

How To Find “Hungry Markets” That Will Grow Your Business

From what I've learned, one thing is clear.

Markets can make or break a business.

The market is the most important factor. You might have a fantastic idea, product, or service, but if the market does not respond well to it, the business just won't succeed.

Good thing you don't have to have the luck of a leprechaun to find these hungry markets, you just have to know where to look.

There is always a pot of gold. You just have to know to look at the end of a rainbow.

The Starving Crowd

“Your telling me i have to find a hungry crowd of people who are ready to buy”

Yes, think about it, it's a lot easier to sell food to someone who hasn't eaten in 7 days, than it is to sell a 16 oz bone in ribeye to a vegan.

The vegan could be absolutely starving, but you are just not going to sell it to them. Not because the ribeye isn't good. It's because they're vegan. OBVIOUSLY!

It seems so simple when you put it in that perspective, but so many businesses just seem to put products out there without considering whether there is a genuine demand for them.

“How Do I Find Them?”

There really isn't a one size fits all process that works when it comes to finding these markets.

You should always be looking for what a business is doing.

Like, are they getting money? What is their main problem? Are they advertising? Is their advertising any good?

For local businesses facebook and instagram ads are perfect.

I'm sorry to say, but most ads businesses run are horrible. They get little to no response rate, and almost zero results.

So let's say for example, you run ads for local businesses.

It would make sense to go after a market of people that are already spending money on ads, which they are! You can just visit the facebook ad library, which allows you to search any ads run by businesses.

Now you have a list of different business running ads.

Now it's up to you to pick the industry that's known to spend money. You can find different keywords maybe through google or some blog post, and look for expensive keywords. Like which businesses are spending the most money. You can get some inspiration from there

I think that would be a good place to start!

Discover The Pot Of Gold

Remember, there isn't a one size fits all process when it comes to finding these hungry markets.

It takes time, effort, and a little bit of creativity.

But if you are willing to go through life with your brain always looking at what businesses are doing, you will start to see endless opportunities everywhere.

Talk Soon,

Dante

