

What To Call Lesson 7?

____ Facts about Your Passion That Will Keep You Up at Night

Your Lonely Passion

Here Comes New Ideas for Products

Digital vs Physical Products

What Mom Never Told You About Products

How Your Products Will Help You Live a Better Life

Doing Products the Right Way

How to Build an Empire with Products

How Product and Passion Can Get You Your Heart's Desire

The 10 Biggest Product and Passion Blunders

BEFORE You Spend Any \$

WHAT ARE YOU PASSIONATE ABOUT?



Uhhhh...

Quick, 1st thing that comes to mind

BONES:

I like bones!



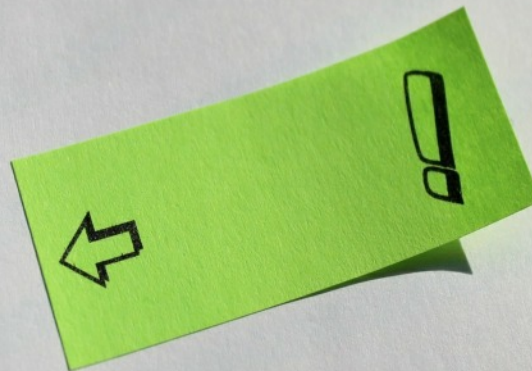
PASSION

"To thine own self be true,"
says Polonius in Hamlet.

~William Shakespeare

Passion = Niche

write it down!



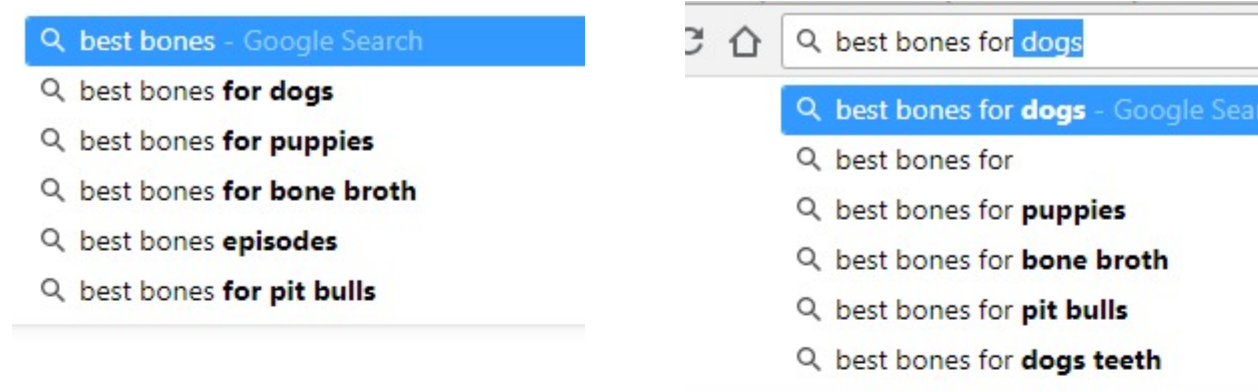
Why Google® Will Change Your Life

Let Google® tell you exactly who to market to in your niche. They know. They really do know! And they will tell you for free!

For example on the passion of bones, without looking, name four segments you might market to around bones:

- 1.
- 2.
- 3.
- 4.

The “cheat sheet” - who Google® says is currently looking in that niche/passion:



What if you took your same passion and marketed it specifically to four different audiences? Just from the two screen shots say, you would market to:

