



Core Report

Module 2: Infoproduct Research

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Welcome to the **Infoproduct Research Module**! In this section, I'll be discussing the techniques I use to research pressing questions of the market, how I decide on an infoproduct topic, and where I go to do this kind of research.

Before I start, one thing you really need to grasp is that the process of creating and selling high-value Infoproducts is really nothing more than **answering the pressing questions that your potential customers are dying to have answered**.

Simply put, they're looking to have a problem solved and are willing to **pay for a solution** rather than trying to figure it out themselves. It's really no different than hiring a plumber to come in and help them fix their leaky faucet, rather than struggling to figure out how to do it themselves.

You're saving them time and fixing a problem for them. **You're making their life better**. If you remember that at all times, your products will be of higher quality, you'll have more customers, and they'll be happier.

(Most importantly, they'll be **more likely to buy from you** in the future!)

Let's dig in...

Finding the pressing questions of your market isn't difficult. I generally look at 4 different sources to find them...

Source #1: Forums

Forums are **my favorite "public source"** for finding the most pressing questions that your potential customers have.

The people who post on forums frequently are typically the **"movers and shakers" of a market**. More likely than not, they're the **early adopters** of new products and new solutions in the market.

So, not only will you be able to find a bunch of market research gold

on forums, you can also go back and **sell your infoproducts to the very same people** who gave you the data in the first place.

(*Side note:* Of course, once your product is developed, you can't just go into the forum and "hard sell" it. You have to **build a relationship** with the forum, or negotiate a deal with the forum owner to send your offer to forum members in exchange for a commission. Your virtual assistant can do these things, and much more. Check out the **bonus report** written by my virtual assistant.)

The way to find pressing questions on forums is extremely easy. I typically follow a very simple process to do so.

First, I take a look at all of the subforums listed on the forum. For example, on the Warrior Forum, we have a large number of sub-categories that give you an idea of all the various areas of internet marketing that people are interested in. This gives you an idea of different topics that are particularly important to internet marketers...

(Of course, these same principles apply to any forum.)

NEW	Main Internet Marketing Discussion Forum (754 Viewing) Find out and learn more about SEO, running an online business, latest trends and effective strategies for marketing your business, website or product online.
NEW	Warrior Special Offer (390 Viewing) The world's largest Internet marketing marketplace. Warrior Special Offers (WSOs) are deals through Warrior Forum, that no-one else can beat. <div> <div> THE NO-ADS WAY TO GENERATE TARGETED LEADS </div> <div> THE SAVVY MARKETER'S LEAD GEN BUNDLE </div> <div> GET IT NOW </div> </div> <div> <div>Launch a WSO</div> <div>Launch a MODERN WSO</div> </div> <div> Sub-Forums: <div> Other Website Products & Services Warrior Forum Classified Ads Wanted - Members Looking To Hire You Affiliate Program Database </div> <div> Legacy WSO Warriors For Hire Web Hosting Offers </div> </div>
NEW	The Warrior Path (4 Viewing) A Forum to follow up Warrior in their Internet Marketing Path. Only for Warriors willing to document their personal challenge.
NEW	Beginners Area (68 Viewing) New to the forum? Hang out here! This is the place to ask your questions about the Warrior Forum, Internet Marketing, and everything a beginner to the IM world needs to know.
NEW	The War Room (23 Viewing) The War Room is the Internet's #1 private forum for elite marketers & entrepreneurs.
NEW	Search Engine Optimization (312 Viewing) Techniques and strategies for effective on-page and off-page SEO to make you rank #1 in the search engines.
NEW	Ad Networks (CPM/CPL, Display) (132 Viewing) Marketing through online advertising networks and search engines. Cost per click, cost per lead, etc.
NEW	Pay Per Click/Search Engine Marketing (PPC/SEM) (19 Viewing) Pay Per Click and Search Engine Marketing discussion. This includes Google Adwords, Bing Ads, etc.
NEW	Email Marketing (27 Viewing) Email marketing, building distribution lists, maximizing open & click through rates, email deliverability, transactional emails, email triggers.

