

IM Curator Marketing Tips Series



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1. Making More Money - Most people want to make more money. They want to avoid not being able to buy all their needs and wants. You could target product niches for employment, home businesses, networking marketing, affiliate programs, career advancement, etc.
 2. Increasing Profits And Sales - Most businesses want to increase their profits and sales. You could target product niches about marketing, copywriting, advertising, cutting costs, publicity tips, etc.
 3. Making Good Investments - Most people want to get high returns on their investments. You could target product niches about investing in the stock market, bonds, futures trading, etc.
 4. Getting A Raise - Employees want to avoid being on a low pay scale at their place of work and losing their job. You could target product niches about communicating at work such as asking for a raise, promotions at work, etc.
 5. Getting A Promotion - Most employees want to succeed and offer their employer their best. You could target product niches about moving up the ladder at work, career advancement, over or underachieving at work with the consequences of each, etc.
 6. Working From Home - Many people would rather work at home. You could target product niches about home business start-up, home business opportunities, affiliate programs, network marketing, etc.
 7. Working Less - Most people want to work less but smarter. You could target product niches about businesses that require little or no work, automated income streams, part-time jobs that pay the same as 40 hour a week jobs, etc.
 8. Eliminating Debt - Most people want to control or eliminate their debts. You could target product niches about money management, debt consolidation, stopping debt collectors from calling, etc.
 9. Having Excellent Credit - People want to have excellent credit. You could target product niches about improving their credit reports,
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financial management, how to increase their credit rating, etc.

10. Finding A Bargain - Most people like to find bargains. You could target product niches about being thrifty, negotiating lower prices, where to find good bargains, etc.

12. Retiring Early - Most people want to retire early or at least have money for their retirement. You could target product niches about planning for early retirement, investing for the long term, goal setting, etc.

13. Being Educated - Many want to further their education. You could target product niches about college grants, college ratings, college loans, college living, etc.

14. Save Money - Most people want to save money. You could target product niches about starting a budget, lower bills, stretching their money further, shopping smarter, etc.

15. Being Successful - Most people want to be successful. You could target product niches about making and reaching goals, motivational techniques, getting into the right mind set, etc.

16. Being Lucky - Most people like to win. You could target product niches about gambling, winning contests, picking winning lottery numbers, best casino hotels, etc.

17. Being A Leader - Many people want to be the leaders. You could target product niches about leadership qualities, communicating with their followers, educating people, etc.

18. Being An Expert - Most people want to be considered an expert. You could target product niches about study habits, improving memory, improving brain power, taking action, etc.

19. Looking Credible - Many people want to look credible. You could target product niches about adding educational achievements,

improving career status, publicity your skills, getting in the news, etc.

20. Gaining Information - People generally want to avoid being uninformed about subjects that could effect their lifestyle. You could target product niches about publishing news topics, selling information, creating information products, information technology, etc.

21. Finding A Job - Many people need to understand their role in employment, such as how to get a position. How to successfully be interviewed. You could target product niches about writing resumes, job listing services, job training, etc.

22. Being Beautiful - Most people want to be attractive to others. You could target product niches about beauty products, plastic surgery, hair products, dressing for success, etc.

23. Being In Good Health - Most people want to be in good health. You could target product niches about nutrition supplements, disease prevention, vitamins, healthy diet plans, etc.

24. Living A Long Life - Most people want to live as long as possible. You could target product niches about anti-aging medications, medical examines, fitness products, safe sex contraceptives, nutrition products, etc.

25. Being Pain Free - Most people want to be pain free. You could target product niches about pain medications; the latest medical knowledge and cures, exercises that help relieve pain, alternative pain relievers, etc.

26. Being In Shape - Many people want to be physically in shape. You could target product niches about exercise methods, exercise equipment, video workouts, gym memberships, etc. You could also do joint ventures with firms in the business---offering discounts and such.

27. Being Full Of Energy - Many people want to be full of energy. You could target product niches about energy drinks, caffeine products,

energy inducing diet plans, sleep theory, etc.

