



The
Entrepreneurs
Guide to Info
Product
Marketing





Introduction

You've come up with a great idea. Now you're ready to share it with the world. But how exactly is that done? If you throw your product out there, will they buy?

That's the great question of marketing. The truth is, it's very difficult to get an exact yes or no answer. In fact, big companies spend millions of dollars to answer this question for a single product and still do not get a yes or no answer. But they get very close.

You probably don't have millions of dollars to spend for validating your product idea. That's ok. Neither do I or the majority of entrepreneurs I speak with.

For us, we're going to bootstrap our marketing research. Rather than millions of dollars, it is likely not going to cost us anything but time to get a fairly good idea if we should pursue our product.



Niching Down

A niche is a little slice of a larger market. Because we're small and bootstrapping our endeavor, we need to start by focusing on a sub, sub (ad infinitum) area of a larger market. Once we began making sales, we can consider expanding into a larger area of the market.

For example, let's say we want to create a product that shows how to lose weight by eating healthy. "Lose weight" alone is a very broad term. Since we're on a tight budget, we need to be as specific as possible about our offering. The more specific, the higher our odds of making sales.

Instead of "lose weight" we may instead decide that "healthy weight loss" better captures what our product is about. This isn't meant to be a grammatically correct phrase but instead just a short term that gets to essence or main benefit of our product.

Creating such a term for your product will require some thinking. You might not have yet considered how to capture your product in such a short phrase. But it is essential to pull such a phrase out of your product if you want it to be successful.



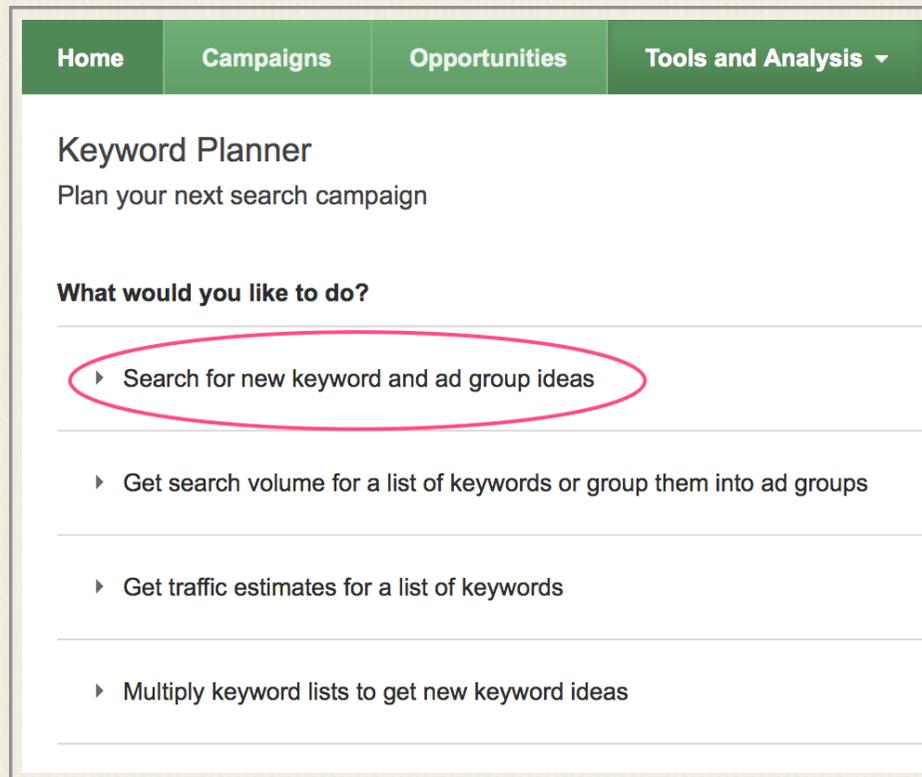
General Validation

Now we can begin getting our feet wet. We're going to first do a general validation of our idea. This means getting some feel for how often people are searching the web for the term we've chosen.

