The Queen of Evolution

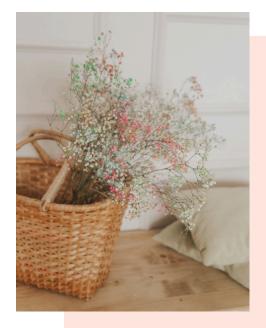
MARKET RESEARCH STARTER KIT



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 <u>***</u>



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.



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."



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.



- 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."



- 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."



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

List her top 3 frustrations, pain points, or

1.

stuck-in places.

- 2.
- 3.



Market Research Mini Workbook

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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.



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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