The Ultimate Million-Dollar Idea Generator

How You Can Create Sizzling Hot Money-Making Info-Product Ideas in 60-Seconds or Less!

“I’ve already discovered two ideas that will put at least one million dollars in my bank account!”

- Eileen K. Rohleder
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My Website Host, Host4Profit

Thank you for your help, advice, guidance, and service – since 1997!
Introduction

If you’re starving for hot, new ideas for info-products, skip the introduction and rush to page 3 now!

Need to jumpstart your brain and get your creative juices flowing? Now, you can --- with the ideas revealed inside this power-packed idea-generation manual.

You see, I wrote this book so that on those days when my brain is dry and crispy, bereft of even a glimmer of original thought, I can open this up and instantly generate tons of ideas for profitable info-products.

In fact, it was my aim to create a resource that would help me generate more viable product ideas than I could ever create and market.

I think I’ve accomplished my task.

However, along the way, I realized that others were in my position. They either couldn’t come up with ideas – or didn’t have any way to trigger their brain to create hot, new ideas at a moment’s notice.

So, instead of keeping this “idea trigger” to myself, I’m sharing it with you.

Of course, you may believe, like I once did, that...

Ideas are a dime a dozen

It’s true. We all have ideas. Some wild and crazy --- while others are million dollar winners.

Some ideas will grow and flourish… while others will never produce, no matter how much we fertilize and water them.

Of course, we must first have seeds – the ideas – before we can grow anything.

It’s also important to remember that if you want to create a winning idea, the secret is simple: Create tons of ideas.

If you want to create a million-dollar product, you’re going to have to come up with dozens, maybe even hundreds of ideas.

A while ago, I read a story about a famous photographer whose photos were constantly featured in National Geographic magazine.

He was asked how he managed to take so many award-winning pictures.
His secret is simple. He takes hundreds and hundreds of pictures of his subjects.

In the story, the photographer said that if he took 800 pictures, he was lucky to get 8 to 11 really good ones. And maybe just a few of those would be publishable.

His secret wasn’t working at making each shot the “perfect” picture. His secret was being a good photographer who took hundreds and hundreds of pictures.

He realized that the more pictures he took, the better his chances of getting that one shot that could be worth a mint.

You should remember the same thing:

The more ideas you come up with, the better your chances of getting that one idea that could be worth a mint.

I hope this book helps you generate all of the ideas you’ll ever need.

Best Wishes,

Jeff Gardner
Mansfield, TX

If I’ve left out an “Idea Generator” that you’d like me to add to this book, please let me know. This book is a work in progress and will be continually updated. I will give you credit for your idea and a copy of the updated version. Send your new ideas to me at:

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Solve a Problem for a Market

Imagine yourself in the middle of the Sahara desert. The heat is blistering and you can actually see it rising off of the scorching sand. You’re thankful you’re carrying a canteen of cool, refreshing water.

About a hundred feet in front of you, you spot a haggard man crawling on his hands and knees. As you approach the man, you notice he’s dragging a burlap sack full of what looks like gold coins. He turns and, with a gasp, he asks you for just a sip of your water. And, he says, in exchange for a sip --- he’ll be willing to give you his entire bag of gold coins, worth $100,000.00

You accept --- and being a generous soul, you allow him to take two large gulps from your canteen. Once done, he wipes his cracked lips with the back of his withered hand and continues crawling into the desolate desert.

You, on the other hand, throw the bag full of coins over your shoulder… and head back to your sport utility vehicle.

This story illustrates how successful products are created.

In this story, the haggard man you find has a problem: He’s hot and probably suffering from dehydration.

He has a serious problem… and without a solution to his problem, he’s doomed to become vulture food in the middle of the Sahara.

However, once a solution is presented to him, he’s willing to give up his riches --- an entire bag of gold coins --- for it. He realizes that the solution to his problem (even though it may be short term) is worth quite a bit of money to him.

While you will rarely find a market or “niche” (a small group or market of people who have the same interests or wants) as desperate for a product as our man stranded in the desert, there are many markets currently looking for a solution to a common problem they have.

If you can find this common problem shared by a niche --- and create a product or service that solves this problem, you may have a winner on your hands.

When you’re trying to come up with product ideas for a niche, write down all of the problems that the people in this niche share. To get an accurate idea of what types of problems they have, you may want to
actually interview a few people in your target niche --- and jot down
their concerns, worries, challenges, and fears.

Once that’s done, prioritize your list. What is the top challenge
that the people in your niche face? What problem would they most like
to see solved?

Then, once you’ve identified their top concerns, write down
ideas for products that would solve their problems in a quick, easy way.

For example, I recently studied the market of pet store owners.

Individuals – not large corporations, run most pet stores in
America. However, a handful of large corporations are taking a big bite
out of the multi-billion dollar pet industry --- and the “small guys” are
getting worried.

I first decided to take a look at this market while I was browsing
through a copy of the Standard Rate & Data Services Magazine
Advertising Directory. (This mammoth publication features advertising
information for a wide variety of business and consumer publications.)

I noticed that there were three magazines that catered to pet store
owners --- and each magazine had a circulation of about 20,000 to
30,000 readers.

I called up each magazine and requested a sample issue. One of
these magazines, Pet Business, even gave me a free subscription.

Once I received the issues, I read and re-read them… looking for
potential problems that pet store owners had. And, in each magazine, I
hit pure gold!

What I discovered was that many of the smaller pet store owners
were scared that the national pet store chains would crush them. These
large multi-million dollar corporations had the power to not only offer
their customers lower prices and a wider selection, but they also had the
resources to pay for professional marketing campaigns.

The concerns of the smaller pet store owners were echoed again
and again… in issue after issue… month after month… in each of these
magazines.

Now that I had identified their main challenge, the next step was
to find a solution. Here are some ideas for information products that I
brainstormed:

**Manual:** The Guerilla Pet Store Owner’s Guide to
Marketing for Massive Profits
Manual: 137 Ways to “Steal” Customers from the Large Pet Store Chains

Manual: How to Instantly Increase Your Pet Store Profits… in 10 Days or Less!

Course: 1,001 Insider Secrets to Making Your Pet Store Profits EXPLODE!

Video or Audio Set: Ex-Pet Store Chain Executives
Reveal How Small Pet Stores can Compete --- and BEAT --- the Big National Chains!

Seminar: How to Beat the Big Pet Store Chains at Their Own Game… Even If They’re Right Next Door!

The key here is simple: People will always have problems and challenges --- both in their personal lives, as well as in their businesses. If you can find a problem or challenge that a market is willing to pay to solve, you’ve just uncovered a potentially profitable product.

Idea Generator #2:

Make an Existing Product Better

Stanley J. Randall once said:

“The closest to perfection a person ever comes is when he fills out a job application form.”

It’s my personal belief that the closest to perfection a product ever comes is in its advertising.

The truth is that most information products can be made better.

And that means that finding hot products can be a cinch for you… if you’re willing to spend the time to take an existing product or concept – and improve upon it.

Let’s say, as an example, that you’ve stumbled onto a very popular course… but you see a few spots where it falls short --- and a few spots where it is very strong.

When creating your similar product, make sure to keep the strong points – and improve upon the weak points.

For this example, let’s say that this course teaches magicians how to book more shows, get paid more per show, and pull in more
overall cash profits. It’s aptly titled: **Marketing Magic: How to Instantly Book More Shows & Make More Money!**

Now, in reading this course, you notice that a few things are missing or lacking.

1.) There are no proven word-for-word scripts for booking shows with clients by phone.

2.) There is very little information on how to effectively schedule magic shows.

3.) The marketing information that is included is powerful, but there are only 17 marketing ideas, instead of dozens.

4.) The resource section is just a page or two of magic dealers and supply shops.

Once you’ve uncovered these weaknesses in the course, you now know what you need to do to make your course even better.

After some research and writing, you reveal your new course to the market: **1,001 Secrets of Marketing for Magicians: How You Can Instantly Increase Your Profits and Bookings… Like Magic!**

Inside your course, based upon the weaknesses in the previous product, you include:

1.) A variety of proven word-for-word scripts for booking magic shows. Scripts are broken down by the type of show being booked: children’s show, organization show, school show, TV show, etc.

2.) Software titled: **The Magic Planner**. The software allows the magician to book shows weeks or even months in advance, keep track of contact information, print out calendars with show information, and a variety of additional features.

3.) Over 1,000 different marketing tips, tricks, techniques, secrets, and strategies.

4.) A complete bonus manual filled to overflowing with sources of magic props, costumes, and other accessories. This bonus manual, titled **The Magician’s Yellow Pages**, is updated annually to make sure all of the information is up-to-date.

There is always a way to improve upon a particular information product.
Of course, you will not be plagiarizing (copying word-for-word) from the course or info-product you’re improving upon. Your new product must be an original work.

You can “model” their layout, ideas, and information… as long as you don’t illegally plagiarize information directly from their product. Remember, you want to make your product better… not a duplicate of what is already being sold.

Some people believe that improving upon an existing product --- and selling it to the same market --- is unethical. They believe that all ideas must be “made from scratch”.

Hogwash!

Some of today’s most popular, multi-million dollar winning products are simply improvements on already existing products.

Watch almost any infomercial and you’ll see an improvement on an already existing idea. You’ll find new and improved mops, diet plans, potato peelers, exercise equipment, pots and pans, car polish, money-making plans, and more.

This is a simple idea --- but it’s also a quick and easy way to create a product that has the potential for great success!

**Idea Generator #3:**

**Move a Product from One Niche to Another**

One of the simplest ways to come up with an idea for your own market is to take an idea that is currently working in a different market or niche --- and changing it just enough to fit yours.

For example, service businesses --- like carpet cleaners, decorators, pest control, travel agents, realtors, and others --- all have similar challenges. They’re all looking for more business and more profits.

Let’s say that you discover a product titled --- *The Savvy Carpet Cleaner’s Guide to Money-Making Marketing*.

That product idea could also be turned into:

*The Savvy Realtors Guide to Money-Making Marketing*

*The Savvy Decorator’s Guide to Money-Making Marketing*
Of course, you’d want to change the title of your product to make it your own, but this clearly illustrates how you can instantly come up with a product idea by simply taking one proven existing idea and moving it to a different niche or market.

By practicing this concept, you will find that you’re easily able to see how one idea can easily be moved from market to market.

**Actual Product:** *1001 Ways to Market Your Books*

**Ideas:**
- 1001 Ways to Market Your Poems
- 1001 Ways to Market Your Short Stories
- 1001 Ways to Market Your Newsletter
- 1001 Ways to Market Your Pet Store
- 1001 Ways to Market Your Website
- 1001 Ways to Market Your MLM Company
- 1001 Ways to Market Your Restaurant
- 1001 Ways to Market Your Arts & Crafts

**Actual Product:** *Time Management for Unmanageable People*

**Ideas:**
- Time Management for Realtors
- Time Management for Restaurant Owners
- Time Management for Network Marketers
- Time Management for New Moms
- Time Management for Marketers
- Time Management for the Executive
- Time Management for Cat Lovers

As you can see, you don’t have to be a rocket scientist to take the basic idea behind one product and move it to a completely different market. Instantly, you can have an entire list of new product ideas just waiting to be created.
Create Information Products Based On Articles in Magazines & Newsletters

If you’re brain is dry and crispy… and you can’t think of an original product idea to save your life, have no fear. You’re about to discover a simple little trick to generate tons of hot, fresh ideas for information products.

Every month, magazine editors are under the gun to fill up the pages of their particular publication. They’ve got to know what their subscribers (a specific market) are interested in reading --- and deliver that information in a timely fashion.

Now, you can exploit the hard work and effort that these editors go through every month --- to help you create a truckload of ideas for information products.

Many of the articles in various magazines could easily be expanded upon — and turned into a complete information product that could even be sold in the magazine the idea was taken from.

To better illustrate this concept, let’s run through a series of actual examples.

**Magazine: Horse & Rider, April Issue**
- **Article:** Horsemans Handbook: A Roundup of Useful Stuff for Your Horse Life *(Note: This title itself is great)*
- **Product Idea:** 501 Secrets of the Ultimate Horseman

  - **Article:** Stable Plans
  - **Product Idea:** 101 Easy-to-Build Horse Stables

  - **Article:** Horse Shopping on the ‘Net
  - **Product Idea:** The Horsemans Guide to the Internet
  - **Product Idea:** The Complete Guide to Horses on the ‘Net

**Magazine: Magic Magazine, September Issue**
- **Article:** Kid-Show Magic: It Ain’t Child’s Play

  - **Article:** Product Reviews
  - **Product Idea:** “Inside Magic” Review Newsletter
**Magazine: Bottom Line-Personal, April 15 Issue**
- Article: Six Ways to Keep Your Kids Safe with So Many Unsafe People Around
- Product Idea: How to Keep Your Kids Safe from Harm – from the Crib to College!

**Magazine: Taste of Home, April/May Issue**
- Article: Cooking Up a Business…
- Product Idea: Cashing in on Cooking: 101 Fun, Easy Home-Based Businesses for the Cooking Enthusiast

- Article: How I Get My Kids to Cook
- Product Idea: 101 Crazy, Kooky Recipes to Make Your Kids Go Wild!
- Product Idea: Kids in the Kitchen: 137 Fun, Easy Recipes for the Chef in Your Kid!

**Magazine: Pet Business, April Issue**
- Article: The Traveling Necessities
- Product Idea: How to Travel with Your Pet – Safely!
- Product Idea: The Pet Lover’s Guide to Travel

- Article: Getting Response from Direct Mailers

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**Here’s a quick tip:** Instead of trying to turn the idea behind an article into a product yourself, contact the author of the article. Many writers for magazines are freelance writers. For the right price, you may be able to have the author of the article expand on their idea – and turn their research and information into a completed product. While this may cost you more than researching and writing the product yourself, you can save your time and use it to focus on the most important part of the process: marketing the product.

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**Idea Generator #5:**

**Create a Product Based on a Mass Market Non-Fiction Book**

It’s a shame that many of the major multi-million dollar publishing giants don’t know how to effectively market their products.
Every year they continue to produce hundreds upon hundreds of great books, written by world-class experts --- filled to overflowing with superb advice and tips. Unfortunately, many publishing companies lack the skills to market all of these books effectively --- and, because of their enormous overhead, many books land in the dust heap, branded a failure.

It’s true that they might score big with a handful of bestsellers… but for every winning book that ends up on the best-seller lists, dozens end up forgotten.

Fortunately for you, the books that these publishers continue to churn out can be a great source for ideas.

Need proof? Browse through the non-fiction section of your local bookstore or library and you’ll discover hundreds of ideas for books, courses, seminars, manuals, videos, and audio cassettes.

While many marketers look at every published book as an “idea taken”… I see them all as ideas not yet fully exploited!

Here are some ideas on how you can take the idea behind an existing mass market trade book… and turn it into a self-published masterpiece.

**Actual Book:** Aha! 10 Ways to Free Your Creative Spirit and Find Your Great Ideas!
**Product Idea:** Instant Ideas: 50 Quick Ways to Create Killer Ideas in No Time Flat!

**Actual Book:** Handmade for Profit: Hundreds of Secrets to Success in Selling Arts & Crafts
**Product Idea:** Cashing in On the Arts & Crafts Craze: How You Can Turn Your Hobby into a Home-Business Empire!

**Actual Book:** Making Videos for Money: Planning and Producing Information Videos, Commercials, and Infomercials
**Product Idea:** How to Turn Your Video Camera Into a Money-Machine

**Actual Book:** 121 Internet Businesses You Can Start from Home
**Product Idea:** Internet Riches: 197 Fast-Cash Ways to Pull in Profits on the Information Superhighway!

**Actual Book:** How to Earn More Than $25,000 a Year with Your Home Computer!
**Product Idea:** Computer Cash: 177 Fast, Easy Ways You Can Earn $25,000 to $75,000 (or more) with Your Computer
Actual Book: Pet Sitting for Profit: A Complete Manual for Professional Success

Product Idea: The Dog Trainer’s “No-Hassle” Guide to Turning Your “Bad Dog” into a “Perfect Pooch”!

