

Hello and welcome back! This is Video #6. This is the Vendor and Buyer Analysis.

We briefly touch base on this in the previous video, but I really want to dive deeper. The purpose of this particular video is to show you how to kind of get into the minds of the vendor and into the minds of the buyers, so that you can get more yes' s and then, of course, the buyer is going to think- wow, this is something that I really, really want that you are offering to me. And now that I see your offer on the Thank You page, not only do I believe you but I am looking to actually buy more from you.

So, that' s kind of what we want people to get into the mindset of. So, as I said, once you find a niche, it' s really time to analyze the deepest, deepest desires, the problems that they face, the reasons why they buy, and all of that. All right?

So, first things first, I want to ask you a few questions and then we are going to be using a free tool that you can use to dive deeper into your niche. So, the first question is, "What does the vendor want in terms of why and what they want to do, how they want to do it, as far as making their buyers happy. In other words, when a vendors see something, they either think – well, this is something that my buyers definitely don' t want or this is something that my buyers really, really want and I want to either go out, I want to make a deal with another vendor, and make a special deal for my buyers.

So, this is how you can get more vendors to say yes if you only understand their point of view. I see this time and time again. Even let' s say, for example, joint venture marketing, people have this great product; they approach a vendor and they hope that the vendor will say 'yes' . But unless you really know why the vendor is going to say 'yes' or 'no' , then you are either going to have a higher chance of no' s; or if you get it right, you' ll have a higher chance of them either saying 'yes' or highly like it.

And now in terms of what the buyer wants, we either figure out - what problems do these buyers base? Perhaps even what do they want to buy, what topics interest them, what topics don' t interest them? And what are the demographics, what does this buyer look like? Maybe this buyer is a very specific demographic, very specific type of person; is it a male? Is it a female? What are they like? What do they don' t like? And all of that ...

If you know that, then when it comes to creating a high-value offer that you could place on the vendor' s Thank You page, it' s going to be much, much easier. All right?

So, let's go ahead and take a look at what we call Facebook' s demographics analysis tool - this is called Facebook Audience Insight.

We' re going to be using a tool called Facebook Audience Insights. That is located at [www.facebook.com/ads/audience-insights](http://www.facebook.com/ads/audience-insights). If you ever forget that URL or you don' t

feel like entering that in, you can simply go to Google.com and type in Facebook Audience Insights and you will get the URL up here.

Obviously, you really need to have a Facebook.com account to log in and you will get in and you will see this. Now, the nice thing about Facebook Audience Insights is it is a tool that Facebook gives you access to for free. This free tool allows you to get into the minds of your buyers, and then actually see their likes, their dislikes, the demographics. Is the majority male? Is the majority female? What age ranges they are ... their household purchases, their activities, their purchases ... Are they married? Are they single? And all that ...

The reason why you want to know this information is it gives you a better perspective of the buyer. If we dive deeper into it, you'll see what I mean. Now, by default, it will choose your country. In this case, I am pinpointing the United States. But if you're coming from a different country, typically, it will choose that for you. But of course, you don't have to choose your country. You can choose a different country if you want to do that. So, I can x out of this and for example, Australia or Canada or the United Kingdom. So, I'm just going to leave it like that.

You can also choose the age and gender. Typically, I'll leave this blank because I am just interested specifically in the interests. Based on the interests, it will tell you more data about that particular demographic. Let's say for example that we are going to focus on cholesterol. So, let's just type in 'cholesterol' here. If we scroll back to the top, we could see demographics.

This is interesting. It says 79% of women are searching for information related to cholesterol. Now, that doesn't tell us anything right now. All we're doing is just gathering information. So, 79%, we can see that the majority is in the bracket of 55 to 64. Now, 21% of men, we can see that it is starting at 35 but the majority is about 45 to 54 or 45 to 64, so these two right here. Now, the nice thing about Facebook Audience Insights is you can click, literally click on one of these and it will hone in on that particular age group or gender. Now, as you can see, this is 79% women/21% men. But if we look at it on Facebook alone, we can see that 54% of all our Facebook and 46% on Facebook. So, it's about 50/50 equivalent. The majority, of course, are women that are at least searching for related items to cholesterol.

If we scroll down here, you could even see lifestyle. So, the people that are searching for cholesterol, they are also searching for these types of other subject matters. We can see that much of them are married; much of them have college degrees, so they are educated in a certain sense and they have job titles. Many of them are nurses, legal, education, management, and social services. So that kind of paints a picture. So, what you're trying to do is you're simply trying to paint a picture of who this could be.

So, Page Likes - what kind of pages do they like? So, a lot of Health and Beauty, Magazine Company ...

Location - where are they located? Top cities, top countries, top languages ...

The activities - how active are they? So, we can see much of them ... we can see they use desktop; most of them are using mobile phones. And a lot of page likes they're clicking on. You can see their household income; you can see their purchase behavior and all that. What this is simply doing is it's painting a picture of who that might look like. So, in your mind, you might begin to think - okay, if that is this person - woman, older woman ... begin to think about their lifestyle; begin to think about what is it that they're struggling with? What is it that is keeping them up at night? Is it health? In this case, it is cholesterol could be. It could be their cholesterol; it could be even their husband's cholesterol, you know.

So, really try to think about what is in their minds. That's cholesterol. We can type in something else. Say for example 'weightlifting'. So, obviously, Olympic weightlifting; we can see the majority of them are male, especially between this one here. Now, if we click on here, what this does is it hones in specifically on this age group (male) and it allows you to see exactly what they like, what they don't like, their lifestyle, their relationship status. We can see a lot of singles. Some married. They do have college. There are a lot of military, veterans ... so, you kind of paint a picture here. All right? So, painting that picture allows you to see what they like, what they don't like and how you can create your high-value offer better and you're able to actually gear it towards that person.

So, now that you know how to kind of dive in and analyze the buyer, which then if you make the buyer happy, you will make the vendor happy. It really comes down to basically a domino effect.

So, with that said, let's move onto the next video.