

MARKET RESEARCH CHECKLIST



<http://www.WOWContentClub.com>

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Basically, you are looking to find a market that spends money, find what they are buying and figure out how to sell them more of it.

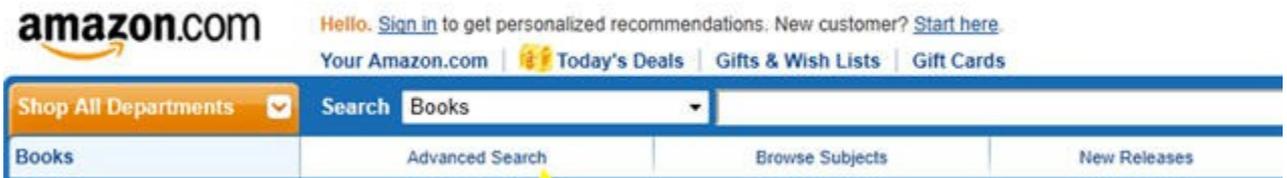
"How to" information sells best. Some of the places you can go to research whether or not a market exists for your idea or chosen niche are:

1) Amazon.com Bestseller List

This is the largest bookstore online, so it is the best place to begin. Start your keyword search here: <http://www.amazon.com/bestsellers> From here you can navigate to the following tabs:

- Top Rated
- Hot New Releases
- Movers and Shakers
- Most Gifted
- Most Wished For

Another thing to try is an Advanced Search.



For your first search, type the words "How to" into the Keywords box and select sort results by "Bestselling." For Subject you can either select your niche topic, nonfiction or something close and then hit the "Search" button.

Books Search

Keywords <input type="text" value="How to"/>	Condition <input type="text" value="All Conditions"/>
Author <input type="text"/>	Format <input type="text" value="All Formats"/>
Title <input type="text"/>	Binding <input type="text" value="All Bindings"/>
ISBN(s) <input type="text"/>	Reader Age <input type="text" value="All Ages"/>
Publisher <input type="text"/>	Language <input type="text" value="All Languages"/>
Subject <input type="text" value="All Subjects"/>	Pub. Date Month: <input type="text"/> Year: <input type="text"/>
	Sort Results by: <input type="text" value="Bestselling"/>

For your search, type the words "How to" into the Keywords box and select Sort Results by "Bestselling." For Subject you can either select

your niche topic, nonfiction or something close and then hit the "Search" button.

Some of the returned results will be irrelevant, but most will be good ideas for "how to" info products -- just the type you want to create!

2) Ebay Marketplace

You can begin at [eBay Pulse](#). First, you'll see the top ten Popular Searches. The key thing to remember here is that these are searches being performed by customers with cash in hand.

Scroll down the page a bit and you'll see the most watched items. These are items that searchers have tagged, but not yet bid on. So there is some interest here.

Now click on the link at the very bottom of the page that says "See more eBay Pulse Categories..." and a new page will open up... Here is the real pay dirt. You can browse ALL the categories for top searches and brainstorm ideas for information products that would service these customers.

There are two other great pages to check out on eBay for product ideas and idea popularity checks. The first is their [Most Popular Products page](#) and the second is really cool. It is [Seller Central](#). And on it you will find all kinds of information, arranged by category.

Choose a Topic

- [Welcome](#)
- [Getting Started](#)
- [Best Practices](#)
- [Advanced Selling](#)
- Category Tips**
- [What's Hot](#)
- [News & Updates](#)
- [Resources](#)

Category Tips

Knowledge is power, they say, and it couldn't be truer than when it comes to selling on eBay. Selling success is about being in the right place, at the right time, with the right product. Below, you'll find category-specific strategies and resources to help you become a savvy seller.

