

Creating Your Hot-Selling Products Worksheet

NICHE RESEARCH

The niche I'm creating a product for is: _____

The target market is: _____

The main pain points I can help them solve are: _____

People with this pain point are currently buying these top 5 products:

Pain Point #1: _____

Name of product	Type of Product	Price
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

The reviews for these products state the following:

What customers like most about the products: _____

Complaints / What people dislike most about the products: _____

Pain Point #2: _____

Name of product	Type of Product	Price
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

The reviews for these products state the following:

What customers like most about the products: _____

Complaints / What people dislike most about the products: _____

Pain Point #3: _____

Name of product	Type of Product	Price
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

The reviews for these products state the following:

What customers like most about the products: _____

Complaints / What people dislike most about the products: _____

The top competitors for this niche are: _____

Current product sellers advertising products:

Who are they?	What do they sell?	At what price point do they sell it?
_____	_____	_____
_____	_____	_____
_____	_____	_____

MY PRODUCT DETAILS

My product will be available in these formats: _____

Based on the reviews of top products at Amazon:

I plan to include the following in my product: _____

It will solve these pain points for my buyers: _____

My product will offer an improved version of these features: _____

Missing components of existing products that will be included in my product: _____

Features or components of existing products that I will leave out of my product: _____

My product is comparable to the following competitor products: _____

My product and sales information includes the answers to these questions:

- What's in it for me? _____

- How will this help me? _____

- Why should I buy from you? _____

- What expertise or inside secrets can you offer that your competitors cannot or do not?

I will personally create these product features:

- ☐ Written content
- ☐ Audio
- ☐ Video
- ☐ Graphics
- ☐ Sales pages

I will be outsourcing these items:

- ☐ Written content
- ☐ Audio
- ☐ Video
- ☐ Graphics
- ☐ Sales pages

I plan to market my product by: _____

Third-party products & services I need in order to sell my product: _____

Resources:

1. [BlueHost](#): hosting your domain, professional email and WordPress blog.
2. [Aweber autoresponder](#): for your professional autoresponder.
3. [The Conversion Pros](#): for all of your professional marketing tools
4. [My Best Lead Sources](#): These are all proven to work to build your list and make sales (if you are good to them of course.)
5. [Resell Rights Weekly](#) is a great source for PLR material from which you can create your own products. Highly recommended source!