

100 Ideas from the Niche Database

I recently spent a couple of hours going through the Niche Database picking out product ideas. And since I'm not going to have time to exploit these myself, I might as well pass them on to you!

Of course, these are just my "off-the-cuff" ideas, and they do not in any way represent my recommendations or instructions to you. I believe that given my level of business acumen that I would be able to turn any of these ideas into a viable commercial website, but since I do not know you I could not possibly take responsibility for anything that might happen should you try to implement any of these ideas!

Anyway, here are the ideas...

1. Recipes are very common, but there is still room for a niche recipes book which will help you stand out from the crowd. How about "Recipes for 1". Most recipes are for 2-4 people, and in general cooking as a single person is more expensive. So you could incorporate time and money saving tips into this one.

I really like the idea of using the new RSS/XML feed technology to start a "recipe of the day" service.

2. Do a site reviewing and selling bedding products... I was amazed at the demand for bedding on the Internet. There are a lot of PPC ads for bedding, but if you build a well optimised site you could get some good free search engine traffic.
3. Develop an advertising site for 4 wheelers for sale (or choppers for sale, or boats for sale).
4. Niche the boats site down even further and have an advertising site for pontoon boats for sale, or fishing boats for sale. There are so many different types of boats. The more targeted your site is, the more likely you are to get good search engine traffic.
5. Partner with an architect and sell house plans/barn plans/shed plans. There is huge demand for plans on the Internet. This area is a good chance for you to combine your Internet Marketing Expertise with someone with a completely different area of expertise.
6. Develop a hair site. This is one of the most undeveloped areas on the Internet. There are a number of different ways you could do this... have pictures of hair to inspire people, have a guide for parents to cut their children's hair, have a guide showing someone how to become a hairstylist (You could partner with a current hair specialist and gather the above information very easily).

One of the best hair sites I have seen is www.thehairstyler.com, where you can upload your photo and view what you would look like with many different hairstyles. This is a great type of technology which will become more and more prevalent in the future (for example you will be able to try on clothes in a virtual clothes shop!).

7. Develop a site of party ideas. You could sell advertising space, or direct visitors to affiliate sites where they can buy party supplies. You could use the RSS/XML technology here too, and have a feed of party ideas to other sites, which would encourage people to come to your site.
8. Jokes are a great idea for a viral site. Gather a collection of jokes and collect email addresses in exchange for allowing people to forward the jokes on. Or have a “joke of the day” service.
9. Coloring pages are extremely popular, and are definitely a product that you could give away free at the start but charge a price for a premium version. Parents will be happy to pay if it means keeping their kids quiet for a day.

I am sorry for being repetitive, but don't you think there is potential for a “coloring page of the day” service?

10. Do a guide site for the world's beaches and earn either AdSense revenue or affiliate commissions by sending visitors to related tourist sites.
11. Develop a site advertising used Ferraris. The more expensive the product, the higher your advertising revenue is likely to be!
12. Do a guide for athletes who want to reach peak fitness. Again, this would involve partnering with someone offline in a Joint Venture. I speak about this in my Niche Marketing email course.

Online video and virtual reality type video is an emerging technology, and we are already seeing some health and fitness sites showing demonstration videos of exercises. Which type of site is going to be more popular, with video or without video?

13. Develop a “quote of the day” style newsletter, and sell advertising space in each email once you develop a list. You could even offer affiliates a small commission for every signup you get, as the bigger your list, the bigger your advertising revenue. You could also segment your list so that you are showing multiple ads each day, further increasing your revenue.

This is currently being done with the Daily Marketing Ace (www.dailymarketingace.com).

14. Partner with someone with relevant experience and develop a guide to doing business in Japan. People would be happy to pay for this, as there are significant cultural differences which can have a big effect on personal relationships.

In fact, developing overseas relationships is one of the biggest challenges facing internet marketers. The Internet is huge in the English speaking world, but some other countries are only beginning to emerge (like China for example). Those who can develop the best relationships will profit the most.

15. Aquariums are very popular, so develop a site as being the ultimate aquarium resource. There would be good AdSense revenue and affiliate commission to be made here.
16. Develop an advertising site for your local town, or a town near you. Once you can prove that you are getting relevant search engine traffic, then you can charge local businesses to advertise on the site.

You could then develop a local search engine specifically for your area, and get people to pay you to be listed in it.

