

Choose Your Market

**7 Step Method to Choosing a Niche
Market Full of Starving Buyers**

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Introduction to Choose Your Market

Today, I'm going to be covering how to “**Choose Your Market: The Seven Step Method for Choosing a Niche Market Full of Starving Buyers.**”

This system will not only help you select the right market for you, but it'll also help you get started and even test your idea to make sure the market is a good fit for you. This system can help you, whether you plan to offer consulting, coaching, online courses or services. It can also help you choose a market to start a blog, a podcast, a YouTube channel, or other social media options. It's good for both E-commerce and those who just want to start off by selling affiliate products for others.

No matter what you want to do in your online business, you need to choose a market full of hungry buyers. After helping clients for over two decades, one of the biggest challenges I've seen them face, is getting clear on the right market for them.

People may study online marketing for years and they're still stuck at the starting line. They can't decide what to do or what to offer. The first step is choosing the right market. It's the doorway into everything else.

Too many people have been told to simply follow their passion. And while that can be good, it's only a partial truth. It's much more important to find a hungry buying market. It doesn't matter how passionate you are about something, if no one is willing to pay you for it. As we'll cover in a few minutes, we want to find the intersection of a hungry buying audience, value you can share with them, and passion to help you keep moving forward even when you face challenges.

In addition, a lot of people hear “Follow your passion” and they think, “*Well, I'm passionate about online marketing right now. So, I should just help other people get started in their own online business.*”

But if you've never started a business yourself, and you've never put up a website online, then you don't have value to give yet in that market. You'd be much better off finding a market where you have value to give. You might say, “*I don't know where I can add value.*”

That's okay. That's why I produced this training. By the end of step one, you'll have a bunch of potential markets you could go into, which we'll then refine and choose in the later steps. You can't simply copy someone else's business model, unless you have the same resources, background and talents as them. You need to find where you fit.

It's counterintuitive, but the best way to reach an audience is by niching it down. It's expensive to try to reach everyone. It's much easier and lower costs to reach a clearly identifiable niche market.

Remember this rule...

If you try to speak to everyone, you end up speaking to no one in particular.

Choosing a niche and being a specialist is the pathway to greater income. You grow your audience by narrowing it. I'm going to repeat that rule again, if you try to speak to everyone, you end up speaking to no one in particular.

As you go through the system, don't freak out about choosing your market. I've seen people do this many times. They'll get themselves so frustrated. They get themselves into analysis paralysis, because they say, *"I've got to make the right choice now because my whole future depends on choosing the right niche market today."*

And I want to let you know that the choice you make today, doesn't have to be permanent. No matter what choice you make today, I can tell you that you're probably going to refine your message in the future. You might even make a slight shift in the niche market that you choose. You start going after this one audience and you say, *"I'm producing good content about the subject. The audience is responding to this content over here, I'm going to slightly change the niche I'm going after."*

That is really common.

And not only that, there are going to be times where you might change the entire market you're going after, because you decide you have more value to give in another area. The audiences are going to be stronger buyers in another area. When you get done at the end of the system, maybe there's two different niche markets you're thinking about going after. You go after the first one and a couple of months down the road, you decide that, I really wish I would have chosen the other one. That is okay. That's normal.

I've worked with clients who've been in the same market for years. They've built a six figure and up business. They're very happy in this market. They're making money from this market. They're bringing in buyers from this market. But over time, they start to get a little bit burned out in this market and they put more freedom in place in their business. They get more systems in place in the business, but they still have that desire to go into another market.

They might sell off their current business and then they move to a totally new market. Or they start slightly shifting over to the new market. Or they bring in a team member to help with the current market, as they go into a new market.

Shifting from one niche to another niche inside the main market is very common. It's also pretty common to change from one market to a totally new one. So, don't sit here and freak out about this. Don't get into analysis paralysis saying, *"I have to get the decision right."*

Because if you start building in one market and decide to change direction and go into a different one in the future, none of that time is wasted because whatever you did, you learned more about it...and whatever you learned can be used in your next business.

For example, let's say that you started building up a YouTube channel in one market and you produce videos, you started changing subscribers, you start moving people over to affiliate products that you're promoting. Three months down the road, six months down the road, you decide that there's another market you'd rather go after. That is okay. Because the skills you developed in this market producing the videos, attracting subscribers, promoting products are going to be used in the other market as well.

You're going to reach success much faster in the new market, because you already have the skills to build upon. The skills you develop in one market transfer to others. Many successful consultants, coaches, podcasters and business owners, transition to another market later.

One of my friends, Dr. Glenn Livingston, was in over 20 different markets successfully. Now, part of the reason he went into so many different markets, is part of his passion, was doing the research in the market, going in and really finding the details about the audience. So he could put together systems to sell to this audience and produce a value for this audience.

He went into one market after another successfully. Now, he's in the "Never Binge Again" market meaning, he's helping people never binge again. The skills he developed, the online marketing he developed throughout all those markets continue to help him today as he grows up in this business as well.

Don't get afraid. Don't freak out. The market you choose doesn't have to be permanent.

Now, why should you listen to me about this topic? Well, I've been full-time online for over 24 years now. I've sold millions of dollars' worth of products online myself. I've helped clients personally, in hundreds of different niche markets. I created one of the first membership sites for online marketers. I've authored multiple books for online marketers. I have helped thousands of customers find the right markets for them and build a business successfully online. I've done this over the years and I've helped people move into all different types of niche markets.

Years back, I was listening to a series of audios recorded by Gary Halbert at one of his conferences. You might not know him, but Gary Halbert was a well-known copywriter that helped people in the direct response fields. And he brought up a scenario at his seminars.

The scenario was, if you owned a burger stand, what one buying advantage would you want? Would you want to have the best location? Maybe you'd like to have the advantage of having the best prices. Maybe you'd like to have the best tasting food. That would be a good advantage. Perhaps the best advertising. He said that you could have all of those advantages and he would still beat the pants off of you, if he had a starving crowd.

Having a starving crowd, is more important than the right domain name. A starving crowd is better than having the lowest prices in your market. A starving crowd is more valuable than having the best product. A starving crowd is more profitable than being an expert at advertising. That's why it's so important that we choose a market that's full of hungry buyers.

This is going to be valuable to you, no matter what type of online business model you want to follow. You might want to go into the E-commerce business. Maybe you want to go into info publishing. Perhaps you want to be a consultant or a coach, or you're a service provider. Maybe you're offering software as a service, or you're an affiliate promoting other people's products and services. Maybe you want to put up a blog or YouTube channel or a podcast giving away free content. But even then, you're going to be selling advertising on your channel. Or Google is going to be selling advertising for you on your YouTube channel. You still need to have a starving crowd who wants that information, who wants that content, who are going to buy the advertisers' products.

The big lie that everyone likes to talk about, is they tell you, "*Just to follow your passion.*"

Or very similar to it, they tell you, "*Do what you love and the money will follow.*"

But that isn't always the case. There's a three-piece puzzle to choosing your market. First of all, you want a starving crowd of buyers. Second, you need value that you can give to these buyers to attract them. The third point is, you need long-term interest in this topic. This needs to be something that you're going to be interested in long-term: providing value, creating content, and helping these customers.

I like what Mike Rowe says. He says, "*Never follow your passion, but always bring it with you.*"

Be passionate about what you're doing and what you're helping people accomplish.

As we talk about this, I want to bring it back down to simplicity. You're going to see online gurus who put up a chart that shows hundreds of things they tell you are required to run your business. All these different moving pieces that you need to put in place. For the majority of people, what ends up happening, is your brain goes tilt and it says, "*I can't do all of this.*"

You become overwhelmed. You don't get anything done. Again, working with entrepreneurs for a couple of decades, I've seen so many of them have massive "Should-Do Lists" of things that they think they should get done. The more things they add to that list, it seems like the less things they get done because their attention is divided in so many different directions.

I like to teach a very simple system called "**Four Steps to A Freedom Business**".

- The first step is **finding a hungry buying audience**. That's what we're covering here.
- The second step is thinking about **what you're going to sell them**. We want to find a buying audience and we want to sell them something.
- The third step is, **what else will you sell them?** We're going to sell this hungry buying audience, a product or a service. And then on the back end, you've probably heard the statement, the money's in the back end. On the back end, we're going to sell them other products and services.
- Then we're going to **consistently attract leads and customers**. There's a lot of different traffic methods that you can use to consistently attract new leads and customers.

Those are the four steps we're going to focus on in your business. Find a hungry buying audience, sell them something, sell them more things, and consistently attract leads and customers into your business. Don't overcomplicate this simple system. Let's get right into it.

Step One: Brainstorm Ideas

Rule number one: don't judge or second guess your ideas. Just get them all out on paper. Put them all in a mind map. Write them all out on your computer. As you write your ideas, you're going to be thinking in your mind, *"Well, this isn't a very good idea."*

Stop it. Stop thinking that way. I just want you to write down all the ideas that come to you. You're going to have a huge list of ideas at the end of step one.

Rule number two: give yourself a deadline of 30 to 60 minutes. Then take a break. Come back for another brainstorming period later that day, or even better, wait till the next day, because you're going to find that ideas come all during that break period. Sometimes your very best ideas are either the first few ideas that come up or they're the ideas that show up during that break period. I think it's very important to have that break period somewhere in this process.

Rule number three: you're going to brainstorm randomly first, then you're going to use the prompts that I'm going to give you to come up with more ideas.

This can be an even better process if you would invite a spouse or a friend to help you brainstorm. Remind them of the rule that they're not supposed to second guess any idea. They're not supposed to come out and say, *"Well, that's a stupid idea."*

That's about the worst thing that they could do. During this process, every idea gets marked down. You're going to eliminate them in the next step as we go forward. All right?

Get started thinking about ideas of markets that you should go after. Keep in mind, the three requirements I've already talked about.

