

Market Potential Assessment

Keywords (Google, Bing)	Ad Channels / Traffic Estimates (Google, FB, Bing) Audience Insights:	Media Channels (TV, Radio, Ezines/Magazines, Podcasts, Youtube, etc)	Software / Apps	Communities / Events (Groups, Forums, Boards, Associations, Seminars, Conferences, etc)	Ideas, Challenges/Opportunities
Competitor Websites/blogs	Influencers/Thought Leaders	Product/Service / Salespages	Lead magnets / Optin Pages	Key Features/Benefits	