

# **THE STARVING CROWD CRASH COURSE**

How to Find Hungry Buyer  
Niches and Turn Them Into  
Profitable Online Businesses



**Niche Validation Scorecard**

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## Niche Validation Scorecard

*Test your niche idea step by step and see if it's a true starving crowd.*

**Niche Idea:** \_\_\_\_\_

### Step 1: Emotional Intensity

- What strong emotions are people expressing in this niche?  
(e.g. fear, hope, desire, obsession, identity-driven statements)

→ \_\_\_\_\_

**Score (0–2):** \_\_\_\_

### Step 2: Ongoing Problems or Desires

- What problems/desires keep recurring in this niche?  
(e.g. yo-yo dieting, endless new gear, constant upgrades)

→ \_\_\_\_\_

**Score (0–2):** \_\_\_\_

### Step 3: Proof of Buyer Behaviour

- List 3 products currently being sold in this niche:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

- Are there reviews/testimonials? Y/N

Score (0–2): \_\_\_\_

#### Step 4: Community Buzz

- Where are people actively engaging in this niche?  
(Facebook, Reddit, TikTok, YouTube, podcasts, Substack, etc.)

→ \_\_\_\_\_

Score (0–2): \_\_\_\_

#### Step 5: Repeat Buyer Potential




- What products/services could people buy again and again?  
(subscriptions, supplements, collectibles, seasonal items, etc.)

→ \_\_\_\_\_

Score (0–2): \_\_\_\_

 Total Score: \_\_\_\_ / 10

#### Result

- **8–10 points:**  *This is a Starving Crowd. Move forward!*
- **5–7 points:**  *Promising, but run a small test first.*
- **0–4 points:**  *Probably not worth chasing right now.*





## Want Ongoing Support From People Who “Get It”?

You don't have to do this alone.

When you're part of a real community of focused, like-minded people - the kind who are building real side hustles, experimenting with AI tools, launching digital products, and learning together - everything becomes easier.

**That's exactly what you'll find inside my Internet Cash Stream group on Skool. - [internet Cash Stream](#)**

We've got:

-  Step-by-step trainings and mini-courses on income models that work
-  Regular updates on what's working right now (including AI tools and automation tips)
-  A distraction-free space where your questions get answered
-  A friendly group of people cheering each other on — no hype, just help

If you're serious about building a sustainable online income and finally getting results... this is where you want to be.

[Join us here](#) — It's currently free to join