



# Building a New Market

## What Market Should You Be Selecting?

### Selecting Your New Market

1

#### A Growth Market

Is it future-proof and trending?

2

#### A Market you are Interested and Invested In.

“Find something you enjoy doing and give it everything you’ve got, and the money will take care of itself.” - Peter Lynch

3

#### Barriers to Entry

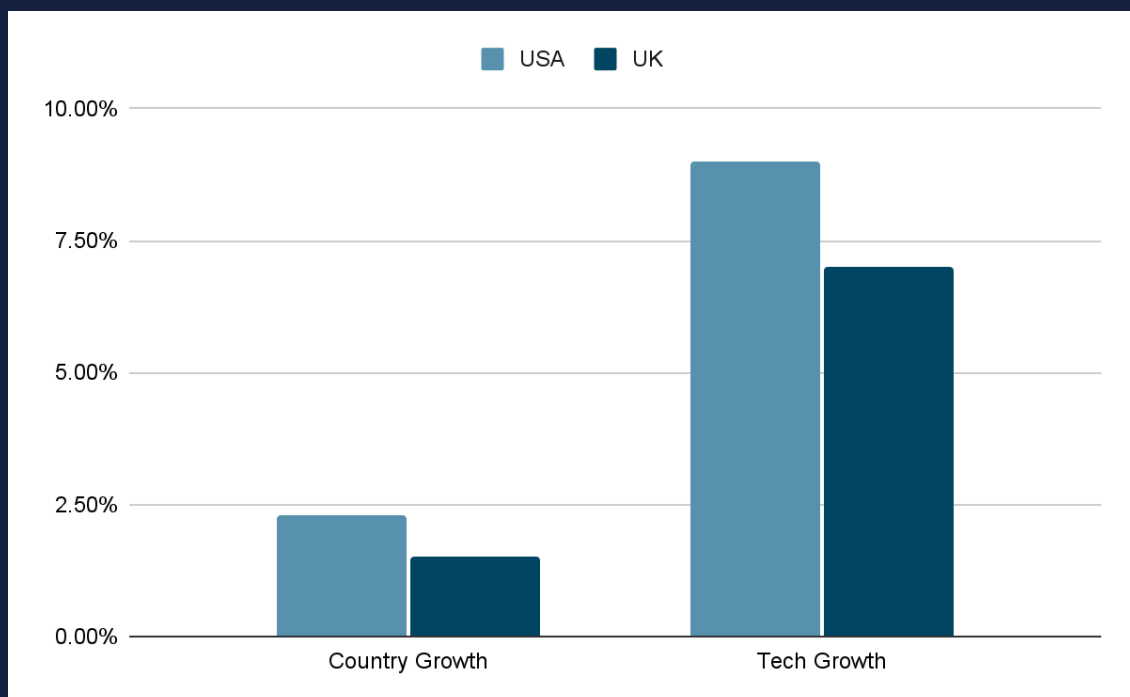
How difficult is it to break into that market?

4

#### Is the Market Candidate or Client Driven?

Ideally a candidate driven is preferred

### Growth Countries





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### Selecting a New Market

Other  
Things to  
Consider



Average Salary



Average Fee Size



Average Process Length



Time to Gain Traction



How Much it Will it Take Away  
From Current Market

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**“The first rule of compounding:  
Never interrupt it  
unnecessarily.”**

**Charlie Munger**