

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #2 - How To Find Out What Your Customer Will Buy

One of the most important steps of creating an infoproduct starts well before you ever craft a single word of it. And that step is to find out what your customers want so that they'll eagerly line up to buy your product. Let's talk about how to do that...

Step 1: Generate Ideas

The first thing you want to do is some old-fashioned brainstorming to help you generate topic ideas for your product. You can start by writing down all the potential topics that come to mind as think about your problems, your hobbies, topics that interest you, topics that you know a lot about, and so on.

For example, if you spend your free time restoring a classic car, that's a potential topic idea. If you love scuba diving, that's a potential topic. If you have overcome a problem (*such as losing weight*) or achieved a goal (*such as running an ultra-marathon*), these are all potential topics for you to write about.

You can also think about topics you've heard and read a lot about recently. Look at your bookshelf for ideas. Check your web bookmarks for a reminder of what sort of blogs you're reading, videos you're watching and so on. Think about what you enjoy watching on TV.

Go ahead and brainstorm as many topic ideas as you can think of, and then move to the next step...

Step 2: Research Additional Ideas

Now we're going to add to your list of potential ideas by doing some research in your niche. Take note that in the next step you'll start validating your ideas, but this step is the beginning of validation as well.

Your first step is to run a Google search for your niche keywords. For example, if you're interested in gardening, you might run a search for "*organic gardening*."

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Other examples include: *“classic car restoration,” “full-time RVing,” “weight loss”* and similar.

Take a look at the first page or two of websites for each search you do. Here’s what you’re looking for:

- ⇒ *What topics are popular on these niche blogs? Which topics come up repeatedly, and which ones get a lot of discussion/interaction?*
- ⇒ *What types of lead magnets are the top sites selling?*
- ⇒ *What types of videos are they putting out?*
- ⇒ *What types of infoproducts are they selling?*

The next step is to head to social media (*such as Facebook*) and run a search for your niche keywords. Again, you’re looking at what topics people are talking about, which ones come up repeatedly, and which ones get a lot of interaction (*likes, comments, shares*).

In addition, you’ll want to seek out relevant Facebook groups, join them, and spend some time reading recent posts as well as the archives. *What topics are popular in these groups?*

Next, head to Q&A sites like JustAnswer.com and Quora.com and run a search for your keywords. *What questions (topics) come up repeatedly?*

The next research step is to use a keyword tool like WordTracker. You can enter in your broad keywords (*like “dog training”*), and the tool will deliver dozens if not hundreds of topic ideas to you.

TIP: Do you want to uncover niche/topic ideas you never even knew existed? Then run a partial search using a keyword tool with no topic included. Examples of partial searches:

- ⇒ How to
- ⇒ Secrets of
- ⇒ Get rid of
- ⇒ Best way to
- ⇒ List of

⇒ Tips

The next step is to survey your market. Ask them what their biggest niche challenges are. You can also ask questions about what they want, what sort of solutions they're looking for and so on.

If you go through the above steps, you'll likely uncover additional topics that you hadn't even thought about. Plus, you'll start to see which topics are popular in your niche. Which brings us to the final step...

Step 3: Validate Your Ideas

At this point, you have a list of ideas for products you'd like to create. Now you need to validate these ideas to see which ones are most likely to be profitable.

The key step in validating an idea is to see what types of products people are already buying in your niche. To do this, search various marketplaces for your keywords, including:

⇒ Amazon.com

⇒ ClickBank.com

⇒ Udemy.com

What you're looking for are products that are bestsellers, plus topics that have multiple competitors. For example, if you run a search for "*weight loss*" on these platforms, you may quickly find that low-carb dieting is a popular, bestselling topic.

The best validation of an idea (*at least before you create a product*) is to see if your audience is already buying similar products. However, if you need additional validation of an idea for your specific audience, here are two more steps you can take:

⇒ Promote a similar affiliate product to your audience. If it sells well, then you know that a similar, yet better product will sell well to this audience too.

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- ⇒ Create a lead magnet on the topic. While this won't tell you if your audience will BUY a product on that topic, it will help you gauge the overall interest in the topic. Plus, this strategy lets you start building a mailing list so you can have a waiting audience for when you do complete your paid offer.

The bottom line here is that the more evidence you see that a particular topic idea is already popular and profitable (*selling well*), the more likely it is that YOUR product will be a popular and profitable product too.

Conclusion

You just discovered a step-by-step process for generating topic ideas, researching them further, and then validating your ideas to ensure you're going to have a popular product. Don't skip any of these steps, as there's nothing worse than investing a lot of time and effort into creating what you think is an awesome product, only to find out that your market has no interest in the topic.