

# THE STARVING CROWD CRASH COURSE

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



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## Introduction: Why a Starving Crowd Changes Everything

If you've ever tried to make money online and felt like you were pushing a boulder uphill, you're not alone. Many people build websites, create content, or even launch products... only to be met with silence.

No clicks.

No sales.

No momentum.

The truth is the problem isn't your effort. It's not that you're "bad at marketing". It's not even that your product or service isn't good enough.

The real problem? You might be trying to sell to the wrong crowd.

Legendary copywriter Gary Halbert once said:

*"The most important thing in business is a starving crowd."*

Think about it: if you've got a hungry group of people who are desperate for a solution whether it's to ease a pain, chase a passion, or satisfy an obsession, selling becomes *easy*. You don't need fancy funnels, slick branding, or endless ads.

Have you ever been to an event, like a football game and there is only one burger stand there? No other food outlets? It doesn't matter how good or bad the food is you'll buy it if you're hungry - right?

It's the same in business you just need to put the right offer in front of the right people.

That's what this crash course is all about: helping you find your own *starving crowd*. A group of buyers who are emotionally invested, ready to spend, and already proven to take action.

Once you know how to spot them, you'll never waste time on "dead" niches again.

Inside, you'll discover:

- What makes a starving crowd different from a casual audience.
- A step-by-step process to identify and validate profitable niches.
- Simple ways to turn niche ideas into real, income-producing offers.
- Bonus checklists, worksheets, and examples to get you moving fast.

By the end of this course, you'll have more than just knowledge - you'll have a practical system you can use again and again. Whether you're starting from scratch or looking for your next profitable project, this is your shortcut to selling into demand that already exists.

Because remember... the fastest way to succeed isn't convincing people to want what you sell. It's finding the people who already want it and showing up with the solution.

Welcome to *The Starving Crowd Crash Course*. Let's dive in.

## Chapter 1: What is a Starving Crowd?

Before we go into the “how”, let’s get crystal clear on the “what”. What exactly do we mean when we talk about a *starving crowd*?

The idea comes straight from legendary copywriter Gary Halbert, who once said that the most important factor in business success isn’t the product, the price, or even the marketing... it’s the *crowd*.

If you’ve got a hungry crowd of people, buyers who are desperate for solutions, you don’t need to twist arms or beg for sales. You simply step in front of the demand that already exists.

### The Difference Between an Audience and a Starving Crowd

Not all groups of people are created equal. Here’s the key distinction:

- **Audience:** People who are *interested*. They might like content, browse ideas, or “follow” for fun. But they aren’t opening their wallets.
- **Starving Crowd:** People who are *driven*. They’re actively looking for solutions, emotionally invested, and willing to spend repeatedly to fix a problem or fuel a passion.

Think about it... would you rather try to convince someone who's mildly curious, or serve someone who's already shouting "*take my money!*"?

In the past I've referred to these people as being part of a hot target market. These are the type of people we want to be going for.

If you think about it the expression 'sell to them' implies several things.

- We need to find a bunch of people, visitors to our offer from some form of marketing – solo ads, other paid ads etc.
- We then need to convince these people who have probably never heard of us before today that they need what we're offering.
- And then we need to convince them to buy it from us.

If you think of it like that it's no wonder that we fail to sell more often than not.

Isn't it so much better to get in front of people who already want what we're offering and show them that we are the people to get it from?

## **Traits of a Starving Crowd**

Here are the signs you're looking for when evaluating a niche.

### **1. High Emotional Involvement**

- People don't just "like" the niche - they *identify* with it.
- Example: "I'm a runner". "I'm a dog mum". "I'm a prepper".



## **2. Urgent Problems or Strong Desires**

- Pain or passion drives quick action.
- Example: acne sufferers desperately seeking solutions, or guitarists hunting for the perfect new gear.

## **3. Repeat Buying Potential**

- The best starving crowds don't just buy once. They come back again and again. They're fanatical to the point of being obsessed.
- Example: supplements, planners, hobby gear, collectibles.

## **4. Active Communities**

- They gather, talk, and share. Forums, Facebook groups, TikTok trends, Substack newsletters.
- Engagement is a huge signal that people care enough to act.

## **5. Proof of Purchases**

- The simplest test: are they already buying?
- Look at Amazon reviews, Etsy shops, affiliate programs, or ads being run in that niche. If people are spending, it's a sign of life.

## Examples of Starving Crowds in Action

- **Pet owners:** A dog with health issues can send owners scrambling (and spending).
- **Weight loss seekers:** Always a new diet, supplement, or system to try.
- **Hobbyists:** Photographers, gamers, crafters - hobbies become identities.
- **Collectors:** From vintage vinyl to Funko Pops - once the collecting bug bites, it's endless.