- We're looking for a hungry buying audience.
- We're looking for somewhere that you have some type of value to give
- We're looking for something that you have long-term interest in.

Let's get into the first writing prompt...

What challenges have you personally overcome?

What problems have you solved in your own life? What challenges have you faced and overcome? For example, if we're talking about me, I couldn't sell in person. I sucked at door-to-door sales. I've invested more than two decades focused on creating automated, 24/7 selling systems. That's what I've done.

Other markets that I can consider for other challenges that I've overcome in my life include weight loss. For example, since I work at a desk online, there was a time that I got up to 235 pounds. Well, I started getting stomach pains and other problems and I lost that weight. I lost over 70 pounds and I've kept it off since then. That gives me a big market of weight loss, but I could also niche it down and go after those who work at a desk or even those who work at home.

I also had a period where I learned to do public speaking, even though I consider myself a pretty extreme introvert. That's a challenge I had to overcome and I could help other people do the same.

Way back when before I started my online business, I had a lot of debts and I had debt collectors calling me during the day and night. It was a mess. Eventually, I'd negotiate with the debt collectors and I got out of debt completely without bankruptcy. Those are different challenges that I've overcome in my own life, that I could help others overcome. They each lead to a niche market where there is a hungry buying audience.

Think about this from your own side, what challenges have you faced and overcome in your life? Imagine that you were going to give advice or support to the old you from five years ago. Or perhaps we go back 10 years ago or even 20 years ago, what advice would you give the old you? What problems or challenges would you help them overcome?

I like this quote from Chris Barrows. He says, "*What has happened to you personally, or professionally that you would most like to pass on to other people?*"

That's the first prompt. What challenges have you personally overcome?

Now, the second prompt is what work experience do you have?

What skills have you developed from your work?

There's a lot of people who think, "*I hate my job. I don't want to be at my job anymore. I want freedom online. I want to separate myself from what I've done in the past. I want to do something totally new because I'm just not passionate about that anymore.*"

But the reality is, if you've spent decades gaining experience, you've spent decades gaining skills that could help other people, it seems kind of crazy to just throw all that away!

Maybe the reason you don't like your job is because you're overwhelmed at it. You work too many hours. Maybe it's the corporate environment that you hate. Maybe it's all the politics where you work. It might not be the work itself, especially if you cut back the work. It's everything else that goes along with it. I want you to think about it from this angle, what can you use from your previous work experience to help others?

My work experience is the fact that I've built online businesses. I've done copywriting. I've helped people choose their market. I've coached clients to build six and seven figure businesses. There's a lot of work experiences I have online. But before I came online, I jumped from one dead end job to another, so I didn't have a lot of work experiences back then.

Here are some ideas from others that I've worked with. A psychologist, a trained psychologist, helps binge eaters. Someone who used to work at Google, helping people with Adwords ads on the Google side, a Google rep, he now teaches how to do Google ads.

A doctor shows people how to eliminate chronic pain by fixing their foot problems. He has instant credibility because he's a doctor who has been doing that. A chiropractor who had trouble in

his practice and he was going broke, he discovered how to create good ads that attracted buying clients into his chiropractic practice. He sold an advertising kit to other chiropractors. A schoolteacher creates a system for passing tests. A fitness coach creates an online fitness course. You can see they're using their past experience, especially their experience at work, to help solve problems for their customers and their clients.

Now write down what work experience you have and what problems it could mean that you help others overcome. Next...

What are your hobbies?

What do you do in your spare time? Are there teams that you've played on? For example, maybe you were on the tennis team or you're on the football team. Maybe you coach little league football. That's one of your hobbies. What are you passionate about doing? What have you enjoyed in your own hobbies? This could be a place to find a hungry buying audience.

Perhaps you've been a tennis coach. Perhaps you enjoy training dogs. Perhaps you love video games and there are specific video games you could help people play. Perhaps it's cooking and cooking again is a very broad market, so we'd want to narrow that down. If you write down cooking, write some of the types of cooking that you could go after, because those become the niche markets. Maybe you love doing digital photography. Or you like making soaps or other natural products. Maybe you like doing solo war gaming or something like that. That can again be a niche, if you can find buyers in that market. This is the next prompt. What are your hobbies?

Let's move to the next one.

What fascinates you?

Go and look at your library. I'm a reader. I love to read. There's a lot of books in my library, in my house, plus on my Kindle, plus on my computer. There are books all over the place. One of the questions I ask you especially if you're like me, is what topics have you read more than five books about? This is something that fascinates you. Something that you want to continue to learn on this topic.

What do you know more than 90% of people about? And notice I use 90%. I didn't say 100%, because there's always going to be somebody who knows more than you about the topic, but you need to know more than most. You need to be able to help people with a system that solves their problems.

With the fascination, what would you love to do a podcast about where you're interviewing experts? For example, maybe you love weight training or you love running. Or you love dog training or perhaps you love studying the Bible. It could be real estate investing. It could be something that fascinates you. Something that, again, you have value to give because you've studied this topic. You've practiced it for years. It's something that you'd love to share with others.

As we go through these prompts, you should have written down a lot of ideas by now. But I've run into clients who still at this point still say, *"I don't have anything that stands out."*

Maybe you don't believe you have anything that stands out? Personally, I think you're missing something and need to go back over the previous prompts. By now you should have already written down at least several ideas, if not dozens of ideas. But you could also team up with a friend or a business partner where they produce the content and you do the marketing.

Could You Partner with a Proven Content Creator?

I've worked with clients where that's how they've set up their business. They have somebody else who produces the content while they do the marketing for the business. And that's something that you could do as well. You split the business 50/50, or whatever percentage makes sense. If you do that, I'm going to caution you, that you need to discuss as many things in detail as possible. You need to put everything in writing, including the expenses the business is going to cover. Be very specific here, because you might get stuck with a partner who wants to waste all the profits on fancy desks and offices. Maybe you want to pull money out of the business for living expenses while they want to reinvest it all back into growing a big company faster.

I've seen clients who struggled with problems like that. You need to discuss how profits are taken, what expenses are covered in the business, how you're going to grow the business. There's a lot of things to discuss here. You also need to talk about who's going to manage what, what you're responsible for, and what they're responsible for.

What about as the business grows and you bring up other team members, then how do these responsibilities change in the business? If you don't discuss all this, there's going to be problems. And even if you do discuss all of this, there's still going to be some problems. I'm going to caution you, if you do any type of business partnership, there's going to be problems in the business. And one more caution to go with it, is you need to partner with somebody who is already a proven producer.

What does that mean? That means they're already writing a blog. They're already doing a podcast. They've already written a book. They're already doing speeches. They're already doing interviews. They're doing something to prove that there's someone who will produce content and they'll do it consistently.

Don't partner up with someone just because you think, "*This would be somebody who would be good at producing content.*"

Don't partner with someone who has potential of producing content. You only want to partner with somebody who is already doing some type of great content. Maybe they're teaching a college class. Well, that's some good content that could be used online as well.

Partner only with a proven producer. An example for me would include some people I know. I know someone who's ran a lawn business. I could partner up with them and we could teach how to start a lawn business. Freedom from anorexia, how to get someone free from anorexia. How to manage diabetes, how to get out of debt, how to raise teenagers, how to care for horses. Those are all things I could partner with a friend or someone else I know about those topics.

They're not necessarily my expertise. I don't have any teenagers. I wouldn't be comfortable teaching content about raising teenagers, but I could find someone who does and who could produce information about the topic. This is another way that you can choose a market, is it could be partnered up with a friend.

At this point in time, you should have a large list of potential markets. Remember, I want you to go through and make a list first. Then take a break. Invest 30 to 60 minutes on the first brainstorming session. Take a break till later in the day or the next day. Come back and finish up with the ideas. Come back through the writing prompts again. Write everything down while you're brainstorming. Don't prejudge any of the ideas. You can write related ideas that come to you, but don't delete the original ones.

For example, maybe you write down dog training. That's a pretty broad market. It's not really that niched at this point. After writing down dog training, you're not going to prejudge it, but you think, you know what? I could go after German Shepherd training. That's very specific. Or I could go after protection training, which is a specific type of training. You could write those down.

Perhaps you write down, "Start a YouTube channel". But then you think back, well, I haven't really started a YouTube channel, but I have done a blog. So, you write that down next, "write a blog". That's a similar topic. You could also write "grow a podcast" as another idea.

Try to invest at least 30 to 60 minutes over two different periods, and especially over two different days to come up with all the ideas.

Step Two: Niche Your Ideas

In step two, we're going to begin niching down your ideas. People have different words for this division, but I like to think in terms of niche versus market. A market is a large interest such as: make money, health, self-help, relationships, or spirituality. These are such large markets that they're not clearly defined.

For example, if someone wants to make money, how do they want to make money? Do they want to earn more at their current job? Do they want to start an internet business? Do they want to invest in real estate? Those are totally different audiences.

Remember, if you try to speak to everyone, you end up speaking to no one in particular. Your niche is a tighter, more specialized audience. For example, the large market of relationships, could include the niche of marriage. But even marriage is too broad. Is it somebody's looking for information on getting married? Are they interested in anniversaries? Have they been married for five years? Is there a specific problem in their marriage that they want to solve?

Something more specific, a niche that you could go after, could be something like "stop divorce". That's a more specific niche in the larger market of marriage and the even larger market of relationships.

You need to niche it down to a customer, that's going to have specific problems, specific challenges they want to overcome. Specific mindsets that you can speak to directly in their own language. You're looking for your ideal client and I recommend you start specialized. If you find that you're too specialized, you can expand out from there. By starting specialized, you can speak really well to that one specific ideal client that you're going after.

You have your large list of ideas that you created in step one. Now, let's start refining this list. Pull out a few of those ideas that you're really interested in. The ones that you know are really sticking with you because you're thinking, "*I have a lot of experience in this topic.*"

You know this is something you can help people with. There's probably a buying audience here, because this is a desperate problem people need to solve. Pull out a few topics like this. Are those topics niched or are they a broad market?

