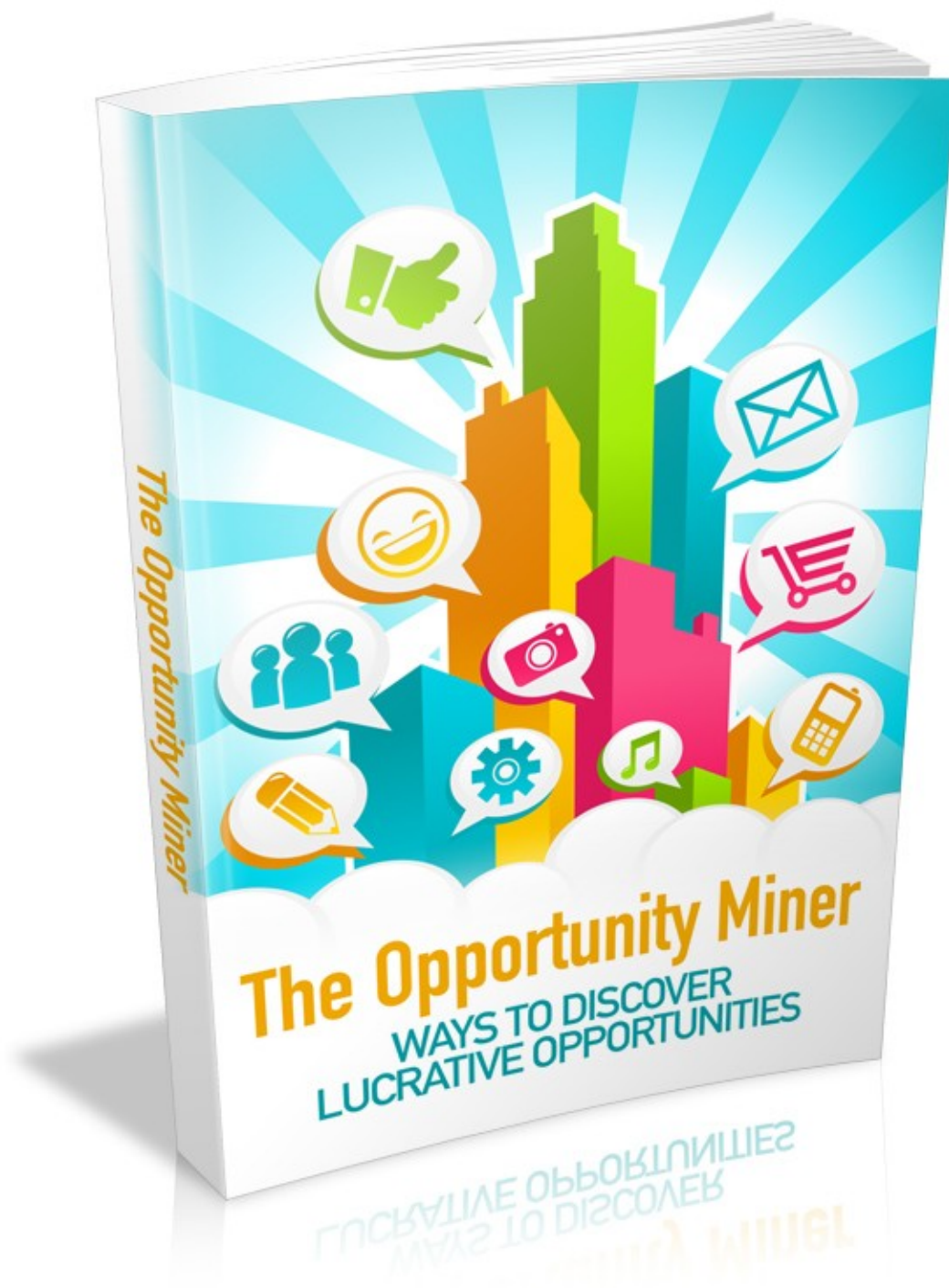




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Foreword

There are several ways to be successful today but the most popular one is almost always acknowledged as venturing into a world of capitalizing on opportunities. People who are able to do this easily usually reap in the positive benefits many folds. Learn how here.



The Opportunity Miner

Ways To Discover Lucrative Opportunities

Chapter 1:

Opportunities Basics

Synopsis

However identifying the opportunities that will eventually yield the desired profits or revenue, may take talent and knowledge that should be carefully considered as such opportunities pose some level of risks.



The Basics

The bases of most opportunities arise for several common factors that can be easily identifiable. These may include the need, the means to fulfill the need, the method which could be applied in order to fulfill the identified need and the benefits that are hoped to be accrued.

Basically the more unique any of these elements are the more interesting and perhaps more lucrative the opportunity becomes.

However this may only be viable if there is a certain level of control that can be exercised over the different aspects of the opportunity exercise.