Actual Book: Ultimate Container Gardener: Over 150 Glorious Designs for Planters, Pots, Boxes, and Baskets

Here’s a quick tip: Try to make the title of your new product hit the “hot buttons” of your particular market. One of the best ways to do this is to study the titles of books in your library or bookstore. Many of these books aren’t fully marketed by the publisher. Instead, they’re given (if they’re lucky) hot, eye-catching titles -- with the hopes that the browser will be interested enough in the title to pull the book off of the shelf and purchase it. One superb example of this is a little-known book for students with a great title. It’s called: How to Do Homework without Throwing Up.

Idea Generator #6:

Take a Proven Product Idea and Change the Format

It’s been said that if you want to become a millionaire, you need to “model” current millionaires --- and consistently do what they do to become wealthy.

It’s the same with products. If you want to create a sizzling hot product, the fastest route to success is to model a product that is already successful.

One way to do this is to create an information product based on another successful info-product… but publish yours in a different format.

For example, you may take an idea published in book format and use that for the basis of a set of 8 audio cassettes. You may take an idea from a set of videos --- and turn that into a home-study course.
One truth about most markets is that if the people in those markets have a deep interest about a particular subject, they want to buy as much information as they can about it. Books, manuals, guides, audio cassettes, videos, home study courses, seminars, newsletters… they want it all!

So, if a company has had great success selling a manual on a particular topic, what’s to stop you from creating an audio cassette course on the exact same topic? Or a set of videos? Or a seminar? Or a home-study course? Or a newsletter?

**The key: Same topic, different format!**

Here is an example of how this could be done.


Ms. Easton interviewed the owners of 23 Internet websites --- and revealed her findings in a 249-page book. You can pick up a copy at virtually any bookstore (or on-line at Amazon.com) for under $30 bucks hardcover.

This book has been incredibly popular with Internet marketers who, at this time, are still trying to determine what works (and what doesn’t) on the Internet.

You could very easily turn this exact same idea into your own information product --- by simply changing the format.

How? It’s simple.

You could interview 10, 15, or 20 owners of successful Internet websites by phone… and record each interview (with their permission, of course).

If each interview took 60 minutes, you could – within a few days – have an audiocassette package made up of 10, 15, or 20 hour-long tapes that could sell for $195, $295, or more.

Plus, you could have the tapes transcribed and include the transcripts of the tapes as a bonus… or offer them with the more expensive “Platinum Package”… or give them away free if the prospect orders within 10 days… Or --- you get the idea!

The one idea behind the successful book could be turned into a seminar, a set of video cassettes, a manual, a home-study course, and more.
IDEAS!

Or, imagine an “Internet Success” newsletter… with Internet marketing tips, tricks, and secrets from successful website owners revealed every month!

The ideas are endless!

**Idea Generator #7**

**Take a Proven Product Format and Change the Subject**

This “idea generator” puts a spin on idea #6.

However, instead of changing the format of the product, you merely change the subject matter.

For example, let’s jump back to the example in “Idea Generator #6”… *StrikingItRich.com*, written by Jaclyn Easton.

Her format was to interview successful website owners – and publish her findings in book format.

You can take this same concept and create a killer product – by simply changing the topic.

For this example, let’s say that instead of interviewing website owners, you decided to interview professional speakers… like Tony Robbins, Brian Tracy, Mark Victor Hansen, Art Linkletter, and many others.

Would this idea sell?

You’d better believe it. In fact, this product already exists!

This info-product, written by Michael Jeffreys, is titled: *Success Secrets of the Motivational Superstars*. If you’d like to get a copy, this handy-dandy 511-page book is published by Prima Publishing and is available at your local bookstore or via the Internet at Amazon.com.

Once you’ve identified a successful format (for this example, interviews of successful people in a particular market), you can change the subject and instantly create dozens of hot ideas.

*Interview successful carpet cleaners and you could write:*
*The Cash-Power Secrets of Successful Carpet Cleaners!*  

*Interview successful gardeners and you could write:*
*237 “Super-Garden” Tips, Tricks, and Secrets from the World’s Top Gardeners!*
Interview successful children’s book authors and you could write:
How You Can Write and Publish Your Children’s Book in 60 Days or Less: 17 Children’s Authors Reveal How!

Interview successful diet gurus and you could write:
REVEALED: The Truth About How You Can Lose Pounds Virtually “Overnight”… From America’s Top Weight-Loss Coaches!

Interview successful martial arts instructors and you could write:
No More Fear: 12 Top Martial Art Instructors Reveal How Anyone Can Protect Themselves in Any Situation!

Interview successful network marketers and you could write:
Insider Secrets of Network Marketing Success: Today’s Heavy Hitters Reveal How They Make $1 Million a Year and More!

Using this same basic format, you could create products for a variety of different markets.

Here’s a quick tip: Browse through your local library… or through your personal library… and make notes of the formats of different types of info-products. Your list of product formats can be your shortcut to idea development. Here are a few examples of info-product formats found in my personal library:
1) Interview of experts in book format
2) Interview of experts on audiocassette
3) Interview of experts on video cassette
4) Directory of companies/individuals
5) Daily “tips”
6) Compilation of tips, ideas, suggestions, etc.
7) Workbook or home-study course
8) Collaboration by various authors (using same topic)

Idea Generator #8:
Create a Product that is a Compilation of Tips, Secrets, Ideas, Strategies, etc.

One thing you’re up against when you start to create your info-product is the blank page. It’ll sit there and stare at you… daring you to write that first word, sentence, or paragraph.
Fortunately, there is a popular format for info-products that can make the entire writing process easier… and help you create more products faster.

The idea is simple: Compile a variety of tips, secrets, ideas, techniques, or plans into one information product.

This concept is best explained through the use of examples. First, let’s start off with actual books that use this format.

1) **1001 Ways to Market Your Books** by John Kremer

The title speaks for itself. Check out this book and you’ll see that some of his book-marketing ideas are as long as one to two pages… but others only fill a paragraph.

2) **2,239 Tested Secrets for Direct Marketing Success** by Denny Hatch & Don Jackson

This book is a compilation of direct marketing “secrets” taken directly from direct marketing experts and gurus. This book is a great example of how to compile an info-product using information from other experts.

3) **Super Self: Doubling Your Personal Effectiveness** by Charles J. Givens

Charles Givens, author of Wealth Without Risk, built this book around his 118 “Success Strategies”

4) **Words That Sell** by Richard Bayan

A great little book every marketer should have in his/her library. Mr. Bayan created a compilation of “words that sell”… and phrases for sales letters, ads, radio, etc.

5) **250 Home-Based Jobs** by Scott C. Olson

Home-based business has become a very popular topic and there are currently a lot of these types of books on the market.

6) **Creative Whack Pack** by Roger von Oech

Roger von Oech is the author of two great books you should get your hands on now: A Kick in the Seat of the Pants; A Whack in the Side of the Head. His “Whack Pack” is a deck of 64 cards with a different tip for creating innovative ideas on each card. Not only is this a great idea, it’s a great format for your own products.
7) **1001 Ways to Be Romantic**

Written by Gregory Godek, this book reveals over a thousand ways to build romance in relationships. Mr. Godek’s book was so popular, he came up with a second book titled: *1001 More Ways to Be Romantic*.

Those were just a few ideas taken from books currently on the market. The following ideas are based on this concept and are new, fresh, and are just waiting to be created.

1) **198 Fun & Profitable Crafts You Can Make in 30 Minutes or Less!**

2) **257 No-Cost/Low-Cost Marketing Tricks!**

3) **77 Easy-to-Make Outfits for Your Cat!**

4) **1001 Ways to Cook Hamburgers!**

5) **177 Little-Known Ways to Get Cash When You Need It!**

6) **369 Sizzling Hot Headline Templates You Can Use to Create Power-Packed Sales Letters!**

7) **149 Pure-Profit Internet Businesses You Can Start From Home in Your Spare Time!**

8) **Lost Treasure! 135 Maps of America’s Buried Treasure!**

You can use this concept with virtually any market, niche, or topic. The following are a few types of items you can compile in your info-product.

- Plans to build
- Recipes
- “Secrets”
- Templates
- Patterns (for arts & crafts, clothing, etc.)
- Tips, strategies, techniques
- Tricks, illusions (for magicians)
- Reports
- Business ideas
- Anything you can compile
**Idea Generator #9:**

**Create a Directory for Your Market**

If you’re someone who would rather do more research than actual “creative writing”, then putting together a directory might be your key to creating a winning info-product.

A directory is simply a compilation of sources that relate to one particular market or subject.

For example, if you travel a lot and enjoy visiting Bed & Breakfasts, you can find them all in The Bed and Breakfast Directory.

Interested in selling your arts and crafts at local fairs, but don’t know when or where they’re held each year? Check out the Art & Craft Event Directory.

Like extreme sports? They’ve got an Adventure Sports Directory.

Need venture capital? Look up the Directory of Venture Capital.

There are dozens of directories in print --- on a wide variety of topics.

Now, with a little research, you can create a directory on the hot topic of your choice.

Here are some examples of directories currently being published.

- **National Job Hotline Directory**
- **Franchise Annual: Franchise Handbook & Directory**
- **50 Fabulous Planned Retirement Communities for Active Adults: A Comprehensive Directory of Outstanding Master-Planned Residential Developments**
- **Wholesale by Mail Directory**
- **Celebrity Address Directory**
- **Internet Yellow Pages**

One publisher, Al Galasso, has created a directory of publishing companies that will dropship their products directly to the customer. His directory is titled: The Dropship Directory… and thousands of copies have been sold over the years.

Laurie Blum, an expert on foundation grants, has created an entire line of successful books… which are actually directories of foundations which award grants for particular needs.
Her books include:

- Free Money When You’re Unemployed
- Free Money from the Federal Government for Small Business & Entrepreneurs
- Free Money for College
- Free Money for People in the Arts
- How to Invest in Real Estate Using Free Money

Matt Lesko, another successful author, uses the same concept. He and his staff research thousands of companies, associations, foundations, and government agencies… and uncover any and all free help, advice, money, and assistance they give away. He then publishes these sources in huge volumes.

Some of his popular titles include:

- Free Money to Change Your Life
- Information USA
- Gobs & Gobs of Free Stuff
- Lesko’s Info-Power

Why are these types of books so popular? Because, while people want information, there is too much information for people to sort through. So the author who is willing to create a directory of resources specifically for one niche has the power to make a lot of money.

Best of all, instead of spending your time fretting over your complete inability to put together a proper sentence (“Is that participle dangling or not? Oh well…”), you’ll be spending your time researching and compiling sources.

The following are some additional directories currently being published… along with some new ideas.

- **Actual Directory**: Mail Order Dealer’s Advertising Rate Manual  
  **Product Idea**: Mail Order Dealer’s Ultimate Source Guide for Printing, Mailing Lists, & Much More  
  **Product Idea**: Infomercial Marketer’s Cable Advertising Rate Manual

- **Actual Directories**: Hong Kong, Taiwan, Philippine, Mexico, Orient Trade Directories.  
  **Product Idea**: Canada, United Kingdom, Russia, Africa Trade Directories

- **Actual Directory**: Book Dealers’ Dropship Directory  
  **Product Idea**: The Infopreneur’s Wholesale Book Directory: 101 Little-Known Sources for Hot Books
- **Actual Directory**: USA Wholesale Sources Directory  
  **Product Idea**: USA “Secret Sources” Directory: How to Buy Anything & Everything at Below Wholesale Prices!

- **Actual Directory**: Closeout Sources Directory  
  **Product Idea**: The Master Flea Marketer’s Guide to Closeout & Wholesale Sources

- **Actual Product**: The Insider’s Secrets to Free Travel  
  **Product Idea**: FREE Worldwide Travel: The Ultimate Traveler’s Directory for Low-Cost/No-Cost World Travel!

- **Actual Directory**: 1001 Things You Can Get Free!  
  **Product Idea**: 195 Freebies for Your Kids!  
  **Product Idea**: 777 Freebies & “Comps” for Gamblers  
  **Product Idea**: 101 Freebies for the Newlyweds!  
  **Product Idea**: 250 Freebies for Parents!

**Here’s a Quick Tip:** Remember that the listings in a directory will need to be updated. Companies move, go out of business, or grow and as this information changes, you need to make sure you update your directory. However, this can actually work in your favor. With most information products, you sell it to your customer once. With a directory, you may find that the same people purchase your updated directory year after year. Make sure that when you do publish your updated version you contact your previous customers first.

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**Idea Generator #10:**

**Turn Successful CD’s or DVD’s into Print Products**

Idea Generator #6 focuses on taking a proven product and changing the format.

For example, if you see a successful DVD series on how to pick the right franchise, you may decide to create an audio-CD series on the exact same topic. Or you may turn the idea into a successful book, workbook, course, or seminar.

However, with Idea Generator #10, you actually turn a successful audio-CD, seminar, DVD into a print product through transcription and editing.
To better explain this concept, let me tell you the story of a very successful information marketer, Mark Nolan.

A few years ago, Mark was paid to give a speech on marketing and free publicity with press releases.

He was paid $1,500.00 to give this speech live to seminar audiences.

Of course, he could’ve pocketed his $1,500 per speech with a smile on his face.

But not Mark. Nope. He wanted to rake in the serious bucks. So here’s what he did.

He had his entire speech recorded… and then transcribed.

Once his speech was transcribed, he read through it, edited it a bit, made a small change here and there… and, like magic, he had an instant product!

With his $1,500 speech on paper, Mark Nolan started to market it with the title *Instant Cash-Flow*… and it sold like hotcakes on a Sunday afternoon.

Mark has sold over 100,000 copies of *his Instant Cash-Flow* book for $30 each. That’s $3 million dollars in sales… for something he used to “only” get $1,500 for.

Can you do something like this? You bet.

Even if you don’t have a speech that can be turned into a print product, there are dozens of companies that sell the reprint and duplication rights to audiocassettes and videos.

Or, if you find a company that sells a product you’d like to have transcribed and turned into a printed product, contact them and ask how much they’d sell the rights for. Explain that you won’t sell the information in its current form… and that you simply want the rights to transcribe the information and put it into a different format.

Remember, there is no harm in asking, so take a chance. You may be surprised with what you get.

**Here’s a Quick Tip:** You can also turn a print product you own the rights to into an audio-CD or DVD. You can use the print product as a script and simply read it (with feeling, please.) into a cassette recorder. Or, if the subject matter needs pictures to explain, use your video camera to create a video using the print product as a script for your production. Some companies, to add value to their print products, will actually just
Continued…

read their book onto cassette. This way, their customers get the information in the format they prefer. After all, some people enjoy sitting down and reading, while others would rather just listen and absorb the information.

Idea Generator #11:

Change Who You Are Selling To

One of the quickest and easiest ways to come up with an idea is to simply change the market you’re selling to.

For example, let’s say that you’re a teacher and, over the course of your 18 years in the education field, you’ve compiled an entire file of companies, organizations, and agencies that give you freebies to help you teach.

Now, let’s imagine that you decided to publish your sources in a directory… and thousands of teachers all across the country are buying your book titled The Underpaid Teacher’s Guide to Freebies: How to Get Free Classroom Supplies, Lesson Plans, Films, and More!

Of course, after you’ve made your first million, you’re looking for your second title. Days go by. Then weeks. You’re desperately trying to figure out an idea for your next hot book. Fortunately, you stumble onto a book that reveals how to come up with hot ideas for information products… and zap, you instantly have dozens of new product ideas – based on your original success!

How? You simply take the same basic idea and change WHO you’re selling it to. Taking our “freebie” idea, you could create:

The Overworked Mom’s Guide to Freebies!
The Proud Grandparent’s Guide to Freebies!
The Busy Dad’s Guide to Freebies!
The Smart Investor’s Guide to Freebies!
The Absolutely Awesome Guide to Freebies for Kids!
The Small-Business Owner’s Guide to $1,000’s in Freebies!
The Retired Person’s Guide to Freebies!

