



# Internet Marketing Warriors Subject Matter Expert Survey And Research Tool

## Step 1: Existing Products

This section is for you to list any products that you have already created or that you are currently representing. Name the product and the type of product (physical product, service, information).

Name	Type
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____

## Step 2: Areas of Interest

This area is for you to list specific areas that interest you and/or that you would enjoy becoming an expert in.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____



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## Step 3: Areas of Expertise

This area is for you to list specific areas that you or other people already consider you an expert in. If other people come to you for advise about this topic or if you have already published, then list the area.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

## Step 4: Hobbies

This area is for you to list specific hobbies or pastimes that you participate in and that you have not already listed.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_



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## Step 5: Family Resources

This area is for you to list specific areas that members of your family are experts in or have an extreme interest in becoming experts. Of course, they must be willing to work with you.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

## Step 6: Blogs / Emails

This area is for you to list the blogs that you regularly read or the people that you receive emails from that you regularly read or save.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_



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## Step 7: Subject Matter Research

This is the area for you to become creative in to select potential subject matter areas and research them. Look at everything you have previously written down and pick your favorite things. Also combine things together to come up with new creative combinations. For example if you are interested in “digital cameras” and “horses” consider a subject matter like “The best digital photography of horses”. Fill in a research page for each subject you select. One of these pages per subject matter.

### Subject Matter Area:

In the following area write down 10 keywords that you think people might use to find your subject matter area.

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

Next use the free keyword research tool at [freekeywords.wordtracker.com](http://freekeywords.wordtracker.com) (no www) to look up each keyword and get an estimate of the total traffic you can expect per day for each of those keywords. Fill in the totals below and come up with a grand total. Also write the top keyword phrase for each group. Use Google to find the total Pay Per Click Advertisers for each of the top keywords.

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

**GRAND TOTAL:** \_\_\_\_\_

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____



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### Step 8: Skills Survey

This area is for you to assess the skills that you have that are often used in web site and product creation. For each item rate yourself from 1 (no skills) to 7 (expert). Circle the number that is appropriate. The blank area at the end of each item is for you to list an alternative resource for the skill if one is available.

<b>Creative Writing</b>	1	2	3	4	5	6	7	_____
<b>Technical Writing</b>	1	2	3	4	5	6	7	_____
<b>Sales Copy Writing</b>	1	2	3	4	5	6	7	_____
<b>Email Sales Copy Writing</b>	1	2	3	4	5	6	7	_____
<b>Audio Creation and Editing</b>	1	2	3	4	5	6	7	_____
<b>Video Creation and Editing</b>	1	2	3	4	5	6	7	_____
<b>Using Camtasia</b>	1	2	3	4	5	6	7	_____
<b>Graphic Arts</b>	1	2	3	4	5	6	7	_____
<b>Flash Animation</b>	1	2	3	4	5	6	7	_____
<b>Web Page Creation</b>	1	2	3	4	5	6	7	_____
<b>Using Hosting Services</b>	1	2	3	4	5	6	7	_____
<b>Using FTP</b>	1	2	3	4	5	6	7	_____
<b>Microsoft Powerpoint</b>	1	2	3	4	5	6	7	_____
<b>Speaking for Audio</b>	1	2	3	4	5	6	7	_____
<b>Acting in Videos</b>	1	2	3	4	5	6	7	_____
<b>Microsoft Word or Publisher</b>	1	2	3	4	5	6	7	_____
<b>Microsoft Excel</b>	1	2	3	4	5	6	7	_____
<b>Blogging</b>	1	2	3	4	5	6	7	_____
<b>Forums</b>	1	2	3	4	5	6	7	_____
<b>Google Tools</b>	1	2	3	4	5	6	7	_____



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## Step 8: Skills Survey (continued)

<b>Email List Building</b>	1	2	3	4	5	6	7	_____
<b>Getting Up Web JV Partners</b>	1	2	3	4	5	6	7	_____
<b>Web Product Launcing</b>	1	2	3	4	5	6	7	_____
<b>Autoresponders</b>	1	2	3	4	5	6	7	_____
<b>Project Planning</b>	1	2	3	4	5	6	7	_____
<b>Speaking Face-to-face</b>	1	2	3	4	5	6	7	_____
<b>Speaking to Small Groups</b>	1	2	3	4	5	6	7	_____
<b>Speaking to Large Groups</b>	1	2	3	4	5	6	7	_____

## Step 9: Subject Matter Areas

Finally, list the three subject matter areas that based on all the information you have collected make the most sense for you to pursue. Later you will do research to see if they are viable target markets.

1.

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2.

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3.

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