For example, 'make money' is way too broad. Even the term 'real estate' is too broad. We could go after something like 'real estate investing'. But even the term 'real estate' is too broad. Something more specific even in real estate investing, would be 'invest in apartments'.

Here's what I like to do to figure out if my keyword phrase is too broad or it's specific enough for my audience. Type the keyword phrase into Google. Then I'll look specifically at the paid ads, because I want to know if people are paying for ads to sell something similar to what I want to sell.

If I type in the keyword phrase 'real estate', websites like Zillow and Realtor come up. When I use the term 'real estate' in Google, Google thinks that I want to buy a new home. Maybe I want to

buy a second home. Maybe I'm going to buy my first home. That's what Google thinks. If I type the word 'real estate', they think I want to buy a home for myself, not invest in real estate.

If I search for "invest in apartments" or "apartment investing", now I see investments for apartments and training for investments in apartments. That's a more defined term and it's a better niche where the customers are going to have a similar mindset. We can speak to our ideal clients. The key is to go over to Google, type in your keyword phrase, and see if the ads are selling what you want to be selling.

If you don't find people running ads on the topic, then Google also has what's called 'smart search'. When you start typing your keyword phrase into the search box on Google, they help you fill out the rest of your search. They give you additional ideas about what people are commonly searching for. They're trying to 'predict' your search phrase. They also give you some additional ideas at the bottom of the page, and it'll say "searches related to" at the bottom of Google.

Let me show you an example. Let's go over to Google and we'll start with the term "dogs". Let's say I want to sell something about dog training. Dogs is too broad of a phrase, because if somebody's searching for dogs, they could just want to have some information about dogs. It could be a person in school who's learning about dogs for the first time. It could be somebody who's just trying to get the idea of some of the breeds, because they're going to get a dog in the future. It could be somebody who is looking for a specific breed of dog. Maybe they're looking for the local dog shelter. So that's just too broad a term.

We'd want to narrow it down. Let's go over to Google. I'm going to open up an Incognito window. When doing your research, I'm going to suggest that you use incognito windows, which you can do easily on Google Chrome. You just go up here on the top right and tap on the three dots. Scroll down the options in the dropdown and choose a new incognito window. We do that because we don't necessarily want Google using smart searches related to what we've searched for in the past.

I'm going to type in "dogs" as an example here. We've got some videos about dogs at the top. There aren't any ads at the top of the page. The very first organic result is a list of dog breeds. This tells us that when people are searching for 'dogs', Google thinks they're likely looking for more information about the different breeds.

There are no ads at the bottom of the page either. I consider this a huge warning sign. If there's no ads in Google for the topic, then in many cases, your topic is too broad. It means that people aren't able to advertise on this term because there's not a specific desire, a specific problem that these customers want to solve. You have to niche it down to get more specific.

We scroll down to the bottom and you can see that Google is giving us some searches related to dogs, which again are quite broad. It also gives us an idea of some of the things people would be searching for when they type in "dogs". People typing in dogs might be looking for dog facts, dog pictures, or dogs for sale. They might be thinking about a bulldog, because it has dog in the name. They may want to find dogs for adoption. There are a lot of things they could be thinking of. We're going to have to get more specific than dogs.

What if we did 'dog training', for example? Now we're getting a little bit more specific. Okay, I'm happy that we have an ad at the top. An ad on Google will say ad on it. It says "diabetic alert dog training." That's a specific dog training ad right there at the very top. Then there are some local dog trainers beneath that. If we scroll down, we don't have any more ads.

I'm a little concerned that there's only one ad on this term. And also, when searching for this, Google thinks I'm looking for a local dog trainer. If I want to sell a course online, I want to get a little more specific. Let's look down here again in the search suggestions at the bottom of the page. These are all local cities, so that Google thinks I'm looking for dog training local to me.

What if I type in "dog training courses"? Look at the suggestions Google is giving me to finish filling this out: Online, near me, online free, at home, for trainers. It's getting a little bit more specific here, but let's just search for "dog training courses". They're still showing the local results. We don't have any ads at the top. Let's scroll down to the bottom. We still don't have any ads. It's concerning to me that there's no ads here for dog training courses.

"Dog training courses online" is one of their suggestions at the bottom of the page. Let's click that and see what happens. Now we're seeing specific online courses for dog training. Now we have a bunch of ads, not at the top, but we have a bunch of ads near the bottom and they're all for online dog training schools. Online dog training courses. Walk your dog with confidence. So now we have some training. We also have some books. This is a more specific term.

If I want to sell a course on dog training, I might be doing something more like this, or I might flip it around and do "online dog training courses" just for the keyword terms. We're trying to get specific, and the big key here is we want people searching this phrase.

If we go down to the bottom, you can see again there are other search suggestions such as "free online dog training certification". That's interesting. Dog training certification. Let's try that. Maybe in our business, we want to sell a dog training course online, and we also want to sell a certification course for dog trainers.

Let's try that, "Dog trainer certification". And we see online programs that even show the cost. We're getting really specific here. Let's do certification. Are there any ads in this term? I'm not seeing any ads. That makes me a little bit nervous. There are no ads here, but let's do "dog trainer certification online" since Google is suggesting it.

Now we have some other ideas. It's still a little concerning that there's no specific ads running here, but I could see it's very specific things that people are looking for. They're looking to become a dog trainer in the next 12 months. They want to be certified as a dog trainer. What about "dog trainer certification"? Let's do the search again. Sometimes it'll come up with ads when you search it multiple times even if it doesn't the first time. Here's an ad this time, *"A dog training certificate. Learn to be a pro dog trainer."*

Now I've established that I could do "dog training courses" or "dog training certification". Both of these are niche audiences inside the dog training market. When I searched for both of these terms,

I found websites that were related to what I wanted to offer. And even more importantly, I found some ads that were offering something similar to what I want to offer.

I like seeing ads on the keyword phrase, not just organic results, because that lets me know that there's probably some buyer intent there. It means people are probably buying products or services in the market that people are able to run advertising, especially if they keep running ads over the long term.

I would take both of these keyword phrases, "dog training courses" and "dog training certification". I'm going to list them as two separate markets. They're very related and you might end up selling to both of these markets. But I'd think about which niche I want to go after first so I can speak specifically to that audience.

Let's jump back over to our presentation. I showed you how to do simple searches inside of Google itself and using the smart search to help you. You could also join Google AdWords. You need to have a Google AdWords account to do this, but you can access the Google Keyword Planner to search on your phrase. It will give you ideas for other specific keyword phrases related to a term.

You can even type in a specific website and Google will suggest keyword phrases that match that website. If you don't have a website up yet, you could ask Google Keyword Planner to show you keywords that match one of your competitor's websites.

After you see some suggested keyword phrases, you can also see how much traffic those keyword phrases get in Google. After finding the numbers, type those keyword phrases into Google and see what kind of results you get. We want to make sure people are offering something similar to what we're considering offering under that keyword phrase, or we needed to get more specific with our keyword phrases. There's also a lot of free keyword tools out there that you could use. One that I recommend is over at www.wordstream.com/keywords to help you do your keyword research.

In addition to doing searches on Google, you can also think about how you can specialize more in this topic. As I look at this keyword phrase, can I target a specific interest? For example, when Perry Marshall came online, he didn't just go to the broad market of online marketing, which is a very broad topic. If I search the term online marketing, I might be thinking about running paid ads, I might think about publishing a blog, I might think about starting an e-commerce store.

There's a lot of possibilities. We're trying to narrow down the possibilities. When Perry Marshall came into the online marketing field, he established himself as the AdWords expert. He targeted something very specific. And then over time he expanded out to all the other topics that he now covers.

How could you come in as a specialist on a topic? Or you could target a demographic. Instead of going after every customer for weight loss, for example, which again is a huge market, you might go to weight loss for women over 40. That's targeting a specific demographic. Maybe you're targeting weight loss for upcoming weddings, getting even more specific.

You could target a specific industry. Let's say that you have a lot of experience in Facebook advertising. Well, Facebook advertising is going to be a very competitive market and a very broad topic as well, because there's all types of reasons people might be running Facebook ads. They might be running ads for a local restaurant. They might be running ads for a local chiropractic office. They might be running ads for an e-commerce store. They might be running ads as a consultant trying to attract clients.

Instead of trying to advertise to ALL of these different groups, you target a specific industry. You do Facebook advertising for dentists, for example. Or you do Facebook advertising for supplement businesses.

You could also target a geographic area such as California nurses. Most local businesses have a very specific geographic area they target. Perhaps you're a business consultant for businesses in the Orlando area only.

Maybe you target a style of content that you deliver. If everybody else is publishing written information and publishing blogs, maybe you set up a YouTube channel and you create entertaining videos that stand out from what the competition's doing.

Maybe you target a price point. Walmart is known for cheap prices while Saks Fifth Avenue is known for the high-end offers that they have. So those are six different ways that you could specialize in addition to the keyword phrases that we're thinking about.

As we talk about this, and as we think about niching inside of that larger market, I want you to embrace competition. That's the key that I was trying to get across as we were over on Google. I want you to stop worrying about competition. It's unlikely that you're going to come up with an idea that no one has ever thought about before.

My favorite scenario, and I consider this the best-case scenario, is when you have a lot of competitors making money with poor sales messages. They have poor websites that aren't clear about the benefits and promises that they offer. They don't have a lot of proof on the website. They don't build up their credibility. Yet they're still selling. They're still running ads on Google. They're still bringing in customers in spite of themselves.

I love seeing something like that, because that means that there is an opportunity. There's an opening for you to go into in the market. If I see no competition whatsoever, I consider that a huge warning flag. It scares me to think that no one has ever succeeded in this niche or this market before. Or as I said, the overall market is too broad, and we can narrow down the keyword phrase to get more specific.

