

CIAB : Find hungry markets

Headlines:

How to spot hidden growth opportunities.

Running a business is easy, read this.

I'm 100% sure that once you read this you will fire your current marketing guy.

Notes:

How do I find a starving crowd?

Arguably one of the if not the most important business-related questions.

The truth is that there isn't a method, you want to get the habit of walking through life with a critical mind:

Watch other businesses and question how they do marketing, why they do it, what I can do better, etc.

Let's say you are a baker and you ask the previous question:

"B- b- but, everyone likes bread, there is no target audience. Bread doesn't solve a particular problem. Does this mean that my market is dead?"

Bruv, really?

This is why you haven't read *Know Your Customer article*.

Now, hear me out. I want you to understand what I'm doing and mimic it **exactly**.

If I were you I would watch what my competitors are doing. Not only the ones near me but also the international ones.

If you feel lost that's usually the best thing to do:

Where are they?

Do they offer only bread or do they upsell with cookies?

Who's the customer here? Lawyer? Student?

Why am I buying from them??

...

Undress their business.

You should know how that business operates as if it were yours and once you do you can start an improved version. Your business.

This isn't hard at all. Everyone can do it. Everyone SHOULD do it.

The trick is to get your brain to do its job: Spot Patterns.

Now, I want you to undress every business you purchase from.
"B-b-but I'm a lawyer, why should I watch at cafes?"

McDonald didn't invent the McDrive himself.

He stole the idea from banks and pharmacies.

This made them bags of money. I want you to do the same.

Draft:

If you'd have 10.000 hamburgers how would you sell them?

The dark comedian in me would go to war-torn countries. And that's the best choice indeed.
Why? Because it's plenty of starving crowds there.

Yeah. I know that's dark, it sounded better in my mind but whatever.

The point here is to find the perfect audience for your business and I will show you how with 2 tricks.

Plus a bonus one for good measure.

Your starving crowd

You log into the business manager and you start an ad so you come across the targeting input:

“What should I put here?”

“Should I leave it blank and leave the AI to do its thing?”

While leaving the AI to do its job is a viable option, it will take longer and, obviously, more money to get to work properly.

It's better if you tell the machine what to do.

Like with your employees.

Yeah, they will eventually figure out how the printer works, but if you tell them, they will get there faster and they will not make a mess.

“B-b-but sir, my product is mass-appealing, Does this mean that there's no “starving crowd” for me?”

Bruv, really?

This is because you didn't read **“find your customer article [🔗](#)”**.

A starving crowd is a niche of the market more inclined to buy your product.

Put simply a group of people that is more likely to need your product.

You want to have it. It's the second-best thing after toilet paper!

Without further ado let's find you a crowd.

Trick 1: Watch your surroundings:

For example purposes, you are now a baker.

I bet you are not the only baker in the world or your country and this is great news because we can now watch what your successful competitors are doing.

Let's say you already bought bread from them.

I want you to think why did you do that:

Was it because it's near your house?
Was it because a friend recommended you?
Maybe they have a supplier deal with your office.

...

This also applies to the digital world:

Do they have Instagram/X/FaceBook/YouTube/Myspace/Thread?
Which social is giving them more leads?
Where they are not on X social?

...

Marketers used to pay to know this information back in the days, while today we have them free and we don't use it.

That's dumb.

Trick 2: Just ask

Sometimes one trick isn't enough.
Even if it's as powerful as the previous one.

As the headline says, **just ask**.

Ask your current clients, make them file a form, and ask them **why** they bought from you.

Maybe you make such a great bread and you didn't know.
Or maybe there's a starving crowd hiding in the corner.

It's up to you to find the reason and to start advertising it more.

This trick is another hidden gold nugget because it requires almost 0 extra effort and brings you such valuable data.

And now you know.

Trick bonus: What if I told you that you can legally steal?

Come closer.

I need to whisper for this one.

Did you know that McDonald's didn't invent the McDrive, right?

Well, let's just say they stole the idea from someone else. The banks and the pharmacies to be correct.

They saw that it did well and decided to get a piece of the pie.

And suddenly that was a genius move.

I want you to do the same, exact, thing:

Tying up to the first trick, when you go through your day analyze **every** business you purchase from.

Ask the same questions and scout for hidden opportunities to steal and implement in your business.

That's why you need a guy on your team who spots hidden gems when you sleep.


Your personal intelligence squad always moving the business forward.

And the great news is that you can find it **here** 

Now tell me if this isn't the mother of all tricks.

Seriously, man, this is elite marketing.

I'm sure that you enjoyed this article.

Remember, if you need me or one of my team members to watch over your stuff and get feedback, we have a form **here** . I will bring you one of the guys from my intelligence team, or if you are lucky, me personally.

Have a great day.