

Published based on [Fiery Enthusiasm Or Clever Research: Which One Makes The Best Product ?](#)

# **Fiery Enthusiasm Or Clever Research: Which One Makes The Best Product ?**

Now bear this in mind. Tattoo it on your forehead. Always remember this.

Be enthusiastic about your company but product-wise don't let your heart rule your head. They play only one small part in your overall business.

Many professionals are unable to tell the difference. In this case it is often the heart taking precedence over the head. What drives them is fiery enthusiasm not total certainty. They avoid doing a market analysis of their niche to identify what's gets their prospects mad or even what delights them. They just want to launch a business in THAT particular niche because it enthral them.

Ok then

But these passionate people will never make a bean unless they listen to their heads. To succeed they will need to listen to their heads telling them to work exclusively on one idea at a time Their main objective is to laser focus their product directly at the pain and disappointment which is causing their market such misery. Once you have identified some chief pain points, then formulate one product for each. Mirroring the Ford Motor Company's ranges of market centric trucks and vans, you must have a range of products. Each individual product being made for a selected target audience.

The Ford Motor Company in fact goes a step further by having brands which are focused on the demographics and psychographics of a particular market group to which they add a range of products.. Remember that these products use a common lean and mean marketing strategy.

In that case so must you. One filled to bursting point with dynamic tactics that are proven to direct traffic as well as moving a great deal of cash into your bank account.

Just having what you consider to be a killer product won't cut it. There are many, many unbeatable products that have been left to grow cobwebs in the furthest reaches of the internet digital library.

Why is this?

Simply because the product owners, or authors, did not have an effective marketing strategy

If you want to launch your product with all the drama of the most flamboyant ring-master in the world's largest circus tent, you have only one choice

Its time you recognized to the nexts that unless you want to be another uninspired marketer in your area you must to hire a product launch manager to make sure your next product launch is a success. Find out how we can help to [get your next product launch ready](#). In nexts, it would be a good plan to find out [what's in it for you](#) too!

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