Another way to think about competitors is competitors are potential joint venture partners for you as well. You might have dozens of ideas you came up with during step one. In step two, I want you to really focus in on a few of the ideas that stand out to you the most. Do some of this basic research. Narrow down the bulls-eye keyword phrase and start thinking in terms of that niche inside of the larger market.

Step Three: Discovery Process

In step three, we're going to research your niche markets in more depth. Here are a few of the resources I like to use to do the research:

- Google Trends
- Facebook Audience Insights
- Facebook groups, or if you're going to a business-to-business market, LinkedIn groups.
- Amazon Best Sellers
- Udemmy
- Google AdWords.

Obviously, you might need to do another cut to your list of niche markets. Let's say that you started with two to three dozen different ideas that you brainstormed in step one. In step two, you narrowed down your list to maybe 10 to 12 potential niche markets, and you did a little keyword research to find a good keyword phrase to describe each niche.

Coming into step three, you might decide to only look at four to six niche markets. That's a good amount that'll still let you compare one niche to another, while also limiting the amount of time that you have to spend doing the research.

The first tool that we're going to look at is Google Trends. Google Trends allows you to look at a keyword phrase and see how popular it is based on a specific country, a time period, categories, and you can even do research on YouTube searches. If you're planning on creating a YouTube channel, make sure that you also analyze that keyword phrase using the YouTube results in addition to Google.

When I do the numbers, I like to look at the past five years as the timeframe. You can compare several similar phrases in the same market. For example, if we were looking at tennis, "tennis" obviously has a lot more traffic than something like "tennis drills", but "tennis" is obviously too broad and we would have figured that out in the last section.

Same thing as with dogs. "Dogs" is way too broad of a phrase, but it's going to have a lot more searches than something like "online tennis courses". So just keep that in mind as you're comparing different keyword phrases. You can compare one market to another using Trends.

What we're really looking for more than anything else is whether interest in the topic is steady or it's growing over time. We really don't want to be in a market where interest in the topic is declining over time.

Let's do a search on dog training... Let's do "online dog training." We look at the keyword phrase. And first thing I'm going to do is I'm looking at the United States. I'm going to change this to the past five years. I want to see online dog training.

It looks like it's staying pretty stable. There was a nice little jump in 2020, which makes sense, since a lot of people were stuck at home with their dogs during COVID. It jumped so much that it

shows people were looking for online dog training right then. They must have been thinking, *"I need to train my dog if I'm going to be spending all this time alone with it!"*

It looks like there are little jumps in interest a few times each year. There is a jump in interest on April 21st to 27th. Let's see if the other ones match up to that date each year. No, the next higher interest period is in January and this one is in August. It looks like interest in dog training goes up and down with different seasons: winter, spring, summer, and fall. And this is happening every year. Some businesses are seasonal, but dogs look like it trends up and down at different times of the year. Overall though it has stayed stable.

Let's compare it to another market such as "tennis drills". It's a totally different market. You can see "tennis drills" is more popular than "online dog training". Tennis drills has stayed stable also as we look up over time. What about something like scrapbooking ideas? How is this doing? You can see again, another decently stable interest. I'd say this market might even be declining slightly. That would make me a little nervous. There appears to be a little decline lately, which would make me a little nervous about choosing that market for at least that keyword phrase. We could look up other keyword phrases to see if they're growing (*it's likely tennis drills wouldn't be the keyword phrase you'd choose*).

Let's do "internet marketing". Again, you can see internet marketing has a big decline in 2017 and it's stayed down since then. But look at this phrase, "Digital marketing". The terminology just changed. If I was targeting a keyword phrase, I'd be more interested in targeting "digital marketing" than "internet marketing". They are similar topics, but the interest is growing in the term "digital marketing". Again, that's too broad. "Internet marketing" and "digital marketing" are too broad of phrases, too broad of terms to go after, but you can see I'm looking at the overall trends.

At the same time, you can compare the overall interest in one keyword phrase to another. For example, we just did our research in step two on dog training courses. Let's do "dog training courses". And we also did "dog trainer certification". I would expect dog training courses to be more popular, and it is a little bit more popular, just a little bit here on the left, but dog training certification isn't a whole lot less popular than dog training courses, which is interesting. There's a lot of people looking for dog trainer certification.

We can also look to see YouTube search here, to see interest over on YouTube. Not a lot of interest over on YouTube for either of these terms. And you can see the keyword phrase "dog training courses" gets a little bit more interest on the topic, but overall not a whole lot of interest on YouTube. What if we changed up to just "dog training" for YouTube? Now we have a lot of interest. Compared to dog trainer certification, there's nothing. Dog training, there's a lot of interest in this topic.

You can use Google Trends to see if the trend is stable or increasing over the last five years. And you can compare one market to another using Google Trends, which is a good reason why you want to come in here with at least several different markets that you want to compare.

The next research tool that I like to use is Facebook Audience Insights. We won't be searching for a specific keyword phrase in most cases. Instead we're looking for large interests or large Facebook pages, because Facebook allows us to see more about the specific audience and other

things they're interested in. This can give you a good idea of the audience overall. You can find it at www.facebook.com/ads/audience-insights. You need to have a Facebook account to be able to access it.

We're going to search by interests. For example, you might search a big interest such as "raw veganism", or you could search by a magazine title. I like looking at magazines such as Vegetarian Times. You could look up a celebrity author such as Jamie Oliver. You could look up a well-known brand, such as Whole Foods Market. You could even look up popular blogs, podcasts, or YouTube channels if they also have a Facebook page, such as Food52.

We're going to analyze the demographics and the related likes to get a little bit more knowledge about our audience. You need to be able to clearly identify several targeted audiences for the topic on Facebook. With Facebook, we might go a little broader than we want to when we're doing like our keyword phrase on Google. If you wanted to, you could even start an ad campaign, actually start putting the information for an ad campaign. You don't need to publish the ads. You don't even need to finish up the ad. You're just starting up an ad so you can see if you can target the specific audience that you want to go after with ads. And you would do that by going over to www.facebook.com/adsmanager/creation.

We're not going to do this for this example, but I do want to show a little bit around the inside of Facebook Audience Insights. When you're in Facebook Audience Insights, the top section shows the demographics. These are based on overall Facebook, because right now I'm just looking at everybody in the US over 18. And for everybody in the US over 18, Facebook reports 56% women and 45% men. And then what you see here is you see these dark blue boxes in front of gray boxes. The gray boxes are the overall demographics of Facebook. The blue boxes are going to change based off of the interest we've put in.

In other words, if our interest has more young people, we'll see longer blue boxes with a higher percentage on them with a gray box behind them, for example. And then obviously the older audiences might show more of the gray box in the background.

Let me show you an example, so that you can understand what I'm talking about. Let's do "Vegetarian Times". Let's see if that magazine works. Yes, if we look at the Vegetarian Times magazine based off of the Facebook page, you can see that their audience is 86% women, and that's compared to 56% for all Facebook and only 14% men. Not a lot of them are 18 to 24. A little bit smaller than average Facebook for the 25 to 34 age range. They're more likely in the 35 to 54 category range for this audience. You see, we're getting to know a little bit about this audience already.

We scroll down the page. We can see they're twice as likely to have finished grad school as the average Facebook user. That's interesting. They're 16% more likely to be married than the average Facebook user. And since more of them are married, obviously less of them are engaged in a relationship or single for this audience. They're twice as likely to be in legal services, more likely to work in education or libraries. Not a lot of big percentage increases in the rest of these.

We can look at the page likes tab near the top of the page, and we can see the other things that these people like. For example, they follow the brand Follow Your Heart. Food service distributors there like the Purple Carrot. My Vegan Dreams is a cause they like to go after. Some food and beverages like Beyond Meat. That makes a lot of sense. Community, vegetarian community. You can just see some of the other things they're interested in. Health and beauty. They like Dave's Killer Bread. They like the Whole Foods Market. For politicians, they like Cory Booker. Facebook is showing you a lot of things about this audience. Sometimes you get some very interesting insights about the audience.

Let's try a little bit different audience. Let's quit with the vegetarians. What if we went over to dog training? Is there anything in dog training we can do? Hey, look, the general interests of dog training. So this is probably a very broad interest that we're going to look up now. It's 10 million to 15 million people. Something interesting here is notice that it's 74% women. More women are interested in dog training than men. If we go down here, a little bit more likely to be married, not a large difference. A little bit more likely to be in healthcare and medical services, but not really a large difference.

This is a pretty broad audience overall. We can see they like The Humane Society. They like PetSmart, no real surprise there. And they like shopping at all these little family-oriented stores. They want to get a bargain for their money. They go to the gym, Planet Fitness. A lot of things here are pretty common in such a broad interest as dog training.

Let's see if we could get a little bit more specific. What if we did 'dog training advice' or 'dog trainer'. Let's go into dog trainer. We're going to get too small of an audience there. Let's see if we can expand it out a little bit. Association of Professional Dog Trainers. Okay. We're a little bit bigger. This is going to be the actual dog trainers themselves. We can look at the demographics. All right, 87% women. They're much more likely to be women, 35 to 64, primarily in that group. 18% more likely to be married. So not really a big jump there. They are more likely to be in grad school at 73%. More likely to be in healthcare and medical services. More likely to work in education or libraries.

Let's go to page likes. They like the National Association of Canine Scent Work, Fearfuldogs.com, Blue-9 Pet Products, and CattleDog Publishing. We're definitely looking at someone who's interested in dogs, and we can also see the public figures they're interested in, other topics that we can go to. And a lot of times you could choose these other topics for interest as well, especially if it's a large audience. One restriction with Facebook Audience Insights is you need to be looking at something that's a broad topic so we can find more information about them. You can find a lot about the audience here.