 Antiques Seller's Edge Seller Profiles In Demand Discussion Board Seller Guide	 Health & Beauty Seller's Edge Seller Profiles In Demand Seller Guide Discussion boards
 Art Seller's Edge Seller Profiles In Demand Discussion Board Seller Guide	 Home & Garden Seller's Edge Seller Profiles In Demand Discussion Boards Home Seller Guide Crafts Seller Guide
 Books Seller's Edge Seller Profiles In Demand Discussion Board	 Jewelry & Watches Seller's Edge Seller Profiles In Demand Discussion Board Seller Guide Contact Us Jewelry Selling Zone Watches Selling Zone
 Business & Industrial Seller's Edge Seller Profiles In Demand	 Musical Instruments Seller's Edge Seller Profiles In Demand

This screenshot only shows a handful of the categories, but you can see all the information available to you in each category. I have gone ahead and clicked on the "In Demand" link in the Health and Beauty category, so let's see what this turns up.

Category

Welcome to eBay Pulse, a daily snapshot of current trends, hot picks, and cool stuff on eBay. [Learn more.](#)

POPULAR SEARCHES by number of searches	LARGEST STORES by number of active listings
<ol style="list-style-type: none">1. mac2. philosophy3. mary kay4. clinique5. arbonne6. lancome7. avon8. perfume9. chanel10. estee lauder	<ol style="list-style-type: none">1. OTCRETAIL LOWEST PRICES ON THE NET otcretail (21909) ★2. The StrawberryNET strawberrynet01 (13971) ★3. ABC Pharmacy Wholesale alexpharm (20442) ★4. FragranceExpress fragranceexpress (30014) ★5. ClubNatural clubnatural (16037) ★

MOST WATCHED ITEMS
by number of users watching

 <p>eBay's #1 DIET PILL -LIPOREXIN - \$153? NOW \$12.99 EBKY3 2-Day Shipping! FREE DELIV. CONF! Money Back Guarantee!</p>	 <p>Diet Pill / Lean Muscle Supplement 4 MEN 'Myoffeine' HUGE SALE - 77% OFF - only \$22.99 - FAST SHIPPING!</p>
 <p>eBay's #1 DIET PILL -LIPOREXIN - \$153? NOW \$11.99 EBKY3 2-Day Shipping! FREE DELIV. CONF! Money Back Guarantee!</p>	 <p>MetaGen Weight Loss Technology Meta Gen Works! LIFETIME NO QUESTIONS ASKED \$ BACK GUARANTEE</p>
 <p>Acne & Wrinkles GONE with My Home Exfoliation Cloth</p>	 <p>LoSE WeIGHT IN 72 HoURS? 72 HoUR DIET PILL #1 ON EBAY! 100% \$ BACK GUARANTEE - SUPER FAST SHIPIPNG - \$ SAVE! \$</p>
 <p>Lipovox Aids ACNE, WRINKLES, & WEIGHT LOSS! Save 50%! 1 BOTT \$31.99 - BUY 4 (\$127.96!) GET 1 FREE! - #1 SUPP</p>	 <p>ACNE? Have Clean and Smooth Skin...FOREVER!!! SF</p>
 <p>Hoodiavex- aids Weight Loss & Skin w/ Hoodia \$16 * With Hoodia = Dramatically Suppress your Appetite! *</p>	 <p>Lipovox Aids ACNE, WRINKLES, & WEIGHT LOSS! Save 50% VG 1 BOTT \$31.99 - BUY 4 (\$127.96!) GET 1 FREE! - #1 SUPP</p>

From this screen capture you can see immediately what products are the most popular and what folks are most interested in when it comes to Health and Beauty. So... if you are planning on creating a product in this genre, you would do well to focus on one of these topics.

3) Clickbank Marketplace

Go to <http://www.clickbank.com/marketplace> and you will see the product categories on the left hand side of the page.

Click on a Main Category and then drill down until you get to the one you are interested in.

For instance, if you wanted to research the "Weight Loss" niche, you would begin with 'Health & Fitness' and then click on 'Diets & Weight Loss.'

The screenshot shows the Marketplace website interface. At the top, there's a search bar with the text "Find Products:" and a dropdown menu for "All Categories" and "Current Categ". Below the search bar, there's a banner for "Introducing SocialPromote™ Share products you like with your Facebook friends & earn affiliate commission".

