

**52 ways to
find your gap in the market**



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52 Ways to find your gap in the market

Why do you want to read this?

Thanks for reading my little book about how to find your gap in the market.

A gap in the market is a group of potential customers whose needs aren't currently being met.

Thinking about this is a great way of finding new business ideas, because you can really focus in from the beginning on how to make your potential customers happy.

Here are 52 ways to help find your gap in the market.

Good luck,

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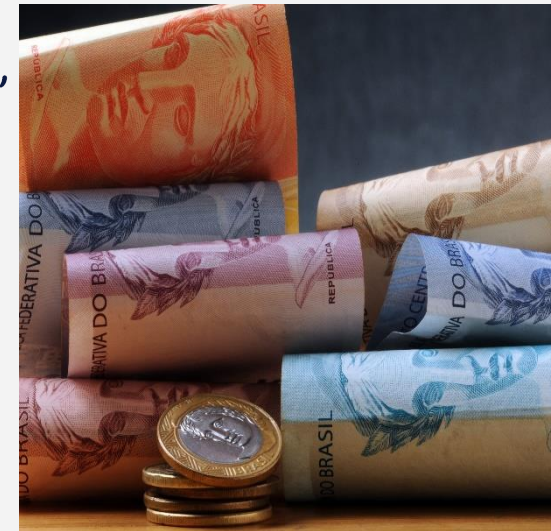
Focus on people's needs

1. Think of a problem that you have experienced, and work out who else might have experienced this too. Would they pay for a solution?
2. Think of a group of people who are often ignored. What about people who are 85+, people who have just moved to your country, people who have just left prison.... We often think of these people as needing charity or public sector services, but is there a business opportunity here too?
3. What would make somebody's life easier? And can you automate (or semi-automate) that process?
4. What can you do to make somebody's life easier by giving them a service on demand? Often, people just need a bit of encouragement to buy something, so if you can give them a service which is so easy to use, or is delivered to them in their living room, you can capture a big chunk of the market, and perhaps charge a little bit more than the usual fee.

52 Ways to find your gap in the market

Focus on people's needs

5. Can you make people's lives easier by sending them some thing that they need to buy regularly without them having to think about it. This one needs to be the things that are non-obvious as Amazon subscriptions is already scooping up the customers who need to buy nappies or coffee, but there are plenty of other things that will work on a subscription basis.
6. What can you do to enhance the way that people meet their basic needs such as sleep, security, breathing?
7. What can you provide which enhances people's higher needs? Once people have met their basic needs, they move on to wanting to socialise with other people, to learn new skills, to develop themselves. People will pay good money in all of these areas.
8. The highest level of need is the need to be happy. What can you provide that will help people to feel fulfilled, happy and to feel that life has a purpose? There are lots of opportunities here.
9. What can you provide that will help people develop their careers? This seems to be an area full of gaps in the market, and the desire to build your career as a very strong one for most people, which means that they might well want to pay you for some help with this.



52 Ways to find your gap in the market

The gap in the market for products

10. Is there a product which has become obsolete for some reason, and you could be the one to bring it back?
11. Is a product which has become unobtainable, such as out of print books which never made it to the Kindle, or out of copyright music recordings? Can you make and sell a digital version of these?
12. Can you make replica copies of beautiful artwork in museums? If you can find a way around the copyright issues, there could be a great market here
13. Can you make a copy of beautiful famous artwork in a different medium? Maybe a painting could be remade as a tapestry or as a rug, and this could be a very attractive product or range of products for you
14. Is there a particular food, cosmetic, or household item which is available in one country, but is difficult to get in another? You might be able to sell to a group of immigrants who would love to get their hands on the food that they eat at home in the country that they've moved to, or to a whole new group of people who would love to try this.

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Example of a gap in the market 30 years ago – Indian food in the UK

About 30 years ago I bought a cookbook to teach me how to cook Indian food. There were all kinds of strange (to me) items in there, and I could only find them in the local Indian supermarket.

Now you can get gram flour and tamarind paste in Sainsbury's.

Exactly the same happened 10 years later when I turned my culinary skills to Thai food. I used to have to pay 50p per lime leaf at the Thai market stall! That guy must have been laughing at me every time I bought some lime leaves.

