How to Create a Profitable Facebook Business from Scratch

Training One: How to Research Your Facebook Idea

Overview

Kerry Fitzgibbon: Welcome to the first training series of How to Create a Profitable Facebook Business from Scratch beginners' course. What we're going to be covering in this particular training is we're going to be laying the foundation of building your Facebook business.

There are several key things that we should be doing.

The first thing is researching your industry or researching your niche. We realistically want to find out whether it's going to be profitable or not. We want to find out (if you've come up with a whole heap of ideas) which ones are going to work or which ones are not going to work.

Also, what you want to do is profile your target market. We've come up with our niche… then we want to find out who exactly is the target market as well, and then of course create the branding to suit that.

Let's get straight into the training because we're going to be covering these key steps in this training session.

List Down All Your Ideas

One of the things to be mindful of first is start to think about things that you're passionate about. You can come up with a whole heap of ideas and get really creative with this. Start to think about past experiences. Ask questions to other people about what their experiences are, what they are passionate about, and write down a list of at least 10 different ideas. This is if you are new, if this is a brand new business.

But it's still really good to do even if you have an existing business – actually start writing down ideas (inside that existing business) that people might be passionate about, that they might be interested in and so on… or topics within your particular business.

This should not take anymore than an hour. One of the things that you can do when you do this stuff is go down the rabbit hole. The idea is we want to get started with our business. If you've got an existing business, you want to take it to the next level. We don't want to waste a whole heap of time, but we do definitely want to do the research.

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Special Guest: Sam Patton

One of the people that brought in this training session today is Sam Patton. He is from Save Time Outsourcing, manages a whole heap of outsources, and teaches people how they can get started for a fraction of the cost. He is a digital strategist as well.

Sam is a research geek or a digital geek as well – I would like to call him – but basically, he has used a whole heap of researching tools… and probably a lot more than I use. He's going to go through some of those as well. Of course, I'm going to take you through the Facebook component of it. I'll introduce Sam in a minute.

Criteria for Finding a Niche

Some of the criteria for a hot niche – a hot niche in any type of online business but specifically inside Facebook – is we want to know that people are passionate about it. There are certain things that we're going to show you in the research section that Sam's going to go through to determine whether someone is passionate about that particular topic or not.

Passion niches work really, really well. Passion Facebook pages work really, really well. Think about, if you have an existing business, what is it that you could take from it that people are passionate about.

I love to use the example of plumbing. If you are in a plumbing type of business, what is it that is around that particular topic that people can be passionate about? It could be kitchen design or something like that. Start to think about 'are people passionate?' and how passionate they are.

You want to use a spreadsheet for this. Give it a score from 1 to 10 – 1 being not very passionate, 10 being extremely passionate.

The next thing is you want to have a look just inside Facebook and make sure that there's one, two, or three pages combined that add up to over 10,000 followers or 10,000 fans. Generally, if there are people that like that particular niche or particular topic or particular interest, then that's a positive sign. You want to know, especially if you've got a Facebook business, that people are willing to Like your particular topic.

We look at a few different pages as long as we can combine one, two, or three pages, to add up over 10,000 followers, happy day! You might find one page has 120,000 followers, and a few other scattered everywhere else. Basically, for me, it's just if they end up over 10,000. I'm not discounting one that's 120,000 followers either. That would be a really, really super hot topic. But it might be a bit too competitive. Use your discretion at this.

Again, give this a score out of 1 to 10 – 1 being not a whole heap of followers on Facebook, 10 being 'hey, listen. It looks like it could be a good niche inside Facebook because there are quite a few pages'. Not too many pages but quite a few followers out there following those few pages.

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The next step is to look at how you can differentiate from everyone else. Just to give you an idea with my Run Marathon Training. When I came up with that particular idea for that business, I was looking at running niches because I'm a runner. I looked at running niches, and then I sort of parted it down to 5Ks, 10Ks, half marathons, marathons, track running and so on.

One of the ways I differentiated was going into the marathon running – run marathon training. And then I had since cut it down even further to predominantly women who run marathons, so with my marathon girl brand.

