

IS THERE A MARKET FOR YOUR PRODUCT OR SERVICE?

Check list (tick if yes):

Are there magazines servicing your market?

Are there clubs & associations for your market?

Are whole sections of the bookstore dedicated to your market?

Are there already 'well established' businesses selling to your market?

Note: much of this research can be done online - The magazine publishers have websites, many clubs and associations have websites, there are bookstores online (Amazon) and your competition is sure to have a website :-)

Where else might you look to see if your product or service has a market?

YOUR TYPICAL CUSTOMER??

Answer these questions:-

Age:..... Gender:.....Education:.....

Geography (where in the world do they live):.....
.....

Housing (own/rent/buying):.....

If they rent or are buying how much do they spend:.....

Marital Status:.....Children:.....Pets:.....

Hobbies:.....

Job:.....

What if any thing does he/she read:.....

Belong to any clubs or associations (if yes, which):.....

Transport (car/public - model of car/type of public transport):.....

Subscribe to any magazines (if yes, which):.....

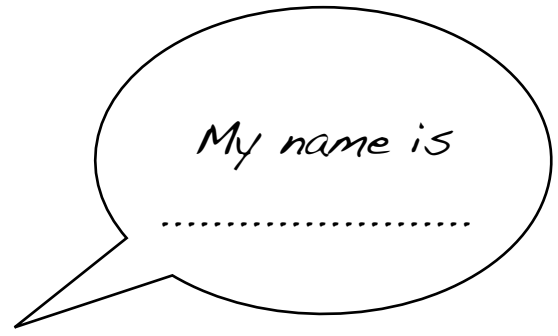
What sort of food does he/she eat:.....

What kind of clothes does he/she wear:.....

How much disposable income does he/she have:.....

Does he/she like to travel (if yes, where to):.....

Would you describe this person as an optimist/pessimist:.....



KEYWORDS..

Your Market:.....

Make a list of the keywords that relate to your market.

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Turn to the person sitting next to you and swap keyword handouts ~ add to each others.

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The ideal search numbers in Google

Searches per month?.....

Competing Pages?.....

THE THREE ESSENTIAL PARTS OF A WEBSITE ARE:-

1.....

2.....

3.....

What are the advantages of the free hosted blogs (blogger and wordpress)?

.....
.....
.....

What are the disadvantages of the free hosted blogs (blogger and wordpress)?

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.....
.....

Name the 4 essential elements to Search Engine Optimisation (SEO):-

1.....

2.....

3.....

4.....

What is the difference between “off page” and “on page” optimisation?

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CREATING AN ELECTRONIC PRODUCT

List 10 different electronic (downloadable) ideas to create that complement your existing business? video, audio &/or text...

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....
- 7.....
- 8.....
- 9.....
- 10.....

IDEAS TO COMMUNICATE WITH YOUR CUSTOMERS VIA EMAIL..

List 5 different topics you could use in a newsletter to your customers:

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

List 7 different giveaways (to get people on your list) - e.g. "5 top secrets to... faster" or "3 hidden techniques to your husband" or "6 easy steps to..." (magazine heading style)

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....
- 7.....

Have I helped you?

Do you have a website?.....
If yes, what is the URL?.....

What stood out for you today?.....
.....
.....

What else would you like to know about the world wide web?.....
.....
.....
.....

Are you interested in the 2nd part of this training - "Growing your online business" (basically getting traffic to your site)?.....

If yes, leave me your email address and I'll let you know when you can register for it (August 2009)
.....

Thank you for being part of this workshop, it has been an absolute pleasure to deliver it to you - I hope it answered many of your questions and created a whole lot more! Go find the answers :-)

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