



Helping You Create Your Legacy

<http://www.awakentheauthorwithin.com>

"37 Ideas To Easily Find Hot, Hungry Markets And What They Really, Really Want!"

Most of these strategies are quite simple, but a few are more technical. Choose one or two that make the most sense to you and apply those first, then once you're ready, add an additional strategy or two. Don't try to do too much at once.

1. Do some research both online and offline. Online, you can use search engines and other tools such as WordTracker, Google etc. to check the supply and demand. The best site to analyze your demand is <http://www.pixelfast.com>. Make sure you create a massive number of key words to analyze your business idea.

Another great site to research the profitability of your book/business idea is from <http://www.SpyFu.com>.

2. Purchase the following software to niche your idea:

<http://www.ProductIdeaEvaluator.com/awaken>

(This is a must! Get a great discount of 33% off here.)



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3. Check eBay and see which of your key words are being searched and whether or not people are buying the products.
4. Check online directories. Go to Google (key words + directories)
5. Search for chat rooms and discussion boards with your key words. Go to Google (key words + chat rooms, and key words + discussion boards)
6. Check blogs with your key words. Go to Google (key words + blogs)
7. Check a number of magazines on different subjects. Go to the public library. Research the advertisers. Make sure you look at the paid subscriptions. If advertisers are spending money on a certain topic, this is a great indication of a hungry market.
8. In magazines, check to see who is marketing to whom. Use <http://www.Magazines.com>
9. Call universities and colleges and find out what are the growing demands in different faculties and new subject areas being taught.
10. Get a list of private companies who are teaching your subject areas at college.



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11. Get a list of local businesses from the Chamber of Commerce. This will help you analyze who is servicing whom.

12. Attend trade shows and fairs.

13. Look at hot tangible products where there are no digital information-based products at <http://www.Amazon.com>.

14. Examine the newspaper and magazines focusing on business trends.

15. Examine columnist topics in newspapers and magazines.

16. Go to the bookstore and check out the shelf space given to the books that are selling. Go to different sections in nonfiction and see how many books in different subjects are placed facing out so you can see the entire cover and get an idea of what is currently hot.

17. Amazon.com—top 20 books are listed.

18. Amazon.com and use the search tool. (Books Tab >Advanced Search>Power Search).

19. USA Today...Every Thursday, the top 50 books are listed.



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20. <http://www.DMnews.com> Get the free subscription of Hardline Copy...new mailing lists available.
21. Visit Yahoo Stores and see what are the hottest selling items.
22. Go to ClickBank Market Place (<http://www.ClickBank.com>).
23. Associate Programs...look particularly at those who are not paying significant affiliate payouts (<http://www.AssociatePrograms.com>). This is a great opportunity for you to get affiliates for your idea with a higher payout.
24. <http://www.TradePub.com> offers an extensive variety of free trade publications by industry and geography to qualified professionals. Fill out their form and order all relevant publications.
25. Go to Used Book Stores.
26. Analyze back issues of magazines.
27. Examine where people hang out...blogs, forums, discussion groups, RSS directories and podcasts.



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28. Look at the list of benefits on "competitors" websites. Write the questions that go with each of the benefits. Now take the questions and write your own answers (or research them if needed).

29. Run an Ask Campaign and let your target market answer them for you. Let them know Glenn Dietzel sent you and they will give you a great deal or use the following reference URL...

<http://tinyurl.com/21xwsy>

30. Here are a few sites to examine to see what is going on Business Trends...

a. Cool News of Day—<http://www.getresponse.com/t/263997/>

b. Seth Godin's Blog—<http://www.getresponse.com/t/263998/>

c. Tom Peter's Blog—<http://www.getresponse.com/t/263999/>

d. Springwise Newsletter—<http://www.getresponse.com/t/264000/>

31. Here is a site the media use to stay current with trends...

<http://www.news.google.com/press/zeitgeist.html>

32. Check media release sites like <http://www.PRWeb.com> and

<http://www.BusinessWire.com>

33. <http://groups.google.com>



34. <http://catalogues.google.com>

35. <http://froogle.google.com>

36. Watch PBS television and other educational programs to stay on top of trends

37. Information in the public domain (books published before copyright laws were in effect). Everything before 1923 is public domain; 1923 to 1963...must be renewed in the 28th year (85% not renewed). Examine public domain using the following sites...

a. <http://www.Copyright.gov/records>

(US Government for works from 1950-1963)

b. <http://www.Alibris.com> (Owned by Google.com)

(Use advanced search...specify after 1923 and before 1963)

c. <http://www.firstgov.gov>

d. <http://www.Thomson-Thomson.com>

(Pay the small fee to do a copyright search)