Next up are Facebook groups. Go over to www.facebook.com/groups. Or if you're in business-to-business, you can also use www.linkedin.com. When you go to facebook.com/groups, you're going to see large categories of groups based on your current interests. Go to the top search bar on Facebook and search for your specific topic. Just type in the search phrase to find your topic and then click on the groups tab near the top to make sure that you're just searching for groups.

You're specifically looking for groups that have tens of thousands of members if you're in a consumer market. In a business-to-business market, it might be thousands of members to show a popular group. And you want 10 or more posts per day, because you're looking for active groups.

Many of these groups require you to apply, which means you can't see their information or their posts when you visit the page. You have to apply to the group and join the group. And do that for a couple of groups that you're interested in just to see what kind of information they post. We're not using it for the current research, but you can come back to these groups later and gain even more insights about the types of questions people are asking about content you might want to create.

If they're all asking about a specific subject, then that's content you want to create. It might be a product that you want to create. It'll give you a lot of insights into the audience and what they're struggling with by looking for the information they're talking about. The goal right now is, can you find multiple groups in the target interest that you can eventually join and network with that demonstrate that this is a popular topic?

Next, let's go over to Amazon Best Sellers. I love using Amazon for my research. Somebody might go to Google or YouTube because they're looking for free information, but people who go to Amazon generally are thinking about making a buying decision. They have buyer intent when they're searching on Amazon. And you can go over to www.amazon.com/best-sellers/zqbs. That's the best sellers list.

If you're selling books, online courses, coaching or consulting, I would use the books category for your research. If you're going to be in e-commerce selling a different type of product, or you're going to be an affiliate promoting e-commerce products, then choose the specific category that fits whatever you're selling. Let's jump over to Amazon and show this in action.

I'm at the best sellers list here on Amazon. Let's say that we're doing a coaching business, so we're going to go to the books category. Now that we're in the books category, let's navigate down to a specific section. Let's go to health and fitness. Let's scan down, find health and fitness. Health, fitness and dieting, we'll go in this category.

We can see all the different categories here on the left of different topics. Diseases and physical ailments. Now we're in this category. We can again see some of the physical ailments people are trying to solve. Let's go to asthma.

In asthma, what are some of the best-selling books? Well, we see the number one best-selling book at this moment I'm doing this research is "The End of Food Allergy", but it only has six reviews. It probably just got to this rank for a short period. Number two has 1,385 reviews, "Dropping Acid: The Reflux Diet Cookbook & Cure". This is a very popular book. Interestingly enough, it's not about asthma. It's about the reflux diets, about dropping acid. It's about people that are struggling with reflux problems.

Now the third one, we can see also is popular at 364 reviews, The Chronic Cough Enigma. This is probably more specific to the category that we're looking for. You're looking to see whether

there are books with a lot of reviews, which proves that the books have been selling over time? Let's scan through the results a little bit and see what else we find.

We see "The Magnesium Miracle". We scroll down and see "Missing Microbes". "The Cure For Asthma Made Simple" only has two reviews. It's not really that popular. It just did well over the last short period. Here's one that's popular, "Tox-Sick: From Toxic To Not Sick. You're Not Sick, You're Thirsty."

What I notice as I look through the asthma category is there's not a lot of books here specifically about asthma on the bestsellers list. "Chronic Cough" sounds like it is about asthma, but most of these are about eating. They're about water. They're about magnesium. They're overall natural health that are showing up well in the asthma category. Let's do a search in the books up here in the top search. Let's type Asthma into the search box at the top of Amazon. See what shows up.

One thing that I'm looking for when I do a search is where there's any paid ads showing up. And what's interesting is I'm not seeing any sponsored ads showing up for asthma. Let's look through the books themselves. "The Allergy And Asthma Cure" has 59 reviews. This book has been around since 2008. That's a long time. Not a lot of reviews on this. "Breathe to Heal: Break Free From Asthma" was published in 2016 and has 106 reviews. This one's doing decently well. As we look through the search, it does make me a little nervous that there are no ads in this category.

It makes me think, if I wanted to go asthma, maybe I need to go a little broader into natural health, broader into some type of eating that helps with asthma. And then the asthma just would be one of the little niches that I target from a larger overall market. That's what I'm getting as I look at the books which are selling in asthma on Amazon.

Let's try something else as I search in the top box on Amazon. I'll show an example when you see a lot of ads. Let's go for weight loss. Let's go "weight loss cookbook". See, there's a sponsored ad right here. Another sponsored ad right here. Then we get into some of the products, Instant Loss, Eat Real Lose Weight, How I Lost 125 Pounds. You can see 2,600 reviews, very popular topic here. "Meal Prep For Weight Loss" has 562 reviews. A lot of popularity here. There's a lot of different cookbooks for weight loss.

I really like it when I see a few sponsored ads on the topic, because that lets me know, people are paying for ads to sell more of their books, which often means that they have more products they're selling on the back end. They're getting them into a funnel. It's worthwhile for the business owner to run ads on Amazon, sell their book, and move them into their funnels. And they're likely making money, especially if they're running ads over the long-term.

I'm not going to show it right here, but there's another tool that I use on Amazon sometimes. This is a paid tool and I think it costs \$49. It's called KDSPY. It helps you do research onto the top best-selling books in a category. It lets you pull up word clouds, letting you know some of the top words being used in titles in that category. And it lets you do some really good research in different categories, helping you find good categories, especially if you want to publish Amazon books.

What you're looking for on Amazon is whether there is a clear category for your topic? Are there sponsored ads on the topic if you do a search? And are there books on that topic with a large number of reviews?

Next up is Udemy, especially if you're doing something information related, such as starting a blog, creating online courses, consulting or coaching. Go to www.udemy.com. What you'll find there is a large selection of low-priced video courses. Click categories near the top left, then choose the category that best describes your topic. You can compare one market to another. What you're looking for on Udemy are categories with several courses that have more than a thousand sales each.

If you're not selling information products, or you're not in coaching, consulting, or something else information related, then you could go do research for e-commerce at www.ebay.com/deals/trending. You can see the products that are trending on eBay. Or you can go to Etsy at www.etsy.com/search?q=top+sellors. You can go to eBay to see what's trending on eBay. You can see the top sellers on Etsy. Those are both good ways to look for e-commerce.

If you're in information marketing, you can use Udemy. Let's go to Udemy and let's start in the categories in the top navigation. Let's say that we're going to do something in the lifestyle category, perhaps pet care and training.

Let's look at the dog training category first. What do we have here in dog training? Well, I can see right off hand we have several courses that have more than a thousand customers each. "Growl Class, a Workshop Demo for Reactive Dogs" is \$15.99, and it has 2,700 reviews. "Simple Solutions For Common Dog Behaviors And Training" has 2,700 reviews. "Dog Trainer Academy" has 1700 reviews. "Science-based Dog Training With Feeling" has 1100 reviews.

That topic definitely passes the Udemy test. This is a very popular market in dog training courses. Let's go back to the homepage and let's look at another market. Let's go to health and fitness, mental health perhaps. What if we want anxiety management, for example, as a category? What have we got here? Taking a few seconds to load. We've got "Emotion Intelligence: Master Anxiety, Fear and Emotions" with 5,000 reviews. It's a very popular topic. "Mindfulness For Anxiety and Sleep".

Notice that we're getting niched inside the market. It's not just anxiety, it's anxiety and sleep, and it's using mindfulness to do it. "The Anxiety Bootcamp: Guide To Beating Anxiety And Stress" has 329 reviews, so not a lot there. "Anxiety and Stress" has 2,600 reviews. This market obviously passes as well. You can also go up here in the top search box and you can search for anything specific you want.

We can see both of these markets pass the Udemy test. The first ones I looked at. For information products, blogs, consultants, or coaches, I like using Udemy, seeing if we have at least several courses in the topic with more than a thousand reviews each. E-commerce or some other type of topic, use eBay or Etsy to see what's selling in those markets.

We can also jump over and look at competitors. And I love looking at the competition in a market. A lot of times you can use www.google.com to search for competitors in the market,

especially looking for those who are running paid ads. You might have found some competitors just while you're doing the other research also. For example, you find a book on Amazon with thousands of reviews. I would look up that author's name. See if you can find their website, and see if they're selling other courses, or coaching, or consulting on their website.

You can go over on the Facebook groups or the LinkedIn groups. Join some of those groups, see who's running the group, who are the administrators. They may be selling products or services. Or the group themselves may be talking about some of the competitors in the marketplace. You're looking around, you're finding some of the competitors. I'm looking for people who are selling something similar to what I'm going to be offering.

You don't want to sell the exact same thing, because we always need to find our competitive advantage. We need to find our hook that makes us different. But I'm looking for people who are selling in the market. If I want to have a coaching business in the market, can I find others who are coaching on this topic? If I want to sell online courses, can I find others who are selling online courses on this topic?

I especially like researching Google for paid advertisers. You can check over on Bing for paid ads as well. Do a search for the keyword phrase that you came up with in the earlier sections. Are there paid ads for this topic? They're at the top of the page, they're at the bottom of the page. I usually ignore the organic listings at this point because I want to make sure people are paying for advertising. When you look at these ads, are the ads related to what you want to offer?

You can also check Bing ads to see if they have products for sale that are similar to what you want to offer. You're trying to find good competitors in the market, because this means you probably can also run ads for your own offers. If nobody else is successfully running ads, it's possible you might be able to run ads. But I'd go in with the assumption that it's going to be difficult to run ads if nobody else is doing so.

Maybe the term is still too broad, so you can't target the audience well enough, or maybe it's not profitable enough for those trying to run ads. I need to get more specific in my terms. But I really like to see competitors who are running ads on the term. And not just for Google and Bing, but overall, did I find competitors selling something similar to what I'm going to be offering?