Or, let’s say that you’ve just published a compilation of home business ideas titled Wealth After 65: 237 Home-Business Ideas for Seniors!

Once you’ve cashed in on that idea, why not go after other markets using the same idea:
• The Woman’s Guide to Home-Business Ideas!
• The Kids Book of After-School Money-Making Projects!
• The Student’s Book of Part-Time Money-Makers!
• The Teacher’s Guide to Summer-Time Business Ideas!
• The Lazy Man’s Guide to Fast, Easy Money-Making Ideas!
• The Stay-at-Home Mom’s Guide to Home-Business Profits!

All of these books focus on one main topic… home-business and money-making ideas.

However, they’re all different products, because each of them are targeted to different markets: women, kids, students, teachers, stay-at-home moms, etc.

Same idea, different market. A simple, but powerful concept.

(This idea is similar to Idea Generator #3… but, since it is such a powerful concept, it bears repeating.)

Idea Generator #12

Create Products Based on Success Stories in Magazines & Newsletters

In Idea Generator #4, I mentioned creating a product based on an article in a magazine or newsletter.

A similar method for creating hot products is to keep your eyes open for success stories in magazines --- and create a product based on their success.

For example, in the Wall Street Journal, there was a story about a couple who went from virtual “rags” to riches… by selling collectibles, antiques, and other items on an Internet auction. The story revealed that they had made over $500,000.00 in one year – simply selling items on this Internet auction.

You could turn this one “success story” into an information product by contacting that couple (or any successful person selling items on Internet auctions) and interviewing them.

Once interviewed, you could either write a book about their experiences and success with Internet auctions… or sell the audiotaped interview… or sell the audiotaped interview and printed transcripts as a set.

Or, you could interview 6 people who each found success on these Internet auctions… and have a 6 cassette package, with transcripts.
Here’s a real-life example of this idea:

A few years ago, a master marketer, Gary Halbert, read a story in a tabloid about an incredibly obese young man who, using his own diet plan, was able to lose hundreds of pounds.

When Gary read this incredible story, he instantly realized the pure profit power of an information product featuring this young man.

After all, diet and weight-loss products sell incredibly well… and this young man had a story and a “hook” that Gary felt could make him rich.

So, he contacted the young man, made a deal, and they started working on the product together.

Sound easy? It can be… if you keep your eyes open for these types of opportunities.

Here are some quick ideas that put this technique into use. Each of the following articles features a successful person or couple:

- **Article**: 80-Old Grandmother Eliminates Her Arthritis with Easy-to-Find Herbs  
  **Product Idea**: Granny Jones’ Secret to Ridding Yourself of Arthritis Pain

- **Article**: How a College Sophomore Turns His Dorm Room into a Multi-Million Dollar Internet Empire  
  **Product Idea**: How to Go From $0 to $1 Million on the Internet – in 100 Days or Less

- **Article**: The Prop Master: $2.3 Million in Props for Television, Movies, & The Stage  
  **Product Idea**: Prop Profits: How to Really Get Rich in Hollywood with Your Own Prop Company

- **Article**: Memory Lane: $60,000 a Year Preserving Memories for Others  
  **Product Idea**: Turning Memories into Money: How to Turn a Profit by Helping People Preserve their Past

- **Article**: Happy Campers: Enjoy a rural lifestyle? Consider opening your own big profit campground  
  **Product Idea**: Camping Cash: How to Retire Now with Your Own Big Profit Campground

Creating an information product based on success stories can work extremely well, because you instantly have sources you can contact for inside information. People want to be successful, in whatever field or
topic they’re interested in. Instead of spending your time figuring out how to become successful in a particular field, interview and partner up with those who are already successful. It will cut your learning curve and product creation time drastically. Then you can get to the real money-making part of the process faster.

Idea Generator #13:

Create Information Products Based on Ideas/Products Already Widely in Use

Ever been surfing? If you catch a big wave, you can ride it for a long, long time… surfing like you own the world.

It’s the same thing with riding trends. Find the right trend at the right time… and discover the right way to profit from it, and you can ride the profit wave a long, long time.

For example, 900 numbers were in wide use a few years ago. To get information on home businesses, foreign jobs, sports picks, or yes, even adult services, all you had to do was call a 900 number --- and you could get the info (or entertainment) instantly for a certain fee per minute.

A lot of people made piles of cash with their own 900 numbers while they were still popular.

However, a lot of information publishers also got rich… without the expense of setting up and maintaining a single 900 line.

How? It’s simple. They sold information to people who were running 900 numbers… as well as to people who wanted to run 900 numbers.

One writer created a book for the 900 number market titled: 900 Know-How: How to Succeed with Your Own 900# Business.

Magazines and newsletters sprang up to meet the demand of people who wanted to know more about this new technology. Companies were selling $1,000 “home-study” courses, 900 number seminars, video training, and much more.

Once 900 numbers were up and running, the demand for information was enormous… and many people cashed in.

The same thing has been happening with software and computers.

As technology advances, the demand for information increases.
For example, choose any popular type of software that is widely in use, and you’ll discover many books written about how to use that software… published by a company other than the creator of the software.

The “Dummies” and “Idiot’s Guide” books were created around this one idea… helping people understand technology and existing products, trends, ideas, hobbies, etc.

Imagine building a huge publishing empire by simply writing books that help people understand how to better use their software, create websites, design newsletters, or whatever.

What about the Internet?

It is growing by leaps and bounds… and dozens of books are being written about it.

How to log onto the Internet, how to find what you want faster, how to start a business, how to get the best discounts, how to bid at online auctions, and on and on and on.

Companies are currently selling courses on how to get rich on the Internet, traveling the country with Internet seminars, and selling dozens of Internet videos.

Again, with the change in technology, the demand for information has exploded.

But it isn’t only technology.

When you have an existing product, idea, concept, hobby, etc… you can create an information product based on it.

For example, let’s take gambling.

Millions of people gamble every year. They visit their favorite casinos and lose money on slots, keno, video poker, roulette, blackjack, or any number of games of chance.

Gambling has existed for hundreds of years… and is still going strong. In fact, it’s getting stronger.

To cash in on the popularity of gambling, you could create a wide variety of information products, such as:

- How to Beat the Slots Every Time!
- How to Make a Mint Playing Blackjack!
- The Royal Road to Riches with Roulette!
- The Senior’s Guide to Discounts in Las Vegas!
• Chester Cheapskate’s Guide to Freebies in Vegas!
• How to Beat the Casino at Their Own Game!
• The Unofficial Guide to the Best Gambling in Las Vegas!

This information could be sold in various formats: books, videos, audiocassettes, tip sheets, guidebooks, etc.

Information products based on a very popular, currently existing idea: gambling.

_Here’s the key:_ If you see a concept, product, idea, or technological advance that is currently making people money hand over fist… but you just can’t figure out how to profit from it, try creating an information product based on it.

Remember the Rubik’s Cube craze a number of years ago? Information publishers instantly started creating books about how to solve it faster, quicker, easier.

When Line Dancing became popular in country/western music, information publishers started creating videos to teach people how to do it.

When the Pet Rock was big, information publishers created booklets on how to care for and feed your pet rock.

Beanie Babies are big right now --- and information publishers are making big bucks by publishing tons of books on how to collect them, how to protect them, and how much they’re worth. They’re creating videos on how to detect counterfeit Beanie Babies and how to store them correctly.

Information publishing can be an incredible money-making business, because no matter what trends pop up, you can always find a way to cash in big.

_Idea Generator #14:

“________________ EXPOSED!”

Fill in the blank… and you’ve got an instant product!

Many people love to know the “insider secrets”, the “dirty little lies” behind people, concepts, products, companies, industries, and ideas.

And, to quench their thirst, newspapers and news shows are doing more “behind the scenes” stories… more “in-depth” interviews… and more hidden-camera reporting.
People are curious. They want to know more. And they don’t want anything held back. That’s why the “exposed” product idea can work so well.

For example, which product title sounds better?

*How to Make Real Money in Network Marketing!*

Or…

*Network Marketing EXPOSED! The True Secrets of How to Get Rich in Network Marketing!*

Putting this idea to use is simple. Just take your basic topic or concept, and plug it into the formula: __________ Exposed!

Here are some other topic ideas using this formula:

**The Internet EXPOSED!** How Tiny Companies are Really Becoming Billion-Dollar Giants on the World Wide Web!

**Casinos EXPOSED!** The Secret Flaws in Every Casino that Virtually Guarantee You’ll Win… Every Time!

**Model Searches EXPOSED!** How to Avoid the Rip-Offs and Finally Get Discovered in 30 Days or Less!

**Government Grants EXPOSED!** How You Can Get up to $100,000 in Government Money – Guaranteed!

**Beanie Babies EXPOSED!** An Insider’s Guide to Build the Ultimate Collection… Without Getting Scammed!

**Alien Abduction EXPOSED!** The Real Reason Alien Beings are Kidnapping Hundreds of People Every Day!

**Fat-Free Chocolate Desserts EXPOSED!** How You Can Create the Ultimate Chocolate-Lover’s Dessert – with No Fat!

You get the idea.

It’s a simple concept… but a quick idea-maker.
Idea Generator #15:

Create a Compilation of Real-Life Examples

Idea Generator #8 mentions creating information products that are simply compilations of ideas, tips, tricks, strategies, quotes, etc.

This concept for idea generator #15 is similar, with one exception: you’ll be publishing actual, real-life examples.

And what better way to explain this than through an example.

Mark Nolan, an expert on getting free publicity through the power of press releases recently published an entire book of press releases.

Mark posted a request on the Internet for actual press releases that worked to bring in leads and sales.

Once Mark had compiled a sizable number of these press releases, he published them… and now sells them from his website.

Now, people who want to use Mark’s press release marketing strategy can use this new book to figure out how to write their own press release. Instead of learning from theory, Mark’s customers can learn an enormous amount from these real-life examples.

T.J. & Eileen Rohleder sell information on how people can make money selling information by mail. They teach their customers to write powerful sales letters to pull in maximum profits.

To better educate their customers, they publish a huge volume of successful sales letters from their own vast files. While their customers learn quite a bit from their other products, they learn volumes from this mammoth guide of real-life sales letters.

There are dozens of real-life examples you can compile into an information product and sell. For example, you can compile:

✓ Classified and display ads
✓ Internet websites
✓ Home Plans
✓ Recipes
✓ Business Forms
✓ Art & Craft Project Plans
✓ Business Plans
✓ Newsletters (newsletter formats)
Idea Generator #16:

Create a Compilation of Articles on One Subject

Want to create a high-quality information product with expert information in 10 days or less?

Sound impossible? It’s not. In fact, one of my clients created a thick manual on marketing in a matter of days... using the technique I’m about to reveal.

Instead of spending months researching marketing and writing this manual, he contacted the authors of articles in marketing, home-business, and business opportunity magazines.

The authors he contacted were experts in the field of marketing – many with 10, 15, even 30 years of experience.

He asked each marketing expert for permission to reprint their articles in his new book in exchange for a small blurb (also known as a “Resource Box”) at the end of each article. This extra space could be used to promote their consulting services, products, seminars, or whatever they wanted to sell.

Within days, my client had the rights to reprint dozens of articles from some of the best marketing experts in the country.

He then compiled the articles into one thick manual and started selling it for $30 bucks each.

He didn’t write a single word. He didn’t have to edit any of the articles. He simply compiled the professional articles – all on the same topic (marketing) – into a manual.

Best of all, he didn’t have to pay a dime to create his book.

Instead, he simply gave away some space in his book – at the end of each article – in exchange for the rights to reprint the articles.

It’s a win-win deal for the publisher and authors.

The publisher gets expert information --- professionally written, and ready-to-print.

The authors get additional exposure to qualified buyers – along with the opportunity to sell their products in the resource box at the end of their article.
If you’re marketing to a niche market, you can use this same idea to create an instant information product at no cost to you.

In fact, if you’re marketing to a niche market, but can’t come up with a product idea, you can actually use Idea Generator 4 – using magazine and newsletter articles for product ideas – and contact the authors of those articles to get their permission to reprint their work in a compiled manual.

So, in a matter of a few days, you can have both the idea for a new product as well as the finished product – written completely by experts in the field.

It’s a simple idea, like so many previously mentioned, but executed correctly, it can be a powerfully profitable one.

**Idea Generator #17: Television Shows & Radio Talk Shows**

Many people who profess that they simply “can’t come up with any ideas” are kidding themselves. Ideas are everywhere… and present themselves to us constantly. We’re bombarded with new product ideas every day, through newspapers, magazines, television, and radio.

While I’ve touched previously on taking ideas from print publications, television and radio shows can deliver multitudes of fresh, new ideas.

For example, a few years ago, Oprah Winfrey, a popular TV talk show host, did an entire show on people who got things free or at very low cost.

She interviewed a family who got government land for pennies on the dollar. She talked with a gentleman who “mined” gold from used computers. She talked to people who found valuable antiques worth tens of thousands of dollars at garage sales.

Most people would look at that show as entertainment only.

However, one enterprising information publisher taped that show and used the idea as the basis for a book.

In fact, he used the one-hour show as research and told the stories of the people on the show in his own words in his book.

Then he went to his local library, asked the reference librarians to do some quick research for him (which they were happy to do), and within a week, he had a ready-to-go product.
While many of the talk shows on TV today feature stories and personal situations you probably wouldn’t want to write about, some of them are cleaning up their acts and focusing on more information-based topics. Shows which feature families throwing chairs at each other will probably always have their place on TV, but more shows are moving away from this format and towards helpful topic-based shows.

Fortunately for the information publisher, these shows multiply faster than rabbits – and for every show that is cancelled, two or three new ones take its place.

So, in any one day, you may find 5 to 10 talk shows on television – each one on a different topic. Estimate that they each run 5 days a week for (a conservative) 30 weeks a year… and you’ve got 750 to 1,500 shows. That’s 750 to 1,500 potential ideas. Throw out all of the shows with family feuds, cheating spouses, and strippers, and you may end up with 250 to 500 shows with good ideas.

Of course, you don’t need 500 ideas. Or 250. Or 100. Or even 7. You just need one good idea. And certainly, out of hundreds of these shows, you can find a handful of really great ones.

Plus, on top of all of the popular TV talk shows, there are numerous topic-driven radio talk shows. Many of these talk shows pull in experts from a variety of different fields and interview them.

If you can tune into a call-in talk radio show that allows callers to talk to the expert directly, you can even gauge the public interest in a particular topic.

For example, if an expert in authenticating and appraising autographs is scheduled to talk for 30 minutes, but the host says, “Would you mind staying for an additional 30 minutes? Our lines are so jam-packed with people who want to talk to you about their autographs.” --- that’s a good indication that this is a hot topic.

Quick idea: If the host of the radio show is on his toes, he’ll give out contact information for the expert he’s interviewing. Contact that expert and find out if you could interview him/her for an audiocassette product. Or if it would be possible for you to hire a ghostwriter to interview him/her and write a book based on his/her expert information.

Again, there are many radio talk shows. Keep your eyes and ears open to these shows for ideas… and you’ll quickly find that you’re overwhelmed with hot new product ideas that could pull in enormous amounts of cash for you.

After all, if there weren’t some level of interest in the topic, they wouldn’t do an entire show on it, would they?
Create Products Based on New Technology

Today’s society has become reliant on technology. Our daily lives include constant contact with fax machines, answering machines, voicemail, the Internet, e-mail, computers, photo scanners, digital copiers, infrared scanners, automatic teller machines, satellite TV, cell phones, and microchips tucked neatly into our every appliance.

And, as new technology grows, the demand for new information grows.