28. Being Drug Free - Many people want to be prescription or illegal drug free. You could target product niches about natural medicines, drug therapy.

29. Having A Collection - Most people collect something. You could target product niches such as trading cards, coins, nick-knacks, dolls, plates, old books, glassware, etc.

30. Being Famous - Many people would like to be popular and famous. You could target product niches about how to become famous, being likable, how to attract other to you, etc.

31. Being In Fashion - Many people want to be trendy and in fashion. You could target product niches about fashion information, clothing products, clothing accessories, etc.

32. Being Mind Healthily - Many people want to have good mental health. They want to avoid felling depressed, having anxiety, having limiting beliefs, etc. You could target product niches like self help information, hypnosis, and mental therapy, etc.

33. Be Intelligent/Smart - Many people prefer to be recognized as being intelligent or smart. You could target product niches like increasing grade averages, schooling, raising IQ, increasing mind power, vocabulary, etc.

34. Being Sociable - Many people want to have good social life. You could target product niches like communication tips, communication technology, social events, social gatherings, social skills, etc.

35. Being First - Most people want to be first or number one in life or their profession. They have been convinced thinking first is better. You could target product niches like "first to know" information, how to be a number one (anything), good listening habits, etc.

36. Having No Risk - Many people want to avoid risks in life. They avoid taking risk because they may not be able to afford the consequences. You could target product niches like medical insurance, legal insurance, life insurance, smoke detectors, safety equipment, etc.

37. Being/Finding Love - Most people want to be in love or loved. They also seek to avoid those things harming it. Such as getting a divorce, breaking up, etc. You could target product niches like relationship counseling, dating services, single bars, etc.

38. Getting Married - Many people are looking to get married. You could target product niches like wedding supplies, wedding dresses, consulting and other pre-marital services.

39. Attracting Men/Woman - Most people want to be attractive to the opposite sex. You could target product niches like flirtatious tips, makeovers, attractive clothing styles, perfumes/colognes, etc.

40. Saving Memories - Most people want to retain their memories and remembrances. They want to maintain them and have them to pass down to their children. You could target product niches like cameras, camcorders, photo albums, paintings, diaries, journals, etc.

41. Being A Good Parent - Most people want to be good parents. You could target product niches like parenting guides, parenting classes, anger management, stress management, etc.

42. Having Sex - Most people enjoy sex. You could target product niches like contraceptives, how to guides, videos, magazines, how to be romantic information, dating services, etc.

43. Saving Time - Most people want to save time. You could target product niches like daily planners, instant benefit products such as laundry service, meal planning and delivery, etc.

44. Accomplishing A Goal - Most people want to achieve goals in their life and career. You could target product niches like goal setting information, motivational products, hypnosis, seminars, etc.

45. Gaining A Talent/Skill - Many people want to learn a talent or skill. You could target product niches like educational classes, home training, personal training, how-to publications, how-to videos, etc.

46. Fulfilling a Craving - Most people want to fulfill a craving, especially when dieting. They would prefer things tasting fat or luxurious while not actually being fattening. You could target product niches like low fat foods, low carb foods, sugar free foods, etc.

47. Fulfilling Hunger - People want to fulfill their hunger for food. You could target niche products such as fast food services, food products, spices, instant foods, etc. along with a healthy review of the choices.

48. Quenching Thirst - People want to quench their thirst. You could target niche products like fast drink services, drink products, mixes, instant drinks, handy drinks, etc.

49. Losing Weight - Many people want to lose weight. You could target niche products like diet meal bars, low-carb food, exercise equipment, low fat deserts, hypnosis, diet plans, etc.

50. Fulfilling A Dream/Fantasy - Many people want to fulfill a dream or fantasy. You could target niche products such as finding exotic vacations, reviewing high ticket items, achieving dreams strategies, etc.

51. Being Clean/Sanitary - Most people want to be clean and sanitary. You could target niche product like anti-bacterial soaps, bath and shower products, hand sanitizing, etc.

