

This Deadly Disease Kills Thousands Of Businesses Each Year.

If you've ever ran a business, you know the struggle - one moment you are bombarded with leads, drowning in clients, desperately trying to delegate work to contractors.

The next, like magic, they're all gone.

Leaving you struggling, on the edge of bankruptcy, only being saved by the few remaining referrals and repeat clients.

The same thing happened to me when I started my business, I was confidently working with builder after builder, all seemed good until it wasn't.

Summer came around and like an old tissue, I wasn't needed anymore.

Some clients were going on holiday, others had work booked up until next year!

Regardless, I was F*CKED.

I was desperate, I had to find some way out before I was sent deeply into the hole (debt).

My desperation led me to branch out and try new niches, market for beauty salons and interior designers, people who were near polar opposites to my normal clientele.

This hail mary saved me.

Clients started rolling in and that's when I realized what had almost killed my business before...

I wasn't serving a hungry market.

Okay Ryan... What Is A Hungry Market?

The best way to understand is with a metaphor.

Imagine you've set up a food stall outside a local festival.

In the beginning everything is going well, hungry, somewhat intoxicated people are crowding

your stall, lining your pockets with cash.

However, at some point you've fed everyone and there's no one left who's hungry.

A similar thing happens in business.

At some stage demand for whatever you're selling decreases, it can be because of the weather, oversaturation or an almost infinite amount of things.

The problem many business owners have is that they keep trying to sell to people who aren't hungry for their product or service anymore.

Let's use the food stall example, there's very little point making the food look or taste better.

The best thing is to pack up and find a hungry market.

How To Find A Hungry Market

You don't have to completely change niche or location, finding a hungry market is often as simple as trying to find a different type of customer.

So if you're a builder selling many loft conversions, and that source dries up, the best course of action is to find people who need other building services.

A good way of doing this is going onto google and looking what common searches are.

If there's many people looking for one type of service, BOOM that's your market.

This concept is very similar to the idea of not relying on one lead source, which I talk about [here](#).

Unfortunately, there's no one size fits all blueprint to follow, that will get you 10s of clients coming through your door.

Each business and niche is different and have different markets. What you should do is try to find the people calling out for services you offer.

The best way to do this is by asking yourself these 3 questions:

1. What problems are many people having right now?
2. How can I solve them?
3. Can a client find us?

If you know the answer to these 3 questions, finding your “hungry market” is easy.

Once you find the right market it is important to reach out to them effectively and efficiently. If you would like to know how we could advertise your business to people inside your ideal market, fill out the form [here](#).

We'll get back to you within 24 hours with a free marketing analysis.