

THIS DOCUMENT IS OF EXTREME VALUE

TREAT IT WITH RESPECT AND PAY CLOSE ATTENTION TO IT

What you will learn

- Figuring Out Customers
- Identifying Key Problems
- Analyzing Your Customers
- Customer Habits
- Discovering Shortcuts
- Article Spying
- Video Spying
- Competition Identification
- Ad Words Whales
- Forum Spying
- Understanding Yourself
- Google Group Intelligence
- Blog Hunting
- Reverse Engineering Articles
- Reverse Engineering Videos
- Press Release Power
- Competitive Analysis
- Traffic Analysis
- Back Linking Analysis
- Google Alerts
- Google Trends

Figuring Out Customers

- **Who Is Your Target Customer?**
 - Are they male, are they female, how many amount of money they make each year, are they wealthy, are they middle class, are they located only in a specific geographic region (city, country, province), what languages do they speak, do they use the computer a lot... get the idea? Ask yourself, who your target customers really is?
 - Once you've decided who your customer is, then you will know what is it they are looking for then you can provide EXACTLY the product or the service which they need.
- **Where Do They Go When They Are Online? Who Exactly Is Your Competition?**
 - You need to know what websites you think they are going to and where exactly they spend their time. Because you want to advertise to those people on those websites which they go to. You have to get in front of your customers. So start figuring out "where they are".

- **How Will What They Buy Make Their Life Better?**
 - How are you going to make your customer's life better by providing what you do to them? You have to make it real clear that what you offer will make their life easier and it has to be an honest and valuable offer.

Identifying Key Problems

- **What are their key problems?** You have to identify your customer's key problem and how you can solve them.
- Sometimes it's not just about the problem. **It can be something about the luxury.** Sometimes people are looking for something just to gain a status for them or to better their lives. So it's not always about a "problem".
- **Examine this data about your own business before you get started.** Figure out what your customer's key problem are and provide "solutions and answers" to their problem.
- **You don't have to come up with "your own" product** to answer their problems, but you can sell them "answers" to solve their problems, such as info products (books, videos, guides, etc).
- **What do your customers currently buy?** For example, let's say that you have a website which sells weight loss products. So, what else does your target customer can buy on the internet?
- **Think about supplemental products.** In this example, they can buy workout equipment, they could buy additional weight lost guides, they could buy running shoes, and they could buy healthy food guides, gym memberships, or anything else that could increase their weight loss goals. So, you can start with only one product, but then you must also sell supplemental products to your customers. Expand by being an affiliate of related products which your customers will be interested in.

Analyzing Your Customers

- What can you exclude? What your customers don't want, you need to exclude it.
- What do you know that does not apply to them directly?
- Put yourself in the shoes of your customer
- Is this sound repetitive of the above? THIS IS NOT REPETITIVE. You need to spend at least a few hours to laser target what your customer wants, needs, and desires.

Customer Habits

- Where do your customers spend their time when they are not on the internet? When they are not in front of their computer. Where do they hang out offline?
- You also need to know where they hang out online. Are there discussion forums they hang out on? Are there any social community websites they can be a part on? Where do they hang out and spend time talking to other people online? What blogs do you think they visit on a daily basis? Do the research to find the answers to all these questions. Nail ALL the places where all these customers are going to be hanging out.
- Identifying these habits is crucial and very important for being successful online because you have to know where to go when it comes time for marketing.

Discovering Shortcuts

- Create a master checklist of all the great places which your customers are going to. Then create links on that sites or blogs back into your own website by participating on whatever these great sites have to offer. For example, if it is a forum, participate on that forum so that people will notice your help and asks about what you can do for them.

- We will also provide a list of resources on how you can do more shortcuts in the upcoming guides and trainings. These shortcuts will be in a form of websites, tools, and software which you can use as a shortcut to your online success.

Article Spying

- What articles interest your customers? If people are searching to a solution for a problem, the things that are showing up on the search engines are primarily articles about these solutions.
- Go to www.about.com or article directories (ezinearticles.com, goarticles.com) or by doing a Google search to find these articles. Learn from these articles on how they address people's problem by providing a solution or answers to these articles.
- We're also going to provide specific training module on how to do just this. It will be available on our upcoming training modules which you should already see on our success vault list.
- Finding articles on the internet is a MAJOR shortcut to success

Video Spying

- The next major wave online is online videos
- What videos are your customers watching?
- You need to know where your customer search for videos and what they are searching for
- Pay attention to all of the video elements
- Don't worry if this sounds to general because we are going to provide you one entire guide and training modules on how to do your own video marketing on the internet, for free.

