

Market Score Exercise

Not sure which market to choose? List your top choices in the form below. For each of the categories (Market Size, Easy To Advertise, etc) rank the market, relative to the others, on a scale of 1-5. As an example, if I was interested in the guitar market and the dog market. For “guitars” under market size I would write 3. But for “dogs” I would write 5. There are significantly more people that have dogs than play the guitar.

What we’re looking to do here is find out which market works best for you. Once you’ve gone through the list, add up the “Total Score” and you’ll get a very objective idea of which market will work best for you.

Market Name:				
Market Size				
Easy To Advertise?				
Passion Level				
Easy To Get Content?				
Can I Write Content?				
Do I Know The Market?				
Dangers / Risks				
Total Score:				

Category Definitions

Market Size

How large is the market? A larger market means more advertising opportunities. More advertising opportunities means more possibilities for you to make sales. There is no right or wrong answer here. We’re not looking for absolutes. Just is market option A) smaller or larger than market option B).

Easy To Advertise?

Is it a market that is easy to advertise? Are people excited about what you're selling? Is it something they'd want to share with their friends on Facebook? **1 = Not Easy, 5 = Very Easy**

Passion Level

How passionate are they about the hobby or interest? Is it the sole interest in their life or is it a passing fad? The more passionate your potential subscribers are, the easier time you're going to have selling them. **1 = Not Passionate, 5 = Very Passionate.**

Easy To Get Content

Is there an abundance of content available? Is it easy to find high quality private label rights material? Are you able to partner with other experts in the market? **1 = very little content available. 5 = lots of content available. 1 = Hard, 5 = Easy**

Can I Write Content?

Can you write the content yourself? Many of you want to write your own content, and many of you don't. But in a pinch, if you had to, could you write an article or two to meet a deadline? The more you know about your own market and can write about it, the easier this process becomes. **1 = Can't write at all, 5 = Expert writer on the subject.**

Do I Know The Market?

How well do you know the market? And not just "know of" the market. I mean deeply, intimately involved in the market and understand the terminology, the lingo and what excites the community. The more you're part of the community the better your offers will perform. **1 = Don't know market at all, 5 = Expert on the market.**

Dangers / Risks?

How risky the market? Are there are liabilities you need to be concerned with? As an example, teaching someone the basics of home maintenance is significantly more risky than teaching someone the basics of knitting. **1 = Very Risky, 5 = Not Risky At All.** Note: Concerned? Make sure to include a disclaimer in your newsletter.