The main content area is titled "Results" and shows "Displaying results 1-10 out of 462 (pg. 1 of 47)". The search results are filtered for "Health & Fitness : Diets & Weight Loss". The results are sorted by "Popularity" (High to Low).

The results list includes:

- The Diet Solution Program**: Super High Converting Weight Loss & Nutrition Site With Awesome Sales Video Filled With Real Content. Find Out How You Can Cash In Too: <http://www.thedietsolutionprogram.com/affiliates>. Avg \$/sale: **\$46.41**. Stats: Initial \$/sale: \$44.12 | Avg %/sale: 75.0% | Avg Rebill Total: \$28.32 | Avg %/rebill: 75.0% | Grav: 352.52. Cat: Health & Fitness : Diets & Weight Loss. Like 8K.
- Fat Burning Furnace: !!!May Update!!!**: Your Average Payout Now Boosted 30% With More Unusual Tricks Used On This Uncomfortable Website. www.fatburningfurnace.com/aff. Avg \$/sale: **\$39.71**. Stats: Initial \$/sale: \$34.42 | Avg %/sale: 75.0% | Avg Rebill Total: \$22.60 | Avg %/rebill: 75.0% | Grav: 191.75. Cat: Health & Fitness : Diets & Weight Loss. Like 4K.
- Mens video just tripled conversions - check it out!**: July 18 update: mens vid 3x conversions! New womens vid later this week! For tips on getting 3-cent clicks (not google), SEO tips, facebook, and more go to - <http://truthabouttabs.com/affiliate-info.html> - see how my super-affs do 100+ sales/day from ppc. Avg \$/sale: **\$36.32**. Stats: Initial \$/sale: \$31.61 | Avg %/sale: 75.0% | Avg Rebill Total: \$29.05 | Avg %/rebill: 75.0% | Grav: 283.97. Cat: Health & Fitness : Diets & Weight Loss.

On the left side, there's a "Categories" sidebar with "Health & Fitness" selected, and "Diets & Weight Loss" highlighted.

You can see here that the diet and weight loss search returns a listing of 462 products. The reason you want to study them is to find out what others are selling in your market. What is the over-riding theme? What is the price range that most of the products fall into?

Yes, the market is competitive, but this is a GOOD THING. You know that folks in this market are responsive, that they are buyers, not just browsers.

So... all you have to do is create better products. Find a new angle or sub niche that isn't being catered to. Innovate. Improve on what is already selling in your market. And do a better job marketing your site and your products.

4) Mike's Most Searched Keywords:

Lists the top 500 keywords in 48 hours or 365 days. [Go here](#) for a quick look.

5) Use Google.com

Go to www.Google.com and type your keyword or phrase into the search box.

Are there lots of sponsored links on the right hand side and at the top of the page? If so, then you know that advertisers are spending money and they wouldn't be spending their money if folks weren't buying.

The screenshot shows a Google search for "weight loss". The search bar contains "weight loss" and the "Search" button is visible. Below the search bar, the results are categorized into "Web" and "Sponsored Links".

Web Results:

- Health & Fitness Tips** (Sponsored Link): www.JennyCraig.com Register with Jenny Craig & Enjoy Healthy Meals, Fitness Tips & More
- 30lbs in 3 Weeks- No Diet** (Sponsored Link): www.Thermocerin.com Amazing **Weight Loss** Secret As seen on CNN and 60 Minutes
- Weight Loss** (Sponsored Link): www.MyBodyMakeover.com Eat more, exercise less, and lose up to 30lbs in 6 weeks, Guaranteed!