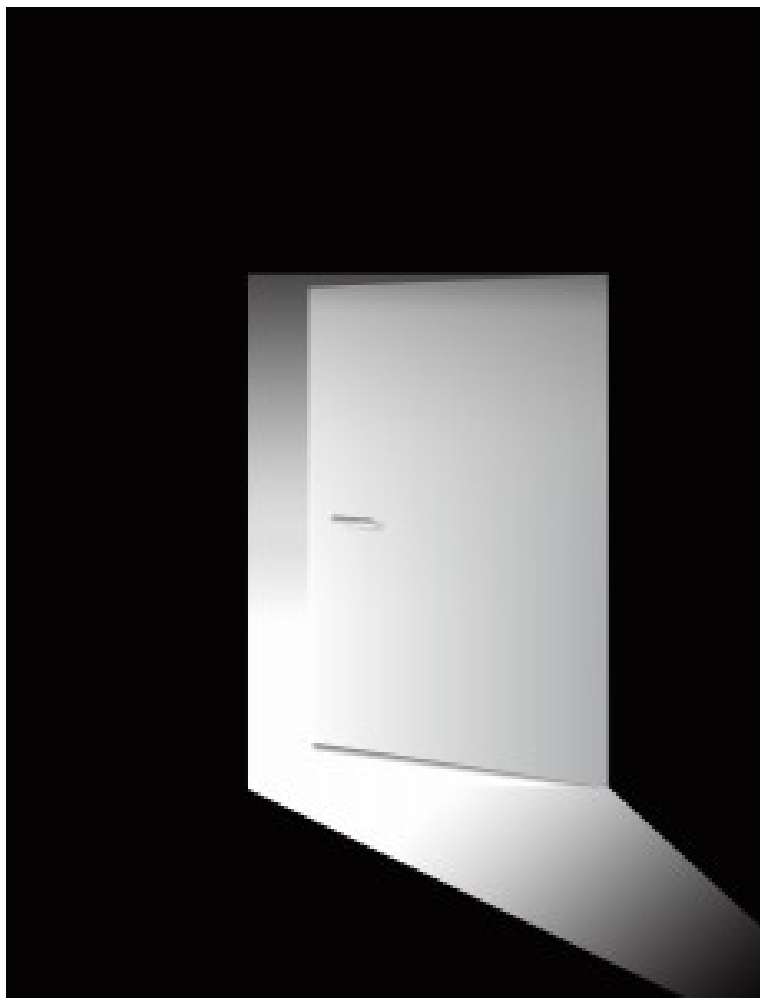
This control enables those involved to be better positioned to exploit whatever opportunity that becomes available with the ability to create a respected position within a niche market.

Large companies are always on the look out to buy into or buy out smaller companies. Business savvy individual's are also always on the lookout for business opportunities that will bring them more money.

Though being in the right place at the right time is often the basis of such opportunity grabbing forays, there is also the needed to be savvy and prudent when capitalizing on such opportunities.

Staying informed and keeping abreast with all the latest developments helps to ensure an individual is privy to the latest information on opportunities available. Besides this networking is

also another very effective way of scouting around to opportunities. These often come in the form of business opportunities through the who knows who concept, therefore keeping a wide and varied base of personalities within the networking circle is vital.



Chapter 2:

Check Out The Stock Market

Synopsis

For the braver individual looking to the stock market for opportunities to make money is another viable option; however it is also a sometimes very risky option to choose. Therefore one should always be well equipped with the relevant knowledge to ensure the best choices and opportunities are spotted.



Investing

Being an entity that provides a varied platform of services from stock broking to trading in other securities the stock market can be and usually is very volatile in its dealings.

There are several ways individual can scout and capitalize on opportunities available through the stock market. The following are some tips on how the stock market can be an opportunity providing platform:

Keep the focus on quick and small gains rather than trying to get rich overnight. Most people make the mistake of not knowing when to buy and when to sell. Though buying is generally based on the sentiments of the time and some knowledge, selling is mostly based on individual perception.

When the stock price seems to be climbing there is always the temptation to see it climb higher before deciding to sell. This is a very destructive line of thought as the stock price can fall just as easily as it went up, causing incredible negative consequences.

Therefore a limit should be set very early on in the buying stage so that when this pre set limit is met the stock can be sold without hesitation thus minimizing any possible losses.

Invest conservatively and ensure one is well informed of the company's background before making the decision to invest. Avoid chasing a seemingly upward trend without the relevant backing knowledge of the company.

In every case the bigger investors will start cashing in first and as their investments are instrumental in the climbing stock price, it will also be instrumental in its decline.



Chapter 3:

Identify Your Goals

Synopsis

Pursuing opportunities with the intention of making a profit or gaining a respectable amount of revenue should always be done with some percentage of caution. Failing which the consequences can be catastrophic. Having some goals in mind will definitely help in the venture to secure opportunities for money making ventures.



What Is The Plan

Being able to identify to certain extent the kinds of opportunities that would produce the desired revenue within the desired time frame is something that should be carefully considered.

