Twitter Thread by Justin Jackson



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Yesterday, I wrote about how easy it is to sell ice cream on a crowded beach: https://t.co/a9z2ZTixb7

Today, I'm at the local fair.

There are hundreds of vendors.

But there are also huge crowds who are hot and thirsty; lots of demand for cold drinks!

Go where the crowds are!



Again, this is just a metaphor!

But it’s a good reminder:

■ If you have a lemonade stand, it’s better to go somewhere hot, where there are a lot of thirsty people.

■ If you want to make software, it’s better to go where there are a bunch of potential customers.

BTW - targeting a good market doesn’t mean you’ll automatically win!

There are a TON of factors that influence a business’ success (or failure).

But choosing a market that has a lot of demand (and good channels) is essential for future success.

In business, nothing is guaranteed.

You might be in a good market today, but tomorrow it could fall apart.

Markets are fickle.

Some days they want ■, other days they want ■.

The economy can go up, or it can crash.

A good competitor can come in and grab market share.

But this reinforces the point:

“Business is already hard, why make it harder?” – @asmartbear

Why try to enter a niche where there’s no demonstrable demand?

Why try to serve a total addressable market of 500, when you could go after 500,000 potential customers?