

Niche Immersion Research Notes

Niche: [Your Niche Here]

Purpose: This is your master document where you log EVERYTHING you learn about your niche. Every fact, nugget, idea, and point goes here.

Format: DATE | SOURCE @ TIMESTAMP/PAGE | NOTE

Instructions:

1. Write down every insight as you consume content or do research calls
 2. Highlight really important stuff in **bold**
 3. As patterns emerge, create categories and color code them (use highlighting in Google Docs)
 4. Review this document before creating your offer, writing ads, or doing sales calls
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Research Log

[DATE] - [SOURCE] @ [TIMESTAMP/PAGE]

[Your note here]

[DATE] - [SOURCE] @ [TIMESTAMP/PAGE]

[Your note here]

[DATE] - [SOURCE] @ [TIMESTAMP/PAGE]

[Your note here]

Categories (Create as patterns emerge)

Once you've logged 20+ notes, you'll start seeing patterns. Create categories and organize your notes by theme. Examples:

Revenue & Pricing

[Notes related to how they make money, pricing, revenue goals]

Pain Points & Frustrations

[Notes about what pisses them off, what keeps them up at night]

Goals & Desires

[Notes about what they want, their dreams, their ideal future]

Team & Staffing

[Notes about hiring, managing staff, team challenges]

Sales & Closing

[Notes about their sales process, close rates, objections]

Marketing & Acquisition

[Notes about how they currently get clients, what's worked, what hasn't]

Success Stories

[Notes about what's working for successful people in the niche]

Common Mistakes

[Notes about what they're doing wrong, misconceptions, lies they believe]

Language & Jargon

[Notes about specific words, phrases, acronyms they use]

Competitors & Alternatives

[Notes about who else is selling to them, what they're offering]