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Instructions

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- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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Copy and paste phrases

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Best of luck with your new course,

Lisa M Cope,

If you need help or have questions, please visit the help desk:

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http://www.plrjunkies.com

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Conformation message:

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Thank you for your interest in the Understanding Your Target MarketCrash Course.

It is very important that you confirm your subscription so that we

can start sending your messages right away.

Please take a minute and click the link below to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

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Thank you,

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1

Subject line: First Lesson - Understanding Your Target Market

Hello "autoresponder code here",

Welcome to the first lesson in the Understanding Your Target Market Crash Course.

Over the next few days, you will receive several lessons that will help you learn

the ins and outs of conducting market research so that you can target your market more effectively.

In this first lesson we are going to talk a little about the importance of conducting market research for your business.

It really can’t be stressed enough how important market research is to the success of your business. Understanding your market will guarantee that you are providing the right products and services to your audience, ones that they will be interested in purchasing and at a price point that they are willing to pay.

Without researching your market, you’re just shooting in the dark. With the right type of market research, you’re shining a bright light on your target so you’ll be a lot more likely to be successful.

- Helps You Focus on What’s Most Important

When you conduct market research, it will help you focus on what’s most important to your audience and therefore to you. You cannot make assumptions about your market without confirming them by researching the situation. You might find out that your ideas are wrong or you might find out they’re correct.

- Helps You Learn More about Your Audience

You might think that you can wing it, but if you don’t know everything about your audience that you can, you may make a mistake. For instance, one-time Coke thought it was a good idea to come out with “New Coke” without really learning about what their audience would think about that. It was a colossal failure.

- Helps You Know Which Path Is the Most Profitable

When you learn more about your market, you’ll be able to create even better products and services that your audience really wants. In fact, they will think that you’re able to read minds and will clamor to buy what you’re selling.

- Helps Your Business Adapt

Even when you are marketing to the same general demographic, the morals, views, thoughts, and ideals of a demographic changes over time. That’s why companies that have been around for ages have to change their marketing plans and advertising periodically, because people change.

- Helps in Decision-Making

Having the right information in front of you will help you make a lot better choices for your business and your audience. After all, decisions made with no information, the wrong information, or assumptions will almost always be wrong. Having the right information is going to make your choices so much better.

- Helps Reduce Risk

When you know what your market is doing and what they want, you lower your risk of mistakes and failure when pushing out new products and services. Why waste time and money with shooting in the dark when you can shine the light on your work and hit your target every time?

- Helps You Develop New Strategies

The right marketing research will help you create new approaches for everything you do in your business. With market research done properly, the new things you do for your business will be more likely to work out.

- Helps Minimize Risks

The more information that you have and gather through the market research that you do, the less risk you will face as you conduct product development and marketing to your ideal audience.

Don’t just do market research once; consider it an ongoing need in order to stay competitive in your business. You’ll identify future problems faster, which will enable you to create products and services even faster too.

We have a lot to go over in the next few days if you want to learn how to conduct research that will help you target your market more effectively, so make sure you look for your next lesson soon. We will be talking about how to start gathering your primary research.

Until then,

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Thank you again for joining, if you have questions or need assistance please feel free to contact me at any time, I will be happy to help!

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2

subject line: Second Lesson - Understanding Your Target Market

Hello "autoresponder code here",

It’s time for your second lesson in the Understanding Your Target Market Crash Course. I hope you found lesson one informative and now have a better understanding of why market research is important to your business. In this lesson we are going to talk about how to start gathering your primary research.

As we discussed in your first lesson, if you want your business to be successful then you need to understand the importance of conducting market research and gathering primary data. The difference between primary and secondary research is that you get primary information directly from your audience, and you get secondary information from other people who have surveyed an audience or conducted some type of research.

- What Is Primary Data?

This is data that you’ve collected on your own without relying on someone else to collect it. You basically go directly to the source for the information. Collect it and gather it on your own. In this way you can organize the data in the best way for your business.

- Collecting Your Own Data

The very best ways to collect your own data is to conduct surveys, do interviews, host focus groups, and send out questionnaires. Before you start, learn all that you can about your audience so you are sure that you’re collecting the information directly from the right source.

- Conduct surveys

Using software like SurveyMonkey.com to send out a survey to your audience that you can analyze using a spreadsheet, pie charts and other methods that help you to understand the data better.

- Do interviews

You can also interview people one-on-one that you know are in your audience. Use Skype, Blab.im, Google Hangout or the old-fashioned telephone to help you conduct interviews of your audience.

- Host focus groups

A focus group is a diverse group of people within your target audience with whom you’ll host a discussion answering a particular question. For example, let’s say you’ve created a sales page; you can host a focus group who will try to use your sales page, and then report back how it worked.

