

Checklist

HOW TO ETHICALLY STALK YOUR CLIENT FOR MARKET RESEARCH

Download

- Search for questions in your niche on Quora.
- Look at reddit to see what discussion topics, questions, and conversations people are having.
- Search on social media (Twitter is a great place for this and Pinterest).
- Go into FB groups and search for terms related to your course.
- Go onto your blog or competitors' blogs and look at what questions people are asking and see which posts have a lot of positive feedback.
- Use Google Keyword Planner to see popular searched phrase.
- Create a spreadsheet to keep track of the most popular questions you've been asked.
- Look at your most popular blog posts - see what people responded to.
- Check Buzzsumo to see the most shared topics on a post <http://buzzsumo.com/>
- Look at Amazon book reviews to see what people thought was missing in books on your topic.
- Look at the Google Trends page to see how popular search terms are.