

Juanell Teague

Research Marketing™

How to Find Your Unique Niche in the Marketplace

Research Marketing™ Results:

- Finding your natural entry-point into the marketplace
- Confirming the point of least resistance to your target audience
- Using existing relationships to grow your business.
- Achievement of unlimited self-confidence and focused direction
- Understanding the current challenges in the marketplace
- Closing the gap between what you think they want to hear and what they will pay to hear

What is *Research Marketing™*?

Research that determines your natural point of entry where there is existing momentum.

What problems does *Research Marketing™* solve?

Identifies the right starting place for your speaking career.

How does *Research Marketing™* solve this problem?

It finds the sweet spot to marry their out-of-mouth needs to your solutions.

Research Identity

- Identify what you think the **industry challenges** are that your topics can solve
- Identify your **professional network** of business associates

Research Exposure

- Identify the **hidden opportunities** in your past professional relationships
- Schedule **exposure interview** appointments with the top three industry contacts

Research Solutions

- Stimulate them to uncover the five **major issues** from their point of view
- These **research results** determine how your topics can solve these out-of- their-mouth needs



Juanell Teague provides accelerated career transformation to speaker industry professionals and to those in transition.

“Through the research process I expanded my market, and found out what old and new clients pain was they’d pay for. This research was the key that opened the door to reinventing my speaking career!”

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- Jack McCall
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