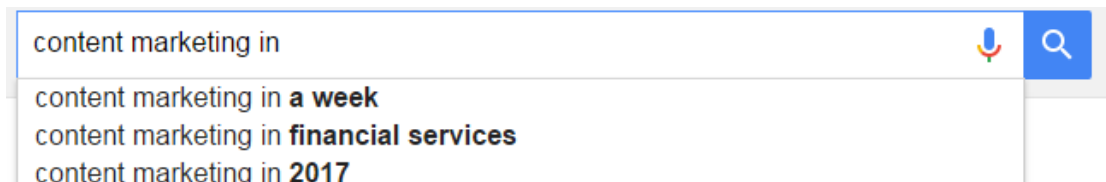


# 5 DAY MARKETING CHALLENGE

## DAY #2: ANSWER THE PUBLIC



**Answer the Public is a way of creating better content for your target market. Answer the public is based on Google's "autocomplete" data whenever someone searches for something in Google. So, it's safe to say this content is what Googlers are Googling for.**



**Step #1:** Write down the 10 most pertinent questions around your industry from Answer the Public:

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

# 5 DAY MARKETING CHALLENGE

## DAY #2: ANSWER THE PUBLIC

**Step #2:** Write down the top 10 prepositions around 'For' to help identify your niche:

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

**Step #3:** Write down the top 10 comparisons:

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