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**Where and How To Look  
For New Business Ideas**

# Plan To Succeed Online

## ***Take The Guess Work Out of Starting & Building a Successful Business Online!***

*"There exist limitless opportunities in every industry. Where there is an open mind, there will always be a frontier."*  
Charles F. Kettering

### ***Where & How to Look For New Business Ideas***

The development of viable business ideas is more of a matter of luck and being in the right place at the right time than it is any kind of exact science. Certainly, you should market test and use the structured approaches described below, but the reality is that "getting a lucky break" is just as important in coming up with sound business ideas as keyword or headline sleuthing.

This said, the following are some well-heeled approaches to coming up with ideas:

- Brainstorm with your friends, associates
- Ask people for their ideas
- Use one idea to spark a better one
- Visit online discussion forums and newsgroups
- Subscribe to free online newsletters in your interest area
- Read relevant off-line trade magazines
- Go to Amazon.com and read the bestseller lists and reviews
- And, of course, use the search engines to find out what people are searching for

Remember, ideas come to you when you actively... open the door to their presence. So be sure to keep your ears and eyes open. Every time someone says "There must be an easier way to do... " or "I wish there was a way to ..." that's a product waiting to be created.

### ***Finding Your Niche***

The classic path to success is to "find a need and fill it." When it comes to Internet marketing, however, the phrase might be modified to "define a niche want and fill it." You definitely want a hungry market... specifically a hungry market that is hungry for precisely what you have to offer.

According to Dr. Ralph Wilson's authoritative Ebiz guide: [Planning Your Internet Marketing Strategy](#), you have four basic niche options:

1. *Unfulfilled Niches*: What are people asking for? What would they like that they're not currently able to get?
2. *Poorly Filled Niches*: What are the shortcomings or deficiencies in what is currently being offered? (While unfulfilled niches are rare, poorly filled niches are exceedingly common.)
3. *Partly Filled Niches*: What are the gaps in what is currently being offered.
4. *Creating New Niches*: This option requires going out on a limb, but if you have a highly unusual and highly marketable product, you might just pull it off!

## ***At a Loss for Inspiration?***

Finding your niche in the complex, confusing and at times overwhelming world of cyberspace is no easy task. But it might help you to cut through the dizzying array of opportunities by narrowing down your options to one of the following broad categories:

1. *Sell information:* Information is the commodity that has fueled cyberspace's rapid growth. As the internet and commercial online networks continue to expand, information remains key. If you have any kind of expertise, the net is a great medium for sharing it with others.
2. *Sell technology or computer resources.* The very existence of the online world has spawned all kinds of business opportunities. Just think of all the hardware and software you need to get online and make the most of your time there.
3. *Sell your creative work.* If you have any talent as an artist, musician or writer, the internet is a great place to peddle it or let people know about it.
4. *Sell your professional services.* If you're an attorney, physician, psychotherapist, teacher, business consultant or you provide any kind of specialized service, offering you services online can dramatically expand your client base and credibility.
5. *Sell consumer products:* Now, I'll grant you there is a lot of competition out there but, if you create your own products or if your products have superior quality and name recognition going for them and if you can figure out an unusual marketing angle or better yet if you specialize in some aspects of a product that larger businesses can't achieve, by all means take your business online.

## ***Focus on Wants Not Needs***

There are literally thousands of potential niche markets out there just waiting to be discovered. All you have to do is find one and then find what that market wants. Notice I said "wants" not "needs."

The market you want to find is one that really, definitely, desperately wants what you have to offer.

We all need things. We all need food, water, shelter, clothing. These items satisfy our basic survival needs. Ah, but do we need tasty, gourmet food, Evian spring water, fancy houses or fashionable clothing. We may want these things, but we don't need them!

If we examine "wants" and "needs" more closely we find that a want is defined as something that is desired, something we crave, wish for or fancy. None of these terms describe a need. We can survive just fine without something we wish for, crave or desire.

A want is something people are willing to spend time and money to get. Does anybody really need a shiny, new, red Ferrari, or do we desire one? Do we need three weeks in Tahiti, or do we fancy some time away?