17. There are a few sites based on the “How to catch a cheating spouse” concept. More and more marriages are breaking up and there is a lot at stake financially, so you can take advantage of this.
18. More positive perhaps is to try and help marriages which are at risk... so you could teach people how to rekindle the love in their marriage, like www.stopyourdivorce.com. This site is a great example of an internet marketer partnering with a professional (the internet marketer is Dean Jackson, who likes to stay out of the spotlight).
19. Develop a local used car advertising site for your community (this could also be incorporated into No. 16 above).

Keep this local business model strongly in mind. As the Internet matures it is becoming more and more important to be a big player in a niche market.

20. Build a resource site for overweight people. Not telling them how to lose weight, but pointing them towards plus size clothing and plus size furniture. There is good affiliate commission potential and AdSense revenue potential too.

Weight loss is a massive area, and I loved the idea in Mike Mograbi’s “378 Internet Marketing Predictions” that in the future you will be able to upload a photo of yourself and then view what you would look like at different weights. How inspiring would that be to lose weight?

21. Everyone wants to be a more interesting character, so develop a guide to “How to become more interesting”. This is not just something you are born with. I recently read a book by Dan Kennedy where he said that some years ago he wanted to inject humour into his public speaking... so he went and researched how to do this. Now the work has paid off and it just comes naturally.
22. In conjunction with the Japanese business site, you could have a guidebook of Japanese business phrases. (Maybe give this away free and get people to pay for the business guide).
23. As more and more people are working from home, they are also becoming very inactive, so you could develop a workout program that people could do from home. As I mentioned earlier, an exercise site will be even more attractive if you have video clips on it.
24. An even better version of the workout at home guide would be a piece of interactive workout program software. People could put in their weight, height and current level of physical activity, and be given a pre-programmed customized workout. Then they could enter the exercise they did each day, and the program would be modified to account for this. If you did this online you would be able to charge a monthly fee for it.
25. Do a guide to yard and garage sales. This could be done from 2 points of view – firstly to teach the seller how to earn the most money, and secondly to teach buyers to pick up bargains. You could also include a guide for people to sell their stuff on ebay.
26. Do a guide on how to have the healthiest hair possible, and make commission on hair care products.
27. Develop a site where people can design their own business cards or wedding invitations. You could do a joint venture with a local printer, and when the visitor designs the business card or invitation, it is sent to the printers and the printer fulfils the order.
28. Sell speciality or novelty clothing (like boxer shorts, novelty ties, or custom baseball hats). There is a surprisingly large demand in these niches, and I have heard of a number of people who are running 6 figure businesses in these areas.
29. Sell printable t-shirts. The customer can select style and wording (like in No.27), the design can be sent to the printers and then sent to the customers. You could also do XML feeds of the designs and letterings so that people could syndicate the process on their own sites and earn affiliate commissions.

30. To continue the same theme, sell sports gear to any kind of team. They just select size, quantity, numbers and names, and the order is fulfilled by your sporting goods supplier.
31. Do a website selling dog kennels or other dog accessories. There are a lot of dog owners around. This would be best done by having a general dog site with loads of useful information, and then affiliate links and AdSense ads.
32. Develop some sort of online version of “Chicken Soup for the Soul” – ie a collection of inspirational stories. It would be very easy to develop a strong community around this site, and advertising space could be sold.
33. Develop a big site of knitting designs, sewing designs, and embroidery designs. You could give some designs for free and then charge a fee for access to more. This would require a partnership with someone who is passionate about the topic.
34. Do a guide to growing, cultivating, and pruning apple trees. I was surprised by the popularity of this niche market. I really like the whole gardening niche, and I judging by the success of the gardening programs on TV, there is a lot of potential for gardening multimedia products.
35. Continuing on the gardening theme, you could develop a piece of software that tracks people’s vegetable growing. It could have recommended growing times and give the user reminders of what work they have to do in their garden. It could take into account different factors like the location and climate of the user.
36. If you are going to become an affiliate for something, it is always good to write your own report about the topic first. In this case, I noticed that the famous investor Warren Buffett has appeared a few times in the Niche Database. So you could do a quick report summarising Warren Buffett’s investment strategies, and at the end of it point the reader towards purchasing more detailed information, which of course you would earn an affiliate commission on.
37. It is always a good idea to bring a market down to the lowest niche possible. So instead of doing a general website about furniture, why not get more specific and do something about one item or style of furniture (eg Italian furniture or antique furniture). Experts in these fields would be happy to provide you with information and further resources for customers.
38. Or if we are talking about kitchens, instead of doing a general guide to kitchens, why not do a couple of different ones... like “low budget DIY kitchens” or “top of the range kitchens”?
39. Do a guide to the stages of pregnancy for women. But add a little twist and in the form that your website visitor fills out to get the information put a box for the due

