

WEEK 2

PRODUCT

(or service)

LAST WEEK

YOUR NICHE

What niche business did you find/choose, and why?

THIS WEEK

OUR PLAN

- Talk to your target market
- Determine your value proposition
- Begin collecting leads
- Revenue ideas

GOAL

Choose the product/service that you plan to offer.

WHAT I DID THIS WEEK

Day 1: Asked questions in forums + Reddit Survey – what is #1 challenge?

Day 2: Checked competition, what Agile certification do I want?

Day 3: Checked competition, what do they charge? What should I study?

Day 4: Found #1 challenge is situational questions

Day 5: Chose PMI-ACP practice questions (situational questions).

My Product

PMI-ACP Practice Exams (online)

- Questions will be “situational”
- #1 challenge = *“It's a difficult exam if you think it will be about numbers or metrics. It's situational (situational questions).”*

1

SURVEY

2

COMPETITION

3

PRODUCT

PART ONE
SURVEY

RESEARCH – EXCEL FILE

<https://theentrepreneurridealong.com/research>

EXCEL FILE

Track:

- #1 biggest problem
- Ideal solution

GOAL:

- Find #1 problem
- Choose product/service
- Collect leads

FOUR METHODS

RESEARCH

- Survey
- Social media question
- Search forums
- Search Google

Goal: *What is your #1 biggest problem related to X?*

SURVEY

To do: Collect survey responses

Survey:

No more than 5 questions

- Tip: Easy question first, questions on separate pages.
- Must include: What is your #1 biggest problem related to X?
- Must include: optional question to collect email address
- Example Survey: <https://forms.gle/TKJoaBNNakw49hg76>

Where to post

- Reddit r/samplesize: <https://www.reddit.com/r/samplesize>
- Social Media Groups/Pages: Reddit, LinkedIn, Facebook, Twitter, etc...
- Non-threatening: Ask for help
- Example: [See example post here](#)

SOCIAL MEDIA QUESTION

To do: *Post one question: What is your #1 biggest problem related to X?*

Example: *What would you say is the #1 most challenging/difficult part of the PMI-ACP exam? Just trying to cover my bases before I jump into the studying!*

Where to post

- Social Media Groups/Pages: Reddit, LinkedIn, Facebook, Twitter, etc...
- Forums
- Ask for help and insight
- Example: [See example post here](#)

Goal

- Start conversation
- Learn about target market

SEARCH

To do: Search forums and social media, read previous questions and replies.

Google: What questions are people asking?

- hardest part about "pmi" "acp"
- "PMI" "ACP" site:reddit.com
- "PMI-ACP" site:projectmanagement.com/discussion-topic

Where to search

- Google, Facebook Group, LinkedIn, Reddit, Forums
- Read – blog comments

Goal

- Find previous questions asked online.
- Take note of what people are asking.

TRACK RESULTS

EXCEL FILE: <https://theentrepreneurridealong.com/research>

Track results in your excel file. Find the most common challenge, choose one solution.

KEEP LEADS

LEADS

Keep leads from this research:

- Collect emails in survey
- DM any contacts from social media

PART TWO
COMPETITION

RESEARCH – EXCEL FILE

<https://theentrepreneurridealong.com/research>

EXCEL FILE

Track:

- Competition
- Price
- Likes
- Dislikes

GOAL:

- Is anyone making money in this niche?
- How much money are they making?
- How will you differentiate?

SEARCH

To do: Search for competition.

Search: PMI-ACP Study material

- Google
- Amazon
- Udemy

Reviews

- What do people like?
- What do people dislike?

PART THREE
PRODUCTS

REVENUE IDEAS

PASSIVE IDEAS

- Courses (my favorite)
- Books
- Affiliate (choose high value or recurring)
- Membership
- Ads (my least favorite)
- Print on demand
- Drop shipping

OTHER IDEAS (not passive)

- Coaching
- Group coaching
- Paid mastermind
- Service based

MY REVENUE

Online Courses: ~\$5,000/mo (15 sales)

Membership: ~\$1,000/mo (40+ members)

Book: ~\$300/mo (30 sales)

Affiliate (Amazon): ~\$100/mo (50+ sales)

Affiliate (Recurring): ~\$200/mo (10 sales)

Coaching/Group Coaching: ~\$2,500/mo (5 sales)

MY RECOMMENDATION

PASSIVE IDEAS

- Start with affiliate (earn some money)
- Choose one high value (course/coaching/membership) and sell that
- Estimate profit

GOAL

\$2,000+ Per Month

- Course (\$200 per): need 10 sales per month
- Group coaching (\$500 per): need 4 sales per month
- Affiliate (\$15 per): need 133 sales
- Ads: need ~2,000 clicks per month

PART FOUR
YOUR TURN

TO DO – THIS WEEK

This Week

- 1) Schedule your first coaching call (I will send a link).
- 2) Talk to AT LEAST 30 people about #1 challenge. Post survey/questions.
- 3) Research competition.
- 4) Choose the product/service that you plan to offer.

Next Week

We will build your website and sales funnel.