Second, you should start browsing the **first 10 to 20 pages** of the general forum where the majority of the posts are made. While browsing, you should be paying close attention to two things:

- 1.) Hot topics with **lots of comments**
- 2.) **Topics/questions that you keep seeing** over and over

Every time you see a **"hot topic"** and you can't tell what it's about from the post title alone, open up the thread and read the first post to see what the general topic is about.

In the first 10 to 20 pages on the general forum, you're going to start running into **at least 2 to 3 pressing problems** that people keep asking questions about and are having trouble with.

Once you've identified these pressing problems, you should **search the forum using phrases related to the problems** people are talking about. For example, if you're on a dieting forum and you find that exercising is a pressing problem for the members, search the forum archives for terms such as "best exercises," "exercise problems," and "easy exercises."

When you read through the threads related to the pressing problem you identified, you're going to be able to identify specific "hot points" of potential customers based on their complaints. This will give you ideas of what is important to them and what isn't.

(Hint: You can also use these hot points in your infoproduct sales letter to **help sell it.**)

If you intend to become a member of the forum and want to build a relationship, there's no harm in starting a new thread asking for help either. You can ask them what their biggest obstacles are, or if you've already nailed down your pressing problem, then you can ask them for their potential solutions to the problem or stories related to it.

The potential solutions can be used to help **create the infoproduct**, while the stories can give you specific **"pain points"** that **will help sell it** in the sales letter.

Source #2: Social Media (Facebook/Twitter)

Using social media can help you identify pressing problems and market leaders in your industry. While you'll occasionally find some golden nuggets, I would generally use social media for **supplemental research** once you've already identified the pressing problem you intend to target with your infoproduct.

On Twitter, you can search for your pressing problem in the same way that you searched on the forum - by looking for related phrases to the pressing problem that are important to your market.

What you're really looking for is:

- 1.) People who are talking about your pressing problem and are showing **high levels of frustration**. You'll occasionally find excellent "pain points" that you can use in your sales copy.
- 2.) People who are talking about your pressing problem but are **happy with a solution they found**. Typically they will accompany their tweet with a link to an article or page talking about their solution. This is great research for your infoproduct.
- 3.) People who are referring to **experts or top Twitter accounts** in or related to your industry. These are good JV partners for your product and you may (occasionally) be able to contact some of these people and possibly compensate them for posting a tweet about your infoproduct. Their tweets may also provide additional research for your product.

On Facebook, you should **search for groups** that are related to your pressing problem and look to see which groups are most popular. In addition, you'll also find this will provide you with a quick "at-a-glance" **view of the demographics** of your industry.

Knowing your customer is important as it gives you and your virtual assistants a frame of reference to determine in what style the infoproduct should be written. **It also gives you an idea of where you can advertise your product once it's released.**

While it's sometimes difficult to tell the age and gender of a person posting on a forum, you can easily take a look at the "wall" of a popular group related to your pressing problem and get an idea of what types of people are posting to it.

Once you've identified the top groups related to your pressing problem, you should **visit the Facebook pages of at least 50 to 100 people who are posting to these pages**. While not everyone's Facebook page will be available for public view, you'll definitely find many that are.

You should take a close look at the interests of those people posting on the pages. You are often able to find **at least 1 or 2 important trends between many of these people**.

For example, going back to our exercise example, you might find that many of the people who are posting to the Facebook walls of exercise-related groups are also interested in parenting.

Once you find these trends, it allows you to **poke at hot points** in the sales letter ("Did you just have a child and you're looking to get rid of that extra belly fat? Well, our easy exercise helps you do just that...") and also gives you information about additional places you can advertise that may be **lower cost than directly advertising in your own market**.

Bam! It's a really easy way to save money.

Just to illustrate, according to KeywordSpy.com, "Weight loss" has a CPC of \$3.07, while "Parenting" has a CPC of \$1.43, less than half the cost...

Keyword: weight loss	Keyword: parenting
Overview Ads (887) Related (1,000)	Overview Ads (50) Related (1,000)
Keyword Statistics	Keyword Statistics
PPC Advertisers: 602	PPC Advertisers: 8
CPC: \$3.07	CPC: \$1.43
Search Volume: 7,480,000	Search Volume: 1,000,000
Search Results: N/A	Search Results: N/A

So, you can advertise using parenting-related keywords at a much lower cost and still target nearly the **same demographic of customers**.