52. Being Organized - Many people want to be more organized. You could target niche product like schedulers, organizational tips and information, closet organizers, etc.

53. Being Free - Most people enjoy the feeling of being free. They want to avoid feeling confined or restricted. You could target niche products

like home business opportunities, real estate, apartment finding service, vacation packages, etc.

54. Getting Pleasure - Most people want to gain pleasure rather than have pain or discomfort. You could target niche products and services like massage therapy, pain medications, traveling planning, etc.

55. Overcoming Obstacles - Most people want to overcome their obstacles. You could target niche product and services such as motivational audios, subliminal goal reminders, removing limiting beliefs, etc.

56. Owning Rare Possessions - Many people want things that are rare and have value. You could target niche products and services like antiques, diamonds, collectibles, etc.

57. Being Entertained - Most people want to be entertained. You could target niche products like comedy, music, TV shows, books, DVDs, live entertainment, etc.

58. Avoiding Trouble - Most people want to avoid trouble, or if in it to find relief. You could target niche products like legal products, legal insurance, law information, avoiding peer pressure, etc.

59. Having Friends - Most people want to have friends. You could target niche products like how-to-make-friends, communication tips, how to overcome being shy, friendly type hangouts, etc.

60. Being Safe - Most people want to be safe in their life and surroundings. They want to avoid danger or others threatening them or their loved ones. You could target niche products like home safety items, CPR classes, local hazards information, etc.

61. Looking Younger/Older - Many people want to look different than their age. You could target niche products like anti-aging products, make-up, clothes, disguises, etc.

62. Getting Praise - Most people want to be praised, complimented and congratulated for their accomplishments. You could target niche products and services such as self-improvement courses, career aid, public speaking, etc.

63. Having Convenience - Most people want to have convenience. You could target niche products such as labor saving devices, methods and services, quick and easy meal planning, etc.

64. Being Understood - Most people want to be understood. You could target niche products and services like communication techniques, grammar tips, spell checkers, speech audios, etc.

65. Being Environmental - Many people want environmental friendly product. You could target niche products and service that are environmental friendly such as cleaners, chemicals, air fresheners, vehicles, pesticides, etc.

66. Not Wasting - Many people want recyclable products or packaging. You could target niche product and services like recyclable paper, cans, bottles, plastics, metals, etc.

67. Belonging To Groups - Many people want to belong to a certain group of people. You could target niche products and services like clubs, associations, get-togethers, niche seminars, sports teams, etc.

68. Completing A Project/Task - Most people want to complete a certain project or task. You could target niche products and services like following-through tips, taking action, goal setting, etc.

69. Changing Someone - Many people want to change other's minds. They want to avoid a situation that could affect their own life's goals. You could target niche products or services like public speaking, persuasion and influence techniques, copywriting, marketing, non-verbal communication techniques, etc.

70. Having Authority - Many people want to be authority figures. You could target niche products and services like professional classes in

leadership training, parent classes, etc.

71. Gaining Benefits/Feature - Most people want features that will both simplify their life and add benefits. You could target niche products and services like add-ons to a general product---free pick-up and delivery, service plans, free shipping, etc.

72. Solving Problems - Most people want to solve their problems. You could target niche products and services such as problem solving skills, overcoming obstacles, dealing with (a specific problem), etc.

73. Breaking A Bad Habit - Many people want to break their bad habits. You could target niche products and services like quitting smoking, stopping nail biting, quitting over-eating, etc.

74. Gaining A Good Habit - Many people want to gain good personal habits. You could target niche products and services like eating healthily, exercising, getting enough sleep, etc.

75. Gaining An Advantage Many people want to gain an advantage over other people or situations. You could target niche products and services like specific tips, strategies, secrets, tactics, etc.

76. Thinking Positively - Many people want to think positively. You could target niche products and services such as how to think positively, etc.

77. Changing Something - Most people want to change something in their environment. You could target niche products and services like decorating strategies, home improvement books, landscaping tips, etc.

