

## 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 possible. Use the sections below to capture your information, as you do your research.

1. What words would someone use, to search for your product ?

Write down at least 10 words or phrases.

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- Pick one word or phrase that you think is the most likely one that someone would use. Look at the results that google gives you for it – go to each of the links on the front page of the results and see what is there. Make notes below about what you find – is it a product ? how similar to your idea is it ? how much does it cost ?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

3. Go to Amazon.com and type in those words from Question one – look at what Amazon suggests to you in the drop down as you 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 more 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 use. Look at the results that Amazon gives you for it – go to each of the links on the front page of the results and see what is there. Make notes below about what you find – is it a book, audio, short book, DVD etc ? how similar to your idea is it ? how much does it cost ? What is its sales rank (scroll down to find that, with some other info on the left, below the description, and above the reviews section.)

Use the space below to make notes about what you find.

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- Make some notes below about what you find.

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

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- Make some notes about what you find, and even buy samples of things that you find most informative.

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- Write some notes about the conclusions you draw, what they offer, and what they are charging.

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