

THE STARVING CROWD CRASH COURSE

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



Starving Crowd - Starter Pack

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Starving Crowd Starter Pack

5 Quick-Start Examples to Inspire Your Next Niche

Small Dog Lovers (Especially Seniors)

Why it's a starving crowd: Emotional bond + identity ("I'm a dog mum/dad"), constant spending (food, vet care, toys, clothes), and strong community groups.

Proof of buyers: Amazon dog products, breed-specific Facebook groups, Etsy shops selling custom pet merch.

Monetisation ideas:

- • Affiliate products (food, supplements, grooming tools)
- • Digital products (training guides, printable pet journals)
- • Membership (monthly 'dog care tips + discounts' club)

Biohacking & Longevity Enthusiasts

Why it's a starving crowd: Obsession with performance, supplements, routines, and 'cutting-edge' hacks. Buyers repeatedly spend to try the 'next best thing.'

Proof of buyers: Supplements, wearable tech, premium health apps.

Monetisation ideas:

- • Affiliate marketing (supplements, devices)
- • Paid newsletter (latest hacks & reviews)
- • Courses (e.g. '30 Days to Peak Energy')

True Crime Superfans

Why it's a starving crowd: Highly emotional, identity-driven ('I'm a true crime junkie'), binge behaviour, merch buying, podcast memberships.

Proof of buyers: Paid podcasts, merch (mugs, T-shirts), books.

Monetisation ideas:

- • Affiliate books/courses
- • Merch shop on Etsy/Print-on-Demand
- • Community hub (paid discussions, exclusive content)

DIY Skincare for Hormonal Acne

Why it's a starving crowd: Urgent pain point (appearance + confidence), constant experimentation, emotional desperation for solutions.

Proof of buyers: YouTube tutorials, Etsy homemade skincare kits, skincare influencers.

Monetisation ideas:

- • Printable skincare trackers
- • Affiliate skincare tools/products
- • Digital course: 'Clear Skin Naturally'

Preppers & Emergency Readiness

Why it's a starving crowd: Driven by fear + protection instinct. Buyers constantly stockpile and upgrade. Huge repeat buyer potential.

Proof of buyers: Amazon prepping gear, survival courses, active forums.

Monetisation ideas:

- • Affiliate offers (gear, food supplies)
- • Printable checklists/planners
- • Membership: 'Monthly Prepper Pack' with gear reviews + tips





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