Differentiating from everything else that is out there as well. You want to give that a score of 1 to 10 on how much the same are you or 10, you can really differentiate.

Realistically, the whole entire business doesn't have to be different, just the marketing. I still give marathon running tips for absolutely everyone, but my marketing is predominantly around women who love to run marathons. I speak directly to them. I've got a whole heap of men followers as well, and I've got a whole heap of women marathons that follow me… and in fact buy my products. But my marketing is predominantly around women. It doesn't mean you have to discount people, but just see what your point of difference is going to be.

The most important step in the whole lot to me is 'Is it a money niche?' If no one else is selling products or services around that particular niche, then it's not a money niche. It's not because you're the only person in the world that's come up with that idea. I can almost guarantee you that. It's because other people have come up with the idea that probably built businesses around them but have pulled out because they're not money niches.

We're going to show you in the research how you can determine whether people would spend money in that particular niche. This is also if you're an existing business – what parts in your business that you can really ramp up that people spend money in.

That's the criteria for the niche analysis. I do have a niche analysis cheat list which is in with this training as well. You can use that cheat list too. Write down your different topics and then do the 1 to 10 on passionate, Facebook page with more than 10,000 followers, how you differentiate, and money niche, and give them a score from 1 to 10.

If you come up with a whole heap of different topics, then you want to pick the ones (one, two, or three) that are the highest scorers. You might want to run Facebook pages on those or you might want to just pick the top one and run a Facebook page on that.

Researching Niches

Stepping forth into our niche research… realistically, what we're about to show you or Sam is going to show you is necessary if you are an absolutely brand new – this is the first time you're starting up a business or the first time you're putting your business up there on Facebook as well – and necessary if you've got an idea already or if you're already currently on your business. It's really, really cool or really

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good if you could run through some of the things that Sam's going to show you here in this training session.

I'm going to hand you over to Sam now. He's going to run you through some of the really, really cool research tools.

Sam Patton: Sam Patton here. What I'm going to do is I'm going to run you through the research tools that we do to understand whether a niche is profitable or worth going ahead with or whether we don't worry with it.

Kerry and I spoke about this before we got onto the call. Kerry had a few different ideas, and one of the ones that we've settled on doing this niche research on is… What was it, Kerry?

Kerry: Just to give you an idea, I come up with ideas all the time. That's why I have my little spreadsheet which I'm going to share with you guys and dump a whole heap of ideas down on that.

A couple of the ideas that I came up with:

One is around my daughter. We set up a Facebook business page for her last year that she did quite well. She had a nice little Facebook business going on. It was around loom bands. If you haven't heard of loom bands, they were the craze of… I don't even think it was last year. It might have been a year before. She was the loom band girl. It was all cool, but not an evergreen industry.

She's a little fashionista, so we will probably do a Facebook page around her at some stage. That's an idea I've just sort of put aside.

Another one is I love shoes. I LOVE shoes, so I'm going to look at some type of shoe niche as well.

But one other one I was just thinking of recently – and we're going to actually research that today because I think there's quite a lot of opportunity in it, but we'll certainly find out when we run them through this research tool and through Facebook itself – is a single mums in business type of hub or Facebook page. Being a single mum who runs a business, it's actually quite close to my heart. Just to put a little bit of what I know out there.

I think there is a gap in the market. There are heaps of single mum sites, and there are heaps of mums in business sites. I just like to fill that gap.

One of the things that we're going to with the research we're going to do today – and what Sam's going to show you – is really getting down or I guess dig deep into whether it is actually worth going down that path, so that we find out whether it's passionate, enough people who would be a fan, that I can differentiate, and that it's a money niche, before I spend any more time in it.

Sam, your turn.

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Sam: Cool, thank you.

What we're going to do in order to look at Kerry's single mums in business niche is that we're going to run it through a number of tests using these research tools. Some of these tools, you'll have heard of. Some of them, not. That's totally cool. They're all free tools that we can use online to get just a bit of an insight to whether or not this particular niche ticks the boxes of being something that's worth pursuing or whether it's something that we don't look at any further.