This is to ensure the interest levels are kept constant and thus creating the necessary “buzz” to keep the individual focused on the goal till the desired results are achieved. Knowing the expectation will also help the individual to be able to pick the opportunities that would be well suited towards achieving the set goals.

These goals may vary from person to person as most people have their own personal ideas on what they deem to be a success. For some this may be having more time to spend with love ones, while for others it may be to have more money, then there are those who perceive being able to travel extensively as a worthwhile goal.

Some people desire to retire in comfort and as such make working towards this their goal. Therefore whatever the need is, being able to identify it clearly is the first step in getting the goal setting exercise done correctly.

Opportunities can be better detected or sensed when the individual has the clear goal in focus and is prepared to work towards achieving it.

Sometimes the simple act of listing down on paper all the various wants and needs and then taking the time to research opportunities that could fulfill some of the items listed can help the individual make some headway to achieving the goal set.



Chapter 4:

Take Advantage Of The Housing Crisis

Synopsis

Taking advantage of almost anything is one way of staying ahead of the money game. Taking advantage of the housing crisis should be no different and with a little knowledge one should be able to successfully tap into this opportunity with positive results.



Housing

Generally when there is a housing crisis most people will find themselves in a very difficult position. Some will have to give up their homes as they will no longer be able to meet the mortgages while other maybe more interested in leasing properties for longer terms until the situation rights itself.

In such circumstances getting into the leasing property business as an opportunity to capitalize and make a tidy sum of money would be advised. However because it is now a renter's market capitalizing on this does have its disadvantages as now the renter will have a wider array of choice properties to choose from.

Therefore there would be a need to ensure the property available for leasing is of a compatible standard and appealing both in looks as well as price.

There is also the avenue of making money during the housing crisis by buying up properties and rock bottom prices. This is of course only possible if one has a healthy cash flow for long term investment opportunities.

Very good profits can be made when the housing market goes back to a more acceptable state whereby the said properties can then be sold for a handsome profit.

There are also other advantages that can be enjoyed when there is a housing crisis. These may include a lot of freebies that would otherwise not be available.

These freebies can range from zero moving costs to better rental rates. If the individual is looking to make a purchase on a property the housing crisis can bring about the possibility of buying a property that would have originally been out of his or her reach.



Chapter 5:

Get Serious About Internet Marketing

Synopsis

Internet marketing is the most popular platform for today's business entrepreneur. In most cases it only takes a little time and effort and comparatively a very small monetary investment, and for this one is able to reach all corners of the world and its potential customers.



Net Marketing

The following are some reasons as to why one should consider internet marketing for this purpose:

- For an individual considering a business venture but has a very limited financial capital, the internet marketing is an ideal platform to exploit for the purpose of getting the product or service recognized. Exposing the individual's endeavor to a huge audience base is priceless, and this is done quickly and easily when compared with more conventional methods.
- The low start up cost and the low operating cost will also allow for great tax relief if there is any at all. When a business takes off the last thing one wants to worry about is how much of the income is taxable. Most governing bodies encourage these types of endeavors over the internet and this in turn helps the individual enjoy good tax breaks.
- The high profit margin is also another attractive feature offered to those using the internet for marketing optimization. Not having to hire a large team of people and all the details that come with it is a welcome relief in terms of expenses kept low or minimal.

- Then there is the time factor which some find very pleasing indeed. The freedom of having the choice to work at one's own pace and time schedule can be a good criterion for those not interested in being stressed out.
- There is also the interesting element of not having to market or invent your own product. As there is a wonderfully huge list of items available to be marketed on the internet, choosing to sell through affiliates is beneficial.



Chapter 6:

The Down Side To Not Cashing In On Opportunities

Synopsis

Exploring opportunities is not something that can be done in the blink of an eye, though for the gifted few it is not an impossible feat.

However with a little bit of in depth knowledge, patience and some know how abilities, it is not impossible to succeed in choosing the right opportunities.

Sitting on the side lines and hoping or waiting for some opportunity to come by on a silver platter is often not only silly but rather unrealistic.

If individuals adopt this kind of attitude, opportunities may never come their way and even if it does it would be unlikely that they would be able to recognize it and make the best of the opportunity being presented.

Some Tips

Being more open minded and alert allows an individual to be more aware of any opportunities that may arise. Most people miss opportunities because they are too focused on the smaller picture and thus miss the immeasurable possibilities the opportunities may present.

Missed opportunities not only don't benefit, it can also cause the individual to become resentful and bitter especially when those around are busy making it "big".

This negative effect will eventually fester into making the individual think of himself or herself unlucky, regretful and thus more closed off as the unpleasantness of always missing the opportunity boat becomes a norm.

Risk takers are more likely to take on any opportunity and make the best of it even if the opportunity does not turn out as expected.

Wrapping Up

For those who have the element of adventure and some degree of bravery taking the challenge to jump on the band wagon of opportunity at the slightest chance give not only great rewards but is somewhat exhilarating and exciting. While for others who are more cautious, missing the opportunity or chasing it when it's not conducive to do so, can become a regrettable folly.