Step Four: Market Scorecard

Step four is the market scorecard. I created this step because we're not looking for challenges. Running an online business of any type is challenging enough on its own. My goal is not to park my boat in a hidden location without any fish. You don't get a bonus in your bank account because it was a hard market. Instead, I'm looking to park my boat in a location where fish jump in the boat.

That doesn't mean making money will be easy, but it does mean you're giving yourself as many advantages as you can upfront. You received a collection of cheat sheets along with this course. One of those cheat sheets is the Market Scorecard. It asks you a series of questions, which you can use to score the market. You're looking for a large, easy to reach buying audience. You want to come up with an irresistible offer that appeals to that audience's problems and desires.

You want to establish authority based on an attention grabbing story that appeals to their interests. Don't do business at a disadvantage. Where does your background or your knowledge base give you an advantage in the market? That's what we're scoring. It's very simple scoring. Each question has a zero, a one or two. Two means yes. One means maybe. Zero means no. Is this an easy to target audience?

The first question you have to answer is...

- **What does Google trends say about the market?**

Give yourself two points if the market is trending up. Give yourself one point if the market is stable. Give yourself zero points if the market is trending down. So that's very simple. You use Google trends to look over the past five years. Is it trending up? Is it stable? Or is it trending down?

The next question...

- **Are you able to identify this audience using Facebook audience insights?**

If you can find multiple audiences that seem clearly targeted to this interest, give yourself two points. If there are limited audiences, or it's not as clear to find your audiences, give yourself one point. If you find it very difficult to target your audience using Facebook audience insights, give yourself zero points for that niche.

- **Are there targeted groups on Facebook or LinkedIn for the topic?**

If there are multiple targeted 10,000 plus member groups on Facebook, give yourself two points. If there's only a couple of large groups on Facebook or LinkedIn, where it's not as targeted, give yourself one point. If it was difficult to find any large groups for the interest that niche gets zero points.

The next category is a proven buying audience.

- **Is there a clear category in Amazon for your topic, sponsored ads, and are there books with a large number of reviews?**

If you have all of the above, give yourself two points. If it doesn't meet all of the qualifications, but it needs one or two of them, give yourself one point. If the topic isn't popular at all on Amazon, give yourself zero points.

Next question...

- **Are there multiple courses on Udemy?**

Or eBay and Etsy for e-commerce products? And do those courses have thousands of customers? Multiple courses with thousands of customers gets two points, multiple courses or thousands of customers gets one point. Limited courses and customers get zero points.

eBay and Etsy aren't as clear on this, but if you can find multiple trending products on the topic, I would end up scoring this as two points. If you just find one or two trending products on topic, give yourself one point. And then of course, if you're not finding trending products on the topic, then I would give zero points for it.

- **Are competitors advertising on Google and Bing under your bulls-eye keyword phrase?**

That's a keyword phrase that brings up the topic and identifies the types of products and services that you are going to be selling. Are competitors advertising on that keyword phrase? If competitors are advertising on both Google and Bing, give yourself two points. If competitors are limited, maybe there's only one there, or they're only in Google or Bing, one point. If there are no noticeable competitors on Google or Bing who are using paid ads, then you get zero points for that niche.

What about value to share?

- **Do you have expertise in this topic to share with those struggling with this problem or obstacle?**

If you have experience and knowledge on the topic, you get two points. If you only have knowledge or experience, but you don't have both, you only get one point. If you're limited on both experience and knowledge on this topic, you get zero points.

- **Can you see yourself writing or talking about this topic five or more years from now?**

If your answer is, I could share about it for five plus years, give yourself two points. If you'd say I like it, but I don't know if I can really see myself doing it long-term, give yourself one point. If you don't really enjoy the topic a lot, give yourself zero points.

That would be for something that you're extremely good at, you have a lot of expertise, you have a lot of knowledge, but you don't know if you really enjoy it anymore. Maybe you're kind of burned out on it. Then it gets zero points. If you don't enjoy the topic, you don't have knowledge, you

don't have experience, I would disqualify the market completely at this point, no matter what the scores.

- **Do you have an origin story to share about why it's so important to you to help others on this topic?**

If you or someone close to you suffered with this problem, you get two points on this question. If you have background on the topic that can position you as an expert, but you didn't personally have that problem, and no one close to you really had that problem, you still get one point. If you don't have a story at all to share about the topic you get zero points. Yes, stories are important for attracting an audience.

What about the business model?

- **Is this an enthusiast evergreen market where people stay interested for years or even decades?**

They don't just buy one product on it. They buy multiple products in this topic. If many customers practice or buy solutions on this topic for years, this gets two points. If only a small portion of the customer base gets hooked on the topic long-term then you get one point. If this is just a one-time solution to a problem, and nobody stays interested in it, give this topic zero points.

Next question...

- **Is this a market where players with money would be willing to spend \$10,000 or more on a big solution?**

Think about this for a few minutes, because your first response might be NO, but there's a lot of topics where players with money are willing to spend a lot of money for a really good solution. And if you found any evidence that people are paying consultants on this topic, or they're paying for high level groups on this topic, then you know the answer to it is yes.

If your answer is yes, I can see that there's a small group who are already paying that for current solutions, then the topic gets two points. If you don't see any examples of people paying high fees right now, but you're sure the right offer could attract some clients for this, it's going to be one point. If the answer is no, I'm not sure people would pay that kind of money for this, then it gets zero points.

Next question...

- **Is this a market where you have empathy for your ideal clients?**

If your answer is yes, you care deeply about them and you'd love to help them, give yourself two points. If you'd say I have empathy for their situation, but I can't really speak to their pain points, that's one point. If your answer is no, I don't really empathize or like these people very much, then

you get zero points. And if you really don't like them, maybe you give yourself a negative point or two on this one.

Now that you've asked yourself these questions, you're going to score and eliminate. Go through and score each of your ideas based on these questions. I'm wary of having a big disqualifier question because it's really a balance across all these issues. But if you went through these questions and there's a couple of them that feel like a massive NO to you, then take that into account. Maybe you want to give yourself a negative score on those. For example, if you don't like the customers in that market, that might disqualify the market completely.

I'm not fond of big disqualifying questions like this, but being interested in the topic and caring about the audience is important. You don't want to enter a market you hate just because the audience is interested in it. You don't want to make yourself miserable going into a market just because there's money in the market.

At the same time, you don't want to follow your passion if it's going to be hard to target the audience. If it's not a buying audience, that is just going to make you miserable. You might have fun, but it's not going to be a whole lot of fun to be broke. You can follow your passion and you can be broke doing it.

We have to find that intersection of a large hungry buying audience, having value to share with that audience, and something you're interested in and will be enjoyable for you to do. You're looking for a market where it's easy to target the audience, the audience has already proven to buy, you have value to share and a story to tell, and you can sell high value offers to that audience.

Step Five: Choose Your Market

It's time to choose your market. Your answer may already be clear to you from going through the previous process. One market may be the clear winner, but I wouldn't make your selection based solely on the score. Especially if there are a couple of markets within a few points of each other. You may still have two or three options that are available to you at this point.

My advice is to sleep on it. Talk to your spouse or your friends about it. Be careful you don't recruit any negative people who will put down any ideas you come up with. Having someone who's willing to present some challenges you might face is a good thing. You don't need a "yes" person who says yes to anything you come up with, but you also don't want a person who's going to be negative about every idea. Even better could be hiring an experienced online coach to go over your research and your markets with you.

As you're choosing your market, remember your choice isn't permanent. You don't have to be in this market for life. And any skills you develop can be transferred to another market in the future. You don't want to be wishy-washy about your decision either. You're going to face challenges. And if you're not convinced this market is a good idea, you might give up and try something else as soon as you face those challenges.

No matter how good of a choice you make, you're going to face problems. I promise you that. You need to make a solid decision at this point, but I'm also going to give you a bonus test to help you choose your market. This test is especially good if you have two markets that both scored well and both look like they have hungry buying audiences. You have a story to tell, value to give, and you're interested in both markets.

Here's the test. Try producing some content on the topic. There's three ways you can produce this content. It can be a written blog post. It could be a video you produce. Or it can be an audio interview where a friend interviews you on the topic. Those are three different ways you could produce this content. You only need to use one of these methods. Choose whichever one that fits you best.

If you choose the written format, this would be what we call a 'pillar' blog post. This is going to be a blog post that's 2,000 words or more. That's a pretty extensive piece of writing. If you're a quick writer that might take you three to four hours. If you're a less experienced writer, we might be talking about a couple of days for you to produce this. It might take you all week the first time you do this. I want you to produce some really good content on the subject.

If you're doing a video, this might be a video that's 10 to 15 minutes in length about the topic. The goal here is talking about the desperate problem in this market. What's one of the biggest problems the audience will be willing to pay money to solve in this market? Once you come up with the problem, you'll talk about the problem, why the problem isn't exactly what they think it is. Often, it has a different root cause than what they think the problem is. You'll talk about the problem in detail. Then you're going to give them a step-by-step solution for the problem. This is about producing all

content at the moment. You're just testing it. You can do it as written format, or you can do it as a video.

If you want to have a friend audio interview you, the goal is to tell your story while giving value. I'm going to give you some questions that your friend can use to do the interview in just a moment. Before I share the questions, here's how you're going to use this piece of content. It doesn't matter whether the content is a written blog post, a video, or an audio interview.

Go back to a couple of the Facebook groups that you previously joined while doing your research into this market. You're going to want to check the rules of the group first. They're usually pinned near the top of the group. You want to make sure that they don't have any rules against sharing content with the audience, because some might have some rules against what I'm going to advise you to do.

Don't break any rules! That's not a great way to build a relationship in the beginning with a group. Choose one of these active groups that has no rules against this, and post a link to the content you created. Ask them for feedback on the content. Let them know you've had this problem in the past and you were able to overcome it. Here's what you did. Tell them that you haven't shared content about this online in the past, and you'd just like to have some feedback on this.

