

Week One - Worksheet Four The Competition Checker

What will your product be competing with ?	
Is there already any information out there on your chosen topic?	
How can you make yours stand out ?	
What do the competition charge ?	
These are all things that you need to know, to make your product as successful as possib sections below to capture your information, as you do your research.	le. Use the
 What words would someone use, to search for your product ? Write down at least 10 words or phrases. 	

2.	to to Google and type in those words – look at what Google suggests to you in the drop down as ou type – those are, in order from the top, the things that people have most searched for, starting with what you have typed. This may give you some new ideas for words or phrases to note in Question one.				
	Pick one word or phrase that you think is the most likely one that someone would us results that google gives you for it – go to each of the links on the front page of the r what is there. Make notes below about what you find – is it a product? how similar it? how much does it cost?	results and see			
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	you in the drop down as you type – those are, in order from the top, the things tha most searched for, starting with what you have typed. This may give you some more	•
	words or phrases to note in Question one.	new lacas lor
	Pick one word or phrase that you think is the most likely one that someone would use results that Amazon gives you for it – go to each of the links on the front page of the rewhat is there. Make notes below about what you find – is it a book, audio, short bothow similar to your idea is it? how much does it cost? What is its sales rank (scroll that, with some other info on the left, below the description, and above the reviews so Use the space below to make notes about what you find.	esults and see ok, DVD etc ? I down to find

3. Go to Amazon.com and type in those words from Question one – look at what Amazon suggests to

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Make so	ome notes	below abo	ut what y	ou find.			

4. Look at some websites of others in your industry, or forum sites where people discuss your topic

While you are there, also look at the ads that Facebook presents to you – as you long groups or pages, Facebook will work out that you are interested in that stuff, and related to it – so the ads will show you the sort of topic related products that others an ad looks really relevant – click on it and see what the product looks like.	serve up ads
Make some notes about what you find and see.	

5. Find Groups on Facebook, in addition to the ones that you are already in, that relate to your topic. What are they talking about ? what products get mentioned ? what topics get discussed most ?

what questions get asked most?

6.	Go to a local bookshop or newsagent. Look for books and magazine on your topic are on that shelf, they will be selling, or the shop would not waste its limited shelf sp. What are their prices? what do they focus on? how similar is it to your idea? headlines on the cover of the magazines? (because that is what sells, now!)	pace on them.
	Make some notes about what you find, and even buy samples of things that y informative.	ou find most
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7.	How many email lists are you on, from people in your area of expertise? You are sure to be on some! Look closely at what they offer in those emails – is it similar to your idea? Can you leverage something that they have done? How can you differentiate from them?					
	Write some notes about the conclusions you draw, what they offer, and what they are	e charging.				