- date of the child. That way you could follow up around the time of the birth and develop a relationship.
40. Template sites are a great idea. If you are proficient with any Web Design software, or Microsoft Excel or Powerpoint, then you can develop your own customized templates to sell to people.
 41. On the same train of thought, if you are proficient in any software program, then you can do your own video tutorials or book of tips and tricks so that other people can learn your secrets. But you can also reverse-engineer this one and teach yourself how to use a program with the specific intention of then teaching other people how to use it.
 42. Or another variation is... when someone comes out with a new software application, try to be the first to become an expert with that program. Then you can do a detailed review of it, a user guide for it, and you are almost certain to be one of the top selling affiliates for it. The owner will also be happy because you will have taken a certain amount of technical support of their hands.
 43. Do a guide to baking bread or cakes. This is another one where you could develop multimedia products (DVDs or videos of someone actually doing the cooking). And you could have a feed of baking recipes going to other sites, so that you get relevant traffic to your site.
 44. As the baby boomers are getting older, everybody is talking about retirement, and specifically how to manage the financial aspect of retirement. So you could easily partner with a financial planner to produce a guide to retirement, with a few related services tacked on to the back-end.
 45. Truck accessories are very popular online, and one of Corey Rudl's first featured websites in www.secretstotheirsuccess.com was a guy who makes a few hundred thousand dollars a year online selling truck bed covers. There are other niches like truck tool kits, or truck seat covers that you could also market too.
 46. As you well know, computer games are extremely popular. But it is a very competitive niche. However, a lot of computer gamers look for cheats for games, so if you could gather a collection of cheats, that would draw people to your site. And then you could recommend different games to these people.
 47. Dogs (again!) – I have seen quite a few dog niche sites lately, most of them to do with looking after and training your dog. But the key is that the sites do not just deal with dogs in general, but each one deals with a specific type of dog. This way the owner feels like you really are the expert on their particular breed of dog. The key point to consider is that the smaller the niche your site is in, the more you will be considered an expert in that niche.

48. And one more on the dogs... we have talked about information for dog owners and accessories for dogs, but we haven't mentioned dogs for sale. A lot of people are looking to buy dogs, so you could have an advertising site where people can automatically submit their ads.
49. Tattoos are very popular on the Internet. There are a huge number of searches, but it is still a market with a lot of potential. This is definitely one where you do a survey first to see exactly what people are looking for in this niche!
50. Dieting is one of the biggest markets on the Internet, but it is also quite competitive. However, don't let that stop you try to get a part of it. I definitely think you should try and be innovative in this area and maybe develop a piece of software that could give meal recipes, nutrition advice and keep track of weight loss progress. In this way, the customer becomes attached to the site and will be happy to pay you a monthly fee for it.

And remember I mentioned earlier about the futuristic weight loss sites where you will be able to look at a slimmed down version of yourself... watch out for that!

51. The weddings niche is another good one to try and break into, because of its sheer volume. Since a wedding is a one-off event, you need to do as much cross-selling as possible (so sell your visitors wedding planning, dresses, cakes, photographers etc).
52. Pay per lead sites – this is one I have not looked into in too much detail, but I certainly will do in the future. Many companies pay you for leads. In other words, if you get people to go to a site and fill in their contact information, you get paid even if you don't close the sale. You should definitely check this out more... I know for a fact that you can be paid \$40 for every lead you send that fills out the form... now that really sounds like easy money!
53. Home decorating is another interesting niche, and one with great potential. There are so many different skills involved in home decorating, so you could either do niche sites for some of the different areas (eg Plumbing, Painting, Carpentry), or you could put together a site that contains information on all areas of home decoration. My preference would be to have one big site with loads of video clips on all the areas. People would look on this as a very valuable solution to all their home decoration needs and would come back to you every time they needed to do something else. You could also then follow up with them and recommend where they should buy tools and materials.
54. Book reviews are a great way of making affiliate sales. The key is to always be reviewing the latest books as soon as they come out. That way, when someone enters the book name + review into the search engine, there is more chance of your site being found. Plus, you can collect email addresses and follow up with

visitors to tell them that you have reviewed another book that they might be interested in.

