

## Strategy #16: Hobby lobbyist

### Covered in this section:

#### Making money from hobbies

- Hobbies are things that you do for fun
- Oftentimes, hobbies turn into business industries
- Hobby groups are often on the frontier of a new product/service category
- If someone likes the outcome of their hobby, other people might like it too if it was made simpler
- Example: Arduino - prepackaged, easy to program and put together computing kit
- Think of the hobbies you have and ask yourself:  
What part of this hobby, if made simpler, would attract more people to use/do them?
- If you don't have many hobbies, look at other people's hobbies
- Ask your friends what they do on the weekends
- Check out hobby groups on Meetup.com