

Title:

How to Find a Niche Market for Work at Home Moms

Word Count:

591

Summary:

Being a Mom is one of the most rewarding and wonderful years of a woman's life, so it can be hard for a mom when faced with the thought of having to go out and find a job, to bring in extra money. There are options out there for Moms who want to work from home in their own hours, so they can still enjoy the most important things in life- their children. Here is some solid informational tips for stay at home moms on starting their home based business in 30 minutes a day.

Keywords:

internet marketing, stay at home moms, work from home

Article Body:

Being a Mom is one of the most rewarding and wonderful years of a woman's life, so it can be hard for a mom when faced with the thought of having to go out and find a job, to bring in extra money. There are options out there for Moms who want to work from home in their own hours, so they can still enjoy the most important things in life- their children.

Below are some solid informational tips for stay at home moms on starting their home based business in 30 minutes a day. The idea is to create a niche market, or find a market that is missing something that you can provide, and market this over the internet.

To begin with you should consider some things like, what are you really good at? What would you love to do for a full time job? These two questions are really important to finding your niche market, if you don't like what you do, you might as well not bother doing it, look for something that you love doing, like talking about your kids? What ever it is research it, find out what your industry is missing, it could be anything, lack of information? When you have determined this you have found your niche.

Write down ideas as you get them about you niche market, it doesn't matter what they are, just write them down so you don't forget them, then you can ponder them later. Here are some more ideas for finding your niche market:

Improving an Existing Market

Improving an existing market, is there a product that you could make better, for example imagine baby food, if you could make baby food that tasted good, had all of the nutrients and minerals in to help babies grow up healthy, and you could produce this at a competitive price, you would really be on to something!

Adapt an Existing Market

Adapt an existing market, or change something about a product to make it more marketable, an ideal example of this is making a fat free chocolate cake that tastes just as good as a regular chocolate cake and market it to people wanting to loose weight? Although this has been done before, it was a good idea when it was new.

Repackage a Product

Repackage a product, this can be good, but competition is fierce, as a lot of people are already doing this, a good idea is not to limit yourself to just one product, offer a few repackaged items, for example e-books to your niche market.

Solve a Problem

Solve a problem, Find out what people are talking about in your niche market, find out problems that people are having, or what is missing in the industry and develop a service or product that will fill the need. A good way to find out this sort of information is to visit related message boards, forums and blogs to see what people are talking about.

Tap into a Trend

Tap into a trend, keep an eye out for what's hot, what are people interested in, there are trends started every day, all that you need to do is tap into them, and you have a ready market or a demand, begging for a product or service.

Once you have found your niche market, and found which angle you are going to market it from, it is time to start work on how to get your new niche market internet business off of the ground.