

# **Choose Your Market Toolkit**

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## Recommended Resources

**Niche Authority Site Training From  
An Expert With Over \$116,736  
Income From This ACTUAL Method**

[Niche Authority Domination](#)

## Step One: Brainstorming

Write down all the possible market ideas that come to you. There are no bad ideas at this stage! Resist the urge to self-edit. Get everything down. Start by writing the ideas that come to mind first...

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What problems have you solved in your own life? What challenges have you faced and overcome? Imagine you're giving advice to the OLD you from 5 to 30 years ago. What would you share with them?

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What skills and work experience do you have? What did you do at work that others would be willing to pay you for?

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What are your hobbies? What do you do in your spare time?

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What fascinates you? What have you read more than 5 books about or what do you continually watch on Youtube? What do you know more than 90% of people about? What would you love to interview experts about every week?

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What skills do your friends have? Who do you know who has already proven themselves reliable at producing content and value for others? Who could you potentially partner with to create a business together?

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## Step Three: Discovery Process

#1: **Google Trends:** Is the topic steady, growing over time, or declining during the past 5 years?

<https://trends.google.com/>

#2: **Facebook Audience Insights:** Are you able to clearly identify several targeted audiences for the topic on Facebook? <https://www.facebook.com/ads/audience-insights/>

#3: **Facebook or LinkedIn Groups:** Are there multiple groups in your target interest where you can join and network? <https://www.facebook.com/groups/> or <https://www.linkedin.com>

#4: **Amazon:** Is there a clear category for your topic, sponsored ads in the search, and books with a large number of reviews? <https://www.amazon.com/Best-Sellers/zgbs>

#5: **Udemy:** Are there multiple courses with thousands of sales each?

<https://www.udemy.com>

#6: **Competitors:** Are there competitors running ads for anything related to your offer on Google or Bing (review ads only)? <https://www.Google.com> and <https://www.Bing.com>

Write down your bulls-eye keyword. Then checkmark each of the boxes based on a pass/fail score...

Bullseye Keyword	Google Trends	Facebook Insights	Groups	Amazon	Udemy	Competitors

## Step Four: Market Scorecard

By now, you should have cut down your list to no more than 2 to 5 possible ideas. You've thought about them. You've researched them. Now you're ready to score the ideas that are left. In this step, we're going to go through a series of questions and you'll score each of your ideas with a score of 2, 1, or 0. If the answer is a resounding YES, give it a 2. If it's a maybe Yes or you're not completely sure, give it a 1. If it doesn't look like it applies, give it a 0.

Add up your totals score for all the questions and compare them for each of the ideas...

Bullseye Keyword	Google Trends	FB Insights	FB Groups	Amazon	Udemy	PPC	Expert	5+ Years	Origin Story	Passion	Players Money	Empathy	Total Score

#1: Does Google Trends say this market is trending up, stable, or trending down over the past 5 years?

#2: Are you able to identify this audience using Facebook Audience Insights?

#3: Are there targeted, popular, and active groups on Facebook or LinkedIn you can join?

#4: Is there a clear category for your topic, sponsored ads in the search, and books with a large number of reviews on this topic on Amazon?

#5: Are there multiple courses on Udemy with thousands of customers (eBay or Etsy for ecommerce)?

#6: Are competitors advertising on Google and Bing under your bullseye keyword phrase?

#7: Do you have expertise in the topic to share with those struggling with this problem/obstacle?

#8: Can you see yourself writing or talking about this topic 5 or more years from now?

#9: Do you have an 'origin' story to share about why this is so important to you?

#10: Is this an enthusiast, evergreen market where people stay interested for years or decades?

#11: Is this a market where players-with-money are willing to spend \$10,000 or more for a solution?

#12: Is this a market where you have empathy for your ideal clients?



## Step Five: Choose Your Market

If you still have 2 or more ideas with a similar score, take a break! I wouldn't choose a market just because it wins by one or two points. The break is important. It's even better if you can take a couple of days, such as a weekend away from it before making your final decision.

Review your results with a spouse, friends, or qualified coach.

Remember, your decision doesn't have to be permanent, but you don't want it to be wishy-washy either. You need to invest at least 6 to 12 months into a market to see the results.

Here's a bonus test if you're still up-in-the-air at this point.