For example, with the birth of the personal computer, an entirely new niche of information publishing was born. Books, videos, home-study courses, and audiocassettes on how to use this new-fangled invention were created in droves. As new software was created to run on the PC, more books had to be published to explain how to use this software more effectively.

The computer created a boom for information publishing… and with almost daily changes in improvements to PC’s, this information is constantly being updated.

There are books on:

• How to profit with your computer
• How to run any type of software
• How to program software for your computer
• How to build your own computer
• How to win with computer games
• How to become a desktop (computer) publisher
• How to design eye-catching graphics on your PC

Now, with the newest technological advance – the Internet – an entirely new niche has opened up once more.

While just a few years ago it would be virtually impossible to find a book on the Internet at your local bookstore, they’re now as common as books on computers.

You’ll find books on how to get on the Internet, how to “surf” the Internet, how to use e-mail, how to make money on-line, where to find free stuff on the World Wide Web, how to trade stocks on-line, and much more.
In the last 10 to 20 years, advances in technology have started to occur at a breakneck pace.

And, with every new advance, there is the opportunity to profit by selling information about it.

Just imagine: Hundreds of software programmers, computer engineers, and multi-billion dollar companies are working on creating new technology to make our lives better.

However, once they deliver this new technology, there will be a demand for information that explains it in easy-to-understand terms.

And, unlike technological advances, it doesn’t cost millions and millions of dollars to create and sell an information product.

If this concept intrigues you, take a moment to research the information products created about computers, the Internet, e-mail, and other advances in technology.

Then, keep your eyes and ears open for new advances. The news media loves to report on technology and gadgets, so they can keep you up-to-date without it being necessary for you to do a lot of in-depth research. Once something looks promising, research it further.

**Idea Generator #19:**

**Create an Information Product That Explains HOW You Did Something**

Some information products can be a by-product of what you currently do in your business on a day-to-day basis.

For example, let’s say that you publish a newsletter on marketing for carpet cleaners. You’ve run this newsletter successfully for 15 years and make a tidy six-figure income each year.

**Instant Info-Product Idea:** Create a course teaching others how to publish their own $100,000-a-Year Newsletter.

Can you imagine that people would want to know exactly how you publish your successful newsletter? You bet!

Or let’s say that you run your own successful Internet toy store and pull in over $1 million dollars a year.
**Instant Info-Product Idea:** Create an information product that teaches others how to create their own successful Internet store.

Or you may design websites for Internet companies.

**Instant Info-Product Idea:** How to Create Awesome Websites in 30 Minutes or Less!

Of course, these are just ideas. *Here’s a real-life example of this concept at work.*

Quite a few years ago, a gentleman by the name of Dan Poynter wrote a book about parachuting.

However, after realizing that no major publisher would want to publish his highly-technical book, Dan decided to “self-publish” his book on parachuting.

Dan Poynter’s book was so successful, he started publishing other books. In 1973, he wrote and self-published a book on hang gliding and it sold over 130,000 copies.

Since Dan’s first few successes, he has written over 70 books, many of which have been translated into other languages. Dan and his books have even been featured on CNN, the Wall Street Journal, U.S. News & World Report, and many other major publications.

As you can imagine, with so much success in the self-publishing field, many people wanted to exactly how Dan made his millions.

So Dan wrote another book explaining how he got rich through self-publishing… and titled his new manual:

**The Self-Publishing Manual**

Catchy title, huh?

Dan was so successful at self-publishing that it was an automatic next step to teach others how to do it, too.

Hot copywriters who write sizzling hot sales letters and ads for companies around the world usually end up writing some sort of book about their secrets. These famous names include David Ogilvy, Victor Schwab, John Caples, Claude Hopkins, Joseph Sugarman, Dan Kennedy, Ted Nicholas, and many others.

If you do something – either at your job or in your own business – that other people would be interested in learning – that’s an instant product idea.
Here’s one final real-life example to stimulate your brain.

Bryan Dean Toder is a professional magician who runs a discussion board on the Internet. Magicians from around the globe can post their comments or questions about magic on his forum – and get answers, advice, and help from other magicians.

Since its inception, Bryan’s discussion board has been incredibly successful. Not only do thousands of magicians visit his forum every day, but sponsors are willing to pay top dollar for advertising on his site. Plus, Bryan sells some of his own products for additional income.

Can you guess what information product Bryan decided to create?

Within a few months after creating his successful discussion board, Bryan had also created a product titled:

**Discussion Board Riches!**

This product revealed how anyone could set up their own discussion board – on virtually any topic – and turn it into a money-making venture.

This idea didn’t take Bryan long, sleepless nights to come up with. He didn’t have to do a lot of research. He realized very early on that he could profit by simply teaching others what was so successful for him.

It’s a simple concept, but some of the most powerful concepts are the simplest.

**Idea Generator #20:**

**Recycle the Old… And Make It New Again**

Some of the best ideas can be old ideas with a new twist… or simply resurrected.

Product ideas come and go in cycles. An idea that is brand spanking new will age and wither away. However, the smart marketer can use the old, outdated product as the basis for a hot new product.

For example, one marketer in the Midwest collects old magazines and sales letters to help him create ideas for new products.
Recently, he took one winning idea that pulled in over $1 million dollars --- and updated it. The old info-product was an audiocassette package that taught marketing secrets.

As you know, information ages. Dates, prices, references to current companies and people, and a variety of information changes… and the product loses its value. Our smart marketer, though, realized that a re-recording of the audiocassette package would probably sell well. So, with a little help from another marketing expert, he recorded a completely new and updated audiocassette package… which instantly became a hot selling product.

This same marketer continues to take old ideas from the past… from 5 to 50 years ago… and turn them into hot new info-products.

If you’re currently selling an outdated product, update it and sell the improved version to your current customers. This is an easy way to generate fast cash – and offer your valuable customers the up-to-date information they desire.

Or, find a company that had a winning product they let age and die. You can find these products by researching old magazines and keeping your eyes peeled for ads that run month after month after month… for years.

However, some companies get bored with their products and, instead of simply updating them, they trash them and move onto something else. The idea behind that trashed product could be your key to success.

Remember that one company’s trash can be another marketer’s treasure.

Idea Generator #21:

Create a Pricing Guide

Quick Info-Product Idea:

Create a pricing guide for a niche market.

For example, a handful of marketers are making a mint selling pricing guides for Beanie Babies.

Other publishing companies sell pricing guides for coins, collectible lunchboxes, antiques, civil war muskets, and Pez dispensers.
A few companies sell thick manuals which feature the advertising prices for magazines, newsletters, newspapers… as well as prices for mailing lists.

While pricing guides may take a lot of research to put together, they can also be a substantial source of profit for your business. One company sells updated versions of their guides every month.

You can update yours yearly and continue to sell to the same customers again and again… year after year --- and pull in profits.

Check your niche to see if a pricing guide is a feasible option.

**Idea Generator #22:**

**Let the Government Spark Your Ideas**

The United States Government is constantly creating information for public consumption. One of these sources, the Consumer Information Center based in Pueblo, Colorado, promotes a variety of booklets, pamphlets, and other informative publications.

Here are just a handful of the hundreds of consumer publications available from the U.S. Government:

- General Information Concerning Patents
- Starting a Business
- Small Business Handbook (80 pages)
- Running a Small Business
- Healthy Heart Handbook for Women
- Seven Steps for Safer Sunning
- You Can Control Your Weight While You Quit Smoking
- Making Your Medications Work Better
- Helping Your Overweight Child
- Fitness & Exercise
- Ways to Win at Weight Loss
- Getting Fit Your Way
- Food Guide Pyramid
- Travel Tips & Older Americans
- Passports & Customs
- Your Trip Abroad
- National Wildlife Refuge: A Visitor’s Guide
- How to Buy a Home with a Low Down Payment
- HUD Home Buying Guide
- How to Sell Your Home
- Cooling Your Home Naturally
- Keeping Your Home Safe
- College Graduates: Degrees, Earnings, & Outlooks
- Help Wanted: Finding a Job
Tips for Finding the Right Job
Telecommute America
Planning for College
Electronic Application for Federal Student Aid
Preparing Your Child for College: Resource Book for Parents
Helping Your Child Learn Geography
Helping Your Child with Homework
Museums & Learning: A Guide for Family Visits
Doing Your Taxes
Making a Will
Planning Your Estate
What You Should Know About Buying Life Insurance
Choosing & Using Credit Cards
Managing Your Debts: How to Regain Financial Health
66 Ways to Save Money
Introduction to Mutual Funds
Planning Financial Security
Top 10 Ways to Beat the Clock & Prepare for Retirement
Cybershopping
Buying a New Car/ Buying a Used Car
How to Get a Great Deal on a New Car
Nine Ways to Lower Your Auto Insurance
Buying a Computer
Site-Seeing on the Internet
Your Family Disaster Supplies Kit
Protecting Your Privacy
How to Buy and Install Telephone Products
How You Can By Used Federal Government Property
U.S. Real Property Sales List
How to Buy Surplus Property from the Dept. of Defense
Paying for College

Whew! And that’s not even close to all of the publications available from the Consumer Information Center.

Spark any ideas?

If not, don’t worry. The government is constantly creating hot, new titles (with relatively boring names) every single year.

Best of all, many of these publications are free of copyright. Your tax dollars paid for the creation of these publications, so you’re allowed to use them as you see fit. (This is not a blanket statement. Check each publication first to see if it is protected by copyright. Some of these publications are reprinted by the government – but were created – and are protected – by a corporation.)

That means that not only can you use these publications to generate ideas for information products, but you can also reprint any or all of the information directly from these publications.
For example, you could create an entire book on health, eating right, and losing weight by using some of these government publications and editing them together.

Matthew Lesko uses a similar technique. He finds government publications that reveal sources for financial aid, government advice, and other U.S. “freebies” and compiles this info into mammoth books.

Some publishers actually reprint these government publications word-for-word and use them as bonuses for their main offers.

For a complete catalog of the U.S. Government’s free consumer publications, you can do a quick search on the Internet for the “Consumer Information Center”.

Or, you can contact the C.I.C. for a free catalog by writing to:

Consumer Information Center
Pueblo, CO 81009

**Idea Generator #23:**

**Info-Products Based On Your Personal Interests or Expertise**

Do you have some hobby or personal interest that others would like to know more about?

Are you an expert in something? Real estate, the Internet, buying cars cheap, or anything of interest?

Too often, the would-be info-entrepreneur discounts their own knowledge and expertise when, in fact, there may be hundreds or thousands of people willing to pay for it.

For example:

Recently, I was contacted by a young man who wanted to write a book and rake in millions of dollars in cold, hard cash.

At that time, he was running his own window-tinting business out of a rented garage – and was making a ton of money. In fact, he was making so much money that he was able to buy a very sporty car and equip it with the latest in stereo equipment and accessories.

However, while the money was great, he wanted more. His plan was to write a book that everyone would want to read – and retire in his mid-twenties with millions.
Unfortunately, he had no idea what to write about.

First, I explained that his chances of writing a best-selling book in the next few months and retiring wealthy were pretty slim.

Second, I explained that the world of self-publishing had great (if not better) financial rewards. Instead of having to sell tens of thousands of books for $14.95, he could rake in huge profits selling a few hundred copies of a home-study course for $295 to $695 or more.

While this sounded like a great idea to him, he was still stumped. What should he write about?

Here’s what I came up with:

This guy loved cars – and felt he had the perfect job. He was able to spend all day on a variety of cars – tainting their windows – and the money was so good that he could buy and soup-up his own new car.

“Do you think,” I said, “that other car enthusiasts would like to be able to quit their 9 to 5 jobs and make serious money tainting car windows?”

“Sure,” he said… and the idea for his product was born.

He could now write a complete course on how to make money tainting windows, complete with information on setting up the business, renting space, finding tainting supplies, and working with local car dealers.

He could create an instructional video showing – step-by-step – the fastest, easiest way to tint car and truck windows.

He could record an audiocassette album detailing his “insider secrets” to success… how he started with under $50, how he brings in traffic by offering referral fees to local car companies that send business his way, how he gets additional word-of-mouth advertising by offering his customers discounts or referral fees, and much more.

He could even contact a window tinting supply company – and become a dealer for their supplies. Then, as his customers start their business and need supplies, he can generate additional, on-going profits by supplying them all.

I say “could”, because he hasn’t done anything with this idea.

We spent a few hours brainstorming the ideas for a hot product with a lot of potential…

…and then he went back to tinting windows – and never wrote a single word.
Oh well. Ideas are easy to come up with. It’s the execution that can be a killer. (If writing were really easy, we’d all write our own mammoth autobiography and our libraries would be choked with worthless tomes on a variety of ho-hum subjects.)

Before you go searching far and wide for that one perfect idea, take a look in your own backyard. The hottest product you create could come from your own knowledge or experience.

Need a boost? Create the following list to help you generate ideas based on your background.

Write down a list of your:

- Interests
- Hobbies
- Collections
- Expertise
- Experiences
- Adventures
- Degrees (or educational training)
- Sports
- Businesses (or business experience)

For example, let’s say that your hobby is collecting rare antique furniture from garage sales and antique stores… and re-selling it for incredible profits. There are people who would (and do) pay for this type of information.

If you’ve managed people for 30 years, there are people (managers) who would be willing to pay to know how you made your employees more effective without yelling.

If you’ve traveled the world on $100, there are travelers who would like to know how to travel on a budget.

Whatever your interest, hobby, expertise, or background, don’t discount it. Instead, use it as a source for hot new product ideas. You’ll be surprised at the number of people willing to pay for what you know.

Idea Generator #24:

How To ________________

Quick Info-Product Idea:

Fill in the blank.

People want to know how to do things.
The information age is all about "how to".

Sit down with a piece of paper, this template, and see what you can come up with.

If you need some outside assistance to spark some ideas, grab some magazines, newspapers, or switch on the TV… and start writing. The more ideas you come up with, the better your chances are of coming up with a winning idea!

**Idea Generator #25:**

**Create Your Own Personal "Idea File"**

Do you believe that all ideas should be created out of thin air? That your brain should, at your request, automatically create a wide variety of great ideas, ready and waiting to be executed?

Unfortunately, unless you've "trained your brain" to work this way, you may find that these beliefs are extremely limiting.

An alternative is to create a file of items to help you spark new ideas quickly and easily.

For example, many successful marketers create their own "swipe file". This is a file (usually a box, file cabinet, or binders) filled with
sales letters, ads, headlines, offers, brochures, and other marketing materials from other companies.

When the marketer needs an idea, she doesn’t stare at a blank page, praying that her brain cells will come up with some winning idea.

Instead, she will go through her swipe file and use another company’s winning idea to spark her own.

Of course she doesn’t steal any actual marketing “copy”.

She simply uses her file to spark her own, new ideas.

Now, you can use this same concept to help you come up with ideas for new info-products.

You may want to start saving:

- Newspaper & magazine clippings
- Book reviews
- Sales letters for hot info-products
- Display ads for hot info-products
- Info-Product Titles
- Samples of chapter headings, layouts, etc.

Anything that you feel will help you come up with new ideas, save it. If, over a period of time, you find that a particular item you’ve saved isn’t helping, you can always throw it out.

Instead of starting from scratch, you now have a resource file that can help you create tons of winning ideas.

One thing that is important to include in your idea file is a product idea notebook.

When your brain is turned on – and the ideas are flowing like a broken faucet – you’re going to be creating dozens of hot ideas. Write down every idea, good or bad – without judging it.

Yes, you will have times when your brain is on fire – and the ideas continue to flow forth. Capture them all, because you may need them later on when you can’t come up with a new idea to save your life.

For example, during one hour long brainstorming session, I was able to come up with about 30 product ideas. Some were great – and others were, well – not so great.

Now, whenever I’m trying to come up with new ideas, I refer to my notebook – and instantly come up with new ideas. Some of the ideas I’ve written down inspire new ones. With some, I simply change the subject matter – and decide to present the information in the same way.
And, over time, some of my “not so great” ideas seem to turn into great ideas that, right now, may have some potential.

