15 August 2024

Topic: Finding hungry markets.

Notes

- You need to get in the habit of going through life with that 1% thinking about money. You need to think about money.
- Wherever you go into a cafe, there should be 1%, in the back of your mind, looking at how the business **takes** your money away from you, and goes into their pockets.
- Think about the environment, the menu, staff, the ads, the marketing, the lighting, the chairs and tables, all the stuff that can be related to them taking money away from you.
- As a marketer though, your primary focus is to figure out how and what the business is doing with their marketing, and there's a bunch of things that you can focus on in their business.
- You can find many weak points in any business that you go into, whether it's businesses that run Google ads, or cafe owners.
- When we're talking about Google though, you would find businesses that spend money on Google Ads, whatever industry you want to pursue, and search the keywords and points.
- Think about endless questions and possibilities to turn on your radar.
- What can you do for their business? Who would need your service? Can you sell this service to this client? Will they even need this service? Do they even have the funds to pay you? How will you even help them? How are they doing financially?
- When you have your radar on, only then you can be able to see endless possibilities ahead of you.

Outline

Title: You need to know this secret of making money.
Subtitle: I bet you that 99% of people do not actively do this everyday.
Intro: Starbucks and their tissues.
Interest: Money is everywhere.
Desire: The power in doing the 1%
Action: Train your brain to consciously think about how to make more money in whatever you're doing.
Close: If you need help with finding the weak spot for your business, send us an email.

Draft #1

The secret to finding hidden gems in business.

I guarantee you almost nobody does this.

Everyone knows Starbucks right?

The all- known coffee shop that sells "*caramel ultra rich latte soy milk*" to soy boys. (I'm kidding)

Usually when I get my coffee, I like them freezing cold, but they get so messy everytime I bring them to the car.

That’s why I always take with me a heap ton of their tissues.

On the drive however, I got thinking, “Where do they get their tissues from anyways?” I mean, the owner wasn’t really a tissue making genius, right?

Well, turns out there’s a company out there that creates their paper napkins. These guys make their money literally selling TISSUES.

Thus, I have come to a conclusion. If you cannot answer 10 ways to make money (*assuming having capital wasn’t a problem*), then you are a truly ignorant person.

Money Is Everywhere.

There are literally MILLIONS of ways on how to make money in this world.

I prompted ChatGPT to give me an estimated calculation (**I’ll give the screenshot below**), and it said that there are **2.9 MILLION** ways for a person to make money in today's day and age. (*Assuming you are a superhero that can destroy every problem you face*)

Mind blowing.

Being able to own the company that creates, I could argue - **ordinary** products like those paper napkins - feels like you’ve just found a hidden gem inside a video game.

I mean, who thinks “*I’m gonna go and make that guy the BEST paper napkins he’s ever seen.*"

Almost nobody, right?

It’s more common for people to say “*I wanna create cool ads for that guy.*"

But how do people come up with hidden gems like selling paper napkins?

They Train This One Muscle.

The most successful business owners in the world train 1% of their brain to *always think about money.*

Let’s say these business owners went into a random cafe.

Even though 99% of their brain will be enjoying the experience, that tiny percent left will be looking for hidden gems.

What’s the atmosphere like?
How are the seats arranged?
There’s a cute cashier at the front, well that’s nice.

I want cake now, why don't they sell cake?

And then, if they really wanted to, by the time they leave that cafe, they'll be able to build a new cafe next door and instantly outcompete the latter.

And They Do It, Every. Single. Day.

They won't stop with just the cafe. They'll continue on with the club, the restaurants, the hotels, the casino...

Anywhere and anytime, those little thoughts are running through their heads.

Seems like a daunting task, but the great thing is, you can do the same too!

If you're looking to improve your business, you should also be thinking about "what and how can I improve my business?"

If you're problem is marketing, then you would probably think about:

Maybe running Google Ads,
Do you have any social media accounts to reach customers?
Do you have a list of your customers?
Maybe build a website to better display your products?

Think about this as hard as possible, and with 20-30 minutes everyday, I guarantee you that you will have 1 MILLION things at your disposal that you can do to improve your business.

Have a try and see how this will work out for you. And always remember to power of thinking about money everyday.

Talk soon,

Alvin

P.S. Curious about how I'd handle the marketing side of your business? Do this:

Get in touch with our agency today. If we're a good fit I will personally take a look at your company and your marketing, come up with a strategy of what I'd do differently and discuss it with you in depth on a call.

No cost, no obligation.

If you want to work together I'll tell you exactly how that works, if you don't want to work together that's fine too. No hard selling, no pressure, no annoying sales tactics.

Sounds good? Then fill out this form: <link to form page>

And as promised, if you just wanted to see the proof from ChatGPT.

- Healthcare
- Education
- Finance
- Technology
- Entertainment
- Transportation
- Hospitality
- Real Estate
- Legal Services
- Marketing
- Consulting
- Government Services

4. **Quaternary Sectors:**
   - Research and Development
   - Information Technology
   - Media
   - Design
   - Analytics
5. **Quinary Sectors:**
   - High-Level Decision Making
   - Policy Formulation
   - Executive Roles

Estimation Method:

- Assume each sector has about 1,000 distinct roles/jobs (a very conservative estimate).
- Assume each role/job can be approached in about 100 different ways (variations in skills, strategies, etc.).

Calculation:

- **Primary Sectors:** 4 sectors × 1,000 roles × 100 approaches = 400,000
- **Secondary Sectors:** 3 sectors × 1,000 roles × 100 approaches = 300,000
- **Tertiary Sectors:** 15 sectors × 1,000 roles × 100 approaches = 1,500,000
- **Quaternary Sectors:** 4 sectors × 1,000 roles × 100 approaches = 400,000
- **Quinary Sectors:** 3 sectors × 1,000 roles × 100 approaches = 300,000

Total Estimate: 400,000 + 300,000 + 1,500,000 + 400,000 + 300,000 = **2,900,000 distinct ways** (very conservative estimate).

So, based on this rough calculation, one could argue there are **approximately 2.9 million distinct ways** a person could make money in the world, acknowledging that this number could be much higher when considering creative approaches, innovations, and micro-niches.