Create content on the topic. What is a desperate problem in the market that you can help people with a short piece of content? For example, if you were in tennis, you're not going to fix their tennis game, but you could shoot a video that shows them how to do a better toss for their serve. You couldn't teach how to develop a wordpress website, but you could write about and include screenshots that show someone how to choose and install a theme for Wordpress.

Choose the content delivery method that feels most comfortable for you:

- Writing: Write a 2,000 word pillar post on the topic. If you own a website, put it there using Wordpress. If not, you could sign-up for a free account at [www.wordpress.com](http://www.wordpress.com) or [www.blogger.com](http://www.blogger.com).
- Video: This could be done with your phone or a camcorder. Or you could use a free screen recorder like <https://www.freescreeenrecording.com/>. Shoot a video where you give guidance on how to solve this 'small' problem. Upload to Youtube when finished.
- Audio: Have someone interview you on audio. A series of suggested questions is included below. Edit the recording with open source <https://www.audacityteam.org/>. Then upload it to Google drive: <https://www.google.com/drive/>

Share your content piece on one of the target groups (*check to make sure it's not against their rules*) and ask for their feedback on it.

Once you've chosen a market, you could even start a 'funnel' like this. Write the pillar blog post. Record the audio.

Offer the audio as a 'content upgrade' when someone subscribes to your email list. This means you put a subscription form in the blog post in several locations with the offer to get the free audio. Grab a low cost subscription to an email marketing service at Birdsend: <https://www.mymarketingcoach.com/birdsend> (this is an affiliate link). It's free for the first 7 days and one of the lowest cost providers available after that.

Then run a \$5/day ad using Facebook where you send visitors over to your blog post. Run it as long as you want just to get some visitors to your blog and see if you get subscriptions. Very low cost way to start marketing your content!

### **Suggested Interview Questions**

- Why is \_\_\_\_\_ so important to you personally? (Share your related background story)
- How had you tried to solve the problem before? (Something commonly taught)
- What were the first steps you took to overcome \_\_\_\_\_?
- What did you do next?
- What are some major pitfalls to watch out for when you \_\_\_\_\_?
- What do you wish you knew about \_\_\_\_\_ when you first started out?
- What if you only had 7/30/90 days to \_\_\_\_\_, what would you do?
- If listeners took away just 3 lessons from today, what should they be?
- Is there anything else I should have asked you?

## Step Six: Start Immediately

This is important. Once you've made a decision, start your business.

Motion beats meditation.

### Start-up Method #1 – Audience First (Content Marketing)

- Create content mindmap (10x10 matrix)
- Start publishing content (blog, podcast, or video – your choice).
- Create lead magnet and build list.
- Promote affiliate products.
- Analyze results and survey list.
- Create your own product.

### Start-up Method #2 – Product First (Paid Advertising)

- Do more research into market.
  - Make a list of questions being asked in groups
  - Analyze the Table of Contents on Amazon
  - Create notes from reviews on Amazon.
  - Reverse engineer competition in Google ads.
- Mindmap your 'basic' step-by-step bridge (4 to 8 steps).
- Write rough draft sales copy.
- Create version 1.0 of your course or coaching program.
- Get your website designed and ready to sell.
- Start running ads promoting your product or service.

No matter which method you choose. Throw yourself into a MISSION. You will likely re-invent your small business several times as you grow. Find an audience, look for a problem you can solve, and serve your clients!

## Step Seven: Analyze Your Results

Don't second-guess your decision.

Give yourself at LEAST 6 to 12 months...if not longer in this market.

Invest the time you need to produce the content or market your offer.

Continually LEARN on the topic you're following (if you blog – study blogging).

Hire a coach or trusted advisor to review your work BEFORE you give up on a market.

### Method #1: If Your List Isn't Growing

- Are you offering an attention grabbing lead Magnet?
- Are you publishing regular content that serves the audience?
- Are you optimizing your content for search?
- Are you reaching out to other influencers in your market by connecting with them, sharing their content, and being a resource?
- Are you practicing infotainment which means mixing in entertainment and personality into your content?

### Method #2: If Your Product Isn't Selling

- Are you getting your message in front of the target, buying audience?
- Are you making a truly irresistible offer (this is the first thing to test)?
- Do you have strong, emotion-rich sales copy that speaks in the customers' language?
- Do you have a funnel in place (scaling up often requires bumps, upsells, and backends)?