## What You've Learned

A starving crowd is more than just a niche. It's a group of people who are:

- Emotionally invested,
  - Already spending money,
  - Hungry for solutions...
- and they'll keep coming back for more.

Your job? Learn to spot these signals early — then put yourself in front of them with the right offer.

## Chapter 2: Why Your Niche Makes or Breaks You

Here's a truth that most online entrepreneurs learn the hard way:

You can have the best-looking website, the slickest sales funnel, or even a brilliant product... but if you're in the wrong niche, none of it matters.

The right *starving crowd* is like rocket fuel. The wrong niche is like quicksand.

### Why the Right Niche is Everything

- **Effortless Sales:** When buyers are already hungry, you don't need to "convince". You just show up with the solution they're searching for.
- **Easier Marketing:** Content ideas, email angles and social posts come naturally because the niche is buzzing with conversations.
- **Loyalty and Repeat Buyers:** A starving crowd doesn't just buy once, they become customers for life.
- **Higher Profits:** Desperation or passion means they'll happily pay a premium for something that truly meets their need.

- **More Fun:** Let's be honest building a business in a niche that excites people is a whole lot more motivating than trying to push a product no one really cares about.

## **The Danger of Dead Niches**

On the flip side, here's what happens when you pick the wrong market:

- You fight for every sale.
- You burn money on ads that don't convert.
- You waste months building something nobody really wants.
- Worst of all, you start to doubt yourself.

It's not that you're doing things wrong, it's that the niche simply isn't buying.

## **The Shortcut Most People Miss**

You don't need to create demand from scratch.

Too many people try to "educate" the market, trying to convince uninterested people that they *should* want what's on offer. That's slow, expensive, and frustrating.

And fails more than it succeeds.

The shortcut? Step into a niche where the demand is already overflowing. Where people are practically raising their hands and shouting, *“sell me something that works!”*

## **Evergreen Crowds vs. Temporary Frenzies**

Not all starving crowds last forever, though. Some are evergreen, some are fads. Both can be profitable if you know how to approach them.

- **Evergreen Niches:** Pets, health, hobbies or relationships. These and others like them are always in demand.
- **Temporary Frenzies:** Viral diets, trending gadgets and TikTok obsessions. Niches like these are great for quick wins, but they fade.

The sweet spot in all of this? Build your foundation in an evergreen starving crowd... and, if you like, chase a few temporary frenzies for extra cashflow.

## **What You’ve Learned**

Your niche choice is the single biggest factor in your success. Get it right, and everything else gets easier. Get it wrong, and even the best product or funnel will struggle.

This is why the rest of this crash course focuses on giving you a *clear, repeatable process* to find starving crowds over and over.

## Chapter 3: How to Spot a Starving Crowd

By now, you know *why* a starving crowd matters. The question is: how do you actually **find one**?

The good news is you don't need fancy software or complicated analytics. You just need to look for the right signals and they're hiding in plain sight.

Here's the step-by-step process you can use to spot a starving crowd in any market.

### Step 1: Look for Emotional Intensity

- Are people in this niche emotionally involved?
- Do they talk about it in terms of identity (e.g. "I'm a runner", "I'm keto", "I'm a gamer")?
- Do you see passion, frustration, or obsession in their language?

Why does emotional intensity matter? Emotion drives action. The stronger the emotion, the hungrier the crowd.

### Step 2: Drill into Urgent Sub-Niches

Broad markets like *health* or *pets* are huge. But starving crowds usually gather in **specific pockets or sub-niches**.

- Not just “weight loss” → “intermittent fasting for women over 40.”
- Not just “dogs” → “training anxious rescue dogs.”
- Not just “crafting” → “sublimation printing for Etsy beginners.”

Why do sub-niches matter? Sub-niches are easier to dominate and speak directly to urgent problems.

### **Step 3: Check for Proof of Buyers**

Before you commit to a niche ask yourself: are people already spending money in this niche or sub-niche?

- Look at **Amazon**: What books, kits, or products have hundreds of reviews?
- Check **Etsy**: Are sellers moving lots of handmade or printable items?
- Scan **ClickBank, JVZoo, WarriorPlus**: Are affiliates actively promoting?
- Search **YouTube or TikTok**: Are influencers promoting products?
- Search for videos on the topic in YouTube. People will only invest a lot of time watching something that they are interested in. Check how many



views the videos have. Often times there are millions – that’s a hungry crowd.

Why it matters: If money is already changing hands, you’re not creating demand you’re tapping into it.

