



## **Phase #1 – The Idea Phase**

**Developing your idea from a thought into a business plan.**

### **Before You Get Started**

- What is the problem that you want to overcome for your future customers?
- What are the wants, desires, and insecurities that your future customer has?
- What do you have to help them overcome these problems?
- Can you develop a front end and backend product for this market?
- Can you develop some type of continuity program for this market?
- How many people are selling a similar product?
- Do you have a Unique Selling Point (USP)?

### **Target market**

- Who is your primary target market for this product?
- What other target marketing can you think of for this product? Try to think of at least 3-5 others who could benefit from your product or service.
- Find the top 3-5 keyword phrases that you would like to focus on for each of your target markets. (inventory.overture.com)
- What are the numbers of monthly searches each of your top keywords receive each month?
- List all of the people's URL's that are placing ads on Google for your keyword terms. (check Google.com and GoogSpy.com)
- Create a list of the "long tail" keywords that are also specific to your target markets (just the top 200 in each list)
- Find as many products as you can that are in direct competition with your product. (search Google, Clickbank.com and PayDotCom.com marketplaces)
- For each of your target markets, find 3-5 products that directly complement your product. (search Google, Clickbank.com and PayDotCom.com marketplaces)

- Find 3-5 forums or message boards for each of the target markets that you have and write down the number of registered members for each forum.
- Find 3-5 groups for each of the target markets that you have and write down the number of registered members for each group.
- Find 3-5 ezines in each of the target markets that you could place an ad in. ([www.DirectoryOfEzines.com](http://www.DirectoryOfEzines.com))
- Find 3-5 physical magazines that are related to your target markets.