The tools we use are good, old-fashioned Google search, a couple of other bits and pieces of software called Alexa and Quantcast, another tool called SimilarWeb. The last one is Facebook's Audience Insights. I will show you guys the first four, and I'll leave Kerry to show you the Facebook Audience Insights because she's an absolute wizard at that stuff.

The outcome of doing all of these research is that we're going to know whether we're going to have a pretty good picture on who the target market is, some of the things that we may be able to sell to them, whether they've got any money and they're prepared to buy and whether they're passionate about it too. It's super powerful stuff that we can do really without needing to delve too far into the business and get anything set up on Facebook.

I'm just going to do this live so you can look over my shoulder and see exactly what we're doing. Let's take a look at Google.

Google Search

The first step is to do a good, old-fashioned Google search. What we want to do is we want to do a search in Google for some of the key words that we think that our target market may be looking for. We don't know exactly what the target market might be looking for, but using our example of the single mums in business, that's going to be the key word that I'm going to start looking for.

There's a couple of different ways that we go around and look at some of the actual key words people are doing it. Realistically, we don't want this to be too complicated. We're just going to start from there.

Once we've done that search, you're going to notice a few websites that show up again and again. Some of these will be what I call 'monster websites', and these are the likes of your Wikipedia's, your Amazon's, your big news websites, that kind of stuff. We're not going to bother looking at listing any of those monster websites down because they just don't give us the niche data that we need.

Bear that in mind when we're going through and looking for the websites that show up again and again. We want them to look and feel like they're niche websites that aren't run by massive corporations. That's going to give us the best read on their information when we run that through some of the other tools.

The last thing you want to do is keep a list of all of these other similar people in this space because once we've got a list of about 10 of them, that gives us plenty of websites that we can run through the other

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tools to start to profile these people and see what they're interested in, who they are, what age, gender, demographics, all of that kind of stuff.

Let's jump over to Google now and have a look.

Just in the standard Google here, I'm going to do a search for 'single mum in business'. What you'll see here right now is we've got the Google predictive search here. Google predictive search is a great way to actually see some of the other suggestions of search terms that people are really typing in. We can see here 'single mums in business' is one. There's nother one here which is interesting as well and a good distinction too.

Keep this in mind when you're going through and doing your research – generally speaking, if you're selling some sort of online product, you want the language to be as country agnostic as possible. Mum is obviously how we spell mum in Australia, but mom is the United States equivalent of it as well. US has got a bigger reach, so we need to keep this in mind when we do our searches. You could search 'single mom' or we could also just adjust this search term to 'single mothers in business'.

We can see 'single mothers in business', 'successful single mothers in business', 'grants for single mothers in business', 'small business grants for single mothers in Texas'. We've got a bunch of different ideas. Let's just keep with our original search term, and we can see here we've got a few, different websites.

Looking at these here, what you can do is you can have a look at the URL of the website. This is what we're going through and looking for when we're making our list. You could see this one here. It's Entrepreneur.com. I can tell you from past experience that Entrepreneur.com is one of those monster websites I was telling you about. They don't just talk about single mums in business. They talk about all sorts of different business stuff. That's not what I would classify as a niche website, so we won't include that one on our list.

We do, however, have 10 Stories of Single Mothers. That, to me, without clicking on the website, I don't know. But I think that that sounds like it could be a niche-appropriate website. What we'll do is we'll copy that into a text doc. I'm just using Text Edit. You can use Word or whatever is good for you. We'll just keep that one there so that we can run it through some of the search tools lined up.

Moving on, we've got BabySitting.com. That, to me, is probably not as tight enough on single mums on business. You don't want to put that on the list. Again, what have we got? Australian Government Grants, that's not me. SingleMumsIncome.com, that's an interesting one. That is one that I would definitely suggest is something which is relevant to our niche, so I'm going to put that down on the list as well.