- Send out questionnaires

These measure various variables of the group taking the questionnaire. They can consist of open-ended as well as closed-ended questions. A questionnaire should only be formulated using positive statements, and should never make any assumptions about the respondent.

- Observations

Sometimes interviews can end up biased due to how questions are formed or the perceived judgement of the interviewer, but with observing your audience you can gather a lot of unbiased information fast.

- The Benefits of Primary Research

Anytime you want to create a product or service, or write an article or blog post about or to a specific audience, conducting primary research can be a good way to know how to address your audience. You won’t make mistakes with assumptions if you know the truth about your topic and market.

- Getting Started

First ask yourself what you really want to know. Which method will you use to make the discovery? Which participants will you use, and where will you find your subjects? Plus, you’ll need to figure out how you’ll access the groups that you need to access. You also need to figure out what your own biases are so that you can avoid having them show up in your research.

There are a lot of things to consider when conducting primary research that will make your work ethical. Always ensure that you have your subject’s permission to gather and use the information, assuring them that you’ll keep their personal information private. Don’t take advantage of people, and report your findings accurately.

That's it for today's lesson. In your next lesson we will be talking about what should be included in your secondary research.

Until then,

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P.S. Again, I appreciate your joining me for this short course. If you have questions or need assistance, please feel free to contact me. I will be glad to help.

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3

Subject line: Third Lesson - Understanding Your Target Market

Hello "autoresponder code here",

It’s "add your name here", with your third lesson in the Understanding Your Target Market Crash Course. In your last lesson we talked about how to start gathering your primary research. In today we are going to talk about what should be included in your secondary research.

As I mentioned in your last lesson, secondary research is data gathered by other people about your topic of interest. Conducting secondary research is an important start to gathering marketing research. The trick is that you need to find reputable sources for the information, understand whether or not they have an agenda outside of spreading the truth, and then confirm that information with your own primary research.

- Finding Sources

Before you even get started, you need to know where to get the information from. You want to identify valid sources of information that will work for your needs. Places that are government, educational, and industry outlets work well. Be careful about sources with a particular agenda because they may twist the information to match their own needs.

- Gathering Information

You’ll put together public data and other information from organizations and industry to develop a start to the secondary research you’re conducting. If you ask yourself what you want to find out and then collect information that answers that question, it’ll be easier to know what to keep.

- Normalizing Information

Sometimes you’ll find conflicting information from different sources. Take a look at that data closely to be sure that the interpretation that you found is accurate in terms of what was really collected. You may need to throw out some sources in favor of others that you deem more accurate.

- Analyzing Information

Once you’ve determined that the information you’ve collected is accurate, fair and representative of your market, you can put it together in a way that’s easy to interpret. Using words, plus graphics and images, is often the best way to make the information understandable. What’s more, you’ll want to determine whether you’re putting the information together for yourself to use internally or for your audience.

- Understand the Advantages and Disadvantages of Secondary Research

Secondary research has the advantage of being a fast, cost-efficient way to gather data easily, and it has a high level of value. But often it’s very general, and not really indicative of your targeted audience’s wants and needs. You’ll have to do primary research to make sure it’s accurate.

- Use Technology to Help

Today, you can use technology to help you, such as accessing various online sources like the US Census via the net so that you can just download the information. It’s amazing what is out there if you know where to look, now that you can do it online.

- Sources and Strategies

If you’re not sure where to start, the best place is with a government entity that collects and publishes data about various audiences. Next, look to trade journals, academic research, and with industry experts. You can also ask your colleagues and associates for help with brainstorming before you get started.

- Time Yourself

They say that if you spend more than 10 to 15 minutes trying to find something online, it doesn’t exist. But, maybe you’re not using the right search terms. Brainstorm at least ten to twenty search terms about your subject matter before starting your search. However, don’t spend too much time on searching because you need to spend more time on analyzing.

When you are conducting secondary research, follow leads and look for information in public areas like libraries, government entities, trade journals, and other reputable places before you get hung up on any type of data that you collect.

That's it for today's lesson. In your next lesson we will be talking about some research tools you can use to help you understand your target market even better.

Until then,

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4

Subject line: Fourth Lesson - Understanding Your Target Market

Hello "autoresponder code here",

How are you? We're winding down to the end of this short course. But we still need to go over a few things. Today we are going to jump right in and talk about some research tools you can use to help you understand your target market even better.

When you start conducting market research, you’ll need to collect a few tools of the trade. Thankfully, today there are so many automated tools to help you conduct market research like a pro at very little cost, and in some cases even free.

- Typeform.com

<http://www.typeform.com>

This is a form creator that you can use to collect information from your audience in an easy way and post them right on your social media accounts. There is a free and paid version. It shows only one question at a time, which can help encourage your audience to finish. You can even accept payments via your forms if you want them to sign up for something after finishing your survey.

