



# THE COPY POSSE PRODUCT & MARKET RESEARCH TIPS

## Tips for Identifying Niches & Sub-Niches

Search the following Marketplaces:

- [ClickBank](#)
- [Udemy](#)
- [Coursera](#)
- [Shopify](#)
- [YouTube](#) (for digital products)
- [Alibaba](#)

## Tips For Finding Product Ideas

- Google search any variation of the following:
  - [niche] program
  - [sub-niche] order online
  - [sub-niche] purchase
  - See what comes up in Google Ads (right sidebar)
- Scan through products listed in Marketplaces above
- Visit Facebook Ad Libraries of [popular Brand's Fan Pages](#)

## Tips for Finding Demographic & Psychographic Data

Google search any variation of the following:

- industry stats [niche]
- [niche] demographics
- demographics [sub-niche]
- [product] industry demographics

## Google Search Tips:

### Search hashtags

Put # in front of a word. For example: `#throwbackthursday`

### Search for a specific site

Put "site:" in front of a site or domain. For example, `site:youtube.com` or `site:.gov`.

### Search social media

Put @ in front of a word to search social media. For example: `@twitter`.

### Search for an exact match

Put a word or phrase inside quotes. For example, `"tallest building"`.

More Google Search Tips [here](#)

### Miscellaneous Keyword Research:

- [Uber Suggest](#)
- [Google Trends](#)
- [Sistrix](#)
- [KeywordsEverywhere](#)