Competition Identification

- Who in the heck are your competitions, who are the major players in your market?
- Reverse engineer exactly what they are doing. Don't worry; we are going to provide you with some very useful resources on exactly how to do this on the upcoming training modules.
- Who are the most successful players in your niche? What do these players sell, and how?
- What products are exactly they selling to their customers and how do they get new customers?
- What are their marketing strategies like?
- What makes them any different from everybody else out there? How are they selling their products and services?
- **IF THEY CAN DO IT, YOU CAN DO IT**

AdWords Whales

- AdWords are the paid advertising in Google. If you search for something, it is the ads that appear on the top and the right column of the search results.
- Using Google, long story short, you will find out everything about everyone.
- Who are the top 3 sponsored results on the Google AdWords search results? Then find out what they are selling, what do they paid advertisements say, and what happens when you click on their ad? THIS IS VERY IMPORTANT FOR YOU TO KEEP TRACK AND CONSTANTLY BE OBSERVING. This can lead you to brand new opportunities that you would never think of before.

- Don't worry about the technical details on how to do all these things, we will provide you with the exact right tools and resources to make this happen for you. You will be able to reverse engineer ANYONE, you will be able to know exactly what it is they are doing online and you can do it too, even better!

Forum Spying

- Start with Google search to search for forums in your own niche to see if there are any existing online communities in your own market.
- This will allow you to see where are your potential customers are hanging out. You can see how they are spending their time, what kind of questions do they ask in relations to your market, product, or services. What new wants they have, what new desires they have, or even new problems they are experiencing.
- Forums are MAJOR value to you because it is the place where your customers are talking about the problems they are having in your market or questions they are looking answers for.
- Create products to solve their problems.
- You can also find out what OTHER companies are creating or providing which the customers are raving about or love so much and you can even model these already successful products that all these customers are bragging about.
- Look at conversations that are happening on these forums. The more threads/posts a particular topic has, the more attention it has, take advantage of it; see what your potential customers are interested in, what's hot right now. You can find out much information from these forums.
- If you can't find any existing forum on your own niche/market, it is perfectly fine. You can skip the forum spying or forum marketing and go ahead to implement other methods of marketing which we will be covering.
- Do not pay attention to forums that are not active, only check out forums that are highly active with a lot of recent discussions and postings. This way you won't be digging into outdated information.
- Go to www.big-boards.com to find out the existing forums on your own niche. There you can see how big are these forums actually are. Implement all the points above on the forums that are related to your own niche. Enjoy!
- **COOL TIPS!** Oh and you know what you can do? If you hear about something REALLY HOT that is happening RECENTLY which has a "discussion forum" potential, why don't create your own forum quickly after you hear a "ding!" in your head. For example, swine flu is the hot discussion and news topic these days, as soon as you know that it is going to be a VERY hot discussion, why don't you go right away and buy a domain for it and create a forum instantly from your control panel? For example swinefluforum.com that would be awesome, don't you think? Take the opportunity and seize it, don't just think about it! Or if you already have a site that is already popular, why don't you create an "Off Topic Forum", so every now and then you hear a HOT topic worth of discussion and has a potential high traffic for it, you can post a discussion forum on your own existing site or forum.

Understanding Yourself

- We know some of you have been around the internet for a long time, been there, done that, but I guarantee you, YOU DO NOT KNOW EVERYTHING.
- How do we know that? Simple, because the internet is ALWAYS changing, it's always evolving, and it's always growing faster than you could ever imagine. There is always new ways that are constantly emerging on the internet; you have to always keep up to stay up in your online business. Back then there are only simple web pages, now there are social communities, blogs, forums, videos, and the recent happening, twitter. It's always

changing. So it's a good way to always keep up, one of the ways is stick with us and we'll show it all to you, all for free!