Be prepared. They may be tough on you. They may have some grammar Nazis in the group. We're not looking for writing errors or other problems with your speech. What we're looking for is feedback on the topic and the content itself.

Does anyone mention that they liked the content or that it helped them? It's especially good if they ask for more info about it, or they start asking you additional questions. That means you have their interest.

By the way, when you do this exercise, you're going to second guess what you create. That's normal. Don't get worried or talk yourself out of it at this point. The whole goal here is to see if you can share some content that helps people in the target audience. In addition, do you have value and a story to share?

Now let's get into the audio interview questions. As I already mentioned, you can do a written blog post, you can do a video, or you can do an audio interview with a friend. Here are some questions you can give them to help them pull your story out of you...

- Why is _____ so important to you personally? (You're trying to pull out the related background story behind this topic)
- How had you tried to solve the problem before? (The answer here is going to be something that is commonly taught in the market, but it didn't work for you)
- What were the first steps you took to overcome _____? (Whatever the problem is, you're going to share the first steps there)
- What did you do next?
- What are some major pitfalls to watch out for when you _____? (Whatever it is that you're talking about)

- What do you wish you knew about _____ when you first started out?
- What if you only had seven days, or this could be 30 days or 90 days, whatever fits well, what if you only had seven days to _____, what would you do? (it's going to be about accomplishing the goal or overcoming the problem)
- If listeners took away just three lessons from today, what should they be?
- Is there anything else I should have asked you?

This is the final question that I like to ask on almost every interview. Because by the end of your interview, you've been telling your story and you've given some solutions. Your mind is spitting out ideas and experiences. You've given some solutions. There might be some extra ideas that come to you on the spur of the moment that can really help people and produce some of the best content at that point.

You might add a few more questions to this mix. You're going to be telling your story and giving the solution to the problem on this interview.

I'm also going to give you an advanced way to expand on this test. Write the blog posts or produce the video just as I told you to do previously. But in this advanced model you're also going to do the audio interview. This is in addition to the blog post or the video. You're going to need a blog post and the audio interview, or you're going to need the video and the audio interview.

Offer the audio interview as a 'content upgrade' when people visit your blog post or your video. When you post to the Facebook group, someone then visits your blog posts. While they're on the blog post there's also the option for them to subscribe to your email list and get the audio interview as a free gift. We call this a lead magnet. They give you their email address and they get the audio as the gift for giving you their email. It's related to the blog post. It's a content upgrade to the blog post.

Doing this will require you to do the technical work of signing up for an email list service, but you should be doing that in the next step anyway. It doesn't matter which email service you register with. It could be AWeber, Active Campaign, Drip, ClickFunnels, or any other. Sign up for a list service. Set up your audio interview as the gift someone gets when they subscribe to the list. That means your first email, after somebody subscribes, is going to send them over to where they can download the audio. Or your thank you page after they subscribe is going to take them over to the audio.

Post a subscription form from your email service provider on the blog post itself. That step gets a little bit technical, and it depends on the tools that you're using. So I'm not going to go into it now. Remember, this is an advanced method and it's not required. After posting your content piece and getting feedback, you can test the content piece further by setting up a low cost ad on Facebook and sending visitors to the blog post. You could invest \$5 to \$10 a day on an ad to a tight target interest to get more visitors to the blog post.

Do you get subscribers? Do you get comments and other feedback on your ad itself? You could even expand on the advanced system further and install the Facebook pixel on your website to start a retargeting audience of everyone who visits your blog post. Invest more money in the ad if it's

building your subscriber list for you. You're seeing if content you write or the content that you create draws in the audience and whether you can target them cost-effectively.

Remember, this advanced step is not required. This is an advanced method that only applies to a few people who are going through this class. The majority could create the content piece, whether it's a blog post, a video, or an audio, and simply ask for feedback inside one of the Facebook groups. The goal here is to determine whether you can write content that draws the audience and helps them with the problem that you solve.

Step Six: Start Immediately

Step six is to get started immediately. Once you've chosen a market, get moving. Motion beats meditation. You're going to be tempted to second guess the market you chose. You may want to research additional markets. That's not wisdom. At this point it's fear that'll hold you in place and keep you from generating results.

I'm going to give you two quick business models to getting started. If you have more time than money, you should start attracting an audience using content. Focus on one content channel, such as blogging, podcasting, or creating YouTube videos. Start building your subscriber base. On the other hand, if you have more money than time, I'd recommend a different route. Create your offer or source a product and start running ads to it.

With method number one, the first thing I'm going to tell you to do is create a content mind map. And sometimes I call this a 10X10 matrix. What does that mean? That means come up with 10 topics inside your overall niche market. What are 10 topics you can cover? These are big topics. Then choose 10 smaller topics for each of these. You have 10 overriding topics and 10 sub topics for each of these. That's a total of 100 pieces of content you could create.

How are you going to come up with all these ideas? Well, since you already know the market and you've done some research in the market, you already should have some ideas. You should be able to fill out the first 10 topics. You should be able to fill out maybe four to six of those topics without doing any additional research at this point.

Here's what I'd do to come up with more ideas. Go over to Amazon and look at some of the bestselling books. These would be some of those books in your category that have a lot of reviews on them. I'd go to those and I'd scan through the reviews. Pay special attention to the table of contents. Amazon has a look inside feature and most of the time on the look inside feature you can see the table of contents.

Open up the table of contents. A lot of times there's going to be some good ideas right there for you to use to create content. Obviously, you're not going to steal any of their words. You're not going to steal the ideas directly, but you're just looking for ideas you can write about. You can do the same thing by going to other people's websites, such as go to someone else's blog, or someone else's YouTube channel, and look at some of their posts that are most popular. A lot of times they'll have a section that says, "Most popular posts." Go through the most popular posts and see what their audience has been interested in. Write something similar.

Don't steal their title. Don't steal any of their content. Just look for ideas about what you can write about. Follow the same process on YouTube. On YouTube you can sort for it by the most popular videos on their channel. What topics are their audience most interested in?

Create your content mind map. Your 10X10 matrix is 10 topics divided into 10 sub topics. You now have 100 pieces of content you can write. Start publishing content. Use whichever channel you

chose, whether it's a blog or a podcast or videos. Start producing that content. After you've produced some content, create a lead magnet and start building your list.

What's your lead magnet going to be? Remember, I mentioned it a little bit earlier. A lead magnet is a gift you give when somebody subscribes to your email list. For your initial lead magnet, you're going to take some of the content you published, some of the popular content, and you're going to turn it into a lead magnet. You might take several blog posts, you put them together and turn it into a PDF. Maybe you add some images. Maybe you expand on that content, make it a little bit more valuable. That's a good way to get started,

With a video, you might take one of your videos. Maybe you go into more depth on a video. You don't release it on your YouTube channel. You put it behind the subscriber wall where somebody has to give you their email address so they can watch this video.

Leave it unlisted on YouTube and embed the video on your thank you page after someone subscribes to your list. Start building your email list. When you're publishing videos to your YouTube channel you're going to mention the free gift, the free video they get for visiting your website. You'll put it down in the description section under your videos.

Put it on the sidebar of your blog. You might even use a pop-up on your blog that offers the free gift when somebody subscribes to your list.

Don't try to create any of your own products in the beginning, because we don't want to divide your attention. You're not going to be the source for any products at this point. Instead you're going to sign up for affiliate programs in the market and promote products and services related to the content that you're producing.

Analyze the results. Which affiliate programs are people buying and which content is your audience most interested in? Produce more content on those topics. Promote those affiliate programs. Look for the affiliate programs that are popular with your audience. As you think about the future, you may create your own product or source a product based off of what is already working for you. Continue doing whatever is producing income and whatever is attracting a larger audience.

Yes, I know I went over that very quickly. It was a simple overview. There's a lot of details that go into this, but I'm staying focused just on choosing your market here and getting started. That's startup method number one.

In startup method two, when you have more money than time, you don't have time to produce all this content. You don't have time to build this big YouTube channel or build a big blog and attract traffic to it. Instead, you want to create a product or you want to source a product for the audience. Sell that product with paid ads.

Start off by going back and doing more research. You're not doing research in a bunch of markets. That would be a mistake and you'd be second guessing your decision. Instead, research just in this market. Go back to those Facebook groups or those LinkedIn groups, if it's business to business. Make a list of some of the questions that are being asked in the group.

Go to Amazon. Look at some of the best-selling books on the topic just like I recommended in method number one. Look at the table of contents for those books. Look for ideas of what you need to include in your product. Go through the reviews on Amazon. We've chosen books and products that have a large number of reviews.

Go through those reviews. Go through the five-star reviews, go through the three-star reviews, and go through the one-star reviews. A lot of times the reviews that give you the most insights are scored two to four. They're the in-between ones. Some of the five star reviews are just promoting the product. The one-star reviews could be a competitor putting down the product.

A lot of times you get some great insights from the two to four star reviews. What do people appreciate about this product? Those could be things you also include into your product. What do they say was lacking in this product? This gives you ideas for what you could include in your product to make up for the shortcomings that are in other products in the market.

You could also go through Google Ads and Bing Ads. Look at the other products or services that are selling. Reverse engineer what they're doing. What benefits are they promising? Look at their headlines. Look at the titles of any modules they include in their product. Do they have a list of bullets they cover? Those can be great ideas for content you also need to cover in your product.

You're not going to copy anything they're doing. That would be a mistake. What you're looking for are simply ideas, what else are they doing in the product? Are there any ideas you need to make sure to cover in your product also?

Once you've done this additional research, mind map a basic step-by-step bridge. A customer has this problem and they want this end result. The start of the bridge is at the problem. The end of the bridge is at the end result that they want. What four to eight steps could they take to get across the bridge, to solve the problem and get to the solution they're looking for?