You will go through all of these here, and you'll have a look down the list. Forbes.com, probably not. FoundingMums.com, absolutely. We start to compile a list of the URLs of the websites that are in this space.

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You may not find anything which is directly correlated with that, so you can adjust your search term. Look at some of the other predictive searches that are in here that can point you in the right direction as far as getting some search results that you can add to your list.

One other thing you want to keep in mind when you're going through doing this search is that it's not necessarily a pass-or-fail indicator. But if you can see some Google Ads, then that generally indicates that there's money to be made in the niche, and people are prepared to spend on those particular key words.

I can't see any here directly just on this search, which is fine. Again, I'm sure that there are people that are in this space that are making money. That's what the other tools are going to tell us.

If you can't see any in just this web search template here, you can jump into videos and have a look there. You see, we've got a couple down here. They may or may not be relevant, so just have a look in videos under your particular niche.

Here we go, FreeandSingleParents.com. That may or may not be directly related to your niche, but generally speaking, if you see ads there that's a good indicator that there are some commercial key words there and that there are people who are making some money in that space.

What you need to do is basically run through and get yourself a list of 10. That's the first component of the Google search.

Alexa and Quantcast

Once you got your list of 10, what you want to do is jump into the tools Alexa and Quantcast. We have our list of 10, we jump onto these websites, and we run those 10 through the searches, which I'll show you in a second.

Quantcast

I want to just make this upfront and get them all okay. I have actually edited this video because we ran through eight pages worth of mums in business URLs and threw them into Quantcast and none of them showed up. Quantcast is a brilliant piece of software for pulling out the audience demographics, but Quantcast only works if the websites that are on your list are actually tracking their data through Quantcast.

The majority of websites aren't, but I've included them here because if you can get it, the data is astounding. You can tell not only the general demographics about the user base that comes on there – things like age, gender, and college education level and that kind of stuff. We can also tell what they're interested in, whether they prefer to eat at restaurants, whether they like reading the political news, basically everything down to what their cat had for breakfast.

If you can get any of the sites on your list of 10 that show up through Quantcast, generally that information is a lot more comprehensive than what you get through Alexa. But bear in mind that there

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are certain niches where that's not the case, which appears to be with what we are looking at here, which is totally cool. We can still get enough information from the other sources to be able to make an educated decision on whether this is a go or not.

The whole goal of using Alexa or Quantcast is really to map the demographics and the interests. So we get a bit of a picture for who these people are, what they're interested in, whether they're male, female, what age, so on and so forth – which helps us with our targeting. It also helps us to come up with our branding as well.

Let's take a look at Alexa. Over to Alexa now. Pretty straightforward website here.

Alexa

You can see just over on the right-hand side, what we can do is we can enter a site. I've got my list. I didn't do 10. I've done three. You should do 10. I'm just using this as an example. You'll recall we had the SingleMumsIncome.com website as one of the ones which showed up in our original search. I'm going to plug that into Alexa so we can do a read on the data that we've got here.

Again, this is one of these pieces of software that has a paid version. We're not too concerned about that. We're using the free version which still gives us enough information to make an informed decision on whether or not this niche is worth looking at.

We could see stuff here like the geographic breakdown. Alexa is giving us a figure of 58.6% of people in the US, 10% from Canada, we've also got 15% from India, which is interesting. I wouldn't have picked India to be a country which is specifically interested in this kind of niche. That's why it's important to run this stuff through even if you have got an established business, so that you can see whether there are opportunities that you're missing.

Moving on, we can come right down to the bottom. This is where Alexa really shines. This is the Audience Demographics. Bear in mind that these numbers here, they're not law. This is just to get a bit of an indicator in which way they're leaning towards. As you can expect – we're looking at SingleMumsIncome.com – the overwhelming majority of the viewers of this website are females. We've got a few males who are here. They're greatly under-represented on this site.

We can see their education. Very little people have no college education. On average, most of the people that visit this site have got grad school education. And the browsing location, which is cool too. As you would expect, single mums looking to make some more income as the name suggests, they're looking at this website from their home and not necessarily from work – obviously because they're at home looking after the kids. That's some of the information you can get from here.

