**Small Business Ownership Niche**

It's no secret and no surprise how many people want to start their own business.

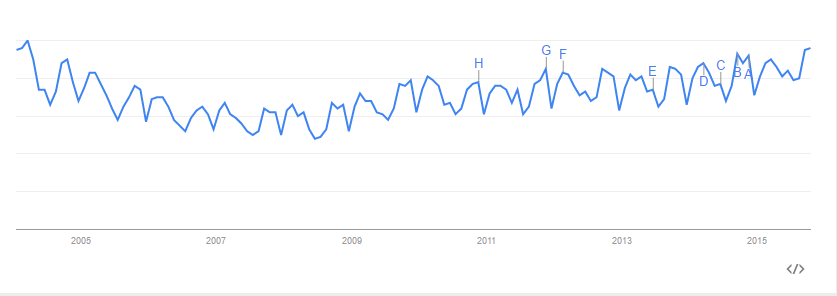
With the growth of the internet careers and online stores, more people than ever have been setting aside their jobs and careers to pursue their dreams and passions.

The 9-5 grind has become an antiquated idea. Being trapped in a cubicle just isn't as appealing as it used to be. Where people used to work up the corporate ladder, now people are being kept at low levels and forced into early retirement.

Pensions are drying up, jobs are being outsourced and going to college to get a degree just isn't enough anymore. To survive, you have to work hard and make sacrifices. To thrive is a whole other level.

So, if there is that much risk, with that little reward, **why would you want to work for someone else**?

To examine the popularity of entrepreneurship, I want to you to take a look at this Google Trends graph...



Wow.

As you can see, the popularity of small business ownership has been going up significantly over time since 2007.

Once again, this is no surprise. I'm sure you've seen a rise is local restaurants, coffee shops and specialty stores.

People have also taken their skill set and removed it from the corporate landscape, instead opting for a lifestyle of freelance work, which is a form of small business ownership in and of itself.

With freelancing, people are able to start their own copywriting, graphic design, editing or any other kind of special skills business from the comfort of their home, calling on their old connections and using the internet to build a clientele.

I wanted to also look at a few numbers. As per the U.S. Small Business Administration...

* There are approximately 28 million small businesses in the U.S.
* They make up 54% of U.S. sales
* Small businesses take up 30-50% of all commercial space

As you can see, owning a small business is big business!

Although starting small businesses as an overall concept is still a relatively unexplored topic for info products (surprisingly), there are quite a few products out there for starting specific types of businesses.

You can also utilize more general self-help and growth products, as most people who want to start a small business will need a bit of a push and will want to utilize the Law of Attraction.

This is a niche with a lot of room for growth. As small business ownership becomes increasingly more popular and easier than ever, more people will move away from working their corporate job that they hate and will move into starting a business of their own.

Now is a good time to get in on the ground floor and start a campaign focused on targeting these individuals, while at the same time starting your own small business!