

# RESEARCH & VALIDATION



## WELCOME TO LESSON 4

In this lesson, we will be diving into the exact steps for you to make sure that what you're considering to offer for is the right thing.

- Is there a market for it?
- How big is the market?
- Are people willing to pay for what I plan to offer?

By the end of today's lesson, you'll have chosen a perfect market & niche that is both profitable & marketable, plus, it'll one that you're knowledgeable about.

No need to upskill when you can make money with the talent & skill you already have!

“CHASE THE VISION, NOT THE MONEY; THE MONEY WILL END UP FOLLOWING YOU.”

# FACEBOOK GROUPS

Let's start by doing some research in Facebook groups!!

Find 3-5 groups that are specific to people offering these types of services & follow their discussions. What questions are people asking? What are the big challenges they face?

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Find 3-5 Facebook groups full of the people most likely to need this service, (e.g. Entrepreneurial women, Neurologists, Middle School Teachers, etc.). Just general groups. The larger the group, the better. Join the group & search for posts about your topic. What groups are there & what are they saying?

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# PINTEREST RESEARCH

Pinterest just might hold a storehouse of ideas for you!! Perhaps you'll see pins explaining the exact tasks you'll be offering to do! Jot down anything that you're seeing that could help you know what kinds of questions people ask. Just because it comes natural for you, doesn't mean others aren't wondering about it!!

**SEARCH YOUR KEYWORDS AND PHRASES. THERE WILL BE LOTS OF INFOGRAPHICS, BUT GRAB IDEAS FROM ANY. WHAT ARE THE COMMON THEMES YOU'RE SEEING?**

# YOUTUBE RESEARCH

YouTube just might hold another gob of ideas for you!! Perhaps you'll see tutorials explaining the exact tasks you'll be offering to do! Check out the comments. What are people saying? What are they asking?

**GO TO YOUTUBE & SEARCH FOR "HOW-TO" TUTORIALS FOR THE SERVICES YOU'RE CONSIDERING PROVIDING. WHAT ARE PEOPLE SAYING IN THE COMMENTS? DOES THE INSTRUCTOR LINK TO ANOTHER RESOURCE IN THE DESCRIPTION TO HELP THE VIEWER? WHAT RESOURCES DO THEY PROVIDE?**

# GOOGLE RESEARCH

Yay!!! Let's go take a look at some of your competitors now!!

Google the services you're considering providing. What comes up & what services are others offering at what price point?

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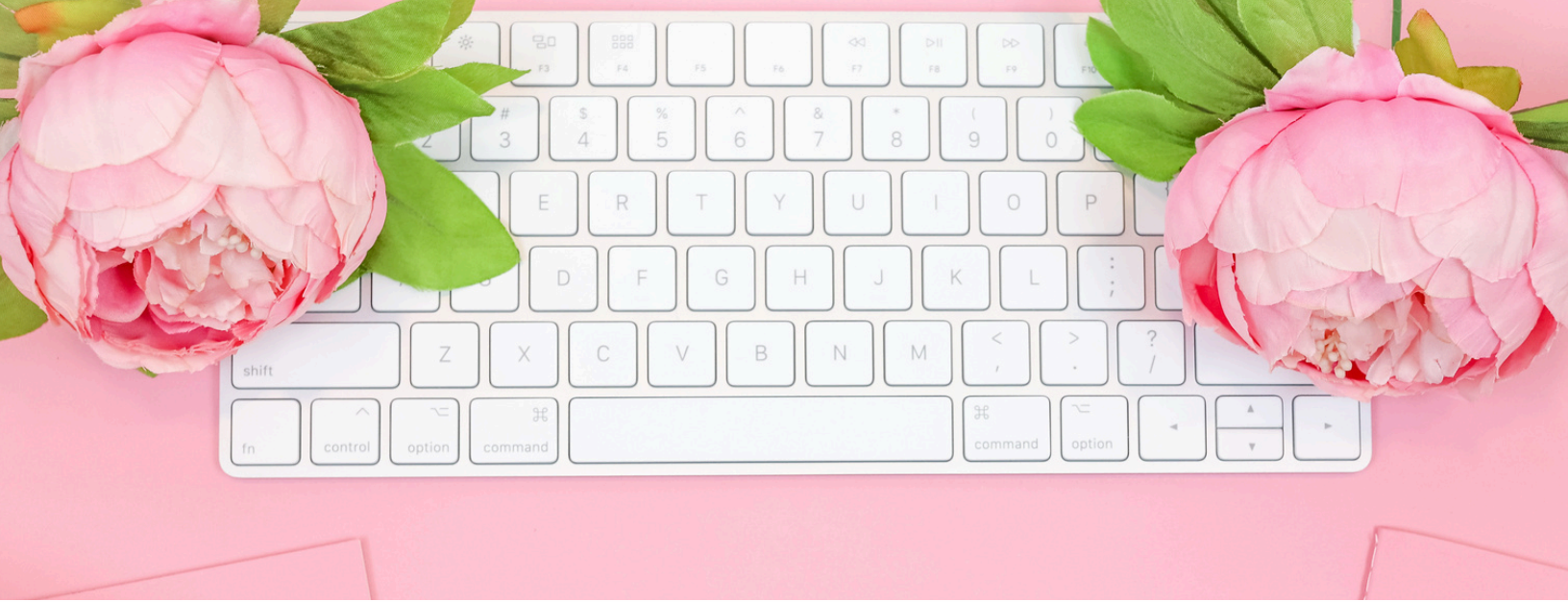
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# AMAZON RESEARCH

Go to Amazon & search for anything related to “how-to” in the services you’re considering providing.

**WHAT BOOKS ARE WRITTEN ABOUT THE MATTER & WHAT DO THE REVIEWS SAY?**



# LINKEDIN RESEARCH

**SEARCH ON LINKEDIN FOR THE SERVICES YOU'RE CONSIDERING PROVIDING. ARE THERE OTHERS DOING IT? HAVE THEY BUILT A PERSONAL BRAND ON LINKEDIN?**

# STILL NOT SURE?

If you're still feeling unsure about the need or whether people are willing to pay for it, try these steps. Another way to get some feedback is to join groups of other freelancers & simply ask in those groups!! Here's a list of my favorite ones!  
Click the pink buttons to go directly to the groups!

## Freelance Groups



## Facebook Groups

Refer back to the Facebook groups you found in this lesson & join the group. Make a post in these groups, explaining the services you're considering offering, asking folks if this service would be valuable to them? Strike up conversations with them & get some feedback! Or ask them this- If you could hire anything you want for your business, who/what would you hire?



# BRAND TAGLINE

Complete your brand tagline

I help \_\_\_\_\_  
achieve \_\_\_\_\_  
in \_\_\_\_\_  
with /without \_\_\_\_\_

EXAMPLE;

I help single women  
achieve a safe international solo trip  
in 48 hours  
with less than \$7K.  
-or-  
without fearing for their safety



# CONGRATS!

You've completed Module 2 of the  
LinkedIn For Freelancers System!!!  
You've found a perfect niche to serve,  
plus, it's one that wants to buy from  
you!!

Great job on all your hard work!! I can't  
wait to see you in the next module &  
create that AMAZING offer your clients  
are waiting to buy!!!!



**SUSAN MILLER**