Can you do the same for, say, Sri Lankan food, or Japanese spices?



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Services for businesses

15. Can you find do a piece of research or a detailed compilation of findings and sell this as a product to a whole bunch of businesses which would love to purchase that information, but the price would be too high if they had to commission it as a bespoke service just for them?
16. Can you organise a bulk buying service for a group of businesses in your area?
17. What are the services that businesses (especially small and medium-size businesses) have to regularly spend money on? Can you do this in a better way, delivering it faster and cheaper because you have great processes?
18. Can you offer a service as a subscription, in the way that WP Curve offer WordPress troubleshooting for a fixed fee?
19. Can you be a specialist in a particular area of small business marketing?
20. Can you find your differentiator in being fast and available? Can you run a helpdesk, so people subscribe to your service and can ring you up whenever they need help with a particular thing, such as fixing their computer or researching which companies they should be selling to?

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Services for businesses

21. Can you use the curated collection model along with the subscription model? Maybe you can sign people up to buy a business book every month, and you pick the right ones for them. Search my blog for these different business models
22. Can you train people how to do something better and faster?
23. Can you train people how to do something better and faster, and deliver this online to keep your costs down and give you a bigger target market?
24. Can you offer a review service? I'd love somebody to review my SEO and tell me if I'm doing it right, and there are lots of other opportunities to help people with reviews and feedback on what they're doing.
25. Can you offer a review service, and deliver this online using video feedback through Jing?
26. Can you spot what the latest online marketing trends are, and offer a tool to help businesses use these?

52 Ways to find your gap in the market

Services for businesses

27. Can you spot what the latest online marketing trends are, and offer a tool to help businesses use these?
28. Can you help people get off the “content treadmill” and find a way of providing really high quality content for their blogs?
29. Can you help businesses with great blogs to monetise them?
30. Can you help people who would like to become digital nomads to be able to support themselves while they travel the world?
31. Can you piggyback on somebody else’s technology? If Snapchat is getting more popular, can you work out a way for business people to communicate with potential customers through Snapchat?
32. Can you work out a way for people to avoid all the hassle when they set up a business? A good package to get them concentrating on running the business rather than setting up the accounts and all the boring stuff that holds them back.

