Market Research notes

“Great copy isn’t written; it’s assembled.” (Eugene Schwartz?)

JBH adds “…from the wants, fears, and desires of your prospects.”

Know who you’re writing to.

Market research is the most important element of copywriting.

Copywriter must understand WHY they would buy from you.

What moves someone to take out their credit card and give you their hard-earned money?

80 percent is research; 20 percent (or less) is actually writing. And much of that writing comes from what the market is asking for, complaining about, giving you when you look at what they are talking about.

Where the money is made…

--Think markets, not products

--Markets are mostly static=niche

--It’s ALWAYS better to find the niche first, then sell a product to your market.

--Once you’ve chosen your market, doing research will reveal the best products to sell. Knowing your market IS copywriting.

WWWWH

WHO these people in the market are

WHAT they ‘ve bought/are buying now.

WHERE you can reach them (online).

WHY they buy the things they do.

HOW they talk. So you can speak their language.

Where to find these things out?

Google first, of course. Search out the topic area, market terms and labels, etc.

Look for forums, facebook groups, Amazon reviews, other customer reviews, blogs, YouTube channels or comments, replies to your daily emails once you start emailing in the niche.

What to look for-

Start by creating a list of questions about your market, then search for answers to the questions.

Instead of thinking about/writing to the entire market, create a customer avatar (Bob) -- an ideal customer for that market and gather as much information on him/her as you can.

Name, Age, family, education, income, values, biggest goal, fears, desires, (more detailed info below).

Every good copywriter has their own set of questions for market research, and as you develop your copy chops, you too should be adding and subtracting to your list of questions. There's no "perfect list." Everyone's got their own. But, following is a short list I believe to be a good framework for building your own. Use it as a framework. Add to it. Subtract from it. Do what you need to do to make it your own. What I do is imagine my entire market boils down to one person. Some people call this a "customer avatar." Basically, it's your ideal customer. You want to give him a name, a face, a personality, and you want to figure out every last bit of information about him. You want to know him like the back of your hand, better than you know yourself. Because if you can do that, you'll have absolutely no problem writing copy that makes him want to buy like his life depends on it.