78. Changing Themselves - Most people want to change something about themselves. You could target niche products and services like self help, stylish clothing, make-up, work out equipment, etc.

79. Having Things Natural - Many people want their products as natural as possible. You could target niche product and services such

as all natural food, all natural drinks, all natural cleaners, all natural snacks, etc.

80. Be Happy - Most people want to be happy and laugh. You could target niche product and services like comedy, jokes, greeting cards, etc.

81. Gaining Weight - Some people want to gain weight. You could target niche product and services like muscle enhances, work out equipment, protein drinks, etc.

82. Being Secure - Most people want to feel secure. They want to avoid being insecure, vulnerable, exposed or even feeling unsafe. You could target niche product and services like security systems, locks, safety products, credit card security measures, secure ordering, etc.

83. Being Generous - Many people are generous and giving. You could target niche product and services like gift items, charity auctions, donations, non-profit services, etc.

84. Being Comfortable - Most people want to be comfortable. You could target niche product and services like comfortable clothes, seat cushions, velvet sheets, etc.

85. Being Moral/Ethical - Most people are moral and ethical. You could target niche products and services like religious items, parental rating ratings, parent controls, professional standards, law/legal products, etc.

86. Being Supported - Most people want to be supported in the positions they take. They want to avoid facing confrontations alone. You could target niche products and services like legal advisers, accountants, body guard services, protective weapons, etc.

87. Having Privacy - Most people want to lead private lives. You could target niche products and services like identity theft protection, privacy support, blinds, tinted windows, etc.

88. Being Helpful - Most people are caring, helpful and compassionate. They want to avoid having others struggle with a problem or disaster. You could target niche products and services like volunteer services, helpful organizations, etc.

89. Getting Challenged - Many people like to be challenged. They want to prove that they can accomplish things when faced with obstacles. You could target niche products and services like reality shows, pie eating contests, etc.

90. Being Adventurous - Many people are looking for an adventure. You could target niche product and services like extreme sports, adventurous vacations, bungee jumping, parachuting, etc.

91. Avoiding Scams - All people want to avoid being scammed. You could target niche products and services like scam reporting services, product reviews, legitimate business opportunity reviews, etc.

92. Being Relaxed - Most people want to lead a relaxed lifestyle. They want to avoid feeling worried, stressed, tense, uptight and nervous. You could target niche product and services like vacations, hypnosis, message theory, etc.

93. Being Scared - Many people enjoy being playfully frightened. You could target niche products and services like scary movies, haunted houses, Halloween costumes, etc.

94. Being Competitive - Many people like to be competitive You could target niche product and services like sports, video games, competitive contests, etc.

95. Being Confident - Most people like to be confident. You could target niche product and services like confidence building tips, developing self-esteem, challenging pursuits, etc.

96. Smell Good - Most people want to smell good. You could target niche products and services like deodorant, perfumes, colognes, air

fresheners, breather fresheners, etc.

97. Being Wired/Unwired - Many people want to be connected to the world. They want to avoid missing something or not communicating with people in their life. You could target niche products like Internet access, video conferencing, satellites, cable, cell phones, lap-top computers, Internet cafes, etc.

98. Child Supporting - Many people have children they need to support. You could target niche products like children's clothes, toys, games, food types for children, baby supplies, etc.

99. Being Well Groomed - Most people want to be well groomed. You could target niche products like nail clippers, hair salons, razors, shaving cream, finger nail polish, hair spray, nose hair clippers, hair wax, electronic groomers, etc.

100. Being Well Clothed - Most people want to be well clothed or have specific clothing. You could target niche products and services like clothes, clothing magazines, uniforms, sewing machines, clothes making patterns, fashion designing, etc.

Extra Bonus:

101. Providing A Community Service - There is always a demand for serving the community. Find an area you would be qualified in and offer to aid. The service will both be appreciated and you could find a niche to fill for a profit once your expertise is established even nationally. Your local area is an excellent place to start.