#### **Step 4: Look for Community Buzz**

A starving crowd isn’t quiet. They’re loud, active, and always talking.

- Search Facebook groups, Reddit threads, or Discord communities.
- Check if hashtags are trending on TikTok or Instagram.
- Look for podcasts, Substacks, or forums with engaged followings.

Why community buzz matters? Buzz = energy. Energy = easier marketing.

#### **Step 5: Assess Repeat Buyer Potential**

Some niches are one-and-done. Others keep buyers coming back over and over again.

- Supplements, planners, training programs, collectibles, seasonal products.
- Is there a “next step” after the first purchase?

- If it's a cure for acne, once it's cured they won't buy any more.

Why does repeat buying potential matter? Repeat buyers = sustainable, residual income.

### **Your Shortcut: The 10-Minute Starving Crowd Evaluator**

To make this process simple, I've included a cheat sheet you can print and use whenever you evaluate a niche idea.

You'll score your idea across the 5 factors we just covered:

1. Emotional intensity
  2. Ongoing problems or desires
  3. Proof of buyer behaviour
  4. Community buzz
  5. Repeat buyer potential
- Score 8–10 points → You've found a starving crowd.
  - Score 5–7 points → Worth testing with a small experiment.
  - Score 0–4 points → Probably not a good use of time.

## Validation in Action: The Scorecard

Alongside the evaluator, you'll also find a **Niche Validation Scorecard**.

This worksheet gives you a place to jot down:

- Emotions you notice,
- Problems/desires people are chasing,
- Products they're buying,
- Communities they're engaging in,
- Opportunities for repeat sales.

Do this for 2–3 niche ideas, compare the scores, and you'll instantly see which has the strongest starving crowd.

## What You've Learned

You don't need to guess. Spotting a starving crowd is about **following signals**:

- Emotion,
- Urgency,
- Proof of buyers,
- Buzz, and
- Repeat potential.

When those signals line up, you know you've found your crowd.

Let's move on and look at business models.

## Module 4: From Niche to Business Model

By now, you know what a starving crowd is, why it matters, and how to spot one. The next step is to answer a crucial question:

*“Now that I’ve found my starving crowd... how do I actually build a business around them?”*

That’s where your business model comes in.

### Why Your Business Model Matters

A business model is simply the structure you use to connect your starving crowd with the solutions they want. It’s the “bridge” between their hunger and your offer.

Choose the wrong bridge, and things feel shaky or complicated. Choose the right one, and you’ll be amazed how quickly results come.

# The 4 Easiest Business Models for Starving Crowds

## 1. The Email List Builder

- Build a simple landing page and give away a lead magnet (guide, checklist, printable, or short video).
- Follow up with a series of helpful emails that recommend products (affiliate or your own).
- **Why it works:** Direct access to your starving crowd, complete control, and repeat selling opportunities.

## 2. The Blog or YouTube Channel

- Create content that answers questions, solves problems, or shares inspiration for your niche.
- Monetise with ads, affiliate links, or your own digital products.
- **Why it works:** Free traffic compounds over time, and your content builds trust and authority.

## 3. The Paid Newsletter or Membership

- Use platforms like Substack, Patreon, or your own website.

- Deliver regular, exclusive content that feeds the crowd's obsession (tips, insights, inspiration, or behind-the-scenes).
- **Why it works:** It provides the opportunity for recurring income and a loyal community.

#### 4. The Digital Product Shop (Etsy, Gumroad, etc.)

- Sell printables, planners, digital kits, or templates designed for your niche.
- Once created, these products can sell again and again without extra effort.
- **Why it works:** They're quick to set up, provide passive income potential, and an easy testing ground.

#### Which Model Should You Choose?

Here's the secret: you don't need all of them. In fact, trying to juggle too many models is a recipe for overwhelm.

**Start with one.** Pick the model that feels the most doable for you right now.

- If you like writing - start with a blog or newsletter.
- If you prefer quick wins - try Etsy printables or a simple email funnel.

- If you want recurring income - go for a membership.

Remember: You can always layer on other models later.

## **Starving Crowd + Business Model = Profit Path**

Think of it like this:

- Your **crowd** gives you demand.
- Your **business model** gives you structure.
- Your **offer** (what you sell) is the bridge that connects the two.

Get those aligned, and you've got the makings of a profitable online business.

## **What You've Learned**

Don't overcomplicate things. Start with one starving crowd and one business model. Build momentum, validate your idea, and grow from there.



## Module 5: Monetisation Made Simple

So far, you've learned:

- What a starving crowd is.
- Why choosing the right one makes all the difference.
- How to spot them using simple signals.
- How to match them with a business model.

