

The Exercise

1. Identify an opposing problem (poor outcome/symptom)
 - Not finding enough reviews for market research
2. Walk along the factory line
 - Websites
 - Proven Expert
 - Youtube
 - Linked In
 - etc.
3. Ask yourself why until you find the root cause. Utilize external resources if necessary
 - Limited supply for this specific niche
 - Already included in larger niches
 - Choose the overarching niche
4. Create or update your strategy and tasks to solve the problem and achieve your results.
 - Choose the overarching niche and conduct research there. I'll abandon other niches for now.