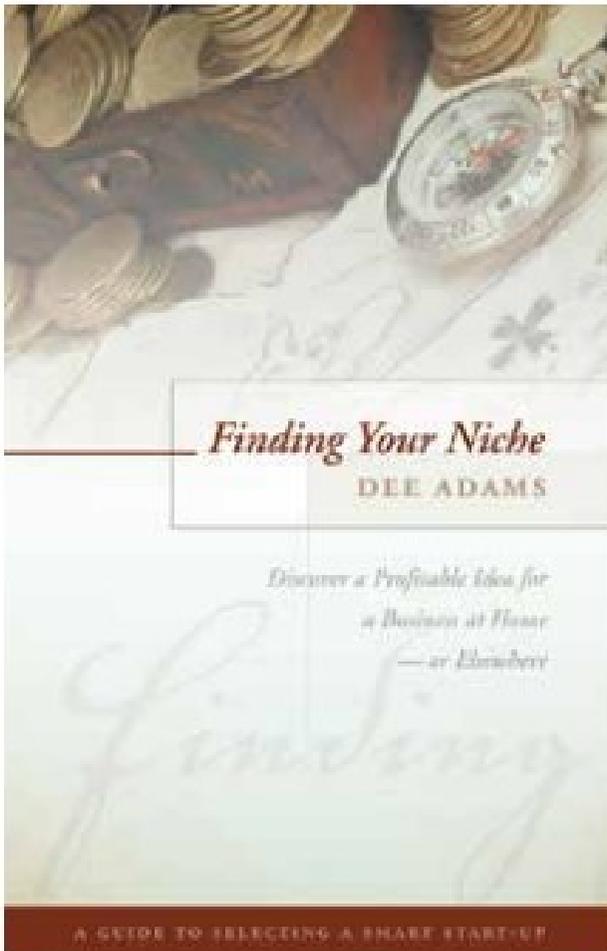


# FINDING YOUR NICHE

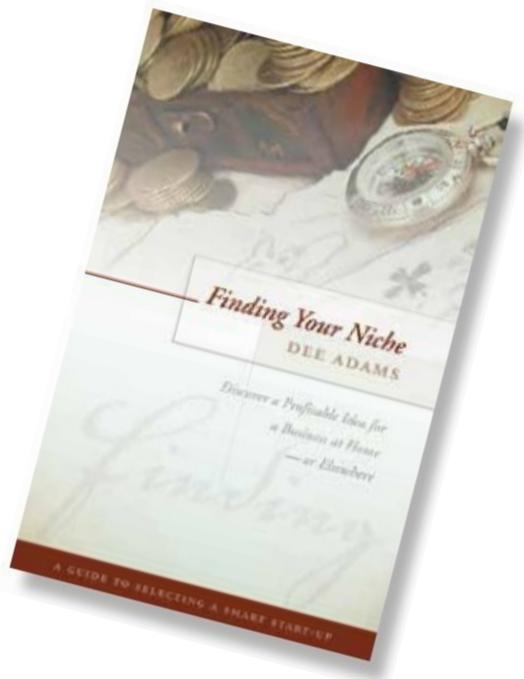
Discover a Profitable Idea for a Business at Home  
— or Elsewhere



Dee Adams

# FINDING YOUR NICHE

Discover a Profitable Idea for a Business at Home  
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# Praise for *Finding Your Niche*

“Solid, invaluable resource!” — *Midwest Book Review*

For a book excerpt and full review, click here:

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

“The information in *Finding Your Niche* would be suitable for adults and students in high school as well. It’s a huge database of resources which should speak to all kinds of would-be entrepreneurs—to anyone who’s thinking of doing any kind of business startup, whether from home or not.”

— Walter L. Kleine, award-winning journalist and editor

## A Multicultural Blog

According to a veteran industry professional, the ranking for the ad-free *Finding Your Niche* companion book blog is unusual because most author blogs are ranked in the multi-millions via Alexa. But the Niche Creativity blog was ranked below 400,000 (lower number is better). Check it out here: <https://www.nichecreativity.com>. You will find useful content posted weekly.



Educators and students will find useful overlooked information and resources on social justice topics at <https://nichecreativity.com/racial-profiling-and-social-justice-blog>



# A GUIDE TO SELECTING A SMART START-UP

## 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 and Helpful Information

Appendix C: Resources & Websites

Selected Bibliography



## 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*, the Simply Hired blog, and the Teachers Net Gazette website.

Dee is the webmaster of [NicheCreativity.com](http://NicheCreativity.com).

## 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 you open for business.



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