1. Dog owners
2. Puppy owners
3. Pit bulls owners
4. And to the market concerned about their dog's teeth.

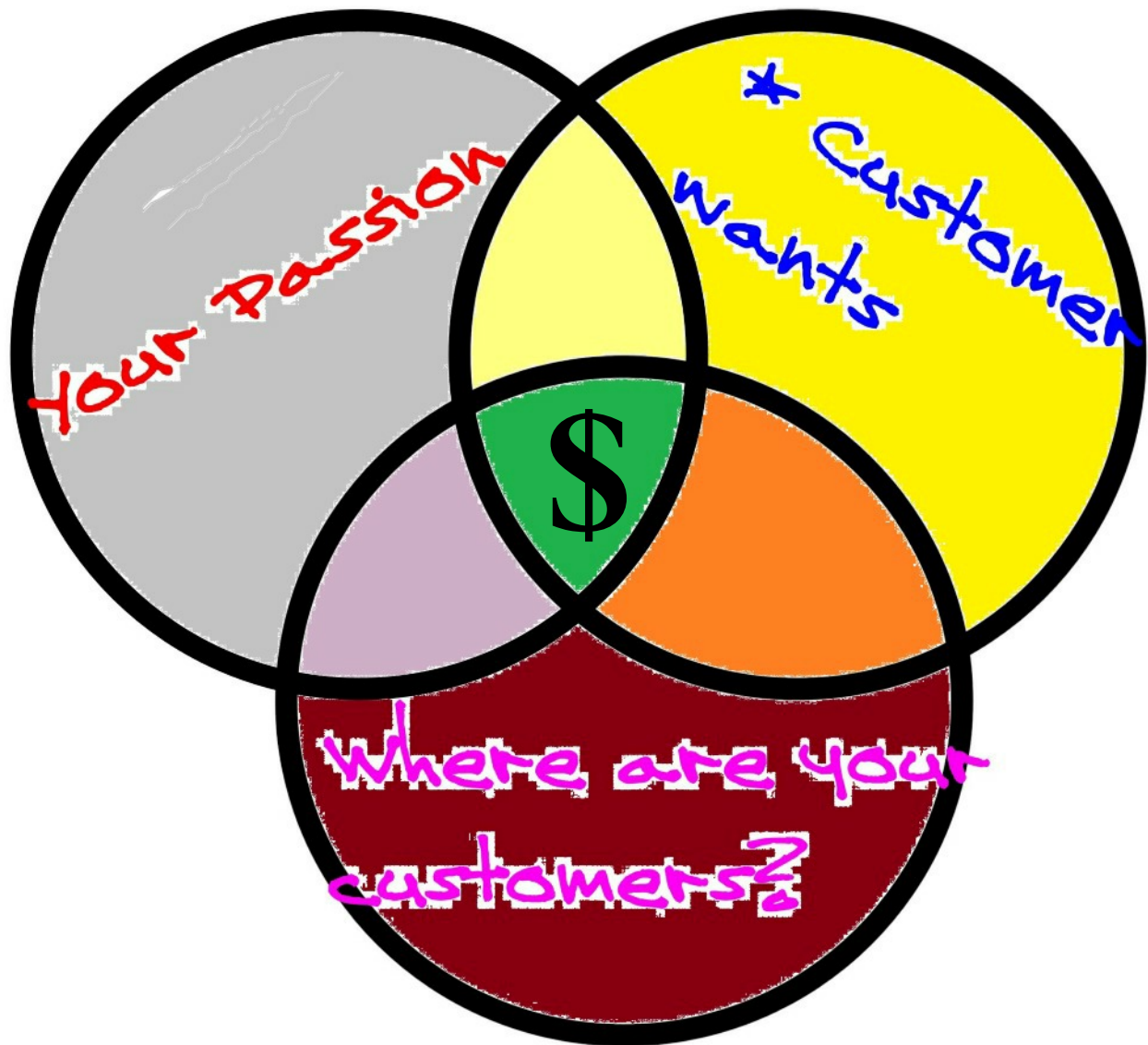
For this example, we'll exclude the TV show and the cooks.

So, how close did you really come to those 4 audiences or segments? ***Close only counts in horseshoes and hand grenades, not in business!***

What if I told you that you could market pretty much the same item if not the same item, to all four?

Formula to use: “Best (passion/niche/keyword) for”

Write them down or make a screenshot and save them where you can find them again.