When marketing books (in fact when marketing nearly anything!), you should always be looking at Amazon.com's strategies. For example, today I got an email from Amazon notifying me that there was a new book just about to be released by an author whose previous book I had purchased.

55. I mentioned house plans earlier, but there are 80+ different entries in the Niche Database containing the word plans. Some of these relate to bill plans for cell phones, so you could do a comparison of these plans and direct people to the most cost-effective one (this will not get you the maximum commission payment, but will gain you the trust of your visitors). This can also be done for long-distance call plans very effectively, and software could be developed to go and compare the rates.
56. Sticking with the plans concept, in addition to house plans, shed plans and barn plans, there are also cabin plans, floor plans, bar plans, lesson plans and deck plans. A lot of these would sell very well both online and offline, and would be the basis for a very profitable business. In partnership with an architect or interior designer, you could easily market yourselves as the experts in the field.
57. People look online for car safety ratings. You could research these and set up a site with the results. Then you could have a "dealer finder" for each type of car, where dealers could either pay to advertise or you could get paid for each click you send to the dealer websites. You could also collect email addresses by promising to send updated versions of the reports once you receive them.
58. The Internet is extremely popular for buying tickets. I have certainly bought tickets to a number of events online. Now, I am not sure what type of business/affiliate model these sites operate, but if you research it I am sure there is a way of earning money from sending traffic to ticket websites.
59. If you have a particular musical talent, then you can make the most of it online. The best example I have seen of this is Jermaine Griggs' www.hearandplay.com, which is taking in \$400k+ a year. There are loads of searches for musical instruments, guitar tabs and other music related stuff. Again, this is one where you may have to find a specialist to partner with to make it work.
60. Set up a site to sell an unusual niche product... something like magnets or key rings or corkscrews. It will be much easier to dominate a small niche like this than to target a bigger one like electronic equipment.
61. Target a specific skill that people would like to improve to make their lives more efficient. The 3 that I can think of off the top of my head are typing, time management and speed reading. While these markets may appear to be fairly

- crowded, the beauty of them is that they appeal to a broad range of people so the markets are still not saturated.
62. Start a site to sell educational tools for children. This is a very important issue these days, and parents are very worried about their children's education, for a number of reasons. So you could build in a very strong appeal in your sales copy.
 63. This is an idea that I came across in Bill Myers' site. It may be slightly technical, but it could still inspire you. A friend of Bill went to NASA's site where there are thousands of photos of the Universe (all the stars and galaxies). These photos are all in the public domain, so he took a lot of them, and arranged them in order of distance from the earth. He then converted the photos into a movie and copied it to DVD. So he now has a DVD which is a journey from Earth through the Universe... an amazing concept!
 64. Here's another wedding one I noticed. A lot of people look for photos of wedding cakes, wedding dresses, and wedding hair styles. So if you provided these don't you think there could be possibilities to sell affiliate products too? The best affiliate sites are the ones where it looks like you are providing free advice and then subtly sending the prospect on to another site.
 65. I recently had a joke played on me where I received a phone call from abroad asking if I would accept a collect call. The conversation went on for a couple of minutes before I realised that I was actually talking to a machine! While maybe being a more advanced venture, a website could be linked to a number of phone lines to provide a similar service.
 66. I mentioned electronic equipment above, and how competition is fierce in a niche like that. However, it is possible to dominate a smaller niche as an affiliate. One area that I came across is sewing machines, but there are plenty of others like dj equipment, lighting equipment etc. The key if you are doing reviews as an affiliate is to do your research and to try and remain as honest as possible without being tempted by higher affiliate commissions. This way people will respect your opinion, and you can get some positive feedback to use as a testimonial on your site.
 67. Private labelling is a very good upsell or backend opportunity. This involves taking someone else's product and repackaging it to sell as your own. There are many people out there with good products but who lack the marketing skills necessary to reach a wide enough audience. So if you find a suitable product you could work out a deal with the owner to sell it under your own name. Don't be afraid to negotiate with the owner... if you have more reach than he or she has then you could strike a deal to pay as low as 20% for every unit sold.
 68. So far I have not mentioned gambling. This is a huge market! I have a friend who recently quit his job and is now thinking of becoming a professional poker player.

However, his goal is to become good enough and get enough credibility to be able to write a book teaching other people how to play poker. This way he gets to leverage his experience. Do you know anyone with particular gambling talents that you could do a JV with?

