

Market Research Questionnaire

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Please use this questionnaire as you go about researching for your niche. These questions go beyond just looking at what keywords they are using. These questions are about taking a deeper look at what makes people react to their video content. What makes people click through their links? What makes people LOVE your competitors videos?

Once you figure that out, you will be able to quickly and easily build a massive following on Youtube and will be able to then churn that into real financial value.

Go through each and every one of these questions and take this exercise seriously. It will mean the difference between success and failure.

Ask These Questions While Looking At Your Competition's Videos:

1. What are the benefits of their product?

2. What phrases or emotions are they trying to play to in their videos?

3. How much is what they are selling?

4. How is their product delivered?

5. What is the one thing that sets them apart?

6. What style are they presenting their videos in? Slideshow? Face On Camera? Etc.

7. What are people saying in the comments section?

8. How many views are they getting generally per video?

9. Are they using a branded Youtube channel?

10. Could you make better videos then they could?

Question #10 is ultimately the reason for this entire questionnaire.

The purpose of market research of any kind is to flush out whether or not you could compete in the marketplace. This questionnaire will help you to do that.

If you answered yes to question #10, then you need to move forward with the following questions to help you determine what your USP will be when creating videos.

Ask Yourself These Questions When Determining Your USP By Finding The Cracks In Your Competitors Armor.

1. Can I deliver the video (my presentation) via better technology? (if they did a still slideshow, can you do a live screencast? Etc.)

2. Can I be more energetic on camera or at least hire someone who would be?

3. Can I craft a clearer message? If so, how? And what would that message be?

4. Does my competitor fail to mention anything in his videos that viewers might have questions about?

5. Does my competitor post consistently, or is it random? (audiences like consistent posting that alone might make you stand out if you can do it)

6. How does my competitor respond to comments? Is my competitor even getting comments? Why not?

These questions should get your brain juices flowing. By the end of running through this questionnaire you should have a pretty good idea of how you can enter the marketplace - remember, you want to enter like nobody else. You have to stand out and you have to be able to find your USP in order to do so.

If you are having a hard time seeing where you could come in at an angle, then I highly recommend repeating this exercise with as many competitors as you can until the lightbulb clicks.

Don't give up - only move forward.

To your success!

Mike