If you’re really serious about creating hot info-products, you need to be able to generate high-quality ideas. And, in some cases, the only way to insure that you’ll come up with high-quality ideas is to simply generate a large number of ideas.

And, to create a large number of ideas, you may need a catalyst – something to spark your imagination and turn on your mind. Your “idea file” can be that catalyst.

### Playing “What If?”

Once you have an idea file built and your idea notebook started, you may still be stuck. To move ahead and get your brain cooking, ask yourself a question: What if?

“What if, instead of writing that product, I put it on tape? What if I took the same idea and interviewed 6 experts about it for an audiocassette program? What if I turned it into a club or association? What if I used the booklet as the lure to get them to buy my bigger course? What if I could buy the rights to this product and add my own information to make it mine? What if…?”

You get the idea. Playing “What If?” can really get your mind moving – and force the ideas to start flowing.

### Idea Generator #26:

**Use Creative Thinking Books to Stimulate Ideas**

Here’s a crazy idea:

Some people in the world have a problem. They find it difficult to be creative and come up with ideas. They realize that good, high-quality ideas can make them wealthy – so they’re willing to pay for information on how to become more creative.

If you check back to Idea Generator #1, you’ll see that a great way to come up with a product is to solve a problem.

Once I identified the problem, I decided to create an info-product that would be the solution.
The book you’re holding in your hands is a solution to a problem.

Of course, I’m not the only person to realize that idea creation is a problem. In fact, there are many experts who realize people need to be more creative – in their jobs, personal lives, and small businesses.

My advice: If you really want to be a master at creating awesome ideas for info-products, purchase the following books on creativity and idea generation. They’ll help you create profitable products for a lifetime.

A Whack on the Side of the Head: How You Can be More Creative!
By Roger von Oech; Publisher: Warner Books

A Kick in the Seat of the Pants
By Roger von Oech; Publisher: Harper/Collins

Get Out of Your Thinking Box
By Lindsay Collier; Publisher: Robert D. Reed

Five Star Mind: Games & Exercises to Stimulate Your Creativity
By Tom Wujec; Publisher: Main Street Books

Aha! 10 Ways to Free Your Creative Spirit and Find Your Great Ideas
By Jordan E. Ayan; Publisher: Crown

How to Think Like Leonardo da Vinci
By Michael Gelb; Publisher: Delacorte Press

There are dozens of books available on creativity, idea generation, maximizing brainpower, and more.

My advice is to visit your nearest bookstore or library – and pick up a few of these and other titles.

Remember that the first step to producing your million dollar information product is creating the idea. So put some time and effort into creating the best ideas possible – and the time you invest will pay off.
### 52 Info-Product Formats

Information can be created and sold in a variety of different formats. The following list of info-product formats should help you determine how you want to package and sell your own information product.

1. Book (100 pages or more)
2. Booklet (Less than 100 pages)
3. Special Report (2 to 10 pages or more)
4. Newsletter
5. Book of compiled newsletter issues
6. Home-Study Course on Specific Topic
7. CD-ROM (searchable, interactive)
8. Instructional Manual (how-to)
9. Guidebook (Guide to place, destination)
10. Seminar Transcripts
11. Audiocassette Transcripts
13. Posters (Gov’t info posters for businesses)
14. Checklists and Forms
15. Book on computer diskette
16. Directory
17. Compilation of articles from experts/authors
18. Compilation of secrets, tips, tricks, etc.
19. Compilation of examples (ads, press releases, etc.)
20. Pricing Guide
21. “______-A-Day” (365 thoughts, tips, ideas, etc.)
22. Software
23. Internet website
24. Workbook
25. Audiocassette of seminars or speeches (recorded live)
26. How To Audiocassette (recorded in studio)
27. Audiocassette of Expert Interview
28. Set of Audiocassettes: 2 or More Experts Interviewed
29. “Best of” Audiocassette (best of seminar, interviews, etc.)
30. Recorded consultation audiocassette (“Hot Seat”)
31. Panel Discussion Audiocassette set (teleconference)
32. “Book on Cassette”
33. Instructional Video Tape (How To)
34. Video Tape of seminars or speeches
35. Video Tape of Expert Interview
36. Set of Video Tapes: 2 or More Experts Interviewed
37. “Best of” Video Tape (best of seminar, interviews, etc.)
38. Video Tape Consultation (“Hot Seat”)
39. Panel Discussion Video Set
40. Video Tape Tour (Ex. How I Set Up My Business)
41. Video Tape Compilation of Examples (infomercials, TV shows, product demonstration, etc.)
42. “Behind the Scenes” Video Tape
43. Toll Information Hotline (900# or pay in advance)
44. Live Seminars
45. Phone Consultation
46. Live in-house consultation
47. Live Teleconferences
48. Recorded Teleconferences
49. Fax-on-Demand
50. Bootcamps
51. Monthly Subscription (Ex. Tony Robbin’s PowerTalk, monthly audiocassette)
52. Reprint Rights Package

As you can see, there are many ways that you can present and promote information.

Plus, you can present information in a variety of formats, group them together, and create an info-product with a higher perceived value.

For example, a book on a particular topic may sell for $29.95. Take the same information, put it into a 3-Ring Binder, add a video tape, 6 audiocassettes, live phone consultation, a newsletter, software, and a workbook, and you now have a product that may sell for $500 to $1,000 or more.

Bundling information can increase price which, if done correctly, can increase profits.
Bonus Section

14 Templates to Help You Create Hot Titles for Your Info-Products… *Instantly!*

You’ve got a hot idea for an info-product, but now you need a hot title, right? Well, here are a few template ideas (along with some actual info-products on the market) to help you come up with your own killer title.

1. **How to ____________________**

   Examples:
   
   How to Win Friends & Influence People  
   How to Make Money in Stocks  
   How to Cook Everything: Simple Recipes for Great Food  
   How to Be Your Own Contractor  
   How to Get Happily Published  
   How to Identify Edible Mushrooms  
   How to Make a Fortune on the Internet  
   How to Solve a Murder: The Forensic Handbook  
   How to Write a Movie in 21 Days  
   How to Get a Job in 90 Days or Less

2. **The Insider Secrets to __________________**

   Examples:
   
   The Insider Secrets to Moving  
   The Insider Secrets to Diamond Dealing  
   The Insider Secrets to Straight A’s in Law School  
   Insider Secrets for the Desktop Publishers

3. **The Ultimate Guide to __________________**

   Examples:
   
   The Ultimate Guide to Homeschooling  
   The Ultimate Guide to International Marathons  
   The Ultimate Guide to Student Contests  
   The Ultimate Guide to Dog Training  
   The Ultimate Guide to Pampering Your Horse  
   The Ultimate Guide to Fitness  
   The Ultimate Guide to Free Travel  
   The Ultimate Guide to Winning Scrabble Brand Crossword
4. 1001 Ways to ________________

Examples:

1001 Ways to Reward Employees
1001 Ways to Market Your Books
1001 Ways to Market Your Services
1001 Ways to Save Money – & Still Have a Dazzling Wedding
1001 Ways to Be Romantic
1001 Ways to Have Fun with Children

5. __________ Exposed!

Examples:

Car Buying & Leasing Exposed
Freemasonry Exposed
Cruise Secrets Exposed: The How to Resource Guide to the Best Values in Cruise Travel
Project Blue Book Exposed
Gambling Exposed
Nazi UFO Secrets and Bases Exposed
The Secrets of Nostradamus Exposed

6. __________ Revealed!

Examples:

Hawaii, the Big Island, Revealed
Alien Contact: Top Secret UFO Files Revealed
Astrology Revealed
Car Secrets Revealed
Gambling’s Greatest Secrets Revealed
Hidden Treasures Revealed
Medical Secrets Revealed

7. The Truth Behind ____________

Examples:

The Truth Behind the Men in Black
The Alien Intent: The Truth Behind the Cover Up?
Global Warming: The Truth Behind the Myth
Meteors: The Truth Behind Shooting Stars
Scary Science: The Truth Behind Vampires, Witches, etc.
Atlantis: The Truth Behind the Legend
The Insiders: The Truth Behind the Scandal Rocking Wall Street
8. The Complete Guide to __________________

Examples:

The Complete Guide to African-American Baby Names
A Complete Guide to Bird Feeding
The Complete Guide to Buying & Selling at Auction
The Complete Guide to Fishing Skills
The Complete Guide to Getting a Grant
The Complete Guide to Health & Nutrition
The Complete Guide to Natural Healing

9. The Art of ________________

Examples:

The Art of Dreaming
The Art of Eating
The Art of Condolence
The Art of Nutritional Cooking
The Art of Public Speaking

10. ____________ Made Easy

Examples:

Airline Travel Made Easy
Calculus Made Easy
Astrology Made Easy
Private Investigating Made Easy
The Buck Starts Here: Profit-Based Sales & Marketing Made Easy
Business Plans Made Easy
Casino Games Made Easy
College Financial Aid Made Easy

11. Use Specific Numbers in Your Title

Examples:

7 Habits of Highly Effective People
101 Ways to Promote Yourself
10 Foolish Dating Mistakes that Men & Women Make
199 Great Home Businesses You Can Start for Under $1,000
20 Wonderful Weddings – and How to Craft Them
501 Questions Every Bartender Should Know How to Answer
88 Songwriting Wrongs & How to Right Them
5 Steps to Successful Money Management
The 38 Most Common Fiction Writing Mistakes
12. The Truth About ______________

Examples:

The Truth About Money
The Truth About Publishing
The Truth About Cats
The Truth About College: 50 Lessons for Parents Before They Start Writing Checks
The Truth About Fiction Writing
The Truth About Sharks

13. The _________’s Guide to _____________

Examples:

The Complete Idiot’s Guide to Online Investing
The Girl’s Guide to Fishing & Hunting
The Absolute Beginner’s Guide to Gambling
Accountant’s Guide to the Internet
All Thumbs Guide to Home Wiring

14. How You Can ______________

Examples:

How You Can Be a Fruitful Witness
How You Can Beat the Races
How You Can Bowl Better Using Self-Hypnosis
How You Can Manipulate the Media
How You Can Buy a Business Without Overpaying

Remember that these are just suggestions. You can use these basic ideas – along with other ideas – to create the ultimate title for your info-product.

For example, here are some quick info-product titles based on the 14 templates.

- The Naked Truth About Sun Tanning
- 18 Little-Known Secrets to Getting Rich with Stocks
- The Amazing Insider Secrets of Winning at Lotto
- How You Can Lose 10 Pounds in 10 Days
- 144 Fast, Easy Projects for Kids to Make
- The Lawyer’s Guide to Legal Questions & Answers
- The Art of Day Trading - Made Easy!
- Work-at-Home Scams and Schemes – Exposed!

Create your own templates – along with the 14 provided here – and you’ll always be able to come up with sizzling hot titles.
As an information marketer, it’s important to understand the most effective ways to test your new product ideas and get fast feedback. The key to finding a successful product, in many instances, isn’t coming up with the hottest idea. The key is to come up with a variety of ideas and test each of them until you discover which one will be the most profitable.

One of the little-known secrets of the marketing masters is how to test a product idea quickly and effectively. If you have the ability to test a product or idea and discover whether or not it will be a winner or a loser within a few days or weeks, you’ll be ahead of most marketers who spend months and, in some cases, years testing their product ideas. Remember, even though you may generate tons of ideas, only a handful may be money-making winners - so you want to be able to quickly test each idea until you hit the one that will pull in mountains of cash.

Do Your Homework First... Before You Test

Before you test your product ideas, make sure you’ve done your homework. You can save yourself a lot of time, effort, and headache if you’ll spend some time researching your market, their wants, your competition, and other variables that will effect your test. In some instances, your research may reveal that a product you felt would be a winner will end up being a loser. This isn’t to say that you can’t go ahead and test your ideas anyway, but - if you have more product ideas than you know what to do with - careful research may show you which ones are weak and not worth testing - and which ones you should test immediately.

Study your target market. What do they want? What are their problems? What product will solve their problems? What product will fill a “want” - not a “need”? What magazines do they read? What interests them? What products are they currently buying? Who are they buying from? Do they buy multiple products?

Product Development Note: Studying your target market should spark some new product ideas. After all, you want to create products based on the wants and desires of your target market. However, once you’ve generated a product idea for a target market, it’s a good idea to study the market again - and make sure that your product fits what they want. Some marketers end up trying to deliver products that a market “should want” - or “needs”... but has no desire to buy.
Survey your target market. What better way to find out what your market wants than by asking them. If you’re currently selling a product to your target market, one of the easiest ways to find out what they want is to ask them. Send out a simple survey to your customers, along with a self-addressed stamped envelope or business reply envelope. Ask them about their wants, their problems, current challenges, what their interest are, etc. Make the survey complete - but relatively simple to fill out. And, to make sure you get a decent response, you may also want to offer a free gift to your customers for filling out and returning the survey. People lead busy lives - and you may have to “bribe” them to take five minutes to fill our your survey and return it. This does take some time and money, but it is a great way to determine if your product matches the wants and desires of your market - and, it just might spark an entirely new product idea.

If you don’t currently sell to your target market, you can still survey them. Using the following techniques, you can survey a new target market to determine the validity of your product idea.

✔ Rent a mailing list. If you don’t have a database of customers to send your survey to, try the next best thing: rent a mailing list of buyers in your target market - and survey them. While this is certainly an expensive alternative, it is an option. Check the Standard Rate & Data Services Direct Marketing List Source for mailing list brokers.

✔ Set up a survey on your Internet website. The advent of the Internet has been a boon for marketers. It is constantly opening up new and inexpensive avenues for testing and marketing products. Now, you can even survey your target market - right on your website. With simple website creation software (Microsoft’s FrontPage, for example) you can create a simple survey form on your website. Once this is set up, you can visit discussion boards and newsgroups that your target market visits - and inform them about your survey. Within moments, you can have people filling it out on-line. It’s a fast, easy way to research!

✔ Monitor Internet discussion boards and newsgroups. People on the Internet like to get together in groups (markets) and discuss things - and discussion boards and newgroups have been created to fill this demand. There are discussion boards, forums, and newsgroups for almost every target market imaginable: jugglers, magicians, hunters, gun owners, marketers, entrepreneurs, stamp collectors, parents, teachers, artists, etc. By monitoring their discussions, you can quickly determine what their interests are - and what product ideas they may have an interest in.

Study your competition. Before testing any new products, it’s a good idea to find out what your competition is doing. Do they have any particular products that they’ve
been selling to the market for years? What price do they sell their products for? How do they target new customers? What is their “marketing process”? One of the best ways to find out what your competition is doing is to play the part of a prospect - and run through your competition’s marketing process. If the company has been in business for a while - selling the same products - you can assume that they’ve been successful. However, until you understand their entire marketing process, you can’t assume too much.

For example, many infomercial companies sell products for $19.95 to $39.95 - and run for years. If you just watched their infomercial as an on-looker, you might believe that they were making all of their money simply selling the product you see on your TV screen. However, assuming that they’re getting rich selling $20 to $40 products would be a false assumption. In fact, many of these companies would lose money following that model. The reality is that once you’ve ordered their $39.95 product, the operator is up-selling you on an additional $29.95 video cassette and a subscription to their $14.95-a-month audio newsletter. Then, a month or two later, you get a call to buy their advanced video training set for $995. And a month after you buy that, you get an invitation to pay $1,995 to attend their live 3-day seminar.

*The lesson is simple:* Don’t assume too much about a company or a product - until you’ve put yourself directly into a company’s marketing process - and can see all sides of it.

**Model successful product & marketing formulas.** If you’ve done your homework and find that your target market likes to purchase audio cassette packages for $395, don’t try to sell them a 200-page course for $97. They may buy the course (that’s something you can certainly test later on), but their preferred product medium is audio cassettes - and the audio cassette offer may outpull the manual 10 to 1.