Can you see how **powerful it can be to know your customer?**

Source #3: Yahoo Answers

Yahoo Answers can be a great source of research, and it typically provides **more focused results** than simply going to a forum and browsing. However, once again, it's probably a good idea to have a pressing problem identified before doing any research here. One thing to keep in mind is that **Yahoo Answers might not work for every market**. I've found that, in general, the audience on Yahoo Answers is younger and might not be as helpful to markets that are targeting older demographics. (Regardless, you should try researching here anyway.)

As with our previous sources, you'll want to start out searching for phrases that are related to the **pressing problem** you've identified.

Once the search results are returned, you'll want to **browse the first few pages and see what types of questions are asked** over and over again. Although many of the questions will be similar since it's based on the keyword phrase you searched for, you'll often be able to find nuances in the way the question is asked or what particular solution the asker is looking for.

Next, you'll want to take a look at the number of answers to all of the questions you're browsing. Of particular interest are questions that have either **no answers** (which means that no one has the solution, or possibly the question wasn't asked properly) or questions that have **5 or more answers** (which means the question is popular and was of interest to a lot of people).

The questions and answers of both of these types of questions will provide additional research data to the **specifics of what your customer base is looking for**, what is important to them, and what is unknown.

You should also be on the lookout for questions with answers that were **voted the best by the voters**, rather than being voted the best by the asker.

In general, I usually take this to mean that the asker wasn't satisfied with the answers given by the community and count these as **"unanswered questions."**

When browsing Yahoo Answers, be sure to pay close attention to the **sources provided in the answers** as well. Some of these can provide additional research for your infoproduct.

Source #4: Existing Customers

Surveying your existing customers is the **absolute best kind of market research you can do**. These are people who are proven buyers and are 10 to 20 times more likely to purchase from you again in the future.

Once you have enough loyal customers (1,000 to 2,000), you can actually get to a point where you have to do **virtually no "outside" market research** and can concentrate entirely on creating infoproducts that your customers are willing to buy.

The best way to obtain such a large base of customers as a new infoproduct creator is to **sell super low-cost, high-value products, ranging from \$5 to \$10**. Of course, it's critically important that you

get the e-mail addresses of those who purchase and regularly e-mail them with content updates and your new offers.

Note: See the **bonus module** for the tools and resources I recommend for surveying and e-mail marketing.

There's a **myth** out there that people who are willing to purchase low-cost infoproducts aren't willing to purchase high-cost (\$1,000+) products.

This is absolute bull. It's simply not true.

Of course, not every single person who purchases one of your low-cost infoproducts would be in a financial position to buy a high-end product, but a **small portion of them will be potential candidates**. (It doesn't take many sales of a high-cost infoproduct to make it worth your time.)

When using surveys to figure out what your customers are looking to purchase from you next, you can use one of two methods:

Method #1: Open-Ended Method

This method is best used **if you aren't sure what pressing problems your customers are having**.

When sending a survey to potential customers and you're trying to identify their pressing problems, the easiest way to do so is to send out a one-question survey asking them a very simple question...

"What's the number one thing that is holding you back from _____?"

Of course, the blank space represents whatever their primary goal would be in the industry. So, if you're in the weight loss industry, the question would be:

"What's the number one thing that is holding you back from losing weight?"

It's a very simple process, but **the responses you get will give you an idea of what types of solutions that your customers are looking for.**

When analyzing the results from the open-ended survey, you must **read between the lines.** For instance, you'll often get responses that say "lack of time." If you found that was the #1 complaint from your customers in the weight loss industry, then you could to create a product that provides intense exercises that can be done in a short amount of time.

You're essentially **reverse-engineering the source of their problems** and providing a solution in the form of an infoproduct.

Source #2: Focus-Down Method

This method is best used if you're already aware of a significant number of pressing problems in your industry, but **aren't sure which ones your customers want solved first.**

Continuing with our weight loss example, let's say that you knew a number of the pressing problems but you weren't sure which one your customers wanted to focus on most. You could create a survey that contained a list of potential solutions and allow them to check all that they were interested in. The survey question would be:

**"Which of these topics would you like to learn more about?
Check all that apply."**

And possible answers could be...

