

To-Consumer List

Niche: [Your Niche Here]

Purpose: Running list of content to consume about your niche. Add to this list as you discover new resources, then check them off as you consume them.

Goal: Consume 30-60 minutes of niche content per day until you've completed your Market Research Document.

Books

- [Book Title] by [Author]
 - [Book Title] by [Author]
 - [Book Title] by [Author]
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Podcast Episodes

- [Podcast Name] - [Episode Title] - [Link]
 - [Podcast Name] - [Episode Title] - [Link]
 - [Podcast Name] - [Episode Title] - [Link]
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YouTube Videos

- [Channel Name] - [Video Title] - [Link]
 - [Channel Name] - [Video Title] - [Link]
 - [Channel Name] - [Video Title] - [Link]
-

Interviews

- [Person Name] interview on [Platform] - [Link]
- [Person Name] interview on [Platform] - [Link]
- [Person Name] interview on [Platform] - [Link]

Email Lists (Subscribe)

- [Person/Company Name] - [Website/Signup Link]
 - [Person/Company Name] - [Website/Signup Link]
 - [Person/Company Name] - [Website/Signup Link]
-

Blog Posts / Articles

- [Article Title] - [Link]
 - [Article Title] - [Link]
 - [Article Title] - [Link]
-

Courses / Trainings

- [Course Name] by [Creator] - [Link]
 - [Course Name] by [Creator] - [Link]
 - [Course Name] by [Creator] - [Link]
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Communities / Forums

- [Community Name] - [Link]
 - [Community Name] - [Link]
 - [Community Name] - [Link]
-

Social Media Accounts to Follow

- [Name] - Instagram - [Handle]
- [Name] - TikTok - [Handle]
- [Name] - YouTube - [Channel]
- [Name] - LinkedIn - [Profile]

Events / Conferences

- [Event Name] - [Date] - [Location/Link]
 - [Event Name] - [Date] - [Location/Link]
 - [Event Name] - [Date] - [Location/Link]
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Industry Reports / Whitepapers

- [Report Title] - [Source] - [Link]
 - [Report Title] - [Source] - [Link]
 - [Report Title] - [Source] - [Link]
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Misc

- [Resource Type] - [Description] - [Link]
 - [Resource Type] - [Description] - [Link]
 - [Resource Type] - [Description] - [Link]
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Pro Tips:

1. **Create a separate Google account** for research purposes and subscribe to everything with that account (keeps your personal account clean)
2. **Set a daily reminder** to consume 30-60 minutes of content
3. **Take notes** in your Niche Immersion Research Notes document as you consume
4. **Add new resources** as you discover them (people will mention other resources in their content)
5. **Prioritize content from people IN the niche** (not just people selling TO the niche)