

What's Hot On The Internet

By Elizabeth Sinclair

What's Hot On The Internet

Elizabeth Sinclair
esinclair@att.net

Advertising Exposure <http://www.advertising-exposure.com>

What's Hot On The Internet
By Elizabeth Sinclair

In today's society, it's becoming increasingly difficult to make ends meet with just one source of income. Thus, more and more people are investigating the possibilities of starting their own extra-income business online. With the vast source of products, services and information available on the internet, it can become overwhelming trying to figure out where to start.

On the Web, to be successful, you must sell a product or service to a specific group of people who have specific interests. And more importantly, you must sell a product or service that people want to purchase. I have uncovered some valuable resources that can help you find what is currently popular on the internet.

Amazon is one of the most visited websites on the internet and they offer two great services that allow you to observe what customers are buying and what they will pay money for. First, they offer a "Top Sellers" list. Just go to

<http://www.amazon.com>

and click on the link for "Top Sellers." You can instantly view the top selling products, including books, videos, toys, games and more. The other service that Amazon offers is called Daypop Amazon Wish List at

<http://www.daypop.com/wishlist/>

Amazon tracks their customer's Wish Lists and displays the most popular items and the highest scoring items. This is another great resource for recognizing hot selling items and popular trends.

Once you have identified a popular product or service that has sparked your interest, start promoting it. You can sign up as an affiliate at Amazon and sell their products and services from your own website for commission.

Another great resource for uncovering what is popular on the internet is Lycos Top 50 at

<http://50.lycos.com>

Lycos Top 50 displays the top 50 terms that were searched for on the Lycos search engine. They update their top 50 list weekly. They also offer a daily top search engine keyword report, past archives, most popular subjects ever searched for and more. This site is a treasure chest of information.

You can use any of their top 50 search terms, develop your own website and start selling a popular product or service. You could write your own ebook pertaining to the top search term you chose. Or go to any affiliate directory on the

internet and find an affiliate program related to the top search term you selected.

A new resource recently launched on the internet called the Affiliate Intelligence Marketing Calendar at

<http://www.affiliate-intelligence.com>

As a free member you gain access to the marketing calendar, which lists events in the U.S., Canada and the U.K. such as holidays, sporting events, industry awards, hot product launches and more.

With the Affiliate Intelligence Marketing Calendar you can know ahead of time when popular and recognized events are going to occur, and plan accordingly. Offer discounts and/or promotions for special events or holidays. Send an e-greeting card to your subscribers on every major event or holiday. Sell products or services relating to specific events or holidays. The list is endless.

These resources can assist you in finding and creating hot selling products and services on the internet. Identifying a popular product or service does not have to be overwhelming.

You just need to spend some time exploring and utilize your creative energy.

Elizabeth Sinclair is the owner of Advertising Exposure News. Subscribe to Advertising Exposure News and you will receive quality, free and low cost advertising resources, advertising ebooks, advertising articles and advertising news. Subscribe now and receive 2 free ebooks, "Killer Cliches That Can Make You Rich" and "Ricky Allen's Joint Ventures". Go to

<http://www.adexposurenews.com>

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](http://www.get-articles.com)