When you’re testing your new product idea, you want to put your best foot forward. That means not only giving your target market the information they want, but presenting it to them in the way they want it. If they want audio tapes, you deliver audio tapes. If they prefer a 16 video set, you sell them the video set.

You can find out what they want by studying how your competition is presenting products - and the form those products are taking. For example, one large direct marketing company sells millions of dollars worth of information products using 24-page “Special Reports”. Their customers have become accustomed to receiving and reading these rather lengthy sales letters - and that’s what they expect. When the company tested sending shorter letters, response dropped. Many companies in the same market (selling to the same people) have now “modeled” the thick “Special Report” concept - and have been very successful. In fact, many of these companies also model the pricing and product delivery method used by the direct marketing
company. They’ve taken a formula tested extensively and used successfully by another company - and used it for their own offers and information products.

Don’t try to re-invent the wheel. If something is working, model it!

Once you’ve done your homework - and researched your market, you may find that you can already weed out some of your ideas. This is why research is so valuable. Instead of spending your valuable time testing poor product ideas, a little research can reveal which ones may be losers - giving you the opportunity to focus your testing on the handful of winners. Unfortunately, this is a part of the testing process that some information marketers neglect. The best don’t.

3 Great Ways to Test New Product Ideas...
Without Losing Your Shirt!

While testing new product ideas isn’t glamorous, effective testing has the ability to help you separate the money-making winners from the “duds”... and control your financial risk. Unlike some information marketers who are impatient and throw money at a product, hoping that marketing dollars will translate into profits - you can use the following testing tricks to:

 ✓ Save your valuable time only for those products that show promise.
 ✓ Risk very little or no money to see which products will fly.
 ✓ Test more products faster... and find the winning product in record time.

You can, of course, test your products using regular advertising. An ad in your target market’s magazines or newsletters... or a direct mail offer sent to 5,000 buyers from your market can give you great feedback on how your product will sell. However, you will need to invest quite a bit of money to test using these methods... and you may want to save this money to test your offer & letter after you know you’ve got a winning idea. If you do have money set aside for this type of testing, you can get a very accurate response using these “tried-and-true” methods. But, if you’re working on a limited budget - or hope to test a variety of product ideas over a relatively short period of time, you may want to focus on following techniques to get great feedback - with very little cash.

Testing Method #1:
Create a Pre-Publication Offer

“Dry-testing”, selling a product which hasn’t been created yet, is frowned upon by the Federal Trade Commission. Unfortunately, if you’re unsure whether or not a product will be received well by your target market, it seems almost foolish to spend weeks or months creating a product which, after testing, may turn out to be an enormous failure.

You can, however, create a “pre-publication offer”. This is basically the same thing as “dry-testing”, except that you let your customers (or potential customers) know that the product has not been created yet - and will be shipped once it is finished. They order (and pay) now, and you ship later. If your pre-publication offer is well-received, you can create the product and start shipping. If
response to your offer is poor, you can return the orders you have received - and you move onto the next product idea.

One important thing to remember with pre-publication offers is to keep the lines of communication open with your customers. The pre-publication offer can be risky, because your customer has purchased a product - but will receive nothing for perhaps a few weeks or a month or more. It’s easy for “buyer’s remorse” to set in and for the customer to request a refund - before you’ve had a chance to create and ship the product (if, of course, the testing went well and you’ve decided to create the product).

You want the order to “stick” while you’re working on creating the product. So, to keep your customers happy, you’ll want to let them know when you expect to ship the product. Thank them for their order, give them more information on what they can expect, and explain what benefits they’ll get from the product. You may even want to send them a small gift or free bonus when they order - so they’ll receive something immediately. The pre-publication offer can work very well for you - but, if you ignore your customers while you’re working on your product, you can expect a lot of headaches. Don’t ignore them. Let them know what is going on and they’ll stick with you.

**Quick Idea:** If you do want to use this pre-publication idea, but are worried that it will take you too long to create the product if your testing proves successful, you may want to find a company that sells a similar product. Do a joint venture with that company and fill your orders with their product until your product is completed. Using this method, you can ship your customer a similar product quickly - while you’re working on creating your own product. Once your product is done, start filling all subsequent orders with your own product. (Note: If you promise your customers a specific bonus or information, make sure that either the similar product you send them includes this - or write to your customer and promise that this information or bonus will be shipped separately within a few weeks. Again, communication is the key to pulling this method off effectively.)

**Testing Method #2:**

**Use Free Publicity to Test Your Product**

Dr. Paul Hartunian, the master of press releases and free publicity, has a great way to test new products. He suggests that, when someone has a new product idea, they create and send out a press release. If the media picks up the information on the new product, it has the potential to be a winner. After all, newspaper, magazine, TV, and radio executives realize they have to present what their readers and viewers want. And, if you’ve got what people want, they will publish it and put it on the air. If you get lots and lots of publicity, your product may be a solid-gold winner.

On the other hand, if no one picks up your product, Mr. Hartunian suggests dropping that product idea and moving onto the next. If it’s such a bad idea that the media would ignore it, you’re going to have a hard time selling it. As he says, “If you don’t get any publicity, you don’t have a product.”
Testing Method #3:
Give the Target Market a Choice...
and Let Them Decide What They Want to Buy

If you’ve got more product ideas than you know what to do with, you may want to let your target market decide which products they’d rather buy.

A great way to do this is to create small reports based on each product idea. For example, if one idea was to create a book on 101 Easy-to-Start Internet Businesses, you would write a short 3 to 5 page report on the top 3 to 5 Internet Businesses. Each report should reveal just a taste of what your larger information product would deliver. Create 5 to 10 small reports on each product idea.

Once you have created these small reports, you can offer these to your target market in a variety of ways.

Offer 3 free reports to your current customers. If you already have a customer database in the market you’re targeting, reward your current customers by offering them 3 free reports of their choosing. Send them a list of your entire selection of 5 to 10 reports - and allow them to select three - absolutely free. Not only will you be building your relationship with your customers, but you will also be gathering information on which report (and which product idea) your customers are the most interested in. Keep track of which report is requested the most - and you’ve just done a fast, inexpensive test. You now know which product idea your customers are the most interested in. You can guess at what your customers want all day long... but the best way to find out is to make them choose what they want!

Sell the reports to your target market - or give them away free. If you’re selling to a new target market, your task is a little more difficult. You could offer 3 reports free - and publicize the report give-away through press releases sent to the magazines and newsletters your target market reads. Or you could create a self-mailer or direct mail offer to send out to 500 to 1,000 buyers in your target market. Or you could even do a joint venture with another company currently in your target market. You could offer 3 of the reports free to their current customers. All they have to do is print and include the
report list and contact information in their outgoing product packages. One fast, easy, and inexpensive way to offer these reports to your target market is to offer them on the Internet. You can easily create (or have someone create for you) a website that offers each of the reports. They can order them on-line using a secured server - or you can let them choose 3 free. The Internet now allows you to take a great idea - and execute it quickly - with very little cost.

Allow your target market to download your reports off the Internet instantly.
With current technology, you can now allow your market to download and read your reports off the Internet - instantly! Now, you can post your reports on your website - and promote your free reports on your target market’s discussion boards, forums, and newsgroups. Then, using a simple statistic system (available from almost any website hosting company) you can keep track of which report was downloaded the most often. This is a great “hands-off” way to discover what your target market really wants to know about... before you spend your time creating the finished product.

Testing If Your Product Idea is a Viable One is Only the First Step

Testing your product idea is merely the first step... however, it is a very important step in discovering and creating a winning information product. Once you’ve found a product with promise, you can then move onto the job of testing other variables... your offer, your pricing, your guarantee, mailing lists, and much, much more. However, to make sure your idea even has promise, you’ll want to test that product idea first... before creating your complete offer and testing that to your target market.

Do not forget the importance of testing your product idea. In our impatience, even those who know that we should test, fail to test everything. However, even if you take just a bit of this information to heart - and use the idea testing methods revealed inside, you’ll be ahead of the game.

Here are some thoughts on testing by some very wise marketers...

“Always test”  
- Ed Capano

“If you make a mistake, call it testing; if you make a big mistake, call it research.”  
- Wendell Forbes

“Rule 1: Test everything.  
Rule 2: See Rule #1.”  
- Malcolm Decker
Testing Resources

2,239 Tested Secrets for Direct Marketing Success
Compiled & Written by Denny Hatch & Don Jackson
Published by NTC Business Books

How to Start & Operate a Mail-Order Business
(Note: See Chapter 26: The Vital Brain of Mail Order: Testing)
Written by Julian Simon
Published by McGraw Hill

1001 Ways to Market Your Books
Written by John Kremer
Published by Open Horizons

Rene Gnam’s Direct Mail Workshop: 1001 Ideas, Tips, Rule Breakers, & Brainstorms for Improving Profits Fast
Written by Rene Gnam
Published by Prentice Hall

Do-It-Yourself Direct Marketing: Secrets for Small Business
Written by Mark S. Bacon
Published by John Wiley & Sons

The Golden Mailbox: How to Get Rich Direct Marketing Your Product
Written by Ted Nicholas
Published by Dearborn Publishing Group

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Your whole information business future will be based on coming up with good product ideas and being able to get them out the door quickly and easily. More than any other question, my customers ask me what products they should sell and that they can’t seem to come up with good product ideas.

The first caution that I want to give you in this area is that you really need to figure out and come up with ideas that you are extremely “passionate” about. If you love a subject, you will find it is much easier to study, produce a product on it, and then stick to selling it even when times are hard (every business has hard times so don’t just stick your head in the sand and don’t think that line doesn’t apply to you).

You really have to choose something that makes you excited. Have you ever seen a salesman trying to sell something just as a living? I am sure you have. It is a very discouraging site. If you don’t believe in what you are selling, it will show through...in person or in a web site.

If you love golf, you will be much better off creating an information product based around this sport than you will by creating a network marketing report. If you love bodybuilding nutrition, then you should focus on that instead of an Internet marketing course. You will find that there are niche markets for virtually any subject on the Net as long as you position yourself correctly.

Choose a subject you love to talk about...

Below I will give you my 10 quick and easy product idea generating methods... Ideas don’t grow in a vacuum with you just immediately thinking them up out of thin air (at least not in most cases). They come by observing what is going on around you. If you need product ideas, then just put this system to use.

Idea Generator #1: Create a Product out of Ideas you get from Headlines in Magazines.

In most cases the magazine editors know exactly what their market is wanting to read and will try to give it to them on the front cover. Use those article titles as ideas for doing your own reports.

Virtually any article idea can be taken and expanded on into a full blown report. Currently I am looking at a “Start Your Own Business” magazine and I see dozens of ideas for potential products.
There is even one article in here called “The Hottest 500 New Businesses to Start Now” which has literally hundreds of business reports you could do. Almost everyone of the ideas could be used to create an entire report out of.

For example, “Open an Auction House” online is one of the ideas. Well, I know by experience that creating and selling a book about eBay and how to do online auctions is an extremely lucrative business.

Pick up some of the magazines you read normally and start looking through them for potential report ideas. For example, if you read motorcycle magazines, you may find all of these ideas in just one issue of a magazine: “How to Choose Your First Motorcycle,” “Quick and Easy Methods to Customizing your Own Bike,” and “Romantic Motorcycle Getaways,” and “Cruising through Indiana.” By the way, all of those ideas were generated just in the Letters to the Editor section of one Tour and Cruiser magazine. I never got past the 10th page.

You could come up with the same type of idea generation in any magazine you normally read (by the way, this is a good way to come up with project ideas since you will already have magazines sitting around from the subjects you enjoy).

Idea Generator #2: Look for Best Selling Book Topics.

Just go to Amazon’s 100 best selling non-fiction books at: http://www.amazon.com/exec/obidos/subst/lists/best/paperback-nonfiction.html

If a subject is on this list, then it is a subject that people are willing to pay money to learn about. You will find that “making money,” “nutrition,” “exercise,” “politics,” “finances,” “software,” and “parenting” are perennials which will always be on the list.

The goal of this exercise is to see how people are creating unique positioning for all of those ideas. They don’t just create another nutrition book. They create a very specialized diet such as the Dr. Atkins diet or some other type of thing. Although this type of material has been presented over and over again, it just needs to be presented in a new way for it to become a seller again.

Idea Generator #3: Write a How-To Article.

How have you or people you have known accomplished something other people need. Did you decrease your golf score by 10 strokes? Have you found a better job? Did you buy a house even with bad credit? You have done something in your life that other people would like to learn from.

Any type of how-to product can usually find a market. If you have learned how to train your golden retriever, then you can be sure that there is a large market out there waiting to get that information. If you know how to raise three kids while also being a career mother, there are people dieing for that information.

Think about some obstacles that you have overcome in your life. Whatever has been a hindrance to you can also be turned around and used to create your successful business. If you didn’t have
enough money in college, then you could write “How to Make it Through College on a Shoestring Budget.” If your husband ran off and left you with four kids to raise on your own, then it could be “How to Raise Four Kids as a Single Mother.”

Turn your adversity into profits. The public loves personal interest stories. So if you find a way to combine your story with good how-to information, you have the makings of a winning project.

**Idea Generator #4: Look at the Most Searched For Keywords Online.**

What is at the top of the list in words being searched for online? If everyone is looking for MP3’s, then you can create a product about how to create MP3’s, how to market your singing career through MP3’s, or how to set up your own music store online. Go to [http://www.wordspot.com](http://www.wordspot.com) for a Top 200 keywords report sent to you free every week.

By choosing and creating a product based solely on the top search results, you will know that you have a ready market already waiting for you online. You won’t have to hope that people look for your product (you will also know that search engine positioning should be a major key in your future advertising as well).

If you have never looked at the top keywords, I do suggest you do this even if you don’t plan to pick your product ideas from them. It may be quite a surprise for you to see exactly what people are searching for online. While you might have thought they were interested in one thing, they may be interested in something completely different.

While on the subject, I also would like to mention that you can put in any keyword into Goto.com’s Search Engine Suggestion Tool and it will show you how many people are looking for that word and combinations of that word. This can be used for research as well when creating any other type of product idea. If there really isn’t any online interest for your product, why would you want to do it.

Use the Search Term Suggestion Tool at: [http://inventory.go2.com/inventory/Search_Suggestion.jhtml](http://inventory.go2.com/inventory/Search_Suggestion.jhtml)

**Idea Generator #5: Create a Product which Combines Hobbies with Making Money.**

Making money is always a hot topic to anyone and finding out ways to make money using your hobbies is even more so. You could do “17 Businesses you can start online with your golf hobby” or “How to create an eBay business from garage sale hunting.”

The possibilities are endless in this market. Any hobby can be taken and turned into a money making venture. All you have to do is find someone who is currently making money from your hobby and then offer to interview them for your report...or if you find the information to make money from your hobby, you can write the report yourself.

Even though many of your potential readers do not currently plan to start a business from their hobby, they will still want to get a hold of your information. In general, people of today are very dissatisfied with their jobs and want more free time (in recent polls free time is the number one thing people want
in their lives coming in ahead of both money and sex).

So, they will buy your information product for the “dream” that is holds for them. They don’t currently plan to build a business out of their hobbies, but they want to think about and hold on to that option for the future.

This is an important note to take for any information business. Many times your purchasers are buying the “dream” more than anything else. Most subscribers to the Robb Report (a magazine dedicated to the millionaire lifestyle) are not millionaires. They just like to dream about it.

Dreams are a powerful motivator to think about when developing your information business. People will buy a “dream” much quicker than they will ever think about buying something they “need.” You will go broke if you try to sell products that meet people’s needs.

A book about “How to Get a Job” may be a good idea to help people in their needs, but you will find that many people will not be willing to spend money for it. Most of your potential customers will probably send you sob stories and ask you to give them the book for free.

Sell to their dreams. Create a product on “How to Build an Internet Business and Sell It For Millions” or something similar. Again, this is another idea you could use to find people and interview them about how to do it. This is a “dream” of Internet entrepreneurs, not a need.

Idea Generator #6: Deal with Technology.