- Survey Monkey

<https://www.surveymonkey.com>

This can be used free, or you can upgrade it to get more features. But, you can do a good survey with the free version for up to ten questions and 100 respondents. So, if your audience is small you can get a good enough sample with the free version. There are wonderful analytic features with this software.

- HeatMapCo   
<http://heat-map.co>

If you want to know what your audience is doing and looking at when they use your website, this is a great type of software to help you know how to improve your online real-estate and get the best engagement from your visitors.

- Facebook Insights  
<https://www.facebook.com/help/336893449723054/>

Included with your Facebook business page, you can use their Insights tool for free. It will tell you the demographics of your viewers, the breakdown of your audience by interest, and much more.

- Aweber

<http://www.aweber.com>

An autoresponder service like Aweber can be used to deliver any survey, questionnaire, or request for interviews to your audience. If you don’t yet have an email list, take some time to build one, because having an active email list will help you with your market research exponentially.

- Google Insights

<https://www.google.com/insights>

You can use Google Insights Dashboard to help you explore a lot of information. Use that info to create custom infographics, which can help you understand the information that you’ve researched.

- US Census Bureau

<http://www.census.gov>

Using the information, you can find via the US Census Bureau is the best way to find secondary data which can help you figure out where to find the audience to collect primary data.

- Personapp  
<http://personapp.io>

You’ve heard that you should create personas that represent your target audience, and this app will help you do it even better, using real life stats. Being able to visualize your audience can help immensely.

Conducting marketing research is very important for the future of any business, because it’s the only real way to know for sure what your audience wants and needs. If you’re not sure who they are, you can’t be sure about what they want. Doing market research will answer all of those questions for you. Using the right tools will make it easy to do.

I hope today's lesson was helpful to you. Don't forget to keep an eye out for my next email. There will be some great stuff in your last lesson.

Until then,

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5

Subject line: Fifth Lesson - Understanding Your Target Market

Hello "autoresponder code here",

Well, we have come to the final lesson in the Understanding Your Target Market Crash Course. I sure hope you have enjoyed your lessons and learned a lot about how to conduct research so that you can target your market more effectively.

In this last lesson we are going to go over a few common mistakes that some business owners make when they are conducting market research, so you can avoid making them.

As we have been discussing throughout your lessons when you are trying to target your market, the best place to begin is by conducting effective research. But, it is important to avoid making these common mistakes.

- Using the Wrong Research

You have to step outside your expectations when you conduct market research. Don’t only study information that matches your assumptions, because you could be wrong. Even if you service or sell products to people you think are just like you and you’re in your own target market, your experiences are subjective and not indicative of the experiences of others.

- Avoiding Primary Research

Knowing the market size, how it’s performing, and other information readily available to you is considered secondary research. And while it is good information, you need to also get information directly from your audience about your business. Being able to ask your target market directly about their thoughts, feelings, and actions can go far in helping you make good decisions.

- Not Researching the Competition

Your competition is very important in your market research, because they likely sell to your audience. Knowing how they do things and who they do it with, and everything you can about how they do business, will help you do it just a little bit better. Differentiation is the key when it comes to winning against your competition.

- Using Poor Reference Materials

It’s important to understand what constitutes good research and what constitutes poor research. There are some legitimate places to research using the internet and some that aren’t. The best places to look are within scholarly research via university approved publications. Be careful about using materials put out by propagandists.

- Not Researching Your Audience

It’s best to get access to a list of people who are definitely within your target audience. You can do this via list-building exercises, or you can locate your audience in your competition’s groups and message boards. The more you can communicate with your audience directly and ask them the right questions, the better.

- Using Out-of-Date Data

This is very important because even when the demographics stay the same, people change and grow with time. For example, the company Olay doesn’t market their beauty products to their audience the same way today as they did in the 1980s. Their product really hasn’t changed much, but they have to market to their demographic differently so they don’t offend them. You should do the same and avoid using out-of-date information.

- Not Using the Market Research

Believe it or not, many business owners don’t even bother using any type of market research at all. They just stick with their assumptions and move forward. This is a huge mistake. When you conduct market research, you may confirm or completely defy your expectations.

- Not Asking the Right Questions

When you start with market research, ensure that you’re asking the right questions when you conduct surveys. Creating a good survey is a talent that can be learned. You must phrase the questions correctly, read about survey question mistakes and learn how you can do better.

Remember that market research doesn’t really ever end. Even when you complete the initial research you’ll need to continue with it throughout the lifetime of your business. Because, as mentioned before, even if your actual market demographics don’t change, they do. They start using different technology, and their opinions and outlook on life evolve with every generation. Market research can help you keep up.

As we close this final lesson I would like to thank you again for joining me for this short course. I sincerely hope that you have learned a lot about how to conduct research that will help you target your market more effectively and even though your lessons have come to an end you can still feel free to contact me if you have any questions. I will be more than happy to help.

Until then,

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