

How to become a more successful vendor at www.daz3d.com

Choosing a Product That Works in the Market

By Waldemar Belwon

How to become a more successful vendor at www.daz3d.com – is a series of ebooks written by Waldemar Belwon as part of the training at the Dreamlight Club, where 3D artists can go any route they want with their 3D graphics. This first episode is available for free. To read more about the club, please visit: <http://www.dream-lounge.com/dreamlight/dlc.htm>

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You Have To Love it!

Rule number one is ALL business: Do ONLY what you love. Because you'll be doing that for many years to come. That means, no matter what the market says – you should keep doing what you love in one way or another. You won't survive very long if you do stuff you find boring and stuff that doesn't challenge your mind.

Sometimes, it's clever to team up with someone – so that you can do products that are slightly different from what YOU love, but that work on the market. But that way, you can let your partner do the stuff he or she likes, and you can focus on the parts that you like.

Who's Number One?

The market is filled with products, competition and people. It's a vibrant and vivid place, that can help you navigate. One way of seeing what's working is to keep an eye on the bestselling items. What do people buy? That's usually a good indication of what you can do.

But there is a better way.

The Real Treasure

See, there's a drawback in focusing on the products that sell well and copying them. The reason is; as you do that, so will others and this will create more competition. More competition means that you won't stand out in the crowd. It means you will have to work harder and share the money with your competition.

Big money is usually found where there's a big problem to be solved. Let's say that a product sells many copies. Next some other vendors go in the same direction. That opening quickly becomes clogged.

Or does it?

When a part of the market grows, so do specific problems. For instance, let's say we have 758 products that are outfits for Victoria 4. To the untrained eye that's a pretty clogged market. But take a look closer and you'll find customers who complain about something. Maybe it's that the outfits are hard to conform. RIGHT THERE! That's your opening!

628 customers complain about the outfits being hard to conform. Well, now you can provide a solution to that! Create a plug in that auto conforms outfits for V4! You have no competition and your product sells X more copies than if you made a great dress for V4.

This is called a niche. It's a small, very narrow part of the market that is empty. It's open to anyone who can see it. To find a niche – look for problems. I saw a problem with lighting in DAZ Studio – so I created Light Dome PRO. I saw a problem with training – so I created the Dreamlight Club. Since I love lighting and I love to train others – that's what I keep doing.

GoFigure saw a problem with animation and created aniMate. DAZ 3D saw a problem with 3D software being too pricey, so they created the free DAZ Studio. On top of that – they saw a problem with content. So they created a huge marketplace to solve that problem.

When you decide what to do and want to really become big – solve peoples problems. Be part of the DAZ forum and read about what people complain about the most. If you find a niche that is untapped and one that suits what you LOVE – then you've got a winning combination that can take you to unlimited heights.

It doesn't matter how big or clogged the market is. There will ALWAYS be problems. Always! No matter how good products the competition releases, there will always be gaps in the market. So the market surpasses 5000 products. Don't be scared of the figure. A market is filled with holes. What's the problem with a big market? It's scattered – so make a plug in that acts like an organizer! Done already? Well, find another problem!

The market is alive. It's constantly moving, changing and evolving. Train yourself to look for the problems underneath all the fancy and cool stuff and you'll find a treasure.

Yes, you can copy what others do to become successful. But often, that leads into hard work. You don't have to work hard to become successful, just work smart. Be the innovator people want to copy!

Thanks for reading!

I believe in you and appreciate you!

/Waldemar Belwon

Your 3D Coach

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