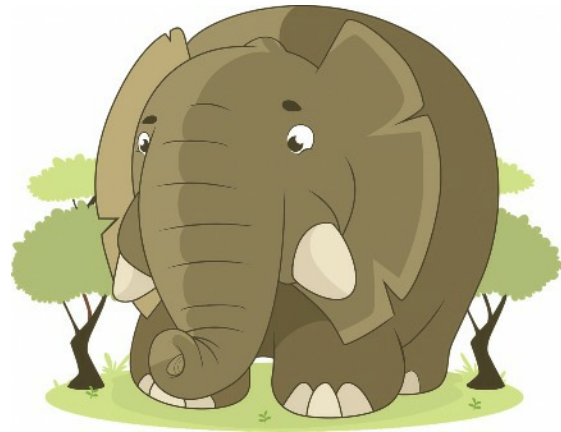


***We are only going to deal with customer *WANTS*, not needs.**

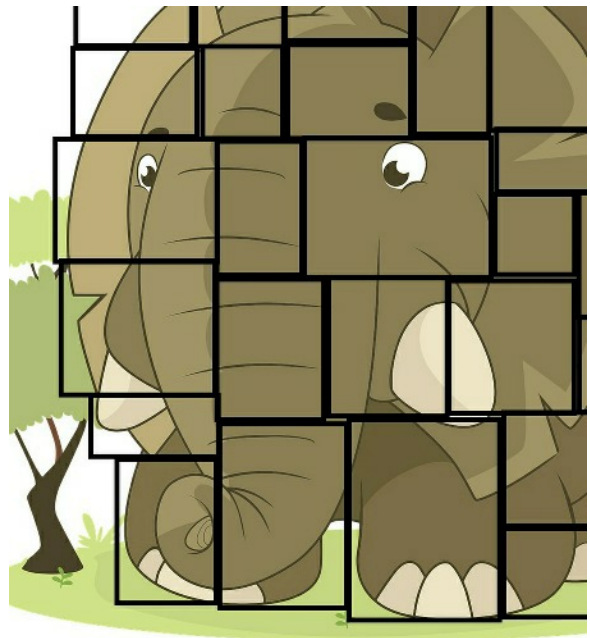
(Pain sells easier than gain. Customers want the pain to go away. Make it very painful & then make the pain go away!)

Sound like a lot?

Yes...

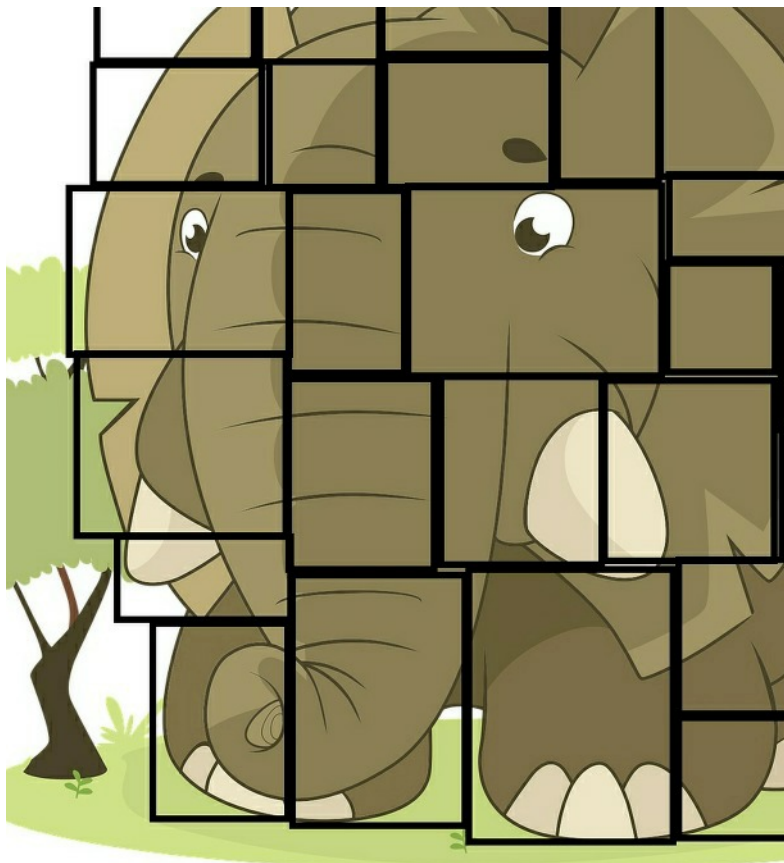
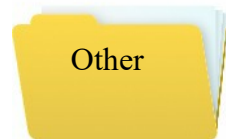
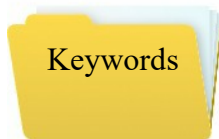


BUT...



“Success is systematic. Acquiring skills is what you need to have your own e-commerce business. TRAFFIC is the key to making any money.”

~ Teo Vanyo



Make a passion/niche folder. Then add other folders under that. As you do something else, add a folder and name it. Put where it makes sense to you.