

## 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]

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

[Your note here]

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

[Your note here]

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## 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]

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## **Pain Points & Frustrations**

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

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## **Goals & Desires**

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

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## **Team & Staffing**

[Notes about hiring, managing staff, team challenges]

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## **Sales & Closing**

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

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## **Marketing & Acquisition**

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

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## **Success Stories**

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

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## **Common Mistakes**

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

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## **Language & Jargon**

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

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## **Competitors & Alternatives**

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