

What are Your Thoughts on Marketing Re\$earch?

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

What are Your Thoughts on Marketing Re\$earch?

By Wild Bill Montgomery

What are Your Thoughts on Marketing Re\$earch? by Wild Bill Montgomery

I have always been a firm believer that there is never one correct answer to a question. Some call that argumentative, I call it Independent and Creative Thought. I have also come to the conclusion over the years that by feeding answers to a student, they will ultimately starve. On the other hand by posing a question, you teach them to think and in turn feed their own thought and energies.

You will never get the right answers however, if you don't know the right questions. So with this in mind, I from time to time write an article, which consists of mostly questions! Questions covering a single subject, which I hope will provoke you into independent thought, thus creating productive output. Our topic is what? Marketing Research!

Marketing Research is a very important step in the evolution of your business. Without research, you have no basis on which to answer even the most basic questions; questions that you must answer if you truly desire to successfully market your product or service.

1. Your Market.

A. Do you know whom your target market is?

B. Who are your current customers and do they fall into your target market?

What are Your Thoughts on Marketing Research?

C. Are your current customers loyal to your product?
Why or Why not?

D. If not, how can you create a loyalty strategy?

E. What is the current size and geographic spread of your target market?

F. What will it be in the future?

G. Will you be able to maintain a product and

company growth rate to match that of the projected growth rate of your target market?

H. Is your product part of a trend market that has a volatile base, which can collapse or increase rapidly?

I. Are you prepared for this? How?

J. Do you have backend products or services?

2. Your Price.

A. Is your market price sensitive?

B. If so, how does the price of your product or service stack up against your competitors?

C. How are you justifying this price in accordance with the "Price Curve" of your market?

D. Is there an obvious perceived value in having a higher price?

E. How does your product Service and Support Pricing compare to your competitors?

F. Do you offer "credit terms" to aid you in higher pricing strategies?

G. How do you think your competitor(s) will react to your pricing structures?

What are Your Thoughts on Marketing Research?

3. Your Competition.

- A. Are you in or entering a market that is already overrun with competition?
- B. Have you prepared for this with a well-planned strategy to overcome the over abundance of competition?
- C. What kind of companies make up your competition and can you compete with them in this market?
- D. Have you diligently analyzed your competitions strengths and weaknesses?
- E. Have you honestly analyzed yours?

Obviously these are not all the questions you need to answer to successfully market your product. But if you can answer the questions I've prepared here, you will find that the answers to others will come more easily. I hope that you have given these questions more than a quick thought and haphazard answer. The old saying "more is better" certainly applies here. The more data you compile and apply to each question, the better. Also, being the dyslexic-absent-minded professor type, I have found that putting everything on paper makes it clearer, easier to remember and I have it to look back on when I need to refer to something I have long since forgotten.

Good luck to you in your Marketing Ad-ventures!

Don't let worries overwhelm you.

By Ajay Pats

Don't let worries overwhelm you. by Ajay Pats

As you move through this day, make it a point to replace troubled thoughts with thoughts of peace. Replace thoughts of weakness with thoughts of strength.

Replace thoughts of limitation with thoughts of possibility. Replace thoughts of anger with thoughts of compassion.

What are Your Thoughts on Marketing Re\$earch?

Let go of any thoughts of frustration and helplessness. In their place, put thoughts of creativity and empowerment.

Gather your various and scattered thoughts together, and point them all in a positive, productive direction. You'll be amazed at the power that's yours when each thought is working to enhance the others.

Your thoughts determine what you decide to do with all that you have. And you determine what your thoughts will be. Worry a little bit every day and in a lifetime you will lose a couple of years. If something is wrong, fix it if you can. But train yourself not to worry. Worry never fixes anything.

So put them to work in a positive way, moment by moment, day by day. Make them all thoughts that serve you well.

Ajay Pats is a professional manager. He runs inspirational ezine "Discover secrets of happy and prosperous life" ([url=http://www.topica.com/lists/venturemall](http://www.topica.com/lists/venturemall)), community for home based business entrepreneurs "Venturecon" ([url=http://groups.msn.com/venturecon](http://groups.msn.com/venturecon)) and real estate broking site "Real estate broker" ([url=http://realestatebroker.nexuswebs.net/realestatebroker/index.html](http://realestatebroker.nexuswebs.net/realestatebroker/index.html)).



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances

What are Your Thoughts on Marketing Re\$earch?

Impair Healthy Healing In People Over The Age Of 30!