Again, Alexa is great. Quantcast gives you much more detailed information than this does, but really, all we're trying to do here is just to get a bit of a read on which way the numbers are slanted towards.

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SimilarWeb

The next thing we're going to run our list of 10 through is a website called SimilarWeb. SimilarWeb is great for pulling out not only some of the demographics data out of Alexa and Quantcast, but SimilarWeb has got a function that we can see the 'tag cloud' for things that people are looking at on the website.

Why that's helpful is because you can use this tag cloud to get a whole bunch of different product ideas and see some opportunities that you may not have already seen. Whether you're in business or you're just looking for new ways that you can monetize a site, or if you're completely green and you've got no idea what the target market is interested in, you can use SimilarWeb to work out what some of those products, potential products may be, and then you can give the people what they want.

Just to cover off the process, what we want to do is get our list of 10 and run that through SimilarWeb, which I'm going to show in a sec. As I just mentioned, SimilarWeb is great for finding useful product ideas in the tag cloud.

This is SimilarWeb. What I'm going to use is the same example as before, our SingleMumsIncome.com. I'm just going to plug that into the start-up page and press search. What we can see here is that this starts to pull up a few stats, which is all cool. Again, this is a page tool that you can quite easily use the free version of to get the data we need.

We can see some stuff here, engagement, that kind of stuff. That's all cool, not super relevant to what we're looking at here. These numbers as you may recall, they're actually different to what we had in Alexa (coming back to our original example). Alexa said we had 58.6% of the users whereas SimilarWeb is reporting 76.45%. The reason that is, is that these websites don't necessarily plug into the Single Mums Income website or anything like that. They aggregate the data that they can get their hands on.

Does it really make a difference whether the US has got 58% of the market of this website or 76%? No, not really. Again, we're just using this to get a bit of an indicator to which way these numbers are slanted.

We can scroll right down. There's a whole bunch of stuff here. Feel free to look at this, but honestly, it's not really what we're looking for. The important stuff that we use SimilarWeb for is down here where we can get some more input into what the audience is actually interested in.

In this particular website, we can see the different categories. These fall under finance, financial management. Finance is a broader category. Finances banking and business and industry. That, to me, tells me that just by looking at this, generally speaking, the people that come to this website are interested in money or finance. We can see that here.

This is the tag cloud that I was telling you about. These are the topics. These are the stuff that SimilarWeb has pulled based on browsing behaviours, search terms, all that kind of stuff that people are actually interested in, which is really cool because we can use this to reverse engineer some of the stuff that people might be wanting to buy.

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Looking at these topics here, we can see credit score, bad credit, financial investing, credit cards, finances, insurance online, life insurance. We've also got a couple of other cool ones here. Sexy, real food, turkey, audio book, tips, health, natural food, soda, life, really mum classics. Some of that stuff is going to be relevant. Some of it is just going to be fluff. That's cool.

Read between the lines here though because we can see here the over-arching thing is around personal finance, and we can see in here that there's a bunch of financial hot words which are showing up. The larger they are, the more weight they carry based on this particular site. More people are searching for them or they show indicators that that's what they're interested in.

There are topics you can find. There are ideas in here that you can start to use monetizing if you're looking at offering products to these guys. Maybe there is some sort of getting our personal finances in order or dealing with bad credit as a single mum or how to fix your credit score in three easy steps or whatever it might be. There's a whole bunch of opportunities that we can see here to monetize based on the topics that people are already looking for.

This is not us sitting in an empty room with a pad and pen trying to come up with stuff to sell people. This is real, market-driven feedback of people showing interest in the stuff that they're looking for right here in front of you.

We can also see on the left-hand side, they also visited websites which – again just to reaffirm what we saw up here in the financial sort of stuff and over here on the topics – there are Monster Piggybank, which is loan to save money better. We have hints and tips from Monster Piggybank, BudgetsAreSexy.com, The Money Principle, DINKS Finance (Dual Income No Kids Finance), Fast Track Debt Relief as well.