Refine results for weight loss:

- [Treatment](#) [Tests/diagnosis](#) [For patients](#) [From medical authorities](#)
- [Symptoms](#) [Causes/risk factors](#) [For health professionals](#) [Alternative medicine](#)

Weight Control - WebMD
From healthy diet plans to helpful **weight loss** tools, here you'll find the latest diet news and information.
www.webmd.com/diet/ - 126k - [Cached](#) - [Similar pages](#) - [Note this](#)

Weight Loss
About.com's **weight loss** Web site provides a variety of information about diets, emotional eating, fitness, nutrition, cooking and more, as well as weekly ...
weightloss.about.com/ - 30k - [Cached](#) - [Similar pages](#) - [Note this](#)

Weight Loss
Weightloss-Helpers.com - A **weight loss** guide designed to help you lose **weight** and improve the way you look and feel!
www.weightloss-helpers.com/ - 13k - [Cached](#) - [Similar pages](#) - [Note this](#)

LA Weight Loss Program - The LA Weight Loss Diet Plan

Sponsored Links (Right Side):

- Top 5 Weight Loss Pills**
Which **Weight Loss** Pill's Strongest? Top Diet Pills Voted- Learn More...
www.ConsumerPriceWatch.net
- Drop 20 Pounds in a Hurry**
Nothing Burns Fat Faster Results Guaranteed - or it's free
www.trimandslim.com?weight-loss
- Weight-Loss Pills Exposed**
Top 20 **Weight-Loss** Pills Reviewed Lose 30 Pounds in 30 Days!
PricesExposed.net/Quick-Weight-Loss
- "2008 Diet Of The Year"**
Finally, A Diet That Really Works! As Seen On CNN, NBC, CBS & Fox Ne
www.Wu-YiSource.com
- NutriSystem Weight Loss**
Forget the fads! We are here to stay. Try NutriSystem.
www.nutrisystem.com
- Hypnotherapy Clinics**
Would You Like To Stop Smoking, Lose **Weight**. Or Stop Bad Habits?

6) Quantcast.com

OK. Let's say, just for fun, you want to do something that no one has ever done before. You've have been struggling to lose weight all your life, so you think you know a thing or two about dieting and you've decided want to build a site telling others how to lose weight. Novel idea, right? No one has ever thought of this before!

I'm kidding, of course. This is one of the most competitive niches out there. But does that mean that YOU cannot join in the fray? I don't see why not, especially if you go about it right. In this instance, you are not going to worry about whether or not your niche is going to have a large enough or hungry enough mob (literally). What you might be more concerned about is how you are going to stake your claim to a piece of the hugely competitive 'weight loss' niche pie.

For this we are going to use a stealth market research tool called Quantcast.com, but we will begin by typing the word "weight loss" into Google.com. When you do, this is what you come up with the results page below (next page):

The screenshot shows a Google search for "weight loss tips". The search bar contains the text "weight loss tips" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, the page is titled "Web" and "Results 1 -". The first result is a sponsored link for "Weight Loss Program" from www.MyBodyMakeover.com with the text "Eat more, exercise less, and lose up to 30lbs in 6 weeks, Guaranteed!". Below this are several organic search results:

- [50 Weight Loss Tips ~ Chris Pirillo](#)
If you wanted to know how I did it, and how I intend on maintaining my current **weight**, then these 50 **weight loss tips** are for you. I'm not an expert, ...
chris.pirillo.com/2006/06/05/50-weight-loss-tips/ - 371k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [Successful Weight Loss: Top 10 Tips On What Works and Why | The ...](#)
The Diet Channel's ten best **tips** for successful **weight loss** - how to lose **weight** and keep it off.
www.thedietchannel.com/weightloss.htm - 22k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [The Biggest Loser | Free Exercise Programs | Weight Loss Meal Planner](#)
In this section we cover the general topics on losing **weight**. For more specific **tips** on **weight loss** and losing **weight** go to the sections on 'Exercise' and ...
www.free-online-health.com/ - 21k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [Weight Loss Tips and Success Stories Covering Different Weight ...](#)
Losing **weight** is a personal issue that many of us are struggling with. If you've ever felt like nobody understands what you're going through, that trying to ...
wtips.com/ - 25k - [Cached](#) - [Similar pages](#) - [Note this](#)
- [10 Tips for Easy Weight Loss](#)
10 Easy **Tips** for **Weight Loss**. Learn easy steps to lose **weight** a healthy way. Easy **weight loss tips** written by Registered Dietitians.
www.healthcastle.com/easy-weightloss.shtml - 57k - [Cached](#) - [Similar pages](#) - [Note this](#)

So, I am going to select **Successful Weight Loss: Top 10 Tips on What Works and Why**. Because that is the first non sponsor link that comes up with a real website behind it: www.thedietchannel.com

Now I am going to go to: Quantcast.com and when I get there I am going to paste the www.thedietchannel.com URL into the Find reports space. And hit GO.

