

The Queen of Evolution

MARKET RESEARCH STARTER KIT



A step-by-step guide
to validating your business idea

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Introduction

Validate your biz idea like a queen—not a guesser.

If you want a business that thrives, not just survives, market research is your throne.” – The Queen of Evolution 👑



important tip

Before diving into this Market Research Starter Kit, take a deep breath and remember this—you are not behind, and you are not too late. Research isn't about perfection; it's about direction.

This guide is designed to help you get out of your head and into real-world insights so you can build a business that aligns with your life, your values, and your brilliance.

Use it with curiosity, not pressure. Your dream clients are already out there—you just need to learn how to truly see and hear them. Let's go.



The 5-Step research flow to validate your business idea

1. Who are you actually selling to?

Get specific. Think of ONE woman (or man).

- Age range?
- Life stage?
- What's keeping her up at night?
- What solutions has she already tried (and hated)?

💡 Queen Tip: "Women 40+ who are starting over" isn't enough.

Try: "Divorced women 45-55 who want to launch an online service biz to replace their income and reclaim their confidence."



The 5-Step research flow to validate your business idea

2. What are they already buying?

Look at your competitors and adjacent industries.

- ✓ Google “[Your Offer] + for women 40+”
- ✓ Search Etsy, Instagram, TikTok, Facebook groups
- ✓ Check Amazon for books on the topic
- ✓ Listen to podcasts, YouTube comments, and reviews

💡 Queen Tip: Your market exists if people are already paying for something similar.



The 5-Step research flow to validate your business idea

3. What are they begging for—but not getting?

- What complaints keep popping up in reviews?
- What gaps are competitors leaving wide open?
- What features, services, or formats are they asking for?

💬 Use voice-of-customer gold in Chat Gpt to research:

> “I feel invisible to younger coaches.”
“I’m too overwhelmed to even start.”
“I need someone who gets where I’m at.”



The 5-Step research flow to validate your business idea

4. What words are THEY using?

📌 Write down their exact language. That's your copy.

- ✅ Scroll Facebook groups and Reddit threads
- ✅ Use tools like AnswerThePublic and Google Autosuggest
- ✅ Highlight emotional words and phrases

💡 Queen Tip: Don't call it "Business Mentoring" if they're Googling "How to start a side hustle after 40."



The 5-Step research flow to validate your business idea

5. What would make them say “Take my money”?

Ask them. Literally.

- ✓ Run a poll or question box on Instagram
- ✓ DM a few ideal clients and ask 3 simple questions
- ✓ Use Typeform or Google Forms to collect insight

 Questions to Ask:

1. What’s your biggest challenge with [topic]?

2. What have you tried so far?

3. What would your dream solution look like?



Market Research Mini Workbook

💡 My Business Idea:

What are you thinking of offering?



👤 My Dream Client:

Who is she? What does her life look like right now?



🔥 What she's struggling with:

List her top 3 frustrations, pain points, or stuck-in places.

- 1.
- 2.
- 3.



Market Research Mini Workbook

🛍️ What she's already tried (but didn't love):

➤ _____

💬 Words and phrases she uses:

➤ _____

🧠 Insights from competitor research:

List 3 people offering something similar—
what they're doing well, and what they're missing.

1.

2.

3.

Her dream solution would:



Conclusion and Next Steps

Queen, if you want to build a business that works, you have to start by listening. Market research isn't just smart—it's a sacred act of service.

♥ Want help turning your research into a validated offer and full business setup?

Come join me inside The Queen of Evolution 5-Step Setup Path. This is where your idea becomes a business that fits your life.



Thank you!

Market research isn't just data—it's devotion. It's how you stop guessing and start building a business that speaks to her soul.



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