

"Niche Spending Research"

My Niche:

Put in the niche you're researching above and then answer the questions.

For example, in the dating niche, what they're spending knowingly on their need would be fees for online dating sites, while what they're spending unknowingly on it would be things like costs for cologne or a fancy car – things that they'd say have nothing to do with it, but which are still motivated by the same need or desire.

1. How much are they knowingly spending on this need?

What for?	How much and how often?

2. How much are they unknowingly spending on this need?

What for?	How much and how often?

3. In light of those numbers, what price point for an entry-level product seems like one that the people you're targeting would willingly pay (provided it gives them the outcome that they want)?

Typical price points for entry-level products are: \$19, \$37, \$49 and \$97.