The screenshot shows the Quantcast website. The logo "quantcast" is on the left. On the right, there are navigation links for "HOME", "OUR BLOG", and "WHAT IS QL". Below the navigation is a search bar with the text "Find reports for 20,267,977 sites:" and a "GO" button. To the left of the search bar is a small bar chart icon.

And what do you think is going to happen?

I'll tell you what. It is going to do ALL your market research for you in one fell swoop!

Below is just a section of the first page of results, but from it right away, we can tell that the MARKET IS HOT! 'Course we already knew that.



Profile for [Thedietchannel.com](http://www.thedietchannel.com)

US Reach: 60,636
Rank: 30206

Not Quantified
 Accepts Advertising

There are 20 websites with similar audiences to [Www.thedietchannel.com](http://www.thedietchannel.com).

Similar Audience Matches [1 - 10 of 20 displayed in order of relevance]

Only show Quantified sites Only show sites that accept advertising



[Applecidervinegarweightloss.com](http://applecidervinegarweightloss.com) US Reach: 5,789

This site reaches approximately 5,789 U.S. monthly uniques. The site caters to a mostly female, primarily older audience. The typical visitor visits arthritis.about.com, reads gardenweb.com, and sub... [[more](#)]

Not Quantified Unknown Advertising

Rank: 243,633



3daydiets.net US Reach: 11,969

This site reaches over 15,415 monthly uniques, of which 11,969 (78%) are in the U.S. The site caters to a HH income up to \$60k, primarily female audience. The typical visitor visits sparkpeople.com,... [[more](#)]

Quantified Accepts Advertising

Rank: 119,526 | Global Reach: 15,415+ | Page Views: 22,366+mo | Uniques: 15,060+mo



[Bestofweightloss.com](http://bestofweightloss.com) US Reach: 5,144

This site reaches approximately 5,144 U.S. monthly uniques. The site caters to a very slightly female biased, 55-64 audience. The typical visitor visits bodybuildingforyou.com, subscribes to Preven... [[more](#)]

Not Quantified Accepts Advertising

Rank: 273,341



[Dietbites.com](http://dietbites.com) US Reach: 150,420

This site reaches over 150K U.S. monthly uniques. The site is popular among a more affluent, primarily female, more educated crowd. The typical visitor visits calorieking.com, subscribes to Fitness,... [[more](#)]

Not Quantified Accepts Advertising

Rank: 18,138



[Everydiet.org](http://everydiet.org) US Reach: 92,228

This site reaches approximately 92,228 U.S. monthly uniques. The site is popular among a heavily female audience. The typical visitor visits ediets.com, reads shape.com, and frequents iVillage. [[more](#)]

Not Quantified Accepts Advertising

Rank: 24,715



[Soc.hawaii.edu](http://soc.hawaii.edu) US Reach: 32,470

This destination reaches approximately 32,470 U.S. monthly uniques. The destination caters to a younger, rather female crowd. The typical visitor uses bottomdollar.com and visits Educational Resourc... [[more](#)]

Not Quantified No Advertising

Rank: 70,347



[Theloseweightdiet.com](http://theloseweightdiet.com) US Reach: 13,889

This site reaches approximately 13,889 U.S. monthly uniques. The site caters to a more female, HH income up to \$60k, younger audience. The typical visitor visits About.com Exercise, frequents 43thin... [[more](#)]

Not Quantified No Advertising

Rank: 111,329



[Annecollins.com](http://annecollins.com) US Reach: 315,556

Annecollins.com is a top 10,000 site that reaches over 315K U.S. monthly uniques. The site caters to a more educated, somewhat female audience. The typical visitor visits bodybuildingforyou.com, rea... [[more](#)]

Not Quantified Accepts Advertising

Rank: 9,085



[Diet-blog.com](http://diet-blog.com) US Reach: 229,509

This site reaches over 229K U.S. monthly uniques. The site attracts a largely female audience. The typical visitor

Not Quantified Accepts Advertising

But take a look at some of those numbers above. 60,636, 150,420, 92,228, 315,556, 229,509. How would you like to reach that many folks with your niche business by this time next year?