Technology is another consistent winner. Anything that has to do with advancing technology is a good idea: web site design, new Internet software, DVD creation, Audio and Video on the web, etc. Design a user guide for software programs you have mastered. Creating a book on “115 Tips to Get More Effectiveness from Adobe Premiere” would be an idea that would relate to this.

Another advantage of dealing with this market is that when a new version of the software comes out, you will be able to update and sell your new product to many of your previous customers. You will also find it is a field with many built in back ends such as information products on other software programs and one-on-one consulting.

For example, if you create a product on how to use Dreamweaver, then many of your customers would probably also like to learn Fireworks and Flash. So, those are built in back end products for you to start working on as soon as you finish your Dreamweaver product.

Many of your customers will also want personal training so you could start a one-on-one phone consulting service. You could also hold seminars on the software programs as well. Software is going to become even more influential on our daily lives so this is definitely a growing market.

To figure out which software to use, go to Amazon’s Top 100 and choose the top 100 software programs. This will show you which products people are buying. Then, choose a program you are proficient in which costs a minimum of $100. It is even better if the software retails for $200 or more.
If the software program itself is too cheap it will be difficult to find people willing to pay for training. If they just spent $600 for the software though, selling them a product which teaches them how to use it is almost a given. So, the higher priced the software, the better the opportunity to sell to them.

**Idea Generator #7: Pick a Targeted Market and Study It.**

This idea is based on you choosing a targeted market first. If your interests revolve around 18th century French antiques, then you could choose that as your niche market. Basically this approach will be used to immerse you in the audience’s mindsets so that you can pick and create the product that they all want.

Once you have chosen your subject, start joining every online community which is involved in that subject (if you find that there are tens of thousands of communities around your subject you need to specialize more). Signup for a separate email address (you can get one from your ISP, web host, or a free email provider such as Hotmail.com) as you will be receiving a lot of mail using this system.

Subscribe to all of the free ezines in your market (you want to get to know what is being published out there so you can become the expert). You can always unsubscribe from the useless ones later on.

You can find most of the ezines by using one of these directories:

- [http://www.bestnewsletters.com](http://www.bestnewsletters.com)
- [http://www.e-zinez.com/cgi-bin/hyperseek/hyperseek.cgi](http://www.e-zinez.com/cgi-bin/hyperseek/hyperseek.cgi)
- [http://www.ezinestoday.com](http://www.ezinestoday.com)
- [http://www.listsnet.com](http://www.listsnet.com)

Then, subscribe to the mailing lists which discuss the subject. Go to [http://www.liszt.com](http://www.liszt.com) and do a search for keywords which relate to your subject. Subscribe to the lists you want to be a member of (this is where you have to have your new email address as some of these lists may generate several hundred messages a day).

Go to [http://www.forumone.com](http://www.forumone.com) and bookmark discussion groups which talk about your subject (you can do the search for keywords here just like you did when looking for mailing lists). Your final stop will be at [http://www.deja.com](http://www.deja.com) where you can search the newsgroups for discussions about your topic.

Start paying attention to the discussions and find out what people are constantly asking questions about. Ask some questions yourself and find out what “pain” members of this community is going through. Then, create your product to be a cure for the pain.

**Idea Generator #8: Watch TV.**

Most people already watch too much TV so this one shouldn’t be a problem. Watch some of the
news shows and see the hot topics of the day. What are talk shows talking about (besides transsexual nazis who hate their brothers because they married their cousins).

Whatever is hot on TV will eventually translate into a hot topic online. For example, when all the TV shows talk about the new killer virus, it may be time for your “How to Protect Your Computer from Viruses” product to come out.

The advantage of this method is that it will have publicity campaigns built in. If all of the news shows are talking about viruses, then it is the perfect time to be the expert on virus protection...and sell thousands of your new virus protection reports at the same time.

Never discount publicity and it’s value to you as a webmaster. One news release can give you more traffic in a day than working on the search engines for an entire year. No matter which type of info product you create, you should try to come up with unique ways of positioning yourself for maximum publicity.

Idea Generator #9: Use Those Reprint Rights Report Ideas as Starting Points.

Everyone has seen those 650, 1100, 1500, or 4500 report packages by download or on CD, right? Well, the secret is a lot of those reports really aren’t that great. What you can do with them though is use them as a starting point and idea generator to create your own high profit high quality product.

This is the mistake that many people make with those report series. They are an awesome opportunity if you use them the right way. You could select several reports, edit them, and create an all new online document.

Do this with several of the reports and you could now put together your own reprint rights package for $297. You would have a unique item that no one else is selling.

Most people are just too lazy to do this. They want to buy the rights and then hope they can turn around and sell the same CD or collection to thousands of people (not counting the fact that almost everyone online has seen these CDs and that they know the reports aren’t that great).

As always, the real profits from these packages will go to those who come up with their own ideas and techniques to add value to the packages.

We have now added in a 2,000 reprint rights report package as a bonus to Instant Cashflow members over at http://www.allthesecrets.com (this one bonus usually costs the full price that the entire Cashflow package sells for with over 20 books, Real Audio training, and more).

Idea Generator #10: Update a Hot Product that is out of Copyright.

This is what I did with my “Scientific Internet Advertising” manual at http://www.mrmarketer.com. I took an old product that has helped millions learn how to advertise correctly…and turned it into a manual teaching people online how to advertise most effectively.
You could find numerous books written in the past which are no longer under a copyright (this is how many companies publish such books as Huckleberry Finn, Moby Dick, and the like). You will want to focus on non-fiction books if you do this, but you will find that there are a lot of products out there which are no longer under copyright.

You could also take the publications the government puts out and turn them into new products. Most of the materials published by the government come out under full public domain which means they are open for you to use. Below are several places you can find public domain materials:

Agriculture: http://www.nalsda.gov
Columbia: http://www.columbia.edu/cu/libraries/
Disasters http://www.uwex.edu/ces/news/handbook.htm
FEMA http://www.fema.gov/library
Finance http://www.financenet.gov/sales.htm
Library http://www.loc.gov
NARA http://www.nara.gov
Printing Office http://www.access.gpo.gov/su_docs/fdlp/index.html
Books Online http://www.books-on-line.com
Yale Library http://www.library.yale.edu/govdocs/gdchome.html

Use the same techniques as for the above tip. Create whole new products out of these public domain materials. Mix and match different items you find. You may want to put together an Army Survival manual with a hiking guide, wilderness maps, etc. Always think about ways to add value to your packages.

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Now that you have your product idea, it is time to create it. Of course you could write it straight through just like a book is created, but that is one of the most time consuming methods you could possibly use.

As always, we need to focus on ways to creating our information products in the quickest and easiest manner. Writing a 200 page book will take you months or even years to finish. That is way too long for most people.

When dealing with people who are creating their own business in their free time, I have found that many people will never complete a project if it takes longer than 30 days to get it up and ready to go. If you only had 2 hours a day to focus on your project, this would only give you 60 hours total to complete your first project.

Writing your first book is next to impossible to create in such a quick timeframe. Notice I said next to impossible because it is still possible to do. It just takes knowing your subject frontwards and back (you have to have time to research your ideas as well on the part-time basis)...and it takes having a focused attitude for your project.

Let’s face it though. Most of the people reading this course are not writers. You may have never written anything since you left school. Trying to write a full info product in a short period of time would be next to impossible if you didn’t have a system for doing so.

Instead of just writing your full product front to back, use one of the below seven quick product creation methods:

**Easy Product Creation Method #1: Create a Tips Booklet**

One of my most well known ebooks is “101 High Profit Businesses You Can Start Online With Little Or NO Money.” This free ebook has been passed all over the Internet and is on well over ten thousand web sites as a free bonus. Guess what? All of these people are telling their visitors about me and sending traffic my way (you will learn more about viral marketing in the traffic generating section).

None of my other writings has achieved anywhere near the same results. In other words, using the easy product method has produced results for me that I haven’t been able to duplicate the success of
in a straight writing method. My 101 Tips idea took me 3 days to create. My other ebooks I have tested took months to write and never achieved anywhere near the same success. Guess which method was a better use of my time?

Anytime you look at the top 100 books you are sure to find at least several which are tips books. For example, “1001 Ways to Be Romantic” is a top selling book. So guess what? Gregory Godek came out with a follow-up book: “1001 More Ways to Be Romantic.”

Just take a notebook with you during research and throughout your day and write up 77 ways to, 784 easy designs, 176 golf tips to lower your score, and 283 ways to make more money online.

This notebook will become your writing fuel. Every time you visit a web site and see a new tip idea, add it to your list. If you think of an idea while in the shower, put it down. If your friend mentions an idea, write it down.

You can ask for people to send you ideas from the mailing lists, forums, and newsgroups you have been participating in. Under each tip you may make a paragraph of simple notes.

It is quick and easy to create...and is built in the exact model that Internet users love. Remember what everyone loves most is to be able to have more free time. With a tips booklet format, you are able to give them a large amount of information without taking up much of their time. It is the perfect Internet product.

**Easy Product Creation Method #2: Do Interviews**

Schedule and talk to some of the experts in whatever area you want to produce an ebook on. Either write up questions and email it to them or actually do phone interviews. Then, create your product based on the interviews with all of the major experts.

This is the perfect format to create a product in if you are not an expert in your field. Many people think that you can’t do a product if you don’t know the subject well enough. Well, here is the way to cheat the system.

You can do a series of interviews for any product you can imagine by simply finding experts in the field. Search for them online, in the magazines, or as authors of books on the subject.

Then, contact them by mail (you could use email also, but some of them may be too busy to answer their own email). You will be pleasantly surprised at just how many of them will be open to doing an interview with you just for the publicity that they receive through your work.

Please note that it is expected of you to reference any of their products they sell as one of the questions so that they can get sales from being a participant in your 45 product. Some of the experts may also ask for a small fee which you should be more than willing to provide if you need them.

The two primary ways to do the interview are by phone or by email. The format you use will depend on your plans and what type of product you are creating. Please keep in mind that some experts may
not be all that comfortable with email and you may not get all of the “gold” you would like by just sending over emails with questions to them.

They may possibly open up a lot more if you do the interview by phone. Plus, a phone interview will also give you a lot more opportunity to ask questions, respond to statements they may make, etc. The phone would give you the ability to “pull” those golden nuggets out of them through the right questions.

If you wanted to produce a written information product, you could still have the interviews audiotaped on the phone and then transcribed into a written product (an hour of discussion will usually translate to 25 to 40 pages of written material). Five Interviews would give you a 125 to 200 page product.

The key to creating a good product through interviews is learning how to ask the right questions. This is a skill you will pick up on the more interviews you do, but you can start studying up on it by listening to radio interviews and watching TV interviews. Please notice how the interviewer will do everything in their power to get the expert elaborating on all of their points.

As the interview host, it is your job to keep the material relevant to your audience (if you have done your research you should know your audience and their desires) and to keep it interesting. If you truly love the subject you are doing the product about, you shouldn’t have too much trouble with either of these. In other words, you are asking the expert exactly what you want to learn yourself...if you are excited about it, it will show through on the tape.

As a service to your expert, you should also prepare a list of questions to send over before the interview. This will give them the chance to prepare and it will make them quite a bit more comfortable during the interview itself. Ask some of your forum friends or ask yourself what you would like to learn from this interview and spend several days writing down questions as you think of them.

The whole key to the interview is to make sure that both of you are prepared.

Having a written set of questions is the most important item in this preparation. Then, as the interview proceeds, you can ask other questions that come to mind that may further clarify what is being taught on tape.

To do a phone interview will require that you have the a good phone connection on both ends and that you have the correct audio taping equipment. Technology in this area changes rather quickly so my best advice is that you go to your local Radio Shack and ask for the equipment you need to do a phone interview. Expect to pay around $150 to $300 for good phone taping equipment.

Once the tape is completed, then you can edit it on your computer. The most used sound editing program is SoundForge, but it is quite expensive. If you have the money though, this is what you should go for. You can find a few low cost editing programs by doing a search for them at http://www.download.com

You will want to go through the tape and possibly edit for little noises that may come up or possibly
edit it for length to keep all of your tapes the same length. Most editing programs also have the ability to change the pitch and increase the volume for the product itself. If we have enough interest, I will show how to use Soundforge to edit audios through the online Screencams in the member site.

**Easy Product Creation Method #3: Create a Compilation of Articles**

This is similar to the above idea, but instead of doing interviews, just ask for reports and articles from all of the experts. Each author will ask for you to include their resource box so that they can be contacted for further products or services, but that is a small price to pay for having a product virtually handed to you.

Write a short introduction and then organize the articles into a logical format to create your own book out of. You could have a 2,000 page monster of a training course for virtually any subject all written by outside experts.

I have noticed that many “membership sites” are using this as a method of producing their content. This is another model that is becoming more prevalent for the distribution of information online.

You can create a membership site based on rather low cost software such as Account Manager at [http://cgi.elitehost.com](http://cgi.elitehost.com). If you can’t afford the professional version, then they also have the Account Manager Lite for you to test out and use for free (the purpose of this software of course is to convince you of why you need the paid version).

There are also numerous order processing companies which can be integrated into a membership type of site such as:

- [http://www.ibill.com](http://www.ibill.com)
- [http://www.netbilling.com](http://www.netbilling.com)
- [http://www.globill-systems.com](http://www.globill-systems.com)
- [http://www.web-charge.com](http://www.web-charge.com)
- [http://www.instabill.com](http://www.instabill.com)

My own merchant account company, Cardservice International, also has the ability to integrate into most online membership systems. If you want your own online merchant account, then I highly recommend Cardservice International (no long complicated forms to fill out, no worrying about being approved, and all completed online).

Running your own membership site can have a lot of advantages to it. You can be a fully digital publisher with nothing to send out, provide instant access to your site, and also receive yearly renewals of your members.

Please note that the value of a membership site is in having your members renew year after year (or month after month if you create a monthly membership site). I have run a lifetime membership site (similar to many on the web) and this is not the model you want for your site.

Follow the model of continually adding new valuable information to your membership site so that your
customers want to stay members...and then have them renew (or be automatically renewed until canceled) continually year after year. By doing this you will get the maximum value from your customers (and provide them with the useful information they want).

Always think about the lifetime value of your customers no matter what you are doing…

**Easy Product Creation Method #4:**

*Do it Resource Guide, Pricing Schedule, or Rolodex Style*

In other words, create a product based on how to find the resources some one needs in a certain field. Most people don’t want to spend their lifetimes searching the net to find information. They want all of the best resources given to them in one easy format.

The hot selling “Net Detective” is an example of this type of product. It gives you thousands of web site links for finding relatives and doing background research on other people you deal with. It is one of the hottest selling products online and all it is basically is a resource of links for private investigating.

This type of idea is similar to the article idea (#3) and could also be used as an ebook or a membership site. I have seen Internet Marketing Resource Guides, Wholesale Resource Guides, Import/Export Resource Guides, Fitness Resource Guides, Network Marketing Resource Guides, Free Advertising Resource Guides, Magazine Resource Guides, Publicity Resource Guides, etc.

I know the experience of trying to find information I need for whatever (maybe even a simple Java code to create a popup box on a web site) and it takes hours or even days to find this type of thing. For me as a webmaster, I would be more than willing to pay for a resource guide of all of these types of tools.

I am sure you have had the same experience at sometime or another. You know exactly what you want, but no matter what search engine you use you just can’t find the simple resources you want. It takes days! So, a resource guide with all of the top resources given specifically may have quite a value in your market.

**Easy Product Creation Method #5: Do It Step-By-Step**

Instead of trying to write a big book, make a simple outline of the steps needed to come to the end result. Then, simply write an article about each of the steps. In other words, you break the book down into little sections that are easier to think about and write about.

Most of the products I create are done in this format including the one you are reading. Whenever you think about an exhaustive work or any type of long creation, it becomes daunting and you just can’t seem to get started. And even after you do get started, it seems like it will be so long before the project can ever be completed.

