Niche to Pitch Framework:
Step 2

BOT ACADEMY

Premium Conversational Marketing solutions require a deep understanding of the marketing pains of the businesses in the niche you serve.

How well you know your prospects and the marketing difficulties they experience will determine how premium your solution can be to get them results.

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- Not enough butts in seats?
- Not enough social reach?
- Not enough engagement with their email lists?
- Spending too much $$ on Ads with low ROAS?
- etc.

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- Have a conversation - search the groups for questions about marketing/bots/Messenger/etc. - Reach out to the group with a plea for help: "*Hey fellow XYZ Industry Professionals. Glad to be here! Would you mind helping me out with an industry question I have? What are some of the core painful problems you deal with that keep you from the things you enjoy as a XYZ Professional?*" (Don't do this immediately upon joining a new group, so you don't look like you're spamming…)

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- Remember, you are gathering data (NOT SELLING) if you don't already know the pain points of this niche.

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Now that you know the pain, ask yourself this one simple question...

Can I create a conversational marketing solution (chatbot) to solve this problem, and get results (revenue) for this industry?

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Y or N on your worksheet
under "Qualified?" will do.

What Is Your Score 1 - 5?