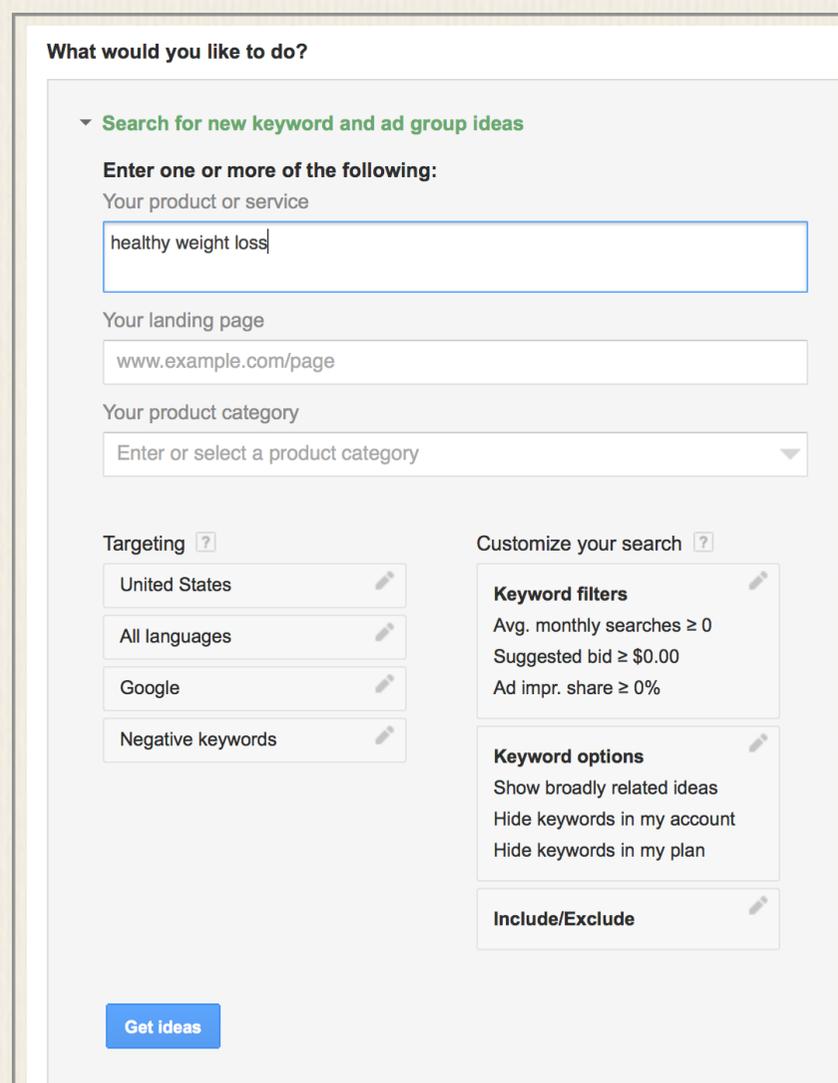
The Google Keyword Tool used to be great for this type of research. However, that tool has been replaced with Google's Keyword Planner. All in all, they are similar tools.

To reach the Keyword Planner, go to [google.com](https://www.google.com) and type in "google keyword planner". It should be the first result that comes up. You'll need a Google Adwords account to use the tool but don't worry, you can sign up for free.

Once in your Google Adwords account, from the top menu, click “Tools and Analysis” then “Keyword Planner”. Once the page loads, click on the circled section shown below - “Search for now keyword and ad group ideas”.



Next, type in the term for your product. From the earlier example, this would be healthy weight loss. It isn't necessary to fill in or select any other options.



Next, click the “Get ideas” button at the bottom of the form. You’ll get a page with results similar to those shown below. Once your results appear, click the “Keyword ideas” tab.

The screenshot shows the Google Keyword Planner interface. At the top, there is a search bar with the text "healthy weight loss" and buttons for "Get ideas" and "Modify search". Below the search bar, there are two tabs: "Ad group ideas" and "Keyword ideas", with "Keyword ideas" being the active tab. To the right of the tabs are buttons for "Download" and "Add all (801)".

The main content area displays a table of search results. The first table has the following columns: "Search terms", "Avg. monthly searches", "Competition", "Suggested bid", "Ad impr. share", and "Add to plan". The data row shows "healthy weight loss" with 3,600 searches, High competition, a suggested bid of \$4.31, and 0% ad impression share.

Below this table, there is a pagination control showing "1 - 1 of 1 keywords" and navigation arrows. The second table, titled "Keyword (by relevance)", has the same columns as the first table. It lists five related keywords: "healthy weight loss diet", "healthy weight loss tips", "healthy snacks for weight loss", "healthy recipes for weight loss", and "healthy foods for weight loss", each with its own search volume, competition level, suggested bid, and ad impression share.

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
healthy weight loss	3,600	High	\$4.31	0%	»

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
healthy weight loss diet	1,000	High	\$4.55	0%	»
healthy weight loss tips	720	High	\$3.13	0%	»
healthy snacks for weight loss	1,000	Medium	\$4.06	0%	»
healthy recipes for weight loss	720	Medium	\$5.45	0%	»
healthy foods for weight loss	1,000	Medium	\$2.64	0%	»

Your results will likely be different from those shown above, since results are constantly changing.