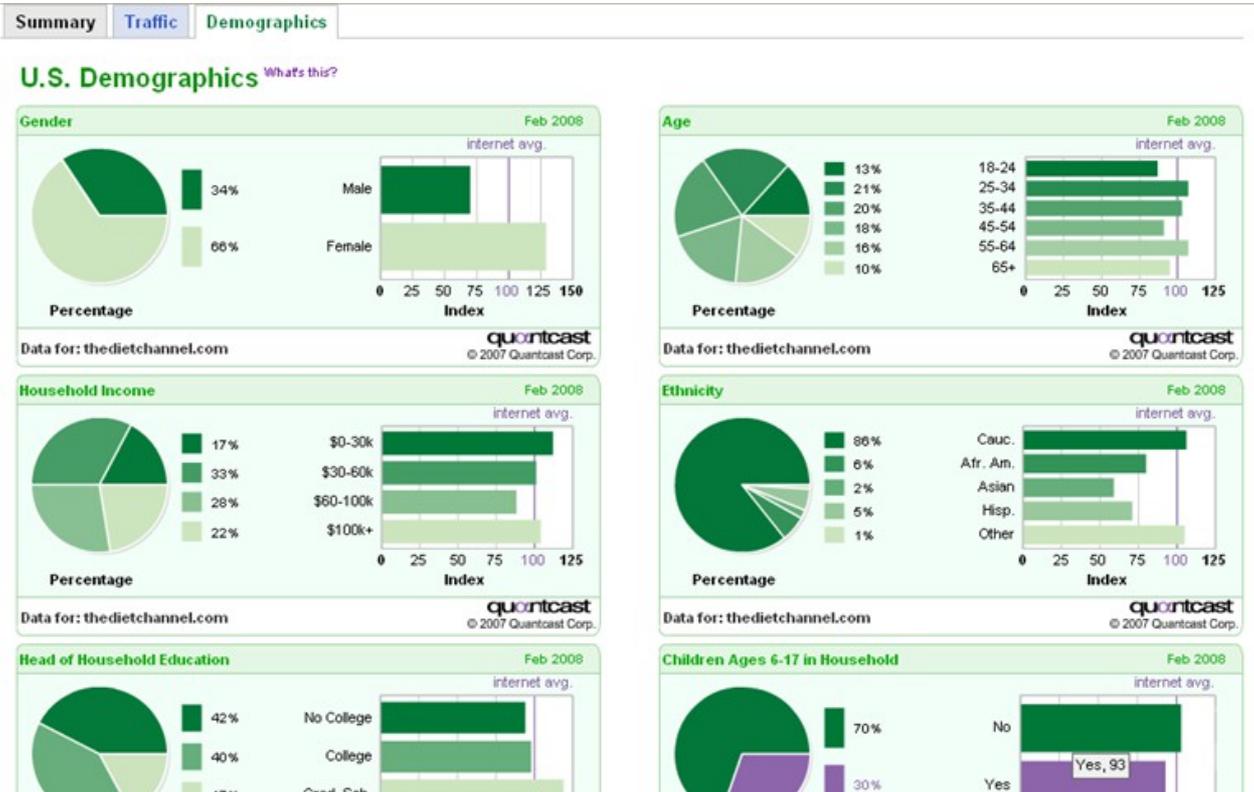
It is ENTIRELY POSSIBLE, even probable. That is what internet marketing is all about. The whole world is your marketplace.

BUT... it isn't just going to drop into your lap. You have to do a few things to get the kind of numbers that these sites have.

