



BRUNCH & LEARNS



**BRUNCH & LEARN: MARKET RESEARCH**  
DIGITAL DINING ROOM



Welcome

# WHAT THE HECK IS MARKET RESEARCH?

1. Understanding Your Marketplace
2. Understanding Your Ideal Client
3. Understanding Your Competitors


*The gathering and analyzing of information that helps you sell your products and services.*



# WHY YOUR “IDEAL CLIENT” FEELS ELUSIVE



# SOMETHING'S OUT OF WHACK...

- They don't understand or enjoy your product
  - You're trying to sell them something they need, but don't want to buy
  - You're not expressing the value in a way that they can hear and/or understand
  - You're trying to address a chronic pain/desire and not an acute /desire
  - They're just not ready
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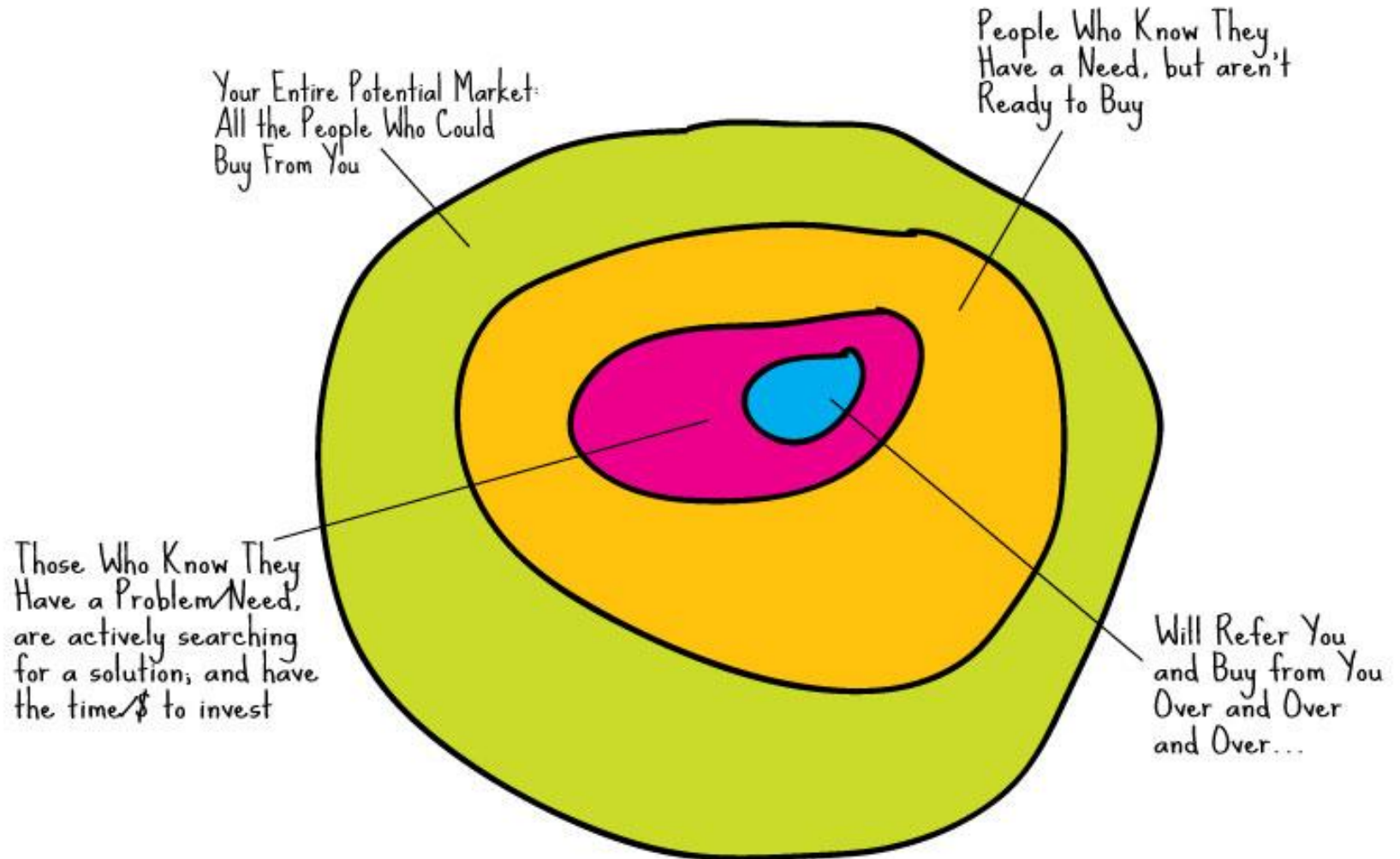
# THE MARKETPLACE

Your Product Goes Here



Where are the Gaps?

