variation of this. All you're going to do is you're simply going to go through Google, and you're going to search for your keyword, or your niche, and forum.

So in this example here, I searched for "Personal Development" and that needs to be upper-case like this, and "forum." And via this Google search, guys, you can see here, I found multiple forums online where they're talking about "Personal Development." And I'm not going to have too much time to go into that now, but some of the topics I saw were, if you look at the bottom slide right here, people were talking about "self-improvement, the Law of Attraction, careers and business, relationship advice, positive thinking, improving self-confidence," and much, much more.

In fact, I'm going to go through and do a real quick search for one of these right now. Here we are. Top result right here, and again you can take a look at five or ten forums. But if you look at this, you got the different sub-forums here. I'm going to go to the top one for general self-improvement. And look what people are talking about: "An Effective Way To Overcome Boredom, How To Focus On The Right Things Effectively." I think that would be an amazing idea for a

course. Or an amazing step in a course. "How To Find A Mentor, How To Prepare Yourself Mentally To Overcome Laziness, Positive..." "How To Believe In Yourself Even If You've Failed For Years."

I mean, how many people do you know that could use this type of advice? "Dealing With Lack Of Motivation," I know I could use that sometimes. "For Better Sleep, Sleep Without a Cell Phone." Again, this is life-changing advice and you could certainly use this. Now, you don't want to copy the content, but you can simply use the idea.

[00:10:00] I mean, you could build an entire product off of this one, these three words: "Boosting self-confidence."

So again, take a look at these forums. Go through, see what people are talking about. I think you're going to be surprised at how much free information you can get out there. And if you look at this post right here, obviously it does not show their ages, but many people do have their avatars on there.

So again, you can read and see how people talk. See what they're talking about. Here's some book recommendations. Let's see, female, looks like mostly males on this one. A female there from Malaysia – beautiful country. So that's how that works. It's ridiculously simple, and again, the reason I suggested previously, try to find maybe five to ten Facebook groups, and five to ten forums because some of them are going to be junk, and others are going to be a pure gold mine.

So, moving on, we're going to look at the names of products people love to buy. And again, I think my text is a little bit too big there. I apologize. Let's try different font size – There we are. What are the names of products [people] love to buy? What we're going to do is we're going to simply use "ClickBank." This is really, really easy, and, well I'll show you live right now. We're going to go to "ClickBank" to the "Marketplace." Let's see, "ClickBank Marketplace," and you can either search by keyword right here, for example, or you can scroll on the left side here, and you can browse by category.

So, in this particular example, I'm using "Personal Development" as an example, so I will simply go to "Self Help." Now, I don't know where that will fall under so here's what I'm going to do: I'm going to do a search on the top

here for "Personal Development." Now, let's say I had no idea [00:12:00] where to find those products. So what I want to do is I want to look at the categories and the sub-categories. If you look right here, you'll see this is under "Self Help/ Motivational"... There's another one under "Self Help and Motivational," so I've got an idea that I might find some of the good products on "PD" in there.

So I'm going to go ahead and scroll down to the left here, and I'm going to go to "Self Help and Motivational/ Transformational." And I'll scroll back to the top here, and the default results, it should be sorted by popularity. You're going to see the most popular products in that particular niche. If you look at the gravity as an indication as to how popular the product is. Gravity, means, I believe, within a two month period how many affiliates are making at least one sale of that product. [inaudible 00:12:51] Example: we can say safely at least ninety-one affiliates have sold the product, have sold at least one copy of that product. You're going to find gravity varies per niche. It's not always going to be super high for example, with an internet market in the Google sniper product gravity is about three hundred and fifty.

With weight loss, the factor of gravity is probably two fifty to three fifty. Please keep in mind, a high gravity does not mean it's a more popular product, necessarily. It might just be a more popular niche. Or it might be a product being promoted heavily due to product launch.

So in this example, I can tell you guys that Manifestation Miracle is amazing. It's got a ninety-one gravity. And Joe Vitale's Law of Attraction Certification, it's got a gravity of twenty-seven. So these are products that people are buying. These are products that people are actively buying, and in fact, you can do the exact same thing. Let me show you the next slide at JvZoo.com. [inaudible 00:13:49]

You sign up for a free account, you click on "Affiliates/Find Products," and this will let you search for products being sold on JvZoo by category or even keyword. And it's going to look like this [00:14:00] as an example. I did a search here, and I went to "Affiliates," the drop down right there, and I did a product search. I clicked on "Find Products," and went to the category "Self Improvement."

And what I did was, I clicked on "Sold" right here, which is going to let me see how many sales a particular product has. So as an example, we've got "Faster, Smarter, Better Business Course." Over fifteen hundred. We got "Self Improvement PLR." We can ignore the "PLR" stuff but we got "How to Automate Evernote." Okay, probably not going to be so applicable, but let's go ahead and take a quick, live look at this as well. I've already got this pulled up here. And don't mind my seller snapshot.