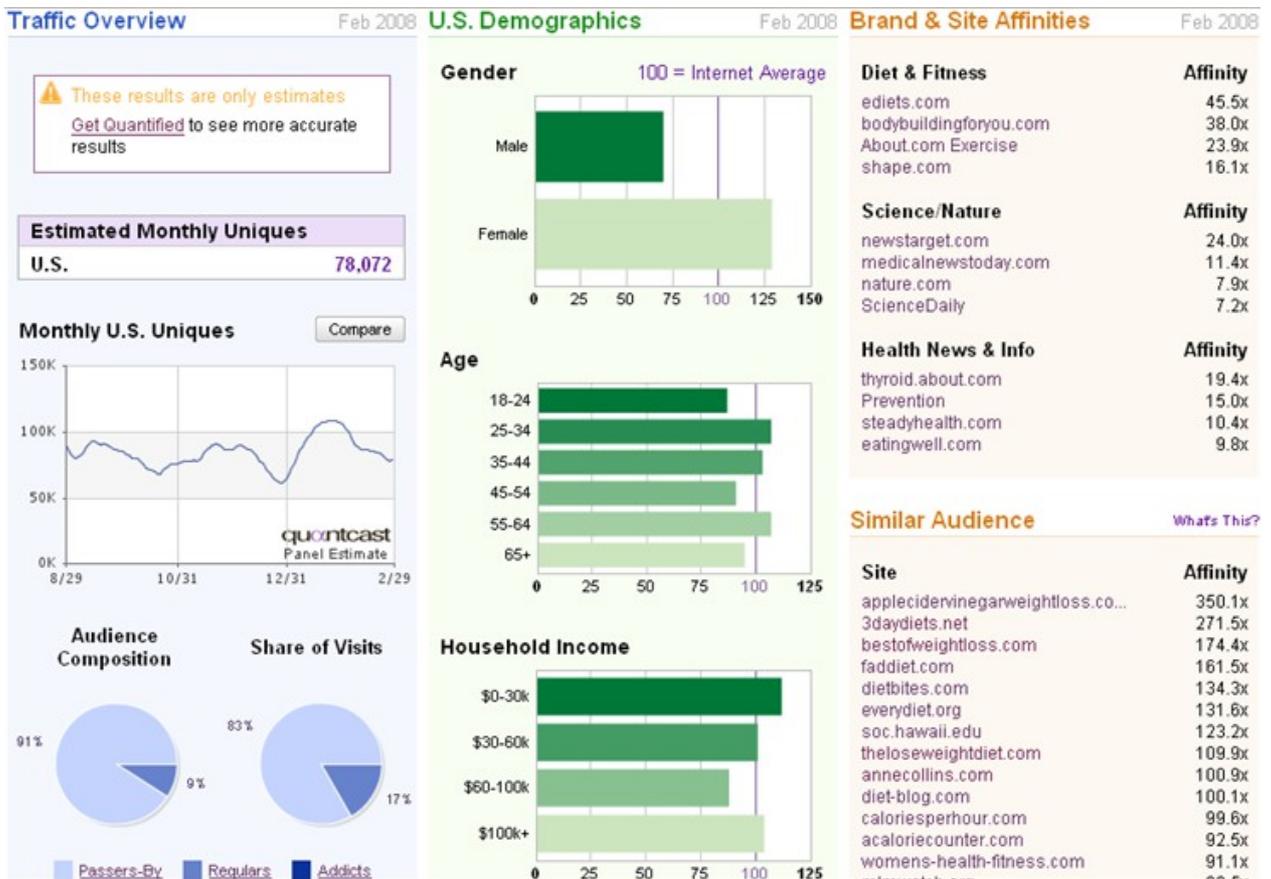
You can't just put up a site - no matter how great it is - then kick off your shoes and settle back in your easy chair waiting for folks to discover you. Because... there are too many other guys out there hustling, playing it smart, doing all the right things. You simply cannot afford not to be one of them.