- By keeping up with the constant changing internet media, you will be able to always stay on top of your competition. Always have an open mind and never be satisfied with what you already achieve so far.
- PAY CLOSE ATTENTION TO EVERYTHING THAT IS BEING TAUGHT TO YOU. THOUGH WE ARE GIVING THIS FREE, IT IS VALUABLE INFORMATION. PAY ATTENTION AND DO IT.

Google Group Intelligence

- Google Groups will blow away your mind. Google Groups use email discussion. Whenever a member posts out to the group, all members will get an email from that member consisting of the posted message. This is also known as Listserv. People can have any kind of discussion about anything.
- You can find a discussion about ANYTHING on Google Groups. You can even see previous discussion on the archives section. So you can find all kinds of information just like you will find information on forums.
- What you can do on the forums points above; you can do on Google Groups.
- This research data is invaluable to you and your business.
- Go to <http://groups.google.com> and start signing up to groups related to your own niche/market to start getting emails about discussions happening from these groups. This way you will always be up to date to recent hot discussion to know what is happening in your own industry and make use of this to always have your own business up to date.
- Setup a NEW email address to receive emails from these groups so that your personal emails won't mix up with the discussions from the groups.

Blog Hunting

- Find full blown blog directories, type in "blog directory" in Google. You can then find all kinds of most popular blogs in your own niche.
- Keep an eye on blogs with lots of comments to see what people are talking about.
- You can also go to <http://technorati.com/> it's like a massive blog catalog.
- Lastly just search on Google on available blogs based on your keyword, for example search for "weight loss blog", this way you can find most popular blogs on that keywords.

Reverse Engineering Articles

- Publishing Articles = Targeted Traffic = Targeted Customers = More Money In Your Pocket
- Customers reading your content prequalify you since they are already interested in what you have to say.
- What articles are currently available on your market? What customers are currently looking for in a daily basis? Where do you find it?
- Go to www.ezinearticles.com to find articles. You can also list your own articles here for free.
- Type in targeted keywords at ezinearticles.com to find articles which you can read to learn how to write your own articles. See what exactly people are writing about.

Reverse Engineering Videos

- Is the same as reverse engineering articles but a bit more cutting edge and more fun

- Go to <http://youtube.com> and do a search on a keyword on your own market. On the search result, check the videos which have the most view counts. These videos are extremely popular and are absolutely making a lot of money from all the traffic they are generating from these videos to their website.
- Put your own watermark in your own videos, which will lead your video viewers to go to your website.
- Don't worry about learning how to make your own videos, we will show you on a later module all the technical step by step details just how to do that and more!
- Don't worry, you won't have to show your face on your videos, it doesn't really matter as long as you are providing valuable information on your video viewers and guide them to your website.
- Ask yourself questions about each video you are viewing on YouTube, why are they so popular? What kinds of call to action are being implemented on these videos to make them make money?
- THERE IS A LOT OF MONEY TO BE MADE IN VIDEO MARKETING! You will soon learn everything you need to know about how to create your own videos. But right now, please focus on reverse engineering other people's videos and take notes on what you need to do later when you are making your own videos.

Press Release Power

- You will be taken to a whole new level! The biggest directory is called <http://prweb.com>
- Press release is completely an underutilized resource, take advantage of press releases! So many people simply do not care about press releases. Or they do not know truly how much information they can drive into their business.
- When you publish your press release to prweb.com and other press release sites, your press release are actually being picked up by MANY websites and news sites which mean you will get a ton of extra traffic and publications. Sometimes even by news stations and radio stations. NOTHING ELSE can do that.
- You can go to <http://prweb.com> and do a keyword search that are related to your own market, and pay close attention on the type of press releases that are being published there. Simply analyze what people have already created. Then start publishing your own periodic press release for your own industry.
- Put a list of topics of what people are already writing press releases about and simply do your own press release around the same exact topics.
- Pay close attention to the websites that are being linked to from these articles. Nine chances out of ten, they will be your TOP competitors, because they know the power of press release and they are already doing it.
- **Making controversial and stating bold statements are gold mine** in press releases because they will be hot discussion topics within your niche industry which will bring you more exposure and traffic.
- Never look press release as a shortcut to instantly drive traffic by creating a "junk press release". You need to publish quality press releases. That is why you need to do the research before you start publishing your press releases.
- Press Release Power – Extremely Powerful. Make use of it!

