

Finding Your Starving Market

Your Market Selection Playbook



**Market
determines
80% of your
business
success**

Your Market Must Have These 4 Things

Score each indicator on a 1-10 scale. Your total score determines whether to proceed or pivot.

Acute Emotional Pain

Real suffering they desperately want solved
— not mild inconvenience

Purchasing Power

They have money or access to financing to
pay for solutions

Concentrated & Accessible

Easy and affordable to reach them through
known channels

Growing Market

Expanding industry, not shrinking or facing
headwinds

Scoring Guide

- **Total 30+ = GO** — Strong market, move forward
- **16-25 = RISKY** — Proceed with caution, needs work
- **<16 = STOP** — Find a different market immediately

Key Rule: Pick one market. Commit 24 months. Don't switch.

The Four Indicators Deep Dive

The Four Indicators

INDICATOR 1: ACUTE EMOTIONAL PAIN

✓ Real suffering they want solved

Green: Parents with failing kids, lonely seniors, bleeding businesses

Red: Mild inconvenience, nice-to-have

INDICATOR 2: PURCHASING POWER

✓ They have money or access to financing

Green: Six-figure earners, funded startups, established businesses

Red: Unemployed, broke, no capital

INDICATOR 3: CONCENTRATED & ACCESSIBLE

✓ Easy and affordable to reach them

Green: LinkedIn groups, associations, Facebook communities

Red: Scattered globally, impossible to find

INDICATOR 4: GROWING MARKET

✓ Expanding, not shrinking

Green: Hypergrowth industries, emerging needs

Red: Shrinking 10%+ annually, headwind markets

Red Flags (Deal-Breakers)

Any one of these can kill your business before it starts. Watch for these warning signs:

- **✗ Declining industry** — Shrinking 10%+ per year
- **✗ No money** — Pain but zero purchasing power
- **✗ Scattered audience** — Impossible to reach affordably
- **✗ Emotional indifference** — Nice-to-have problem
- **✗ Hypercompetitive commodity** — Race to the bottom on price
- **✗ Regulated/blocked access** — Legal barriers prevent entry



Where Starving Markets Always Exist

These three universal categories contain countless sub-markets with extreme pain and purchasing power. Pick a specific sub-segment within one category.



MONEY

Pain Level: EXTREME

High- Opportunity Sub-Segments:

- Freelancers struggling with rates
- Solopreneurs drowning in admin hell
- Salespeople in declining industries
- E-commerce sellers with inventory chaos



HEALTH

Pain Level: EXTREME

High- Opportunity Sub-Segments:

- Busy parents wanting weight loss
- Office workers with chronic back pain
- Entrepreneurs facing burnout
- Women 40+ seeking energy restoration



LOVE & BELONGING

Pain Level: EXTREME

High- Opportunity Sub-Segments:

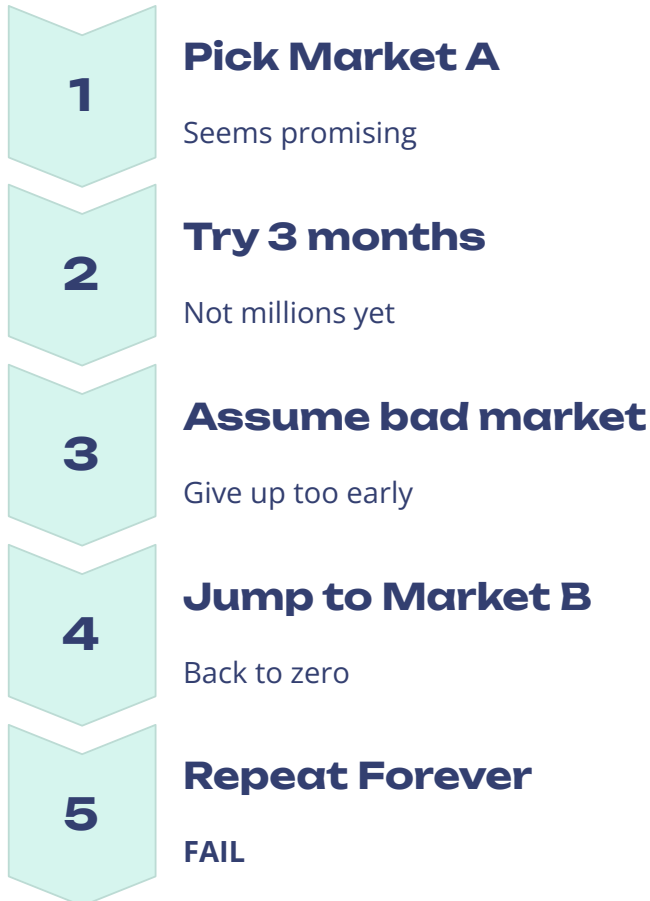
- Single parents seeking partners
- Professionals wanting real friendships
- Career-changers seeking purpose
- Remote workers feeling isolated

Strategic Note: Pick a sub-segment within one of these categories. The riches are in the niches.