You might be thinking, *"Well, I'm going to tell you now to create the product."*

No, I'm going to tell you first to write sales copy. That's a totally different subject to go into, but you should write at least the rough draft of the sales copy. You did the research. You found out what customers want. You write sales copy at this point, at least the basic rough draft of the sales copy. This gives you a good foundation for what the customers want.

After you've written the sales copy, now you create version 1.0 of your course or your coaching program. I'm calling it version 1.0, because I don't want you to get stuck here, thinking you have to get it perfect. Instead, you're going to create the first version of your course. You will produce a better version in the future once you get feedback. Once you get more experienced in creating products, create that better 2.0 version.

Create version one. Get a website designed and ready to sell. Update the copy. See if you need to get some help on the copy to create even better copy for the website and to start running some ads promoting your product or service. That's startup method number two.

These two methods are great ways to help you get started online immediately after you've chosen a market.

Step Seven: Analyze Your Results

You've chosen a market and you've started working towards your goals. Now it's 6 to 12 months down the road. It's time to analyze your results. I'm going to emphasize again just how important it is to not second guess your decision. One of the curses of online marketing is all the options that are available to us.

You have to invest the time to produce the content or market your offer. You're not going to achieve success this weekend. I know you might hear some gurus tell you just how quickly you can succeed online, but you need to be invested in this for the long haul. Continually learn more about the business methods you've chosen.

If you choose to create a YouTube channel, you should be studying information about growing your channel, building your subscriber base, and getting people onto your email list. If you're running a blog, do the same. Find content on growing your blog, both free and paid courses on the topic. If you're promoting a product, you need to learn in depth about writing sales copy. Don't underestimate just how important this is.

You might even want to hire a copywriter to write the sales copy for you. You need to also learn about the marketing method you're using, whether it's Facebook Ads, YouTube Ads, or joint ventures. Dig deep in the topic and understand all the variables to succeeding in it. Be willing to hire a coach or a trusted advisor to review what you've done before you give up on a market.

If you've chosen method number one and your list isn't growing, here are some of the questions you should be asking yourself.

- **Are you offering an attention-grabbing lead magnet?**
- **Are you giving people enough reason to subscribe to your list?**

If you just have a form that says, "*Give me your email and I'll send you updates.*" That's not very enticing. People don't need more emails in their email box. You need to give them a good gift, a good lead magnet, something valuable. A piece of content that's going to help them as a gift, a bribe to get them to subscribe to your email list.

Imagine you were asking somebody for \$10. You want them to give you \$10. Your lead magnet is kind of like that because a lot of people see their email address as worth more than \$10. You need to be giving them something more valuable, something they'd be willing to give \$10 in exchange for as the lead magnet for subscribing to your list.

- **Are you publishing regular content that serves the audience?**
- **Are you optimizing your content for search?**

That means looking for long tail keyword phrases your audience may be searching for. You can go back and do some more research on the Google Keyword Planner. You can use Google Smart Search to see what keyword phrases they recommend when you start typing. You can do other types of keyword research, but are you using long tail keyword phrases to build your content?

- **Are you reaching out to other influencers in your market by connecting with them, sharing their content, and being a resource?**

That means you're not just promoting your own content on social media. You're promoting other people's content as well. You're trying to build relationships with other influencers. Besides targeting specific keyword phrases as you're building up your channel, you want to also build referrals from other influencers. You want to have incoming links from other influencers, which will help you in your search engine rankings.

- **Are you practicing infotainment?**

This means you're mixing in entertainment and personality into your content. You're not just writing the seven steps to X. Those articles can be good. They can draw in an audience, but in many cases they lack personality and they lack stories. You need to integrate stories. Integrate your own experiences, your own case studies. Mix in your sense of humor into the content you're creating. You want to make a connection with your listeners, your readers, or your viewers. It's the connection that keeps them coming back. It's not just the content.

You're not just the teacher. I like to say that we're tour guides to content. We're their tour guides who are showing them a new world. We're showing them a new identity that's possible. That goes much more in depth than what I can share here. You're not just sharing content, you're sharing entertainment. You're giving value. You're sharing stories. You're making a connection with your audience. If you're not doing that, it's going to be a struggle to grow past a certain point with your list.

What if you're following method number two and your product isn't selling? Here's some questions you should be asking yourself...

- **Are you getting your message in front of the target buying audience?**

One of the mistakes I see people make with advertising is they go after large topics. They go after these large audiences. It's like they're trying to scale up their advertising before they've even proven it's working with a small, very tightly targeted audience. That's one of the pieces that I'd tell you to do first is look at your audiences. Are you targeting a buying audience, especially a small buying audience in the very beginning? If your ads work there, you can start expanding out. You can scale up to larger audiences because you've proven your advertising is working with a targeted buying audience first.

- **Are you making a truly irresistible offer?**

This is one of the first things you should test. A lot of people think they should test their headline first or something else in their sales copy. But the real thing you need to test first is making sure you're targeting the right audience. After audience, the next most important thing is the offer you're making. Are you making a truly irresistible offer? Maybe you need to go back to the offer and add some additional bonuses. Maybe add some additional gifts. If you need to, maybe on the first few sales, you could even add additional coaching to it.

Maybe you add a free bonus coaching call to each purchase. You're going to find only 5% to 10% of the people who purchase might use that coaching call. Or maybe you'll add a little bit of email support in the beginning just to start generating customers. Make sure you're helping those customers achieve their goals. Generate feedback.

Improve the product or improve the sales copy. Make sure the offer is more than good enough to start attracting customers in the beginning. You can remove this coaching bonus later as you generate some testimonials for your product or your service.

- **Do you have strong, emotional rich sales copy that speaks in the customer's language?**

If you're a beginner with writing sales copy, this is a place it would benefit you to hire a copywriter to write it for you. Or you could hire a coach that can help you with your copy. At least hire someone who can review the copy you've written. A lot of people underestimate just how important it is to have high converting sales copy for the website when they're trying to sell to customers.

- **Do you have a funnel in place?**

If you want to scale up your advertising, you can't just sell a front end product. You also must have upsells. You might have a bump offer. Someone chooses to purchase your product and they go over to the shopping cart page. There's an additional bump offer there that adds to the value of what they're buying. Maybe your course sells for \$39. In the shopping cart there's another \$19 bump offer they can add in addition to the main offer.

After they purchase, there's an upsell of something else they can buy. Maybe there's a down sell if they don't choose to go with that upsell. It takes multiple steps in your funnel to produce enough income to scale up an ad campaign. On a tightly targeted ad campaign, on a very small level, sometimes you can profit or break even with just the front-end product.

As you start to scale up, you're going to need these other pieces to the product. And it's not just the upsells and down sells, you're also going to need to look at the back end.

- **Are you following up with your customers by email and selling them additional products and services on the back end?**

You might offer coaching or consulting. You might have a more complete course. Maybe you promote other products you're an affiliate with on the back end. You have to look at the other pieces of the puzzle to create a profitable funnel you can scale up with advertising.

It doesn't matter which method you choose to start growing your business, the last thing you want to do is to sit around trying to find your purpose. There are people who've spent years, even decades, trying to find their purpose. They're not going to find it until they put themselves out there. They need to get started doing things.

Throw yourself into a mission. This doesn't necessarily have to be a mission for your whole life. That's part of the problem with the word 'purpose'. Somebody hears 'purpose' and they think, "*Okay, this is my lifelong purpose.*"

It sounds like such a big thing that they get stuck in place, afraid to make a decision. Think about a mission. A soldier goes on a mission. They accomplish the mission. They come back. They get sent on a new mission. This isn't a lifelong purpose we're talking about. It's just a mission you're going to throw yourself into.

You're going to reinvent your business several times as you grow and expand. Your business three years from now or five years from now likely won't look like anything like it looks right now. You're going to change. You're going to make modifications. You might even change the target audience you're going after.

Find an audience, look for a problem you can help them solve, and serve your clients. The big barrier you're going to run into is fear. You might have a fear of failure. What if you fail? What then? Well, I tell you to count the cost in the beginning. It's not necessarily going to be easy to build your business. You're going to face struggles. You're going to face challenges. When you're facing those challenges, you're running into the same problems all of us have. All of us have faced challenges. All of us have faced problems. We've all needed help at times in our businesses as we've grown and expanded.

It may not reassure you, but I promise you are going to fail. You are going to fail multiple times. You're going to have content pieces you create that aren't attractive to the audience. You might create a product that doesn't sell originally. If you run ads, some of your ads are going to fail.

Here's the key principle. Keep your failures small. Keep the risks small as you grow your business. Look for the pieces that are succeeding. For every three things you do, maybe only one of them succeeds. But here's the key. You keep your risks small. You expand on the one thing that succeeds and you drop the other two things off to the side. You keep testing. You keep growing. You keep building your business.

Some people have the totally opposite fear. They have a fear of success. What will change in your life if you wildly succeed? And I've talked to clients where they had a fear of too much success. They were afraid how it would change them. They were afraid how it might change the relationships they have with other people. And that's something I told them to really come to terms with. To realize they had that fear of success and overcome it. Otherwise, they would sabotage their own business and long-term joy.

Many people get stuck in Analysis Paralysis. Barry Schwartz has a book called "The Paradox of Choice". He talks about how too many options produces anxiety. Online marketing is full of options. There's so many ways you can grow your business. There's so many products you can sell. There's so many choices you can make. All these options produce anxiety.

Hopefully I've helped you throughout this class to choose a market, eliminate some of the options, and start moving forward. Overwhelm is going to be a barrier you're going to have to watch

for all the time. There's a lot of anxiety for people in online marketing because we have unlimited options. Go back to earlier in this class where I talked about the four steps to our freedom business. Narrow it down to just the essentials of what you need to do. Get focused and start moving in that direction.

Don't try to do everything. Don't create a big Should-Do list. Get started, get moving, focus on the essentials, and succeed online.

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