There's a whole bunch of stuff in here. That, to me, sort of indicates that the people that are looking at this website are seriously interested in some personal finance. Maybe that's something to look at here as well.

Facebook Insights

Kerry: Thanks, Sam, for that. I'll take it from here. Now, we're going to look at Facebook Insight. Facebook tells you a whole heap of different things, and it can give you a whole heap of research, demographics, and everything on your potential topic or your potential target audience as well. You just have to know the right places to look.

Some of the things that we want to look at first of all is some of the sites that we've just been through with Alexa, with SimilarWeb, and Google. We want to check whether their sites have Facebook pages. One of the ways that we're going to do that is that we're going to go back into the website and check whether they've got a Facebook page.

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If we're going into Single Mums Income, we're going to go find their website. You can do it a couple of different ways. You can either go onto the website or just go onto Facebook and check. We've got Single Mums Income. Here's the website.

A couple of things to note about this website is it actually looks pretty good. They're building a list here. They've got a 'Find the Best Single Mum's Guide to Starting a Side Business', 'Find the Best Work-from-Home Job', 'Free Cheat Sheet'. You can put your name and an address in here. That's a really good idea as well.

To be honest, if you're looking through businesses and doing some research in there, just look at some things that you can model. It's not called copying or cheating. It's called 'modelling'. There is pretty much no original idea. Some of the things to think about are what's working, what are other people doing, and do something the same. If it's working, you do not need to try and break away from that.

This here looks likes a really good idea, a really good cheat sheet. It's something that I might take a look at. She's got a blog post here. We've got a little bit of Google AdSense going on, 'A Few Guides to Hear if You're Working from Home'. Fantastic! Here are some of your social sites. We're going to go on here and click on the Facebook page button. Here's your website.

We want to have a look at the interaction on here. She's only got 3,000 fans – still okay, but doesn't do a whole of heap obviously on Facebook. A few blog posts, a little bit of interaction, nothing too-too major. Another thing you can look at is other pages that they like as well. You can go and have a look at those, see whether there's anything else to look at.

We might also want to have a look at an Australian site as well. I think it was SingleMum.com.au. I think there was a site on that as well. We've got this one here. This is SingleMum.com.au. Australian version. Just to note, there's a pop-up box that pops up straightaway. If you do have pop-up box on your website, you might want to have a look at making sure it pops up. Maybe 10 seconds or 15 seconds after landing onto your website… and that it's easy to close as well… and has a little bit more information on it, just some things to be careful of.

This site is all over the place. It could be a popular site, but this one here is built predominantly for Google AdSense. It's got a whole heap of Google AdSense all over the place. I'm not actually 100% sure what it's about. It just is really busy. They've got a newsletter here as well. No real call to action on why you should sign up to this newsletter, but look at this! This is their Facebook page, and they've got 21,500 likes. That's really, to me, a real good possibility or opportunity because they've got this website that's just really all over the place. It's built for Google AdSense, but they've got a huge following.

We click onto their Facebook page to go and have a look here, Australian Single Mothers. We've got 21,000 likes on it and a little bit of interaction and things. I think there is a big gap in the market here.

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Facebook Audience Insights

One of the ways that I can go and do a little bit more research even is I'm going to click over to the right-hand side here and go into audience insights, which we get through manage ads. If you're brand new to this and have never run an ad account before, you will want to go in and look at 'ads-manage'. That'll take you through to your ad account. Otherwise, you'll go through and they'll ask you to set up an ad before you can open your ad account.

Because I'm actually in Sam's account right now and he is a 'business manager', we're going to have to go into business manager technicals of this thing. If you do have business manager, it works slightly differently, but we're just going to go and have a look at his ad account through here.

We're now inside business manager and we want to go over to tools over here and to the dropdown menu and into audience insights. Inside audience insights, we can start looking at everyone on Facebook, people who connected into your page, and a custom audience.

