Tab 1



Remember the goal of this workbook.

Not “research.”

The goal is **finding questions people are already asking so your content gets discovered.**

So what you're going to do is **listen before you create**.

This workbook walks you through the **exact listening process** across platforms.

Here's the Link for the Step By Step Video Course → https://somup.com/cOeo23VcX1V
Password: TRAFFICMAVEN-2345

Competitor Discovery Workbook

How to Spy on Your Competitors and Find Content That Gets Traffic

Goal

Discover what your audience is already asking so you can create content that answers real questions.

Result

Instead of guessing what to post, you create **searchable content that attracts discovery traffic.**

Step 1 — Identify Your Topic

Before you spy on competitors, you need a **topic people care about**.

Workbook Task

Write the topic you want to research.

Example topics:

• Selling knowledge online
• Starting an online business
• Growing an audience
• Monetizing your expertise
• Digital product marketing

Your Topic:

Step 2 — Find Your Competitors

Search your topic on: (use Keysearch.co)

• Google
• YouTube
• TikTok
• Instagram

Look for creators already teaching the topic.

Workbook Task

Write down **3 competitors**.

Competitor 1:

Competitor 2:

Competitor 3:

Step 3 — Analyze Competitor Content

Now you want to understand: (Use The Newbie Blogger AI)

• what they are teaching
• what topics they cover
• what they are missing

What to Collect

Look for:

• blog headings
• video titles
• video topics
• lesson topics
• course outlines

Workbook Task

Write the main topics your competitors teach.

Competitor Topics

1. _____
2. _____
3. _____
4. _____
5. _____

Step 4 — Find The Content Gaps

This is where it gets interesting.

A **content gap** means something people want to know that competitors are NOT explaining well.

Look for:

• missing explanations
• unanswered questions
• weak tutorials
• surface level advice

Workbook Task

Write down topics competitors are NOT explaining well.

Content Gaps

1. _____
2. _____
3. _____
4. _____

Step 5 — Social Listening (The Most Important Step)

This is where the real gold is.

Your audience leaves clues everywhere online.

Your job is to listen.

Step 6 — YouTube Comment Research

Search your topic on YouTube.

Open the **top videos**.

Scroll down to the comments.

What To Look For

Look for comments like:

• questions
• confusion
• objections
• frustrations
• disagreements

These are **pain points.**

Workbook Task

Write down comments you see.

Comment Questions

1. _____
2. _____
3. _____

4. _____

Step 7 — TikTok Comment Research

Search your topic on TikTok.

Example searches:

• selling knowledge
• digital product tips
• online business advice

Open popular videos.

Scroll to comments.

What To Look For

People often ask:

• “Does this actually work?”
• “How do I start?”
• “What if I have no audience?”
• “Can I do this faceless?”

Workbook Task

Write down questions you see.

TikTok Questions

1. _____
2. _____
3. _____
4. _____

Step 8 — Facebook Group Research

Facebook groups are **gold for research**.

Search for groups related to your niche.

Examples:

• online business groups
• digital product groups
• blogging groups
• creator communities

Open posts and read the comments.

What To Look For

Look for posts where people ask:

• “Why isn't my product selling?”
• “How do I get traffic?”
• “What platform should I use?”
• “How do I grow an audience?”

Workbook Task

Write down questions you find.

Facebook Group Questions

1. _____
2. _____
3. _____
4. _____

Step 9 — Amazon Book Reviews

Amazon is one of the best research tools.

Search for books about your topic.

Example searches:

• online business
• digital products
• monetizing knowledge

Open the **reviews section**.

Look at:

• 3 star reviews
• 1 star reviews

These reviews reveal **what people struggle with.**

Workbook Task

Write down complaints or frustrations.

Amazon Review Pain Points

1. _____
2. _____
3. _____
4. _____

Step 10 — Course Review Research

Look at online courses in your niche.

Places to check:

• Udemy
• Skillshare
• Kajabi creators
• YouTube course reviews

What To Look For

Look for comments like:

• “This course didn't explain…”
• “I still don’t understand…”
• “They skipped this step…”

These reveal **teaching gaps.**

Workbook Task

Write the missing explanations people want.

Course Gaps

1. _____
2. _____
3. _____

Step 11 — Turn Questions Into Content

Now you take those questions and turn them into content.

Each question becomes:

• a video
• a blog post
• a tutorial
• a social media post

Example

Question:

"Can I sell my knowledge with a faceless brand?"

Content Idea:

How To Sell Your Knowledge With a Faceless Brand

Workbook Task

Turn your questions into content ideas.

Content Idea 1

Content Idea 2

Content Idea 3

Final Insight

Most creators create content based on **what they want to teach.**

Smart creators create content based on **what people are already asking.**

That’s the difference between:

Guessing
and
Discovery Traffic.

Tab 2

Discovery Traffic Blueprint

The Step-by-Step Framework for Turning Content Into Traffic Entry Points

Most people think traffic comes from **posting more content**.

That’s not the real strategy.

Traffic actually comes from **placing your message where attention already exists.**

So what you're going to do is build **multiple discovery doors** that all lead people into your **Value Ecosystem.**

Think of it like this:

Your ecosystem is the **building.**
Traffic is the **doors people walk through.**

The Discovery Traffic Blueprint shows you how to open those doors.

Step 1: Competitor Audience

(Social Listening Strategy)

Before creating traffic, you need to understand **what your audience is already talking about.**

Your competitors already did the hard work of gathering the audience.

So what you're going to do is **listen before you create.**

Where to Listen

- YouTube comment section
- Instagram comments

- Reddit threads
- Facebook groups
- TikTok comments
- Amazon book reviews
- Course reviews

What You Are Looking For

Look for repeated questions like:

• “Why won’t my digital product sell?”
• “How do I get traffic?”
• “How do I grow my audience?”
• “How do I start an online business?”

These questions become **content ideas that attract search traffic.**

Result

Instead of guessing what to post…

You create content that answers **questions people are already asking.**

That’s discovery.