- Delicious low carb meals
- Tasty low-fat meals
- Getting six-pack abs
- Quick and easy exercises
- Burning belly fat
- Getting rid of stretch marks
- Intense fat-burning exercises
- Keeping your kids fit and healthy
- Fast low-fat (or low carb) recipes

...and many more.

There's no limit to the number of possible answers you can add to the survey. **Every single answer is a potential infoproduct you could create**, and once you've gotten a significant number of responses (at least 50 to 100) you can start to identify which topics are most popular and get to work on creating those infoproducts.

You might notice that a couple of the answers aren't directly related to weight loss. You can often **find new "fringe" markets** by having your customers fill out these surveys. Essentially, that means it's a market that your customers would be interested in purchasing products from that could **extend to other demographics** as well.

For example, you might find that a significant number of your responses indicate that getting rid of stretch marks is a priority.

You could create an infoproduct with information about getting rid of stretch marks, **sell it to your existing customers** for an initial surge of cash, and **then find new customers** that would purchase it. After all, some customers are looking to get rid of stretch marks without necessarily looking to lose weight.

Now, there are a few sources of customer research that I haven't yet mentioned, but it's one of the most valuable. You simply need to take a look at what's already selling by looking at **marketplaces with "open data."**

These marketplaces are invaluable for your research, because there's no better indicator of the marketability of a product than to see what prospective customers have already spent money on.

Here are my favorite marketplaces that allow us to "spy" on what types of products our potential customers are buying...

* **Clickbank** - This is one of the best and oldest open marketplaces out there. By browsing Clickbank's marketplace, you can easily look at what products are selling the best by taking a look at the gravity.

Paleo Recipe Book - Brand new Paleo Cookbook
Brand new Paleo diet cookbook with over 370 recipes.
Pays 70% commission on this high-quality, easy to sell product. Get banners and promotional material at <http://paleorecipebook.com/affiliates.html>

Avg \$/sale
\$21.26

Promote

Stats: Initial \$/sale: **\$21.26** | Avg %/sale: **70.0** | Grav: **46.76**
Cat: **Cooking, Food & Wine : Recipes**

 **\$**

 **1K**

Although the actual algorithm of how is gravity calculated remains a secret, a **higher gravity means that more of those infoproducts are being sold**. As mentioned before, you should look for infoproducts that have a gravity of **at least 5 to 10**.

* **WarriorPlus for Affiliates** - This marketplace is most useful if you are selling internet marketing related products. However, you must request approval from any vendor whose products you want to promote, and when you're new, that can be a challenge.

Then again, you can easily find out what's selling the best on WarriorPlus by taking a look at what offers have the highest earnings per visitor.

<u>VISITOR CONV.</u>	<u>VISITOR VALUE</u>	<u>AVG. PRICE</u>
6%	\$0.45	\$7.25
0%	\$0.00	\$0.00
0%	\$0.00	\$0.00
2%	\$0.17	\$7.00
37%	\$2.59	\$7.00
11%	\$1.92	\$18.17
5%	\$0.44	\$9.00
3%	\$0.27	\$7.83
26%	\$1.80	\$7.00
27%	\$2.06	\$7.76
12%	\$1.26	\$10.80

Pay close attention to **what topics sell best and what characteristics the top sellers all have in common.** (If you've chosen to upgrade to the gold version of Infoproduct Empire, check out the WSO Pro Research Report to get a full analysis.)

* **eBay** - One of the oldest marketplaces out there, and still a good source of information for many potential markets. All you need to