Now comes the part everyone gets excited about, **making money from your starving crowd**.

The good news is that monetisation doesn't have to be complicated. In fact, the biggest mistake most people make is overthinking it.

So let's keep it simple.

### 3 Simple Monetisation Paths

#### 1. Digital Products

Create once, sell forever. Digital products are an easy way to serve a starving crowd without dealing with inventory or shipping.

- Examples: eBooks, guides, templates, checklists, printables, mini-courses.
- Why digital products work? Starving crowds crave solutions they can download and use right away.
- Quick start: Take one of the problems or desires from your Scorecard and turn it into a short, focused product.

## **2. Affiliate Marketing**

Maybe you're thinking, Trevor, I don't have a product of my own to offer to them. The good news is it's not a problem.

With affiliate marketing, you promote other people's products and earn a commission on each sale.

- Examples: Amazon products, digital courses, tools, supplements.
- Why it works: Your starving crowd is already buying, you just point them to trusted solutions.
- Quick start: Make a list of products your crowd is already purchasing and sign up for affiliate programs.

You should aim to have your own products in time but that can wait until later when you're more established.

### 3. Memberships & Recurring Offers

The ultimate way to turn buyers into long-term income is to offer ongoing value.

- Examples: Paid newsletter, coaching group, private community, monthly digital kits.
- Why it works: They give you predictable, stable income and stronger relationships with your audience.
- Quick start: Start small, e.g. a \$5/month “insider tips” group on Substack.

#### Case Study Style Examples

- **Dog Owners:** A printable dog training logbook (\$9), affiliate products like grooming tools, and a monthly “dog care tips” newsletter.
- **Preppers:** A digital checklist bundle, affiliate gear recommendations, and a paid membership with monthly gear reviews.
- **DIY Skincare:** A \$17 “Clear Skin Naturally” guide, affiliate skincare tools, and a community for sharing routines.

## Your Monetisation Roadmap

1. Pick **one starving crowd**.
2. Choose **one business model**.
3. Start with **one monetisation method**.

That's it. You don't need to build an empire overnight. Start small, keep it focused, and grow as you go.

## What You've Learned

Monetisation isn't about chasing every income stream under the sun. It's about connecting your starving crowd with the solutions they already want in the simplest, most direct way possible.

## Wrap-Up & Quick Action Plan

You've now got everything you need to understand, spot, and start serving a starving crowd.

Let's quickly recap what you've learned:

- **Introduction & Chapter 1:** What a starving crowd really is and why it's the ultimate shortcut to online success.
- **Chapter 2:** Why the right niche makes or breaks you. Pick the wrong one and you'll struggle. Pick the right one and everything becomes easier.
- **Chapter 3:** How to spot a starving crowd using 5 simple signals and the 10-Minute Evaluator + Validation Scorecard to make it practical.
- **Chapter 4:** How to match your starving crowd with a business model that works for you.
- **Chapter 5:** How to monetise simply with digital products, affiliate marketing, or memberships.

## Your 5-Step Quick Action Plan

1. **Brainstorm 2–3 niche ideas** that interest you.

- Use your own passions, problems, or curiosities as starting points or ask AI what the most popular issues being asked about currently.

**2. Run them through the 10-Minute Evaluator** and fill in the Niche Validation Scorecard.

- Score each idea honestly.

**3. Choose the one that scores highest.**

- Don't overthink this, pick the best one and move forward.

**4. Match it with ONE business model.**

- Email list, blog/YouTube, newsletter, or digital shop. Pick the one you can start fastest.

**5. Choose ONE monetisation method.**

- Either a digital product, an affiliate offer, or a membership.
- Take the simplest route to your first income.

## **My final Words of Encouragement**

Remember, success online isn't about chasing every shiny object. It's about finding a hungry crowd and showing up with what they already want.

You don't need to be perfect. You just need to take action. Lack of action is the biggest single reason people fail online.

Something I heard many years ago that has powered me forward ever since and it's this;

**If you try something you have a potential of failure, if you never try you have a guarantee of failure**

Every time you repeat this process, it gets easier. And soon, you'll have the confidence to spot starving crowds, build offers, and create a business that brings in real profits.

You've got the map. Now it's time to take the first step.

**Your Next Step:** If you'd like to shortcut the research and get *ready-made starving crowds delivered every month*, check out the **Starving Crowd Insider Report** (Upsell 1). It's the fastest way to stay ahead of the curve and focus on building your business instead of digging through data.

I wish you success in identifying and profiting from your *starving crowd*

A handwritten signature in black ink that reads "Trevor".





## 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