

## MODULE ONE:

# MARKET RESEARCH STUDY GUIDE

You have discovered your purpose to start your own business, done in-depth research about your market by knowing who your competitors are and what products/services they are offering. You have actively started thinking about the type of business you would like to create and the products/services you want to offer them.

**Please answer the following questions by applying the knowledge learned, and exercises completed in Module One.**

1. What did you discover to be your purpose to start your own business? How is your purpose going to help you stay motivated to build your business?

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2. Write down what you are going to offer your customers.

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3. Write down the niche market that your business is going to be apart of.

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4. What people are saying online about your niche market? The positive? The negative? What is the customer feedback? How are you going to apply this to your business?

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4. Write down 5-10 of your biggest competitors & what they are currently offering their customers.

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## MODULE ONE: MARKET RESEARCH CHECKLIST

By completing this checklist, you will gain knowledge about your business and niche market.

- Review and complete all the exercises in Module 1: Market Research.
- Complete the study guide for Module 1: Market Research.
- Watch Module 1 Video.