

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?

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

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

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?

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

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.