69. Sticking with JVs, you should always keep an eye on what is going on in the outside world. Through your absorption of internet marketing knowledge, you are already a few steps ahead of offline business people. Always be thinking about ways you could help your local businesses grow by applying online marketing techniques to them. The most simple way to do this is to advise them to start collecting customer e-mail addresses so that they can be advised of special promotions when business is slow. I promise, you could be eating out for free several nights a week by implementing these ideas in local restaurants!
70. Do a site where people can advertise to sell horses. A concept to look into here would be to pay affiliates for traffic or signups and then use the traffic numbers to bring in advertising revenue (you could set your affiliate program to only pay leads coming from certain sites). While you would have to test this model very carefully, it could be applied to sites selling anything.
71. Write a booklet advising businesses how to get grants, or save in taxes, or cut costs. A friend of mine works in a business called “Expense Reduction Analysis”, where he goes into companies and offers to reduce their costs, and in return he will take 50% of the first year cost savings. A very simple concept, but the point is that people are willing to pay you to save money for them.
72. For some products, people do their research online, but then go down to their local store to buy it. I would imagine this particularly applies to household stuff like furniture. So why not strike some sort of coupon deal with local businesses – something like... you attract potential customers to a site that reviews furniture. Then you have coupons for each shop, where the customer gets a 10% discount in that store. And for every customer who presents the coupon, you get a commission from the store.
73. Another big topic is Child Modelling. So why not create an information product showing parents all the resources they need for their children to get the best start in the modelling world. This is one where if you had a partner with some experience in the area, it would be very simple to do. Just put up a survey and ask parents what they really want to know, and then go answer the questions.
74. This one concerns people going for job interviews. People look for interview tips and techniques, cover letters, and resume tips. So these could be all combined into one big package that gives people everything they need to know about securing the job. Also, if you built up enough expertise, you could start doing interview coaching over the phone (or on video streaming on the Internet).

75. There are a lot of references to wood in the Niche Database. So what about doing a general site... something like allaboutwood.com. There are so many different products you could sell as an affiliate that this is definitely one worth looking into.
76. Crosswords are very popular online. Personally, I'm not sure where to get crosswords, but if you could, it might be possible to start a service of sending people a link to a crossword puzzle every day. You could either do it for a fee, or do it for free and charge people for advertising on a site where the puzzle is. You could make this one really viral by getting people to recommend friends to the service!
77. A similar business model could be applied to joke of the day or quote of the day (charging advertising on a free daily service). Or you could promote affiliate programs? Remember though, if you are doing something like this, the key is to make it viral as quickly as possible so that you have more ways to monetize your product.
78. How about doing a guide to backpacking? You could make this a real community, and get people to log in and write descriptions of various places they have been to in the world (or keep an ongoing travel diary). And then have AdSense ads on all the pages, so when someone arrives on a page they might read the reviews that are there and then click on the AdSense ads. You could also charge for advertising, and maybe even give the travellers commission for signing up advertisers along the way.
79. Yet another twist on the dog site idea is to do a site about dog breeding. I imagine there is so much information here, and that if you really did a lot of research in this area you could sell the information as a moneymaking opportunity for the buyer.
80. Do a product on brainpower, or "How To Improve Your Memory". Again, this is something that appeals to the masses – everyone wants to improve their memory!
81. Do a guide on "How To Clean Out Your Computer". This is something I would buy off you right now, as the performance of my computer has got noticeably worse in the last few weeks.
82. Here's a general tip for product ideas. If there is ever anything in your life that you have improved your efficiency at, take note of it. Chances are there are plenty of other people who would love to hear about it. Or if you ever say to yourself "I wish I could do something", then look and see if the information is already available. If it is available, then ask yourself why you hadn't already heard about it – maybe the marketing of the product is poor and you could develop something similar and market it better. If it is not available, then try and determine if there is a market for it and whether you have a viable product idea.

