

How To Launch Your Product or Service Knowing It Will Be Wildly Profitable

***Your Guide To 100% Guaranteed
Risk-Free Market Research***

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<http://www.Niche2.com>
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*"The only risk you ever have to take, in business or in life,
is an inexpensive test"*

- Jay Abraham

Sometimes, powerful lessons come in short, pithy phrases. Jay Abraham's quote above has saved me countless hours and a small fortune in wasted effort.

This report is about a case study where I used this principle effectively - and to show you how you too can employ it in your market research and product planning.

Niche 2 - Next Generation Niche Minisites

THE INSIDE STORY

For a couple of years, I have been crafting packs of ready-to-go niche minisites built around hot niche themes. These packs have sold very well (literally flying off the shelf every single time I put them out).

But some months back, I decided to use the hard work and niche research I put into these packs for my own sites... and that has worked well too. In the course of doing things on my own sites, I learned some even more effective ways to construct niche minisites.

One day last month, I was wondering if there would be interest in a new series of ready-made niche websites that incorporated these new strategies, and adapted themselves to the changed circumstances caused by duplicate content and junk-content websites.

Should I take a chance and work on crafting such a package, hoping it will sell? Or should I conduct some market research first? Or should I just keep doing what I'm already doing and give it a miss?

In a fast changing market, time to launch is a critical determinant of success. But rushing in without doing any preliminary testing can often result in failure.

The Inexpensive Test

To test the waters, I did a 'dry run'.... sent out a note to my list, outlining the project and asking if they were interested in what I was proposing. The mailing went out only to a small segment of my database, prior clients who had ordered something from me in the past.

You can see the content of this letter here:

<http://www.ezinemarketingcenter.com/niche-x.htm>

(I'm not taking any orders at the moment, but you can sign up for the notification list, if you wish)

People who were interested were invited to opt-in to a new list. I promised to send them first notice if I decided to go ahead with the project.

If the response was poor - and I first defined the numbers clearly, so I would be able to make a 'go' or 'no go' decision clearly and unhesitatingly - all I lose will be the time spent on crafting the short email sales letter.

As it turned out, though, the response was VERY encouraging - and so I decided to take the next step.

The Ultimate Survey AN ACID TEST

If you've conducted surveys and polls before, you'll know the truth of this statement -

"Watch what they DO, not what they SAY!"

The 'survey' I conducted was indicative of an interest. But there's still no way to be sure enough clients will sign up - without another test.

So I quickly studied the feasibility of what was planned. I wanted to offer my clients a whopping big deal - more quantity, better quality and rock-bottom pricing, better than what anyone else was doing.

And so I looked around to see what others were offering.

One brand new membership site which was being actively promoted by many affiliates was offering 4 niche sites with support material - for around \$100 a month. I intended to offer 20 niche sites a month - for around \$20 (yes, TWENTY bucks!)

Why such an incredible, almost ridiculous, offer?

Because when you're testing the viability of a market, you want to start with the best possible offer. If that won't fly, it's a fair bet that anything more elaborate or expensive you offer will not sell either.

But if the 'irresistible offer' pulls well, then you have room for adding more value at a higher price, and staking out a claim for a section of the market.

And the only number that counts at this point is the clients who will pull out their wallet or credit card and place their order - NOW.

Notice that even at this point, I have not spent any time, money or effort on product creation. I had however done enough planning to ensure the project would be viable and profitable at a certain level of membership. If that level was reached, I would swing into action and get the project going.

Even at this stage, I wanted to minimize the risk to clients - and so chose to offer them a way to sign up for the membership, but with a 10-day trial period where I would not bill their card.

This way, I could still reserve my options about going ahead with the project. And if for any reason I had to shelve the idea and cancel subscriptions, at least I would not have to stumble through awkward explanations to folks who had already send me cash.

**In the next 24 hours, it was clear this project was going to be a winner
- and so I rolled up my sleeves - and got the product ready!**

In Summary...

Conduct an **inexpensive test** before plunging into expensive product development

Watch what people DO, not what they say

Make your 'test offer' the **very best** you can afford

Take away all risk from the transaction for your clients

This way, you can make sure a high percentage of your product launches is a wild success - and take away all risk of failure from your next project!

I hope you found this short report helpful. Share your thoughts about it on the niche marketing forum at <http://www.Reach-n-Relate.com/ask-niche/>

And if you have a minute to spare, take a look at another 'inexpensive test' I just started running for another bigger project. It's a free site about list building - and has a viral growth element built into it. The site is:

<http://www.BiggerList.com>

All success

Dr.Mani