

# 7 DAY PRICING CHALLENGE

## DAY #3: MARKET RESEARCH

Market research happens in 3 easy steps with a mix of qualitative and quantitative research questions. Create a poll on Facebook with 3 questions.

**Step #1:** Pitch your idea, product or service to 10 people.

How many people liked it? \_\_\_\_\_

How many people disliked it? \_\_\_\_\_

**Step #2:** What price points would people pay for your product or service?

Write down 3-5 options.

£ \_\_\_\_\_

£ \_\_\_\_\_

£ \_\_\_\_\_

£ \_\_\_\_\_

£ \_\_\_\_\_

**Step #3:** What's your story that demonstrates "heaven if you do, hell if you don't"?

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