I actually never promote via "JvZoo." I might promote there only once a year or so. I'm usually more of a "ClickBank" guy myself. Although, JvZoo is great, don't get me wrong. I just don't want you to see my sales and be under-impressed. I never really use it. So we're going to go "Affiliates and Find Products." All right, we are going to select "Category" and they got a bunch of different categories in there, so in this example, we're going to look at "Self Improvement. You can filter by different products. Front end or Wso, which is a Warrior Special Offer.

So, I just want to see what's popular. So we got the "Faster, Smarter, Better Success Course." Again, you can ignore the "PLR" stuff, but here's one: "Rapid Prosperity." It sold a hundred plus copies, which is pretty good. It sold two hundred and fifty plus on the back end, more PLR. So there's a lot of "PLR" stuff in here. "Overwhelm Assassin" ... "Girls on Film." Wow, okay. Interesting. So let's try a search, maybe for a keyword, [00:16:00] and see if we can find anything.

I'm going to add a "-PLR" to that. I'm really curious if it can do a search for products that do not have the word "PLR." Okay, that's not going to work. It looks like they either all do or it just doesn't work. It won't let me search in that method. So, anyways, you guys get the idea that you can do this for any product, any category. If we look at "Health and Fitness" for example, we can do the exact same thing.

"Personal Development," I want to remove that. We're going to go to "Health and Fitness." You can look at sub-categories. So I can look at maybe "Exercise." And it looks like there's a lot of "PLR" content, so I know JvZoo is real popular in the internet marketing, "Make Money Online" niche. Again, I don't use it all that often, but I encourage you to play with it still.

It's going to give you a good idea as to the types of interests people have. So, I hope that helps.

So, anyways, moving on folks, we still got a little bit to cover here. Um, let me re-size this again. I do apologize for that. Hope you can still forgive me, and we can be friends. Uh, okay, you're going to like this one. This is going to probably be your favorite thing I'm going to show you on this particular video. You can actually use Facebook to do product research. You can search for "Interests" liked by people that like a particular page name.

For example, you can search for "Favorite Interests" of people who like Anik Singal and Frank Kern. You can search for "pages liked by people you like Anik Singal." And I'll show you an example here. I did a search for "Products liked by people who liked Anik Singal." And let me show you real quick how that works. You simply type in your phrase. I had already had it copied and ready to paste, and you click on the drop down, the text down here. [00:18:00]

Now, you can browse different things. You can browse people, posts. You can browse photos. You can browse pages. I like to browse pages 'cause that's considered the different particular products, liked by people that like Anik Singal. For example, "Jeff Walker's Product Launch Formula." "Love Or Absence, HubSee". I'm not sure what or who that is. "Mind Movies," of course. They're amazing. "ClickBank, The Rise To The Top, 5 Minute Marketing, WIX." [inaudible 00:18:33] Really nice to be able to do.

Or let's say you really want to do a Personal Development product. Maybe you want to do a search for "products liked by people who like Bob Proctor." Or even better, how about this? How about "pages liked by people who like Bob Proctor"? And, you can even click on these items up here. Or you can click on "See More" on the right side there. And you'll see people that liked Bob Proctor also liked Tony Robbins, Jack Canfield, Jim Rome, Brian Tracy, Zig Ziglar. He's amazing, Zig. Robert Kiyosaki. Awesome guy, Rich Dad, Poor Dad. Darren Hardy, Brendon Burchard, Success Magazine, Deeprak Chopra, another amazing man.

There's a lot of amazing people on here, and again, this really lets you expand your research and find out what

people like. And you can even do something like this, "pages liked by people who like Bob Proctor and Tony Robbins." You can expand it just like that as well. And you can do pages, interests, things, places, it's great. And you click on "See More" again. And again, it's going to give us a real nice idea as to maybe who our target audience likes. So anyways, I do encourage you to play with that yourself. That's really going to be the best you can do any of this, is by simply doing it yourself. So, just to kind of review what we covered, this is the first slide [00:20:00] of two for this particular method.

So make sure you watch the second slide, but anyways, we covered the first half of our "Market Research and Product Ideas." We covered how to "Brainstorm Ideas: using Facebook," which I just showed you. "Google and Online Forums." We covered "How does your target audience talk?" And again, you can browse them on forums. You can browse them on Facebook. We covered ClickBank and JvZoo, and even Facebook, to determine top and hot products in any niche. And we also covered the Facebook Graph Search just a moment ago, to determine the names of products that people love and buy. So having said that folks, if you have any questions, please by all means, let us know. And we'll see you on the next video. Take care.