

Rapid Product Formula



MARKET SELECTOR WORKSHEET

The Four Criteria for Choosing Your Market

- 1. A market accustomed to spending money.**
 - ▶ Ask yourself: *“Is there plenty of existing interest and money in this market?”*
- 2. A market that can be presented with a wide variety of offers.**
 - ▶ Ask yourself: *“Are there many problems I can help this market with? Are there multiple products that they're looking for?”*
- 3. A market that you are knowledgeable about. (optional)**
 - ▶ Ask yourself: *“What do people ask me about?”*
- 4. A market that you are personally attracted to. (optional)**
 - ▶ Ask yourself: *“Do I enjoy this topic?”*

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INDEX OF PROFITABLE MARKETS

(listed alphabetically)

- * Aging / Senior Interests
- * Antiques And Collectibles
- * Arts And Crafts
- * Automotive
- * Baby And Child
- * Beauty (Skincare / Haircare)
- * Business (Auctions)
- * Business (General)
- * Business (Internet)
- * Business (Opportunities)
- * Business (Small / Home)
- * Cancer Survival / Support
- * Career And Jobs
- * Coaching And Consulting
- * Communication
- * Computer (Hardware)
- * Computer (Software)
- * Computers And Technology
- * Consumer Protection
- * Cooking
- * Dating
- * Disease And Illness
- * Education
- * Fashion
- * Finance And Investment
- * Health And Fitness
- * Hobbies
- * Home And Family
- * Home Repair / Improvement
- * Home Schooling
- * Interior Decorating
- * Internet
- * Investing And Finance
- * Kids And Teens
- * Leadership
- * Men's Issues
- * Motivational
- * Non-Profit And Fundraising
- * Outdoors
- * Parenting
- * Pets
- * Photography
- * Public Speaking
- * Real Estate
- * Recreation And Sports
- * Relationships
- * Religion (Christianity)
- * Retirement
- * Retail Businesses
- * Romance
- * Sales And Marketing
- * Success
- * Self-Improvement / Self-Help
- * Sexuality
- * Shopping
- * Sports (Golf, Tennis, etc.)
- * Stock Market
- * Time Management
- * Travel And Leisure
- * Wedding And Marriage
- * Wellness And Remedies
- * Women's Issues
- * Writing

HOMWORK:

1. Circle the niches that interest you.
(Tip: Start with the ones you know something about)
2. Research possible topics.
(Tip: Use the Google Adwords Keyword Tool, Clickbank Marketplace, etc.)
3. Create a list of **at least 5** products you'd like to create.
(Tip: Ensure each product solves a problem)