

# "Forum FAQs"

## Your Assignment:

Locate internet forums and discussion boards where your prospects congregate. Then browse through them. Make a note of any question that is being asked on the forum that is of relevance for your product. Do this until you feel you have collected at least the 10 most popular questions.

In the table below, write down the questions and then add the count to the left.

If a question comes in different variations, distill it down to it's essence. For instance, in the dating niche I've seen people ask about how to tell a co-worker that you're in love with her, how to tell a girl from your social circle that you're in love with her, or how to tell a girl that you know from school that you're in love with her. So in that example, the essence of the question is: "I am secretly in love with a girl that I know - what should I do about it?".

Question	Count