83. How about doing a guide to camping. The thing about camping is that there are so many different kinds of equipment. This is definitely one to do as an affiliate site. Fill the site up with content about camping (there are so many different useful pieces of information you could give), and then you could have links to affiliate programs and AdSense Ads.
84. This is a real speciality one... make a product aimed at airplane owners. It could be a guide on places to fly to, information about different types of planes or flying tips. But you could also charge people to advertise planes for sale on your site. There are 2 big advantages here – firstly airplane owners tend to have a lot of money, so they won't mind spending money on information, and secondly advertisers will pay good money for ads since airplanes are so expensive. So if you can get airplane owners to your site, then you potentially have a winner.
85. I laughed when I saw “fishing software” in the database, but when I looked it up on Google, sure enough, there were some sites selling fishing software. The basis of it is every time you go fishing you can keep a log of the conditions, the bait you used, what fish you caught etc., and soon you have a big pool of fishing information to give you an advantage over your competition. There is nothing to stop you doing something like this... chances are most fisherman don't visit online too often, so you could also advertise this in fishing clubs and magazines.
86. On the same track, software could be developed to chart your progress in any number of sports. The obvious one is golf. It is amazing how much you can learn about your golf game by tracking your scores... it is the single best way to identify how to improve your game. While this may already be quite popular, I am a golfer and I know very few people who actually track their scores, so the market is still there to be exploited. Or how about hosting this online and let people track their progress against that of other people?
87. How about partnering with someone creative and creating a guide to how to make things at home... like roman blinds, cushions, picture frames etc. You could then create a deluxe version and sell it as a multimedia product.
88. I was also surprised by the number of people who look for information on ferrets. This is probably a market that has never been exploited by a savvy marketer, but it's only a matter of time!
89. Another popular area is government auctions. You could get as much info as you can about how people can pick up bargains at these auctions, and sell the guide. And do you think that the same people who buy this guide might also be interested in a guide to picking up bargains on ebay?
90. A great idea is to partner with a successful business owner to prepare a product teaching fellow business owners in that industry how to grow their businesses.

We all know from our experience on the Internet how seductive an offer like that can be! The key here is that you are presenting yourself as an Internet Marketing expert, and the business owner will view you as vital to making the product a success on the Internet. This can be done for most businesses.

91. If you know someone with an inspiring story to tell, then make sure they tell it. My personal trainer recently told me that 4 years ago he weighed 120 kilos and could hardly run around the block. And now he is making a living as a personal trainer! Watch out for a future website on this one, I'm already thinking about the sales letter! People love these stories and immediately want to emulate the person in question. So if you know someone like this, then make sure their story is heard!
92. The George Foreman grill pops up a few times in the database. The next time a product like this comes out, and has all the signs of being a sensational success, why not buy it at the very beginning, collect recipes for it (or user tips and hints), and develop a website selling it as soon as it comes out. Pretty soon, you will be the established expert for that product.
93. If you are just starting out, you should consider becoming a joint venture broker for other people. It is often a lot of hassle trying to get people to promote your product for you so if you join 2 tier affiliate programs, you can sign up as many affiliates as possible below you and build up an income that way. This is also a good way to build relationships with people.
94. Did you know that women do more shopping online than men? (I suppose it's only natural!). But how many Internet Marketers target specifically women? This is something you should definitely learn how to do. One option would be to sell beauty tips, or makeup tips... there could also be some good backend revenue in this.
95. Another option could be to sell perfume. Have a look at www.iamfragrance.com. There's actually a top Internet Marketer behind this site! The key on this site is that they actually send out a sample of the perfume, which leads to good repeat sales.
96. I met a guy called Dave Harber recently. Dave sells customized poker chips at www.homepokerchips.com. In fact his business card is a poker chip with a picture of himself and his wife! A truly inspirational business!
97. Have a look at this site: www.starscapes.com. OK, I know the site is tacky, but the concept is great. This guy is selling a business opportunity to people. And the business is painting perfect star formations on people's bedroom ceilings! I think he charges something like \$2,500 for the opportunity. Do you know anyone who can do anything like this that you could partner with?

98. Here's one that is very topical. It has just been announced that a cure has been found for rheumatoid arthritis. Now, I have no ideas what the treatment involves, but it could be worth looking into.
99. Again, this is more a general piece of advice than a pure website idea (we are almost finished after all!), but you should make a point of looking out for fashion trends as they are happening. If you haven't already read *The Tipping Point* by Malcolm Gladwell, go and buy it now... it will alter the way you think about things dramatically. From when you read it you will always be on the lookout for the latest trends, which gives you a great chance to capitalise on them as soon as you identify them.
100. OK, I'm really cheating now. The above ideas will be useless to you unless you **TAKE ACTION RIGHT NOW!** While you might not like all of the ideas contained here, you cannot deny that there are some very good ones there. I hope that I have inspired you, even in the smallest way, and nothing would please me more than you implementing some of them!