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I Know The Internet Is A Goldmine But WHAT Should I Sell?

"Do what you love and money will follow."

Tell that to the starving artist. And yet, there are hundreds of other artists who are not starving.

People all over are turning a profit by simply selling their passion, which can come in the form of thoughts on paper, digital information, or recorded music and video. Kids today are smarter than we realize when they say, "When I grow up, I want to be rich." What can be easily interpreted as a lazy - I want to make money without working hard - can be really seen as - I want to make money out of nothing and make that money work for me. Madonna used her voice (which cost nothing) to make millions. Michael Jordan used his skills (which cost his time) to market himself into millions through shoes, clothes, and advertising. And with the burgeoning commerce of the world wide web, making a profit from your passions is practically limitless.

But how do you do it?

The first thing to realize is that your passion can be turned into an asset and by asset, I mean something you have that makes you money. Because you're already interested in it what you mean to sell, you don't have to start from zero knowledge.

The next thing to do is to find an idea and to find a niche market. People often get stumped because they feel they have nothing new to contribute. But you don't need to reinvent a market, you just need to tap into an existing one. And there's no easier one than the one you know already. Chances are you've bought tons of products related to your passion (music, art, dogs, skateboarding, fishing, ant-farming, whatever) already. You know which of these products helped you and which ones didn't. If people are selling products or information to a specific market, then, with a good product, you have a good chance of doing likewise.

If you're computer saavy, or even if you just check your email every day and once in a while google an interest of yours, you've already come across people who enjoy the same things you do. You've chatted with them in forums, and you know what their needs and desires are or even better the things that peeve them. If you can come up with solutions or make a better product, you can get a piece of that market and thoroughly enjoy what you're doing.

Good Luck,

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