If you're looking at people who are connected to your page, you need over 1,000 fans on your page to get some good insights. If you're looking at your custom audience, it's exactly the same. If you've got a database, then you want to know exactly the demographic of that database. You're not 100% sure even though they log onto Facebook and have a look. As long as it's over that thousand, then you can have a look at who these people are.

Now, let's go into everyone on Facebook.

What we might want to do here is we're going to look at United States and Australia – my main two targets will be in these countries. I'm going to just type in some of the interests. We've got single mums, single moms, single mothers, single mum's advice. It's all around the single mum type of interest. We're between 400,000 and 450,000 monthly active users, so we should be able to get a really, really good read on who these people are.

We can have a look at the age and gender. Predominantly, our audience is between the 25 and 34-year bracket, with the next one being 35 to 44. We can have a look at what type of purchase behaviour they have. We've got a very strong percentage. The highest percentage is in here, but there's a few in between.

The solid single parent is class S. The solid single parent contains affluent single parents. These are predominantly white-collared professional, metro, eccentrics, enjoy comfortable incomes, and a mix of homeowners and renters. That sounds like a really good audience to be targeting as well, so we know that they're probably a money niche. Predominantly single – funny that. And college graduates as well.

Some of the job titles that they have include sales and personal care and administrative roles. Also very, very good to be able to know what type of roles they might be in so that we can determine what type of products and services we can offer these people.

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Then we're going to have a look at page likes as well. What are the pages that they might like? They include Kids Foot Locker of course, Family Doctor, Flintstones Chewable Vitamins, Super Mums, The Single Woman of course, Proud Single Mums. We've got a whole heap of different pages here.

These would be definitely something to write down and perhaps put through Sam's system as well just to have a look at where they stack. You can also get some really great money ideas from here and also readvertise back onto some of these pages as well.

Another thing to be looking at is other pages they like: Proud Single Mums, Single Mums, I Love Being a Mum, and so on. I'd definitely be keeping an eye on these pages.

We can have a look at location. What are your top cities? What are your top countries? This one just to check… it's the United States of course. What are the top languages? Preferably English… English US of course. What type of activity they've had as well?

One of the things we want to look at here is if they click on ads. If they click on ads, they are potentially buyers. We don't really worry so much about promotions redeemed which tells us they do buy, because that's above redeemed a Facebook promotion. If they click on ads, they're our buyers.

Also, another thing to look at, just in terms of when you are putting together your ads and where you target your ads to and also what your website's going to look like, that 96% of these are mobile users, and 67% of those are android users as well – very good information to have.

We can have a look at household so we can find out how much they earn. This is cool stuff, aye? We've got 25% earning between 50 and 75. We've got some lower income earners here, predominantly renters. Their home market value, if they do have one, is under 100,000. Majority of them are class themselves. They're single! One-person household, whether that's being with a kid, I'm not 100% sure here… or two. And then what sort of bank cards that they use and so on.

And then we can have a look at purchasing behaviour as well. They're low retail spenders, but they do a few online purchases. And what sorts of things that they specifically buy. We've got quite high in the subscription services. That could be handy if you're running some membership sites. It might also mean that they have host engagements or things like that with subscription. Also food and drink of course and clothing, which is what we'd expect.

We can even go right down to what type of cars they drive as well, just so that you can get a really, really good idea of who they are for when you're marketing to them. That's awesome, awesome stuff.

We've had a look at our audience. We've put them through all the research tools. We've gone through Facebook. To me, I would look at a few other pages just to check out that there are more than 10,000 fans. Just one of those pages has over 21,000 fans anyway. We've 2,900 on that one, and of course on the Aussie Single one, it was 21,000. We can just go into here as well. 1,000 here, that's some community. Australian Separated and Divorced Mums, that's 21,000. We've definitely got an audience here.

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As far I'm concerned, it's actually adept in the market because we want the single mums who are actually in business at the same time.

Now that we've run through our Facebook Insights, using the audience insights tool for these pages, we've crossed over some of the demographics. That sounds about right. The next step is to go and get some graphics.