We all seek out things we want - and we always will. It's a fact of human nature. If only meeting our needs satisfied or motivated us, then the world would never have advanced beyond a primitive state of hunting and gathering.

Progress is borne of our constant "want" for more and better things - and as marketers, it is our job to not only find out what those "wants" are, but also to find new and better ways to cater to them.

Hit the search engines and search for popular sites related to your area of expertise or interest. Look for products and services that other people are selling successfully, then add your own unique twist or better yet, try to spot gaps in what is being offered. Be on the lookout for emerging trends and expanding niche markets.

Along these lines you might want to use...

### ***The S.C.A.M.P.E.R. Technique***

S.C.A.M.P.E.R is an acronym created by Bob Eberl to describe a product development method developed by Alex Osborn. To use this technique, begin by jotting down a list of keywords related to your product/service idea or area of interest and run a search engine search on them.

Narrow down your results to the best of the lot and take a closer look at the products or services you come up with - paying particular attention to their benefits, features and specifications.

Then ask the **S.C.A.M.P.E.R.** questions of yourself, which are:

**S** = Substitute

Could you substitute one part or aspect of one product/service for another of another product/service?

**C** = Combine

Can you combine any aspects of the various products/services you've come up with to come up with your own?

**A** = Adapt

What other ideas do these products/services lend themselves to? How can you adapt their benefits and features to the context of your concept?

**M** = Magnify? Modify?

What could you add to the products/services to increase their functionality & worth?

**P** = Put to other uses?

Can you alter the product/service so that it could be put to other uses? What other purposes could it serve?

**E** = Eliminate or Minimize?

Can you streamline or simplify the product/service to cut down on cost or make it easier to use?

**R** = Rearrange? Reverse?

Examine the product/service from all angles. Take an unconventional approach and see what you come up with?

Bear in mind, in using this technique you are not stealing, you are using your research to improve upon what is already being offered and sold successfully.

### **Existing/New - Products/Markets Paradigm**

Fact is, most good business ideas are not completely original. Take a look at the following diagram, which shows the possible combinations of existing/new products/markets.

	<b>Existing Products</b>	<b>New Products</b>
<b>Existing Markets</b>	<b>1</b>	<b>2</b>
<b>New Markets</b>	<b>3</b>	<b>4</b>

The simplest business ideas (existing products in existing markets) will be located Box 1 and the trickiest (new products in new markets) are likely to be in Box 4.

If you concentrate on pursuing ideas involving existing products in existing markets, you run the risk of being exposed to severe competition. On the other hand, if you focus on new products in new markets, you might find yourself too far out on a limb. Your best bet is to consider combinations of products and markets in boxes 2 & 3.

If you're thinking about going the existing products in existing or new markets route, some factors you might want to consider in "improving upon" existing products are:

- Making them larger/smaller, lighter/heavier, faster/slower
- Changing their color, material or shape
- Altering their quality or quantity
- Increasing mobility, access, portability, disposability
- Simplifying repair, maintenance, replacement, cleaning
- Introducing automation, simplification, convenience
- Adding new features, accessories, extensions
- Changing the delivery method, packaging, unit size/shape
- Improving usability, performance or safety
- Broadening or narrowing the range
- Improving the quality or service

You should strive to narrow your search to as specific a market or product as possible. For example, "internet marketing" is far too broad a market nowadays. Everyone and his brother is trying to cash in on the online marketing bandwagon. But there are dozens of viable sub-options, such as web design, graphics how-to, e-commerce service options, ezines, email, ebooks - the list goes on and on.

It's better to pursue several specific ideas rather than one diffuse concept, which lacks specifics and would prove difficult to research and evaluate. Be very cautious about pursuing ideas which involve any prospect of price wars or are very price sensitive; of getting sucked into short-lived fads, or of having to compete head-to-head with large, entrenched businesses (i.e. dozens of other already well established and professionally presented internet marketing mega-sites).

By all means be inventive, imaginative and original in your thinking but stay market- and consumer-orientated rather than product-obsessed. This, alas, is where 99% of all online marketers drop the ball. They put the cart before the horse, so to speak.