52 Ways to find your gap in the market

Gaps for selling to consumers

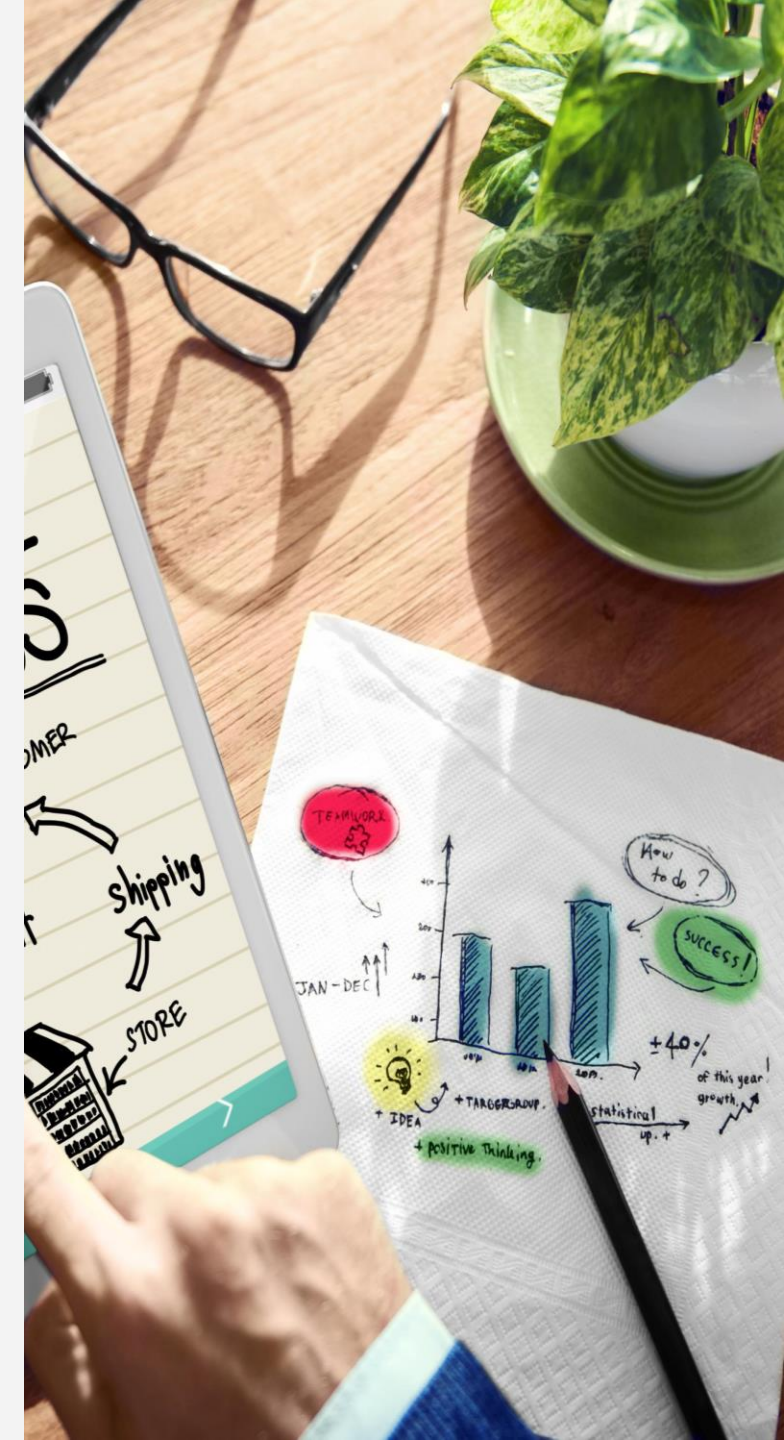
33. Can you offer a service as a subscription for consumers? Is there an all-you-can-eat model for a service people need in their own homes?
34. Can you spot what the latest trend is for self-development, and offer people an automated tool to help them to develop better habits or change their lives?
35. Can you help people to organise their friends, colleagues and family to collectively give to their favourite charities?
36. Could you offer counselling and support as a subscription-based service?
37. Can you help people to apply their faith in a better way, by providing automated tools for religious observance?
38. Can you come up with a new way of helping people to get their houses really clean, and move this industry away from the traditional “my cleaner comes in once a week” model?



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39. Can you find a way of bringing people together to share interests and hobbies? Can you move this away from the freebie “meet up” model and make a real business from it?
40. Can you find what the latest trend is for new hobbies and interests, and make a business based on this? What’s the latest in crafts or sports? When something is coming up in popularity, this is a great time to get in and get people spending money with you.
41. Can you find an idea to help busy parents, especially to cover that time between school ending and when the parents get home from work?
42. Can you organise “date night” packages for couples with children? You take care of the childcare and arranging great date activities for the couple.
43. Can you help people with their relationships with an automated service to help them establish good relationship habits and stay together?



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Gaps for selling to consumers

- 44. Can you help people who have just split up to get back into dating?
- 45. Can you help men who have just split up from their partners to get their confidence back?
- 46. Can you help people who have just got married to work on staying together for the rest of their lives?
- 47. Can you help people who have medical problems to work their way through the complexities of the healthcare system?
- 48. Can you provide a medical helpline for people who don't have time to go to their doctor, or don't want to worry their GP?
- 49. Can you provide an online programme for people who want to become published writers?



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Gaps for selling to consumers

50. Can you provide an online programme for people who want to become writers and self publish their books
51. Can you help people to realise their dreams? Many others have dreams of things that we would love to do, but we don't know how to go about them and we don't have the courage to do them. How can you help people to move forward with their dreams?
52. Can you match up two groups of people who might be able to help each other? This could be particularly powerful if these two groups would never normally meet.
53. Can you respond to something which is in the news at the moment?

I went too far!

That's 53 ways to find your gap in the market!



The next steps

Too many gaps?

- Wow, that was a very fast tour around how to find your gap in the market, and I ended up with 53 ways to find a gap in the market.
- Do let me know how you get on with this. I'd particularly love to know if you use some of these as a starting point to come up with a great new business idea.
- I'll be sending you some regular little emails with more ideas, tips and thoughts on how to find your gap in the market, and how to get going with a business based on that gap. Do stay in touch.

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