

1 Key Marketing Success Tip Beginners Often Overlook

Key Step When Evaluating New Business Ideas



A new seller posted the following question in a forum recently: What is the one piece of advice you *wish* you had when you *started*?

One reply, in particular, from *veteran* elementary and middle school teacher and entrepreneur Mark Aaron, stood out

Before spending the many hours needed to create a product or resource, make sure there a possibility that it will actually sell.

That means that the product has relevance to a large group of teachers AND that the site is not already saturated with products that fill that need.

Use your time and energy wisely by reviewing what is already out there and what the need really is, because no matter how great your

product is it won't sell otherwise

Source: *Teachers Pay Teachers forum, October 21, 2015.* <https://www.teacherspayteachers.com/Store/Mark-Aaron>

Invaluable advice that an aspiring entrepreneur should follow regardless of the field of interest. But many aspiring entrepreneurs skip the steps Aaron outlined or they gloss over them only to confront the mistake later when they find the selling process challenging.

To follow Mark Aaron's wise counsel will require careful thought, and the ability to use elements of the skill set of a private eye (investigator) and those of a marketing specialist.

Be aware that dislike, lack of a certain skill, or lack of know-how likely play a role in why so many aspiring entrepreneurs disregard the key steps Aaron outlines.

One solution is to create a personalized list of steps based on preferences and skills.

- For starters, check out the skill set lists on O* Net and scan the aptitudes profile on the Jocrf.org site.
Note: Charts for these two fields are referenced in *Your Natural Gifts* (out of print, Broadley, 2002)
- Identify activities on the lists that you dislike but have experience with and those in which you have no experience, but with practice and training proficiency can develop. Decide how to get

the knowledge needed



**Dee Adams is the author of
Finding Your Niche: Discover...**

<https://nichecreativity.com/finding-your-niche-ebook/>

References

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Score

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