**Never create a product or service and then try to figure out who to sell it to.** That's backwards, and you'll waste enormous amounts of time and money.

What you should do instead is focus on an existing market, figure out what they want to buy, and then create something to fill their needs. Why waste your time trying to convince people that they need your product or service when you can just as easily create and sell them something they are already ready and willing to buy?

Here now are some tools you can use to get your idea juices flowing....

### New Business Idea Generator

In the first column list any special interests or hobbies that you have. In the second, list your aptitudes, skills or problem solving abilities.

Special Interests & Hobbies	Special Skills & Problems I Can Solve
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

Once you've done this go through both lists and make note of any items in the first column that can be paired with items in the second column.

For instance, if you listed "playing video games" in column one, and "figuring out the strategies to even the most complex games" in column two - that would be a match and a great idea for a

possible product. Or if you listed "playing golf" in column one and "I can teach anyone how to improve their golf swing" in column two, you have another possible product tie-in. "Gardening" and "I have a green thumb" would be another.

Of course, not all the items you've listed in either column will coincide - at least they shouldn't - so go through and eliminate the items in both columns that you can't pair up in any way.

Let's say that now you are left with the video games, golf and gardening as possible product ideas. Assuming you are equally passionate about all three, your next step is to figure out how you're going to transform your interest or ability into a marketable product or service.

**Assessing Ideas**

Tempting as it is to rush online when you're all fired up about a hot new business idea, it really is best to hold your horses. The WWW isn't going anywhere, and taking a few extra days to do some research and think things over will only stand you in better stead when you do jump into the fray.

Bear in mind that the incubation period of a new business can easily last several months or even years. Don't rush into the first feasible that pops into your head without letting it incubate or develop in your mind for a reasonable period.

Once you've built up a moderate list of ideas for a product or service, it's time to get down to basics - to evaluate them so that a short-list of preferred options with the greatest potential and lowest risk can be assessed in greater depth.

There are several ways to go about this. You can begin by using the two checklists I've provided below.

**Business Idea Comparison Work Sheet**

This form helps you compare prospective business ideas or opportunities with your personal objectives, experience and lifestyle. Assign each business idea a column number. Answer each question along the left-hand side of the form, assigning a rating of 1 - 5 for each question, with 5 being the strongest. Total each column after you've finished. The ideas or opportunities with the highest scores are the most suitable for you.

***TIP:** Before scoring individual ideas, you might want to run through the criteria and set what you feel should be minimum desirable scores for each. The resultant total could be used as your overall minimum threshold. If some ideas don't achieve satisfactory scores, drop them and look for better ones.*

<b>Criteria</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
Is this business something you can envision spending the rest of your life doing - and enjoying it?						
Rate your experience and background in relation to the business? Does it fit your professional skills?						

Are you familiar with the operations of this type of business? What is your level of preparation?						
Does the business meet your personal goals?						
Does the business meet your investment goals?						
Will the business meet your income goals?						
Will the business generate sufficient profits? Short-term and long-term?						
Do you feel comfortable with the business?						
Does your family feel comfortable with the business?						
Will the business satisfy your sense of status?						
Is the business compatible with your people skills?						
Is acceptable growth projected for the overall industry of the business?						
Is the risk factor acceptable?						
Does the business require long hours?						
Is the business a good fit for the internet? Does it solve a problem for a good-sized niche market?						
How competitive is this business?						

## Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise (wo)man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to **accept our free gift** of our **What To Sell Online? Portfolio**.

**Click the link below to download this mighty pdf publication right now for FREE!**



### [What to Sell Online](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, *PDF Perpetual Profit Portfolios*, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

### [Niche Finder](#)

[NicheFinder](#) is a marketing tool that speeds up your market research, makes your search engine optimization more effective with keywords research, and gives you good products or business ideas. [NicheFinder](#) provides a list of ideas by finding the most promising products or topics in a given field. It does it by first searching several search engines for a specific phrase and tries over 200 combinations. Then it measures the demand by judging the number of requests to the search engine that contained that key phrase for a certain time period. The software then rates the estimated market niche size.



