Twitter Thread by Brother Eddy■



Brother Eddy■
@waronweakness

THE 6 GOLDEN RULES OF MARKET RESEARCH

What you will learn:
> Why making money online is as simple as digging for gold
> Why market research is the treasure map to the gold
> How to find where "X marks the spot" on the map
> How to build your own treasure map

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Quick PSA: If you get value out of this thread, please be a good Internet citizen and hit that RT button ■

Now that's outta the way

Let's get started with Tip # 1...

1) Understand WHY

Doing market research is like digging for gold aka that BIG idea that guarantees people will buy from you.

This gold tells us:
> What people think
> How people feel
> What problems they have
> WHAT THEY WILL BUY

If we can answer these questions...

then we will know EXACTLY

> What to build
> Which words we use to persuade them to buy

BEFORE we spend a single minute of our precious time and effort

Building a product
Creating a service offer
Writing a book

Market research = Having our own treasure map to the gold

2) Join their communities

First step to learning more about your customer is to hang out where they hang out.

-Study their lingo
-Identify their problems
-Hear their stories
-Take part in discussions
-Give FREE value
-OBSERVE

3) Enter their mind

First thing you need to understand is how they look at the world.

- What beliefs do they have?
- What values do they hold?
- What people do they admire?

Understanding their worldview helps us position our product in a way that makes sense to them.

4) Discover their main problems

People don't buy products. They buy solutions.

Good market research reveals our customer's biggest problems.

When you have your market research down to a system

then building products that PRINT MONEY is as simple as...

building a bridge which connects their problems to their solution.

If market research is having our own treasure map

then our customer's big problems is the compass that leads us to the gold.

All we have to do is follow the compass to "X" and start digging.

5) Go treasure hunting regularly

If you want to make money consistently then you have to turn treasure hunting into a habit.

Structure time weekly/monthly to do market research.

When you do this:
-creating content people will consume
-building products people will buy

is easy

6) Trust the process

A lot of new marketers balk at market research because it seems boring af and overly simple.

"You want me to scour through these forums for hours to find a profitable idea?"

But market research is what separates the Pros from the wannabes

The truth is...

most of the successful entrepreneurs, marketers and writers you see

aren't doing anything special.

All they did was find a treasure map, find where "X" was located, and dig until they hit gold.

Now imagine how easy making money would be if you had access to this map?

This is why EVERY marketer talks about the importance of market research

but outside of generic advice like "go read some Amazon reviews"

you never get a step-by-step "do this, not that" process of HOW they do it.

Thankfully that's all about to change because...

@JoshuaLisec's new course reveals his exact Treasure Map to the Gold.

And if you pick it up BEFORE this Saturday 11:59PM EST

you get a bonus FREE course which tells you how to BUILD a product people will buy.

Click my referral link ■to learn more.

https://t.co/5zeOtxXiVA

■Don't sleep on this.

Joshua's BONUS course is only available for FREE if you pick up the best way to market research it THIS WEEK.

If you want to stop guessing what people will buy and start hitting gold every time.

this is the best investment you can make.

Click ■