

MARKET RESEARCH RESOURCES
\$10 MILLION WORTH OF MARKET RESEARCH
(FOR INSTRUCTIONS, PLEASE REVIEW THE MARKET ASSESSMENT TRAINING)

How To Quickly Finding A Mega Target Market.

1) The TOP 2000 – Accessible Markets – CURRENT DATED VERSION (the file link will be named similar to the above line) See Market Assessment, training link – this file is updated at times.

Market Size – Calculation Strategies & Resources

2) Remember: Some Target Markets do not have available numbers, and must be estimated.

3) The Trusted Report Estimate - Let's say you found a statistic from a very trusted source. For example: 17% of women over 50, living in Ohio, have problem A. And let's say you have a great solution for problem A. That group would be a good target market. You can use the tools below, to find you market size. With that market size, you can then calculated

the Target Market Value using the Simple Market Valuation formula, on the worksheet provided.

4) For Businesses & Individuals(in US) <http://www.InfoUSA.com>

5) The Google Adwords Keyword Tool This URL changes frequently, so, go to Google.com, and type in "keyword tool", and it's usually the first result on the page.

6) Market Size Validations The Is-There-A-Book-On-The-Topic Test? - Go to Amazon and see if there is a book or even a best-selling book on the topic. The Is-there-An-Association Test? - Go to a search engine, and see if you can find if there is an industry association for the target market. You can find how big the membership group is, and probably how big the entire

market is. The Is-There-A-Magazine Test? - Same as above, only search for a magazine on the topic or target market. If that doesn't work, you can also try using "ezine", instead of magazine.

7) REMEMBER: There are 1000's of Market Research tools, and most of them are expensive and overkill. However, if you are having a hard time identifying, calculating your market size, or other things related to this market assessment, please email your question to us at:

MemberServices@ThoughtLeadershipMastermind and we'll help you find the right tools that will help you identify and quantify your market.

Action Thoughts