

# FINDING YOUR NICHE

DISCOVER A PROFITABLE IDEA  
FOR A BUSINESS AT HOME  
— OR ELSEWHERE

EPUB 3.0.

ISBN: 978-0-615-19706-7

Revised edition available February 2017

Paperback edition with index,  
Format: 158 pages, perfect bound  
7.5 x 9.25,  
ISBN: 978-0-9831539-0-0-0

Order from Ingram  
or your favorite bookseller!

Published By  
Niche Creativity  
P.O. Box 1955  
Oakland, CA  
94604-1955  
(USA)

DeeAdams@  
NicheCreativity.com  
www.nichecreativity.com



Member AIPP.org  
Copyright © 2017 by Dee Adams.

## GOOD BOOKS

### *The Birth Order Book: Why You Are the Way You Are*

Dr. Kevin Lehman, revised and updated, Revell, 2009

Cultural labeling can influence some young people into certain career choices. This book for adults provides insight into that phenomenon, and contains a chapter titled “The Winning Edge in Business.”

### *Your Natural Gifts*

Margaret Broadley, EPM Publications (out-of-print)

This little gem of a book explains what aptitudes really are, a misunderstood concept that every aspiring entrepreneur should fully understand before selecting a venture.

### *What They Don't Teach You at Harvard Business School*

Mark H. McCormack, Bantam Books, 1984

With less than \$500, Mr. McCormack started a successful sports management firm which today has offices in many different parts of the world. The final chapter, titled, “For Entrepreneurs Only,” contains valuable information, written in simple English, for anyone starting a venture.



### **Praise for *Finding Your Niche***

“Solid, invaluable resource!”

— Midwest Book Review

### **For book excerpt and full review**

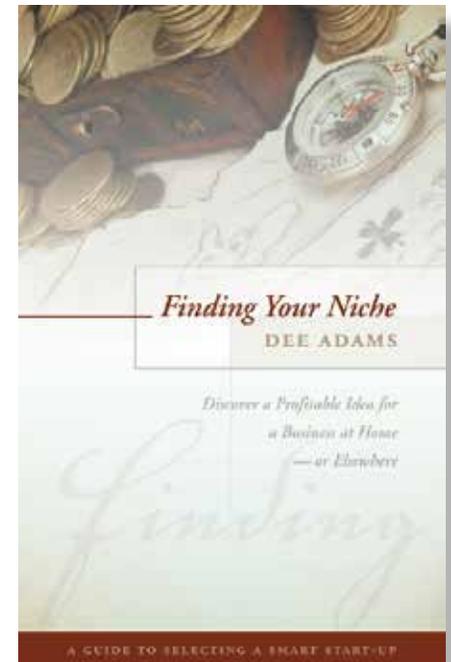
<https://nichecreativity.com/the-midwest-book-review/>

### **How to Create a Personalized Edition of *Finding Your Niche***

<http://nichecreativity.com/personalizedjournal/>

# FINDING YOUR NICHE

DISCOVER A PROFITABLE IDEA  
FOR A BUSINESS AT HOME  
— OR ELSEWHERE



DEE ADAMS



## HOW TO BE HAPPILY SELF-EMPLOYED

A million new businesses will start each year in North America and 60 percent will begin at home, according to government statistics. However, experts agree that the long-term success rate tends to be poor — only two out of every 10 will succeed.

Entrepreneurs often copy products and services already in the market. And many people choose the wrong kinds of self-employment: ventures that don't fit their true skills or talents. According to Richard Nelson Bolles (author of *What Color Is Your Parachute?*), 90 percent of workers are unaware of their actual abilities.

Now a new book has been developed to address these issues. By reading it, budding entrepreneurs will learn how to answer such crucial questions as: “Which business should I start?” and “What business is most likely to thrive?”

*Finding Your Niche: Discover a Profitable Idea for a Business at Home—or Elsewhere* offers tips on how to avoid the common mistakes and pitfalls that confront would-be entrepreneurs. Articles by industry and academic veterans are featured. The book, written in a seriocomic style, includes overlooked and offbeat concepts that will help you to uncover a winning idea or plan a specific start-up. *You'll save time and money.*



### *Brief Table of Contents*

Introduction

Game Plan

Finding Your Own Niche

Getting Profitable Ideas

Great Idea! Now What?

How to Evaluate a Possible Niche

Starting up with Little or No Cash

Marketing Tips for Start-Ups

Murphy's Law Never Takes  
a Holiday

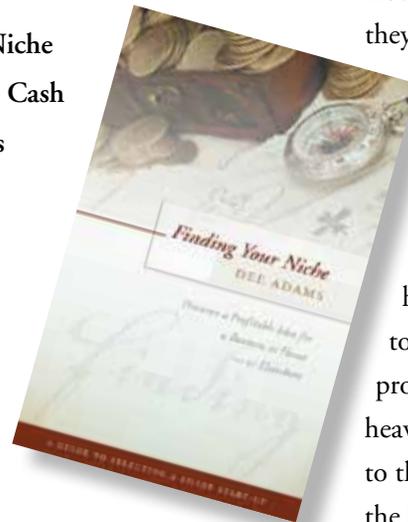
The Business Plan that  
Ate Chicago

Appendix A: Niches

Appendix B: Articles/Other  
Helpful Information

Appendix C:  
Resource List & Websites

Selected Bibliography of Books/Articles/  
Government Publications/Notes



### ABOUT THE AUTHOR

Dee Adams researches overlooked aspects of business and consumer practices. Involved in start-ups for more than 20 years, she has counseled new business owners, written and published business literature for consumers, and her work appears in more than 70 university, community college, and public libraries across the country. Her collection of ideas for finding a niche has been featured in the *California Job Journal*.

### *Excerpts:*

A cow sitting service, designer trash bags and a baby proofing company are just a few of the unique moneymaking ideas created by Americans during the last two decades. However, many would-be entrepreneurs face a big problem when they think about starting a sideline or full-time venture: they may have a hard time finding an idea with enough profit potential....

**The Unexpected...** When a New England candymaker began making chocolates in his home-based kitchen, the room temperature rose to soaring heights. The chocolate wouldn't cool properly. The candymaker was forced to carry heavy, searing hot vats of mixture down steep stairs to the basement area for cooling and storage. Since the house was considered a landmark, it couldn't be remodeled under zoning rules, so the owner had to relocate the business....

*... A practice run through of actual working conditions can spot problems in a work setting before one opens for business.*



### FOR DETAILS...

To learn more about *Finding Your Niche*, visit [www.nichecreativity.com](http://www.nichecreativity.com).

Download the book's complete Table of Contents. You'll also find other useful information, including reviews, FAQs, and more.