*"This amazing new marketing research tool is fun to use while also being fast and efficient. It lets you find out what business ideas of yours might fly online. And better than that, it helps generate tangent ideas you may never have thought of. It's well worth getting."* -- **Joe Vitale, Hypnotic Marketing, Inc.** #1 Best-Selling Author - "Spiritual Marketing" and author of far too many other books to list here

## [Inventor's Friend "Coach In A Box" System](#)

"I've got this great idea for a \_\_\_\_\_ - now what?" - This Course has the right answer! In a 6-Cassette Series with a 275+ Page Reference Manual and Action Guide, Dan Kennedy explores **the 14 best ways to turn ideas into fortunes**...including:

- How to turn 'ordinary businesses' into Extraordinary money machines
- How to bring a new product idea to the marketplace
- Information power: how to effectively access millions of dollars of research for pennies; how to find the people, contacts, suppliers, assistance and opportunities you need most
- Mail-order millions: how to get your product advertised and sold in hundreds of established mail-order catalogs
- How to profit from THE hottest marketing and distribution opportunities of the new millenium, including direct response TV/infomercials, marketing via the interne and a lot more
- New financing opportunities & strategies
- Dozens of unusual but proven ways of marketing on a giant scale (without giant risk or investment.)



## [Insider Secrets To Marketing Your Business on the Internet](#) by Corey Rudl

**Version 2004 of Corey Rudl's best-selling course...** With 1,000+ pages of up-to-the-minute research, test results, examples, case studies, and the newest and hottest strategies for marketing your business on the Internet! The course is power-packed with **limitless ideas to start a lucrative New Business... or add more revenue streams to an existing business!**

In 10 easy-to-follow steps, with 61 comprehensive lessons, you'll learn the SAME tested and proven fast-growth strategies Corey personally used to build his one-man business into a \$7.6 million enterprise -- *on a shoestring budget*. [This is the SAME system](#) that literally 1,000s of his protégés have used to earn \$30,000 to \$2.5 million per year using the Internet.



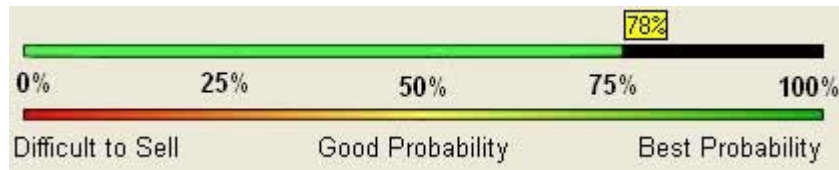
## [Market Research Wizard](#) by Chris Malta and Worldwide Brands



Not sure what you want to sell. The folks at World Wide Brands have come up with a nifty solution in their new [Market Research Wizard](#). All you need to do is type in three words describing the product you want to sell, and in minutes, The Wizard will Analyze and give you detailed information on:

- How much Demand there is on the 'Net for that product
- How much Competition you will be up against
- What kind of Advertising others are using to sell that product
- Who your Competitors are
- How much they pay for Advertising
- eBay Auction listings and bids for your product
- The Keywords your competitors are using
- ...and much more!

Then the [Market Research Wizard](#) will give you an easy to read Analysis on whether you should try to sell that product online:



Sound easy? It is! You can download a Free Trial [at the website](#), or Take a Tour of the Wizard to learn more!

### [One Minute Poll](#)

[One Minute Poll](#) is a totally automated survey creation and administration tool. Conduct "real time" surveys like a pro! Have your customers tell you EXACTLY what they're ready, willing and able to BUY NOW! No complicated scripts to install and easy-to-understand results you can use instantly to increase sales. You can run up to 5 different surveys at the same time.

All you do is log in to their site, create your survey right through your web browser, post it to a page on your website and start collecting valuable marketing information from website surfers, past customers and anyone else you want to sell things to! You get a full-featured survey system designed in conjunction with one of the world's top marketer's specifically for use by small businesses, home based businesses and information marketers.




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