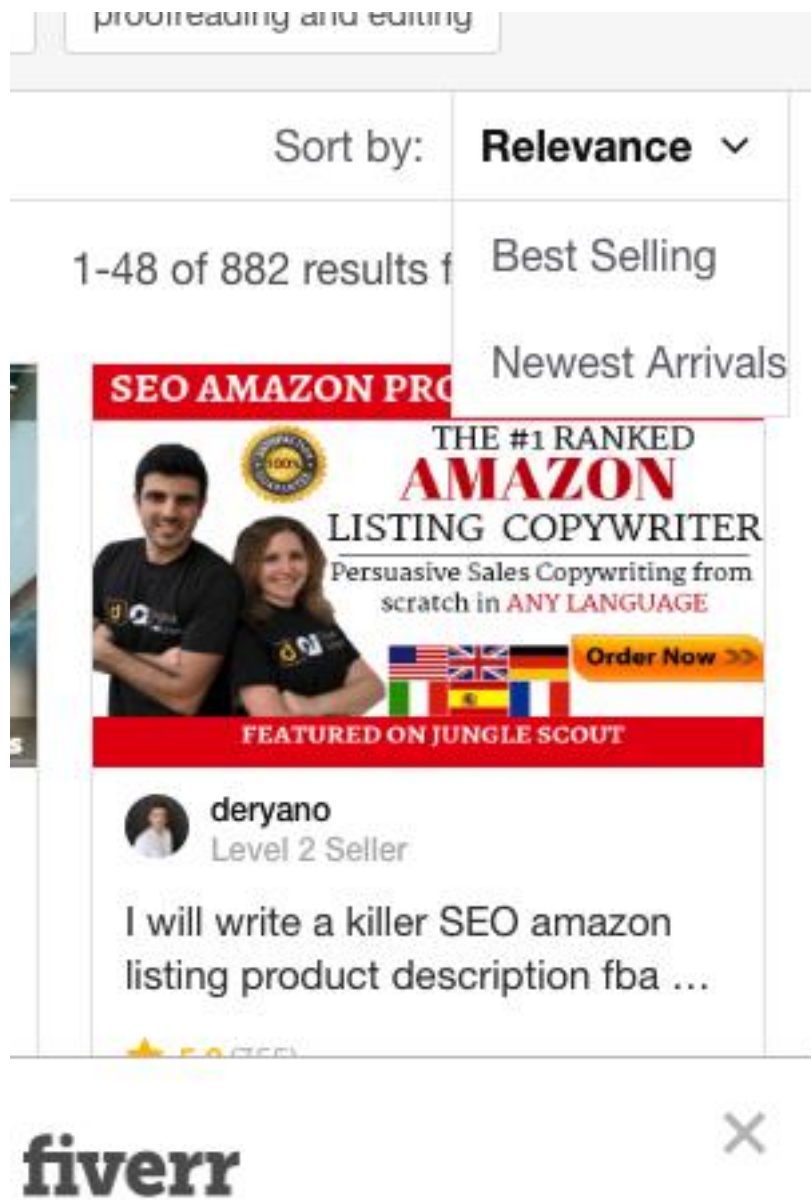
do is search for terms related to your market while having "Show only: completed listings" checked, found in the left sidebar.

You're looking for infoproduct auctions that have **at least 1 bid on them related to your industry**. The number of infoproducts sold on eBay has decreased, but there's still a huge opportunity there for both researching what sells and for finding new customers to sell your infoproducts to.

* **Amazon** - This is a great source for research, although you will be looking for books (and Kindle books) rather than infoproducts. Simply search for the terms related to your market, and then sort the results by "bestselling" and/or "popularity."

Take a close look at the **titles, subjects and the bullet points** of the books that are selling best. It's a great indication of the types of infoproducts that sell well in your market, and it'll give you good ideas for the salesletter.

* **Fiverr** - Although the data in this marketplace is "hidden" and won't work for every industry, you can still **browse the categories** for gigs that are related to your industry and then use the dropdown menu on the right to filter them by "**Best Selling**" to find the most popular gigs.



The gigs that are higher on the list when sorted by popularity sell the most and **should be analyzed to determine what is making them successful**. You can often find good resell rights and private label rights material on Fiverr, and depending on your market, you can **sell copies of low-cost infoproducts as well**.

Once you've identified the top-selling selling products, all you need to do is figure out a way to improve on those products or to sell it with better sales copy. There are many ways you can do that...

You can **teach the products in a better way**, by providing more of the "thud factor" than the competition. Module 4 reveals how to create more value in your infoproducts.

You can **present new information** that isn't covered by competing products. Look for relevant market news that has developed since other infoproducts have been released and use it as research for your product.

You can **provide case studies** related to your market. You can use existing customers as potential case studies, or you can look for "public stories" - people who have followed a technique or method that you are talking about in your infoproduct.

Most importantly though, you need to make sure that your infoproduct is **focused on fixing just one or two specific, pressing problems of your market**. We'll talk about how to properly "focus" your product and position it in the best way possible in the next module.

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