Competitive Analysis

- Start with Google and look at paid sponsors
- Monitor ads over a period of time. The ads that continue to run are obviously the ads are making the most money. Use it to run your own ads, pay close attention to your competitor's ads which are already running for so long. It simply means, it works, and it makes money. The ones that disappear over time are the ones that did not work.
- All of this hard-core analysis is already done FOR YOU, by your competitors. Why do the hard works all over again, make use of it!

- Go to <http://keywordspy.com> and make use of it. We will have a separate training guide on how to make use this powerful tool efficiently. Through this service you will be able to know about everything there is to know on your competition's strategy on paid search advertising. THIS IS THE HIGHEST END OF REVERSE ENGINEERING OF WHAT YOU COULD POSSIBLY DO!
- Go to <http://cbengine.com> and make use of it. Again we will provide a separate training guide on how to make use of it as well as keywordspy.com. CB Engine allows you to see graphical data on thousands of products on the internet on hundreds of different markets. Do you realize how much power that is to you? A lot! You can analyze how many sales these products are making on a DAILY basis, as well to see how much they are paying out to all of their affiliates. Which means you can also be an affiliate of these products which are already selling well, and make profit out of it.
- Go to <http://terapeak.com> – this will show you about all the things we've covered above, but this time it's covering eBay. Again, we will provide a separate training guide on how to use this efficiently.

Traffic Analysis

- How much traffic is out there that are already going to your competitors?
- The first tool is <http://alexa.com> – check it out to find out how many traffic how many traffic your competitors are getting. Also see how many websites are also linking to your competitor's site.
- The second tool is <http://quantcast.com> – They will provide much deeper data and more accurate data, including keywords, demographics, etc.
- The third tool is <http://dnscoop.com> – You can find out how long they have been online for, what their page rank is, how many inbound link they have to their website.
- Always know which competitors are the true players and spend time researching these top players.

Back Linking Analysis

- It is very important to understand what websites are linking to your competitors.
- You can get the same back links for yourself.
- Go to Google and type in **Link:domain.com** (replace domain.com with the competitor's domain you wish to see). On the search result page, you will see all the websites which are linking to your competitor's site. You can learn how your competitor managed to get their link there, do the same thing.
- You will get more advanced tools later on through our upcoming training guides
- You can use seobook's backlink analyzer. Go to <http://tools.seobook.com/backlink-analyzer/> and make use of it!
- Anchor text is VERY IMPORTANT. As you analyzing back links, you need to start paying close attention to what "texts" are being used by your competitors to link back to their website. Study it, why do they use these text, then make use of what you found to build your own links the same way.

Google Alerts

- It is the most valuable spying tool online and it's 100% free!
- Just sign up with a free Google account and add Google Alerts as your feature
- You actually will be able to put in a search term on Google and it will alert you when something new comes to the internet in relation to your search term.
- Go to <http://www.google.com/alerts> and just type in your competitor's name. This way, every time something new is happening on your competitor, you will know about it. This is an extremely incredible tool to always keep

up with the industry where you do business. You will always be up to date with what other competitors are doing.

- This is a fully automated robot to inform you about ANYTHING that is happening in your industry or about the top competitors you are competing with.
- You can also enter your own business name so that you will also know what is being talked about on the internet in relations to your own business.
- Imagine what you are accomplishing, having Google work with you to update you on everything you need to know that is happening. Use this, use this, and use this so that you will NEVER FALL BEHIND with your competitors.

Google Trends

- Go to <http://www.google.com/trends/>
- It will show you trends for your keywords which is priceless information. You can see if something is hot or not.
- Look for the trends with the line chart going UP, this means the search volume on these keywords are growing by the year and not declining, which means the market is growing in this particular segment.
- Apply a solution of what people are looking for and apply a little bit of search engine optimization to these keywords to make your pages show up on Google's page 1 search result and get yourself some extra traffic on the side.
- Don't create a product where you see a trend line is going DOWN, this means the demand for that market is declining and people are not so much interested with that anymore.
- Play with it, you can do a lot of things and create ideas based on this tool alone

NOW YOU ARE AHEAD OF THE MAJORITY OF YOUR COMPETITORS, DO SOMETHING ABOUT IT! DO IT NOW, NOT LATER! WE'LL SEE YOU ON THE NEXT TRAINING MODULE.