

Mega and Micro Trends to Capitalize On...

- Making money
- Starting a business
- Solo entrepreneurship
- Women in business / entrepreneurship
- Minority-owned business start-up
- Baby Boomers starting a business
- Generation Y Entrepreneurship
- Conscious entrepreneurship
- Growing a business
- Retirement - postponement and planning for it
- Travel and tourism
- Social shopping – online and on the move
- Outsourcing social media / social media management / measuring ROI
- Mobile applications (the “app trend”)
- Hybrid events - a physical event with a virtual extension before, during or after the physical event takes place
- Diet and exercise
- Raw food
- Organic food
- Gluten-free food
- Losing weight
- Looking younger
- Better relationships
- Managing conflict
- Avoid divorce
- Sexuality
- Healthcare and social assistance (having to do with healthcare reform)
- Home care
- Men’s lifestyle market (products and services that cater to affluent, youngish demographic; think “manhide” and Dove products, bacon-flavored toothpicks)
- Sustainability and going “Green”
- Better parenting
- Smarter children
- Time management
- Getting a job
- Reduce stress
- Live your life’s purpose
- Live your life’s dream
- High-end beauty at an affordable price (think fashion, accessories, hair color, etc.)
- Easy, inexpensive ways to workout / build physical fitness
- Personal fitness training
- Dating
- Internet TV – get your .tv website!
- Online training and learning
- Financial stability – preserving cash and assets, how to do it
- Services and products for people age 65 and older
- Advisory boards - people who have skills and experience that will directly help the business owner move their business forward