Also, it is possible there will be changes to the Google Keyword Planner tool. Google is always changing their tools. Hopefully, the steps I’ve outlined will be fairly similar in the near future.

You can click “Avg. monthly searches” near the top of the results to sort by highest results. Basically, you want to see what comes close to your typed in term and also has a large number of results.

Large number can be vague but over 10000 is good. It demonstrates viable interest in your product idea.

You'll notice "healthy weight loss diet" only has 1000 monthly searches. A low volume. After sorting, "healthy diet" shows 12,100. This is a change in our term. One we might want to use. After a little more research, we'll have a better idea if that is really the case.

Going from "healthy weight loss" to "healthy diet" is still a niche term. Meaning, we aren't throwing out a broad net. Targeting only "diet" would be a very broad net.

You can continue looking for variations on the term. You might discover that other terms work better, even if they are not exactly what you were hoping to create a product around. Any other terms should still be within the same general area or market.

But it's still early in the process. You can simply write down any other terms and come back to them if your original term proves not viable.

We've done some minimal research to gauge general interest. It's one thing to have interest. It's a completely different thing to have people that go from being interesting to handing over money. Next, we'll see if there are actually any buyers for our product.



Who's Actually Buying?

Now that we have a good idea that there is interest in our product, we need to find out if people are opening up their wallets and handing over their hard earned cash.

The first place we'll check is Amazon.com. Type healthy diet into the search box. The third book that appears in the results seems to be the most relevant. It's titled, 'Nutrition Diva's Secrets for a Healthy Diet: What to Eat, What to Avoid, and What to Stop Worrying About (Quick & Dirty Tips)'. Click this result (or the one that seems most obvious for your results).

Scroll down to Product Details and check the Amazon Best Sellers Rank. For this book, it is 279,921. As a rough estimate, books selling over 50,000 are selling 1 to zero books per day. This is either not a big market or not an in demand book.

But notice the reviews are very good and there are a large number of them. One sample isn't enough to make a decision on. We continue going through our results.

Further down the results is a book titled ‘Healthy Diet : Hunger Demons Saga - Raw Till Dinner (Cooking and Eating the Natural Way)’. Clicking into this book shows a sales rank of 632,999. Not good.

We continue going through additional results. Another title looks as though it might fall into our category, ‘Staying Healthy with Nutrition, rev: The Complete Guide to Diet and Nutritional Medicine’. Clicking into this title, it has a sales rank of 162,759. So far, things aren’t looking good for our “healthy diet” term.

To get a better validation from Amazon, continue going through more titles using this same method. How many? Perhaps 5 to 10 titles.

If you see sales ranks with large variance, you might consider researching up to 10 titles. But if you continue to see sales ranks on the higher end (50,000+), you might stop of 5 titles and maybe consider reevaluating your produce idea.



Further Validation Of Buyers

Clickbank.com is another great website that can help you validate potential buyers of your yet to be created product. Let's continue with our healthy diet search term.

Go to clickbank.com and click MARKETPLACE located in the top menu. In the Find Products box, type in healthy diet and hit enter on your keyboard.

After results appear, you might want to change results per page to the largest possible. Then sort results by popularity.

As I search through the results, I'm not finding anything that seems it would be related to our term. Besides what we saw on Amazon.com, this is another red flag. It appears people may not be buying products related to healthy diet.

But if you were watching in the Google Keyword Planner and Amazon.com, there were plenty of results about losing weight fast. We might decide to look at a possible angle around losing weight fast.

Trying to go after losing weight fast head on will be difficult. This is a very large market. We'll again need to niche down into a very small slice of this market. Per-

haps, lose weight fast while eating what you like. Or, lose weight fast without giving up your lifestyle.

What ever you choose and before your began building any product, just make sure a market exist by following the previous steps.



Complete Marketing

If you found this guide useful, I'd like to hear from you. You can contact me at bitesizebschool.com/contact.

This guide is just an introduction into marketing for info products. If you are serious about ensuring there are buyers for your product, keep reading.

I'll soon be launching a full version of 'Step-By-Step Info Product Marketing'. We'll go deeper into the topics covered in this guide.

You'll also see how to:

- Develop an understanding of who your potential buyers
- How to find your potential buyers
- Create a message that speaks your buyers language
- Gather real interest before you launch any product
- Get exposure even if you don't have a list
- Where not to look when trying to determine if buyers exist for your potential product

If you want to take your business to the next level by creating products people will want to buy, just sign up here <http://www.bitesizebschool.com/launch/>.

Thank you,

Brett Romero

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