



## Show Me the Money

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The economy has us all seeking pockets of prosperity, but target worthwhile industries are not easily identified. This question was posed to the AAM List Serve, but there were no recommendations.

Where can we turn?

One source for good research is *Fortune Magazine's* list of fastest growing companies. Even though these are the biggest companies and not generally accessible to many AAM member firms, it is still possible to use these lists to generalize about active industries. (<http://tinyurl.com/ybjsz4f> )

It is clear profits are still being earned in energy companies of all kinds, chemical companies, some technology firms, health services and the discount segment of retail. These are good industries for prospecting.

*Inc Magazine* recently listed "The Best Industries for Starting a Business Right Now," (<http://tinyurl.com/nkmhvb>) which could be useful to firms not performing SEC work or not big enough to target large companies. Of course, it names accounting one of the "best" options. The link also provides the rationale behind the very interesting industry selections.

Here is a preliminary list to get you thinking.

- Candy
- iPhone Apps
- Health Care Technology
- Beer, Wine and Liquor Wholesale
- Software as a Service
- Home Health Care
- Yoga Products and Services
- Technical and Trade Schools
- Fast or Casual Dining
- Green Construction
- Niche Consulting
- Education Technology
- Temporary Staffing Firms
- Government Services
- Accounting Services
- Repair Services
- Self Improvement
- Energy

OK marketers, go get 'em!