

Strategy #5: Cater to power users

Covered in this section:

What power users are and how to target them

- A power user is anyone who uses a service or a platform intensively and gets the most out of it
- Power users are a few people who take up a large percentage of the market

Examples:

- Ebay

Power users sell 50-100 times more than a regular seller

Consignment stores are businesses that work with power users to help them with their store

- The needs of the power users on Ebay are:

- improving their listings
- managing excess inventory
- shipping
- automatic posting on other websites

- Amazon

The needs of power users on Amazon are:

- returns and refunds
- “gold rush phenomenon” - people selling kindle books

- Pick a platform, research it, see what power users need, and cater to them
- It works better on newer platforms
- Find a community where people need your services