

Discover Your Passion, and Locate Your Target Audience On-line

By Charles Lewis

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Three Easy Steps to Starting Your First Web Site: Part One
"Discover your passion, and locate your target audience on-line"

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If you do not absolutely, positively *love* what you do, you will be incapable of achieving true success. Furthermore, in order to do what you love, you must first find your passion. As you read further into this article, you will begin to understand how to carry out the task which cannot be described by one single word in the English language -- the search for your passion -- and transform what you find into a profitable on-line business.

I'm not going to babble about why money isn't worth the unhappiness which goes hand in hand with being stuck with a job (or web site) you hate. You see, this not the problem with on-line business. People who do not love what they do on-line *do not achieve* their full potential of success. It's as simple as that.

The human being will subconsciously learn habits which contribute to his or her survival. It's a proven medical fact. Parallel to this, is the theory that you will also subconsciously create a more optimal environment for complete success when you do what you love.

For example -- let us say that you enjoy teaching. Throughout the day, you will pick up on bits and pieces of information which will positively contribute to your success in a teaching job. If you were a drill instructor, you would be doing the same exact thing -- except you would be hunting for a different type of information (i.e. the secrets of striking fear into the hearts of men, which will make them do what you say at the drop of a hat).

Now, take a look at your life -- especially your childhood. What did you enjoy doing? Were you a computer nerd? Were computers

even around when you were a child? Were you one of those kids who always had a lemonade stand set up on the corner? Did you enjoy cooking? Fixing cars? Flying remote-controlled planes?

Search your memory for experiences which made you feel in your place, or a great deal more comfortable than you normally do. I, for example, have been a total computer addict for the past eleven years of my life. I've known since the beginning that whatever I did -- it needed to be in the computer field. If I had known, even four years ago, what I would be doing right now, it would have blown my mind. Webmastering and marketing is a great deal more fun than any computer game I've ever played.

Are you having trouble finding a pattern? Okay then -- join the 90% of the human population who has the same problem you do. Try to look for associations in your activities. Is there something about two totally unrelated activities you enjoy, which could possibly be the root of your desires? Or, is your problem the opposite? For example, two people enjoy good, quality food. One of them enjoys only the food, whereas another may enjoy cooking it more than he or she would enjoy eating it.

Once you know what you love, decide how you want to use that to start choose a category for your on-line business. It doesn't have to be **too** specific. Some people just like to write - so, they find a topic in which he or she is knowledgeable, and go on to publish a newsletter or write a book. Others may feel more comfortable in the retail or medical business.

Regardless of what you choose, there is a one final piece to the puzzle: **will** your product or service sell? Are there enough people out there to support a healthy profit margin? Simply put, you need to find your niche. If there is no niche to speak of in your category of products or services, can the plan. You won't make any money that way. Trying to sell a product that nobody wants or needs would be like trying to sell mousetraps to mice.

In the old days, it was expensive and time consuming to discover whether or not something would sell. Now, you can simply go on-line and find out. There are many web sites with detailed statistics and surveys in target categories. To list them here would be insane. It would take up hundreds of pages. All you need to do is go to a search engine, and use either of the following search phrases (or a similar one):

+statistics +"category here"

+surveys +"category here"

Everything you need is only clicks away from this point -- guaranteed. And, if it isn't, you very well may need to choose a different product or service to sell.

Another great tool you can use to locate your niche on-line is WordTracker (<http://www.WordTracker.com/>). An explanation of how this incredible tool is used, as well as insightful hints and alternate uses for it can be found in the July 8 issue of The Cre@tive Marketer at:

<http://www.webprozone.com/archive.html>

Here are a few great books which cover the topic of discovering your passion:

What Color is Your Parachute?

<http://www.amazon.com/>

Discover Your Passion

An Intuitive Search to Find Your Purpose in Life

<http://www.amazon.com/>

The Seven Habits of Highly Effective People

<http://www.amazon.com/>

Charles Lewis (webmaster@webprozone.com) invites you to join him in e-success by subscribing to his weekly newsletter, "The Cre@tive Marketer". Subscribe today, and receive a free copy of the time tested, proven Internet marketing strategy guide which could teach a chimpanzee how to start an on-line business. See <http://www.webprozone.com/creative.html>

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