If you are going to become a true entrepreneur - a true empire builder. You are going to have to know how to get your site(s) to the TOP of the heap, regardless of which niche you target. **You are going to have to know how to DOMINATE YOUR NICHE.**

And one of the keys to doing so is to know all there is to know about your primary competition. This is where Quantcast.com can be your best friend and ally. Not only does it supply you with the numbers and ranking for each of your competitor's sites, but take a look at this.



This is a full breakdown of the demographics of the market for TheDietChannel.com. Why you might be interested in this is because you are targeting a very similar market. Well, right here, in a nutshell, **you can see who your market will primarily be comprised of.** And if you click on the links for ANY of the 20 related sites, you will get a similar demographic breakdown.



Here is the Summary for TheDietChannel.com. **Take a look at ALL the information you get - and this is just for one site.** You can go back to the first page and click on every site there and get the same information, tailored to each individual site, of course.

Better still, if you look above on the right hand side, you will see **a listing of sites with related and similar audiences.** All of these sites are hyperlinked and, if you click on them, you will get their profiles as well! More Market Research handed to you on a silver platter!

7) Go Shopping

Shopping.com maintains a great consumer demand index. This gives an overview of the search habits of millions of weekly shopping searches, so you can get a grasp of emerging trends, as well as seeing what products are the most popular.

8) Browse Bestselling Magazines - Online

Magazines live or die by their advertising dollars. That means that any time you see a successful magazine, there are people spending money in that niche. They are buying from the companies advertising in that magazine. Otherwise, the companies would cut that magazine out of their marketing campaign. But you don't have to worry about that. You can reap the rewards of their research, and you don't even have to leave home to do it!

Simply [click here](#) and you will find ALL the top Magazines organized and presented to you by category. You can then click on each of the individual covers and browse through the past 12 months worth of issues. Check out all the headlines, subheads and features. These are the hot topics that you want to focus on.



International
USA

Health & Fitness >

Sort By **Recommendations** | Name | Price

12 

Featured

All Magazines

New Arrivals

Boating & Aviation

Business & Finance

Cars & Bikes

Computers & Tech

Electronics & Audio

Entertainment

Family & Parenting

Fashion & Style

Food & Cooking

Free Samples

Gay & Lesbian

Health & Fitness

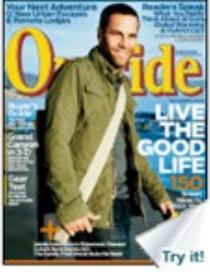
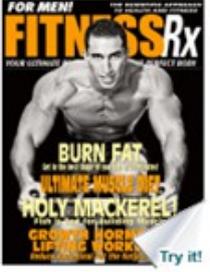
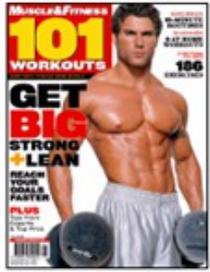
Home & Garden

Mature [\(hide\)](#)

Men's Interest

News

Photography & Art

 <p>Men's Health view single issues</p> <p>10 for \$24.97 </p>	 <p>Outside view single issues</p> <p>12 for \$12.00 </p>	 <p>FitnessRx for Men view single issues</p> <p>6 for \$20.95 </p>	 <p>Natural Solutions view single issues</p> <p>10 for \$19.95 </p>
 <p>Muscle and Fitness 101 Workouts view single issues</p>	 <p>Runner's World UK view single issues</p>	 <p>Muscular Development view single issues</p>	 <p>Women's Health view single issues</p>

What Are The Hottest Categories of Products?

If you want to play it safe and stick with the tried and true, here are the classic topics that always do well in Internet sales. Of course, you have to bear in mind that the broader the niche, the stiffer the competition, so you have to be prepared to find a new angle or approach.

- Beauty
- Health and Fitness
- Travel and Tourism
- Finance
- Business

**GREAT CONTENT IS
WHAT GREAT WEBSITES
ARE ALL ABOUT...
THE WOW CONTENT CLUB
IS THE #1 PLR CONTENT
MEGA SOURCE!**



**We've Got So much Great Content
We Even "WOW" Ourselves!!**

<http://www.WOWContentClub.com>