

# Market Discovery

Market Discovery is knowing everything you can about your market... where prospects 'hangout' online, how to keep up with trends, upcoming keywords, what their latest interests are, and more.

# Why Does It Matter?

- ✔ To know what the market cares about
- ✔ To know what the market wants to buy
- ✔ To know what Content to create
- ✔ To know what Ad Copy they will respond to
- ✔ To know where they are online

# SURVEYING

It's important to survey your opt-in list every 90 days to find out THREE important things:

- ① Who they are (demographics)
- ② What problems they currently have
- ③ What solutions they are looking to buy



## Go opt-in to every competitor's email list today!

Best way to monitor new offers, affiliate programs you can promote for additional revenue, Content Marketing ideas, and more!