# YOUR IDEAL CLIENT



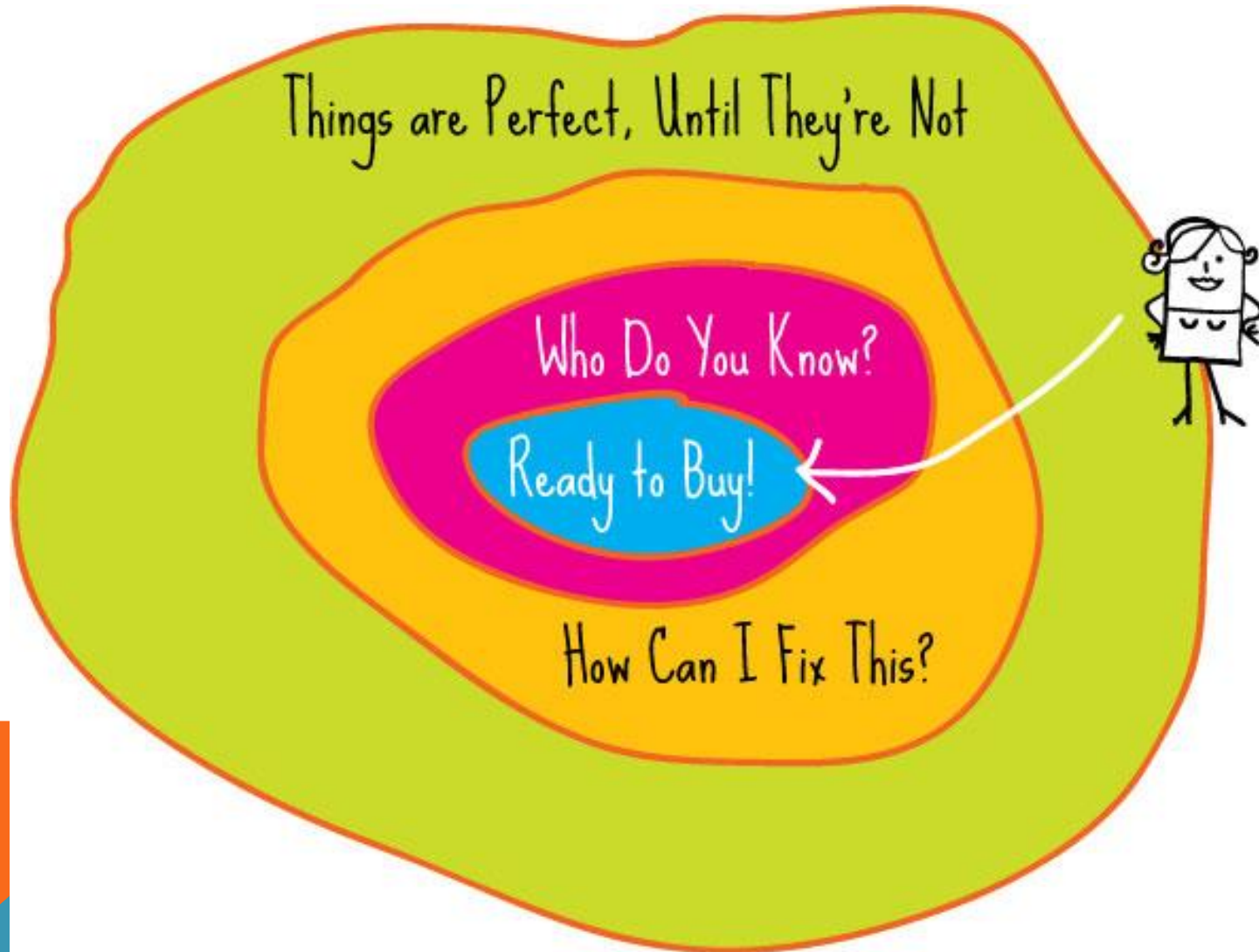
# WHAT IS THEIR BURNING DESIRE?

Desire + Emotion = Action





# ACUTE PAIN OR DESIRE SETS IN AND...BAM!



What They Need vs...