Getting Facebook Graphics

Once you've actually determined what niche you're going to enter into – single mums in business or whether it's going to be little miss fashionista or whatever your niche is – then you want to step over to your timeline graphics and your profile picture done.

There's a couple of different ways you can do this. One, you can design it yourself if you want. There are some software out there that you can do this with. Or you can get someone else to do it for you for as little as $5. I'm just going to briefly go and show you one of these sites.

Fiverr

There's a site out there called Fiverr.com. If we go onto Fiverr.com (this is something that Sam is really, really good at because, of course, he does outsourcing), this is what we would typically call a gig site. The cool thing about the site is you can find people on here who will do things for you for as little as $5.

There's a whole heap of stuff in here, and you can pretty much get anyone to do anything for $5, and there's a whole heap of funny stuff in here. Right now, what we're looking for is someone who is going to do our Facebook timeline graphic. We will go in and search in here, Facebook timeline cover. We got our 'high-rated', our 'recommended', and our people that are 'relatively new' in here.

I'm not sure what Sam would probably tell you, but I'd probably go with either the high-rated, which would mean you might be waiting a little bit longer. If you want express, then you might have to pay a little bit extra, or you might want to go recommended. If you want to give someone new a go, sure. I would say you probably do that at a little bit of risk, but you'd never know – they might be absolutely fantastic.

If we go into recommended here, 'I will design unique Facebook cover photo for $5', you might want to go in and have a little look. This one here is three days on average. You can have a look and see a bit more about this person, and then you can go and see – they've got 4,000 buyer reviews. You might want to go and have a look at some of these reviews and see how good they are. If it's predominantly a positive experience, then you might want to hire this person.

Then you can go and order now. They give you a brief for you to fill out. Knowing what you know with the research that you've done, you should be able to do quite a good brief on exactly what type of cover

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photo you want. Something that a 20-year-old might like might be completely different to someone who's 40. Someone who's a male might be different from someone who's female, and so on.

It's really good to do this research so that you know what type of copy you're going to write further down the track and what type of graphics that you can get done.

That's pretty much it – just a brief overview of one of the graphic sites where you can get your graphics done. There's Fiverr.com, and you want to just search a Facebook timeline and then give a brief from the feedback and the data that you have as well.

That's the end of the training session one. Now, it's your turn.

Things to Do:

What I'd like you to do over the next week, before our next training session is to go into Google search and write down, first of all, all the different ideas that you have. If you're currently in business and you're using this for your current business, still go through and do a Google search on other businesses in your niche.

Then you want to go into Alexa and Quantcast and have a look through those as well. Pop onto SimilarWeb, do a cross comparison, look at other sites, write them all down. Pop into Facebook, all their Facebook. Check out if there's more than 10,000 fans overall. Once you've settled on that, go and then look at your insights there.

If you think that there's a possibility there based on… that there's passionate, that there's more than 10,000 fans, that you can differentiate in the markets, and that it is a money niche…

In fact, let me just show you some of the things to have a look for whether it's a money niche or not. I've shown you in Facebook generally. If they click on ads, it's a money niche. If there are other people out there doing it, it's a money niche.

Another thing that you can look at is you can go into Google – not into Google Analytics, just into Google – and we can go in and have a look at shopping. Single mothers, single mums, there's a book… There's a whole heap of e-books around the topic as well. In fact, before we moved to the search, there was also a t-shirt around as well. If people are selling, spends on this particular niche, then it's more than likely it is actually a money niche, because otherwise, they wouldn't be doing it.

Make sure that there are a few things that you can possibly look at to determine whether it's a money niche – including looking in Facebook and also looking in the shopping thing here as well.

Now, it is your turn. If you have any questions, pop into the group and ask. If you want to share your Facebook graphics that you've had done, make sure you load them up into the group. We'd love to have a look at those as well.

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I look forward to seeing you all on the webinar next week! I hope you go away and find a nice profitable niche. If you're currently in business, that you can actually really work out and do some really good computer analysis and really start growing your business.

Thank you very much and thanks, Sam, for joining us this evening.

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