Commit or Fail: Choose Your Path

Every market switch resets your credibility and network to zero. Success requires commitment, not constant pivoting.

✗ Death Spiral



✓ Success Path



 **Pick. Commit.
Execute.**

Every market switch = Back to zero on credibility and network. Choose wisely, then go all in.

Workbook: List & Score Your Markets

STEP 1: List Your Markets (5 min)

Brainstorm 5-7 potential markets you could serve. Think about who has acute pain, purchasing power, and accessibility.

- 1. Market #1: _____
- 2. Market #2: _____
- 3. Market #3: _____
- 4. Market #4: _____
- 5. Market #5: _____
- 6. Market #6: _____
- 7. Market #7: _____

STEP 2: Score Each Market

Score your top 3 markets on the 4 indicators using a 1-10 scale. Total score should be 30+ to proceed.

Market	Pain	Power	Access	Growth	TOTAL
Market #1: _____	____	____	____	____	____ GO RISKY STOP
Market #2: _____	____	____	____	____	____ GO RISKY STOP
Market #3: _____	____	____	____	____	____ GO RISKY STOP

Evidence & Notes:

Workbook: Deep Dive Your Top Market

STEP 3: Deep Dive Analysis

Answer these six critical questions about your highest-scoring market. Be specific and evidence-based.

📋 **Market Name:** _____ **Score:** _____

O1

WHO is your ideal customer?

Name: _____ | Age: _____ | Income: \$ _____ | Industry: _____

Problem: _____

O2

WHERE do they gather?

Online: _____ | Offline: _____

Associations: _____

O3

PAIN severity and cost?

Severity (1-10): _____ | Annual cost: \$ _____ | Time wasted: _____ hours/year

O4

MONEY — can they pay?

Average income/budget: \$ _____ | Willing to pay? YES NO

O5

GROWTH trajectory?

YoY growth: _____% | Growing or shrinking? _____

5-year forecast positive? YES NO

O6

REACH — cost to acquire?

Cost per 100 people: \$ _____ | Best channel: _____

Scalable? YES NO

Workbook: Make Your Commitment

STEP 4: Your 24-Month Commitment

This is the moment that separates successful entrepreneurs from perpetual dabblers. Choose your market and commit fully.



"I commit to serving

_____ (market name)

for the next 24 months."

☐ YES — I'm All In

I've done the research and I'm ready to commit fully to this market for two years.

☐ NO — I Need to Reconsider

The data doesn't support this market. I need to go back and find a better option.

☐ MAYBE — Need More Research

I'm close but need to validate a few more assumptions before committing.

Why I'm confident in this choice:

Date of commitment:

Accountability partner:

Post this in the course community for accountability. Public commitment dramatically increases follow-through.

@MrSneus

More Specific = Higher Prices

Generic positioning forces you into price competition. Ultra-specific positioning creates a category of one where you can command premium rates.

Fitness Industry Example

Level	Position	Price
Generic	"Fitness program"	\$99
Specific	"Fitness for busy professionals"	\$399
Very Specific	"Fitness for traveling women 35-45"	\$1,200
Ultra-Specific	"Weight loss for moms preparing for wedding in 6 months"	\$3,000

Your Positioning Exercise

Level 1 (generic)

Position: _____ | Price: \$ _____

Level 2 (more specific)

Position: _____ | Price: \$ _____

Level 3 (very specific)

Position: _____ | Price: \$ _____

Level 4 (ultra-specific BEST)

Position: _____ | Price: \$ _____

Your Action Timeline

Knowledge without action is worthless. Here's your step-by-step plan to select and commit to your starving market this week.

TODAY

1

Time commitment: 1-2 hours

- Score your 3 markets on the matrix
- Identify which market has the highest total score
- Review red flags to eliminate deal-breakers

2

THIS WEEK

Time commitment: 5-8 hours

- Research #1 market: Where do they gather?
- Interview 5 people in your market about their pain
- Validate purchasing power and accessibility
- Make your 24-month commitment decision

NEXT WEEK

3

Time commitment: 3-4 hours

- Write ultra-specific positioning statement
- Identify top 3 channels to reach market
- Calculate cost per person for outreach
- Post commitment in community for accountability

Remember: Market Selection is 80% of Success

Get this right and everything else becomes easier. Get this wrong and no amount of hard work will save you. Choose wisely, commit fully, execute relentlessly.