What They Want (Willing to Buy)

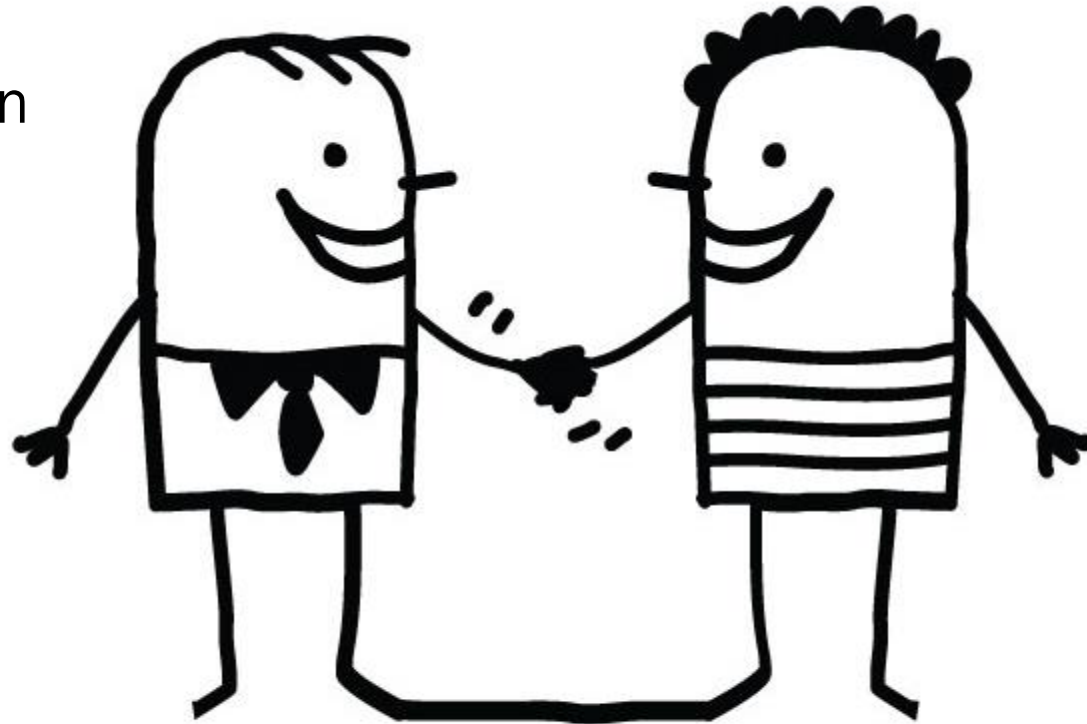


It's Hard to Do the Right Thing  
When Frosting is Involved

# YOUR COMPETITORS (AKA YOUR COLLABORATORS)

## Compare and contrast:

- Branding
- Products & Services
- Pricing
- Distribution



# GATHER YOUR CLUES




# EXPLORE PATTERNS & SIMILAR THREADS

- Google is your friend
- Social media is your BFF
- Lurk & Listen
- Ask & Analyze
- **IMPLEMENT & TEST**



# FLESHING OUT YOUR IDEAL CLIENT PROFILE

## Who is she *REALLY*?

- What questions is she asking?
  - Who's answering her?
  - Where does she spend most of her time?
  - What does she take action on?
  - What other challenges is she dealing with?
  - What really gets her motor running?
  - How does she make purchasing decisions?
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# YOUR MISSION: THE UN-FOCUS GROUP

- Select 5 people you're connected to on social media & who you consider "Ideal Client" material.
- Gather your clues.
- Look for patterns and from those, develop two additional questions you want answers to.
- Ask your questions! Post on social media, email them directly, etc.



# BE SURE TO LOOK FOR CLUES ABOUT WANTS

What They Need vs...

What They Want (Willing to Buy)



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# THE FIVE PEOPLE YOU MEET IN BIZ HEAVEN

Choose from:

- Current or past clients (the ones you **LOVED**)
- People who follow your biz/fan page
- People you know from groups or communities
- People you see purchasing from your competitors

# DRILL DOWN DEEP AND LISTEN

## Visit every nook & cranny of their...

- Facebook profile and activity feeds
    - Look for blogs they comment on or share
    - Look for questions they post or comments they make
    - Notice any close friends or associates & what they talk about
  - Facebook biz page (if appropriate)
  - G+ and Twitter feeds/profiles
  - Website (if appropriate)
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# THE DIGITAL DINING ROOM

## Private, year-long group & 1-on-1 coaching program

- One topic each month
- Three group meetings via G+ Hangout
- Missions and accountability
- Private meeting w/ me monthly
- Unlimited email access to me
- Networking
- Dedicated website
- Forums & Facebook