This type of project can and will become a mental block to you. You just won’t be able to do it no matter how hard you try.
So, break it up into short sections. Then, break those sections up further. If you are thinking of an electronic book, break it up so that you have one idea per page. Then, you can write about each idea individually giving specific and exact instructions covering it. Your mind doesn’t have to think about writing a full report. It only has to think about writing one page at a time (or around 300 words).

This type of writing will also break up your work into smaller chunks for your reader’s benefit as well. I hate to tell some people this, but people just don’t have time for encyclopedia sized products on any subjects. We are all time restricted. There just isn’t enough time in the day to accomplish everything we need to accomplish.

We don’t have time to read 500 pages to come to the information we need. We need you to give us what we need to know in 5 pages or less. If you divide up your writing into one page sections (give or take a little bit as you will never know for sure just how long each section should be until you write it), then you can include a comprehensive table of contents so your readers can go right to the information they need right now...bypassing everything else.

With the creation of this type of product, you should spend your first couple of weeks writing down all of the needed steps or bite sized sections. Then, schedule yourself to write a section each day or several sections each day until you complete the entire product. The key to finishing something like this is to write a little bit every day. If you allow yourself to get lazy and put it off a few days, it will only get harder as it goes along. Every time it is put off will just give you more of an excuse to put it off next time.

Apply discipline if you want to ever finish your project…

**Easy Product Creation Method #6: Buy Reprint Rights**

There are some good products out there which have reprint rights available. All you have to do is buy the one-time reprint rights fee and then you can sell the product forever without ever having to pay another penny in royalties.

The “Internet Marketing Warriors” contain a lot of material which was purchased in this way…and my own “Instant Internet Cashflow System” package also contains a lot of products which had reprint rights available. Products you purchased reprint rights to can make for wonderful bonuses when creating your irresistible online offers.

To find good reprint rights, you must keep your eyes open when they are offered or you can also be prepared to offer them to someone when you know they are self-published (if an author is in contract with a major publisher you have almost zero chance of reprint rights).

If you find someone selling an electronic book online that you would like to own the rights to, then feel free to make them an offer. The worst thing they can do is say “No.” You are going to hear a lot of “No’s” throughout your business career, so you shouldn’t let that stop you.

I have offered cash for many different products I wanted rights to even if the author wasn’t offering the product for sale at the time. The going rate for reprint rights to a digital product is around 10 to 20
times it’s retail price. So, a product which can sell for $30 has rights at a level of around $300 to $600 in most cases. When I first approach someone by email and make a personalized offer, I will usually shoot for the 10 times range. This gives me some negotiating room if I chose to go higher with my offer.

I paid $900 for an ebook which retails at $39.

I paid $495 for a $29.95 ebook.

One of the software programs I own the rights to was purchased for a final price of $1500 while it sells for $197. I wasn’t willing to pay 10 times the retail price on this item mainly because of the support elements involved in software distribution (when you sell an ebook the sale is done—software users always have questions and problems to work out).

I purchased all of these rights for one major reason. I wanted to add value to products I had already created by using them as bonuses.

You could also create an entire membership site based on products which you purchased the reprint rights to.

One thing to keep in mind about reprint rights. Make sure you have the right to distribute them in a digital format (such as recording them into Real Audio from audio tape) if you would like to use them in this way before you purchase the rights. Generally reprint rights do not come with return guarantees (they can’t because the owner has no idea whether you will even use them or not).

So, make sure you ask all of the questions you have about your product or any of it’s uses before you purchase the rights.

Easy Product Creation Method #7: Hire a Ghostwriter

If you already have your research material done, then you could actually hire someone else to write the book for you. Call down to your local newspaper office and find out if they have any writers that would like this kind of work.

You can hire a very good (but unknown) writer for around $1,000 to $2,000 to write a full length book from your research. Most of the books by well known political figures, movie stars, and athletes are actually written by ghost writers. You can actually go one step further and have almost the entire project done by outside workers. They could do the research and write all of the materials you need for whatever ideas you come up with.

The Internet is definitely turning the world into a world where the “Ideas” are the most valuable commodity.

How much will it cost you to have the entire product done for you?

I don’t know the answer to this, but I can tell you where you can get quotes and find the people you need to take on the project.
Go to this web site to find independent contractors for all of your project needs: www.elance.com

You can find hundreds of people to do virtually anything you need done.

Best of all, many have references, portfolios, and information about their businesses and the services they provide - so that you can check them out thoroughly before they start on your project.

www.inforiches.com
117 Instant Product Ideas

“Live” Product Brainstorm Session
By Jeff Gardner
(Original Release: 2001; Updated Version: 2005)

When I first got involved in the information publishing and marketing business, well over a decade ago, coming up with profitable product ideas was like pulling teeth without anesthesia. (Ouch!)

Today, armed with The Ultimate Million Dollar Idea Generator, I can easily crank out dozens upon dozens of product and service ideas for virtually any market. In fact, the big problem isn’t coming up with great product ideas. It’s deciding on the one project – out of all I’ve come up with – to focus on.

To show you the exact process I use to come up with killer product ideas, I’ve decided to let you “watch” one of my brainstorming sessions – “live”.

Armed with my trusty "Idea Generator" (which you now own, since you purchased it from my site, InfoRiches.com), I’ll brainstorm product ideas for the Internet marketing niche.

There are two main reasons I chose this niche for this brainstorming session.

First, I’ve been told again and again that there are simply too many people selling “Internet Marketing” products – and the entire niche is too crowded.

Balderdash!

Yes, the market may be crowded with “Me Too” products that seem to reveal the exact same secrets, over and over – but there are still a lot of products that haven’t been created... and smaller niches within the larger “Internet Marketing” niche that haven’t been exploited yet.

So I’m doing what others have said is more difficult than creating products for niche without a glut of products.

Second, there is a very clear demand for Internet marketing products – and YOU want to be selling products and services that are in demand.

After all, why sell products to people who aren’t buying – and spend your valuable time convincing them that they need what you want.

Instead, you want to go into a market already hungry for a particular type of product – and offer them more of what they’re already buying.
Don’t be a pioneer. Don’t re-invent the wheel.

Go into a proven market and skim off some of the profits for yourself.

Now, with those thoughts in mind, let’s get ready to start brainstorming product ideas.

But before I begin, let me reveal a few things about my brainstorming process.

#1: No ideas, no matter how silly, bad, stupid, or overworked are thrown out. The brainstorming process is all about getting your ideas onto paper. You judge your ideas AFTER you generate them – not during the brainstorming process.

#2: The titles of the product ideas are very general – to give you the basic idea behind the product. However, you would probably want to create a better title for these products if you were to produce them yourself.

#3: In some instances, I’ll offer notes about a particular product idea. However, in other situations, I’ll simply jot down the product idea and move onto the next one.

Now, with that in mind, I’ll open my copy of The Ultimate Million Dollar Idea Generator... start my stopwatch... and get going...

1. How to Get More Traffic to Your Internet Website book

2. Internet Traffic Secrets of the Internet Experts

This would be an easy product to create. Simply contact 4, 6, 8, or 10 Internet marketing experts, interview them each an hour about the top methods they use to get traffic to their websites - and you’ve got a tape program worth $97 to $197. Have the tapes transcribed, put the transcripts into a 3-ring binder, and you’ve got a package (tapes and transcripts) that could easily sell for $297 and up!

3. Internet Traffic Secrets Newsletter - Online

You could do this as an online membership site – with new ideas, tips, tricks, and formulas for generating traffic each month. You could include interviews from experts, tips, etc. You could charge $19.95 to $24.95 or more monthly.

4. Internet Traffic Secrets Newsletter - Offline

Same information – but in a monthly printed version. Could charge $97 to $197 per year.

5. Internet Traffic Secrets of the Internet Experts ebook
Have a freelance ghostwriter take the tapes and transcripts from Idea #2, pull out the best ideas, and have them written up into a 50 to 100 page ebook. You could title it something like “77 Secrets for Massive Internet Traffic: The Internet Marketing Experts Reveal Their Jealously-Guarded Secrets for Creating a Never-Ending Flow of Cash-Paying Customers”

Okay, a little long – but you get the point.

6. Internet Traffic Generation Seminar

Remember, one of the best ways to come up with new product ideas it to take one idea – and simply change the product format. In this instance, we take a simple idea – “Secrets of Generating Website Traffic” – and decide to promote a 1 to 2 day $997 seminar.

We could also create:


8. Directory of The Top Traffic Generation Products, Services, & Websites!

9. 365 Traffic Tips, Tricks, & Secrets: Use One Idea a Day – and Watch Your Website Traffic GROW! (This could even be a daily calendar)

10. Search Engine Listing Software: Increase your position in the search engines with this special software.

11. Search Engine Listing Service: “Let us help you increase your position in the search engines. We’ll be your secret weapon.”

By the way, you’ll see ideas pop up in this list that are currently being done. Should you shy away from these ideas? Not necessarily.

Instead, you might want to try to put “Idea Generator #2” into action – and see if you can make the product or service better.

For example, you might add:

* Free Consultation – worth $500 and up!
* Free Bonus Reports
* Free Bonus Newsletter Subscription
* An Additional Month of Service – FREE!
* Discount on Upcoming Seminar
* Bonus Book, Tape, or Video
* Free Membership into Private Site

Don’t turn away from a product because it is already being done. Brainstorm to find out if you can make the product better.

**PRODUCT IDEA LESSON:** In any “niche”, there are a number of smaller topics and subjects. For example, the Internet marketing niche is huge – and includes information about getting traffic to your site,
designing websites, creating ezines, and getting higher listings in search engines.

Instead of trying to create a product that covers ALL of these aspects, create a product that focuses on one tiny piece of the bigger Internet marketing pie.

For example:

12. How to Effectively Use Pay-Per-Click Search Engines
13. How to Get a Higher Position in Search Engines
14. How to Get a Top 5 Listing in Yahoo.com
15. How to Create and Profit from Your Own Ezine
16. How to Build Your Ezine List from 0 to 50,000 in 30 Days or Less!
17. The Insider Secrets of Email Marketing
18. How to Promote Your Website – Offline!
19. How to Promote Your Website – Using Print Publications (Magazines, Newsletters, Tabloids, Newspapers)
20. How to Promote Your Website – Using Radio & TV
21. How to Get Free Publicity for Your Website
22. How to Set up Your Own Affiliate Program
23. Closely-Guarded Secrets to Promoting Your Affiliate Program
24. How to Find and Keep Super Affiliates!

Here’s another example of taking a product idea – and selling it to a smaller niche.

Currently, there are thousands of affiliate programs on the Internet – and hundreds of thousands of webmasters that have joined these programs.

So a product that teaches these affiliates how to make the most money would be a good bet for a product. And Internet marketing gurus like Declan Dunn have already jumped on that bandwagon. (Remember, though, that that doesn’t mean you can’t jump on it, too.)

However, you could go even further – and carve out your own small niche by finding out which types of websites have the most affiliate programs and most affiliates.

Skipping the pornography market, we’ll go to another popular, less controversial market: the online gambling market.
There are a lot of Internet casinos – and most of them offer affiliate programs. And ALL of them want their affiliates to make tons of cash... because the more their affiliates make, the more the casinos make.

So here’s a product idea:

25. How to Make Huge Profits as an Internet Casino Affiliate

Let’s see, do you think this would sell?

Not only do I believe it would sell, but I’m betting that the Internet casinos would be very interested in promoting your product to their huge lists of affiliates.

They do the selling, you make the money. Not a bad deal.

26. Profit Secrets of the Internet’s Top Affiliates

Again, the best way to do this is to interview the top affiliates (Super Affiliates) on tape, transcribe it, and create an ebook – or a tape and transcript combo.

Or, do both.

Create a small 30 to 70 page ebook revealing a few of their top secrets – then, on the back-end, promote the complete 8 audio tape “Insider Affiliate Secrets” package – complete with transcripts – for only $197.

Just an idea. 😊

Of course, this type of product creation lends itself to a ton of different product ideas.

After all, many Internet marketing experts like doing interview products, because it builds name recognition, they get to promote their website and product on the tapes, and - in many instances - they even get rights to duplicate and sell the tapes in whatever way they wish.

So you can turn this “Internet Marketing Expert’s Secrets Of...” concept into a ton of different products:

27. Email Marketing Secrets of the Internet Marketing Experts!
28. Ezine Marketing Secrets of the Internet Marketing Experts!
29. Website Design Secrets of the Internet Marketing Experts!
30. Search Engine Secrets of the Internet Marketing Experts!
31. Free Publicity Secrets of the Internet Marketing Experts!
32. Pay-Per-Click Search Engine Secrets of the Internet Experts!
33. Affiliate Secrets of the Internet Marketing Experts!
34. Copywriting Secrets of the Internet Marketing Experts!
35. Product Creation Secrets of the Internet Marketing Experts!

Keep going... and you could come up with tons of ideas.

Best of all, YOU don’t have to write a single word – AND your product has instant credibility and selling power. After all, people like to buy products from experts and “gurus” – and, using the previous product ideas, that’s what you’re selling!

Let’s keep going...

36. How to Create Hot Products for Your Website!
37. How to Write Cash-Pulling Sales Copy for Your Website!
38. How to Write Attention-Getting Headlines for Your Website!

Let me stop here for a moment to give you something to think about.

On the Internet, good copywriting is very important. To make maximum sales, you must have a hard-hitting sales letter on your site.

Unfortunately, writing copy can be tough. You can learn to write great copy, but it normally takes time, effort, and lots of study.

So we’ve identified a “problem”.

If you look inside The Ultimate Million Dollar Idea Generator, you’ll discover that “Solving a Problem” is the very first idea generator in my system.

We’ve identified a problem – and our product idea should solve that problem.

So we can create product #37 or #38 (above) and teach people, in a step-by-step method, how to write their own copy.

However, here’s something you must know:

People like to buy EASY!

People do not want to “learn”, “study”, or “work”.

They’d rather have a “magic pill”.

And the easier your product is to use – the MORE sales you’ll make.

So if you create a product that “teaches” (which, in their minds, means they have to “learn”) how to write great copy, you’ll make some sales – but you’ll also have some resistance to your offer.
However, you can do what Yanik Silver did – and make the process easier.

He took the "problem" of creating great sales letters – and turned it into his very successful website – [InstantSalesLetters.com](http://InstantSalesLetters.com)

On his website, Yanik sells access to dozens of ready-to-go sales letters. You simply fill in the blanks... and you’ve got an instant sales letter to promote your products with.

Instead of “teaching” people to write copy – he offered them tools to make the entire process of writing sales letters easier.

He delivered the “magic pill” – and created a very successful product.

Could it be taken even further?

You bet.


Using Marlon’s software, you simply type in some details about your product and offer, click a button, and presto – Instant Sales Letter.

Again, Marlon is selling the “magic pill”.

He’s taken something that many people see as difficult – and turned it into something easy.

When you’re creating products, I suggest you look for ways to make your product easy to put into action.

Of course, just because Yanik and Marlon have created two products to meet this demand doesn’t mean that you can’t jump in and try to create something better, faster, and easier to use.

Okay, back to more ideas...

39.How to Automate Your Website

40.Website Automation Software

41.Website Automation Secrets of the Internet Marketing Experts

42.277 Secrets to Making $100,000 a Year on the Internet

Using this "theme", you could create a book, a complete course, tapes, or a seminar.

43.Checklist for a Successful Mini-Site

44.How to Create an Ebook

45.Ebook Creation Software
46. How to Design Your Own Mini-Site in 7 Easy Steps!
47. 42 Instant Website Templates for FrontPage
48. 37 Instant Website Templates for Dreamweaver
49. Directory of the Top Website Designers
50. How to Make Money with Online Auctions!
51. How to Create and Profit from Your Own Specialized Online Auction!
52. How to Find the Hottest Products to Sell at Online Auctions
53. The Internet Auction Master’s Wholesale Product Directory
54. Internet Resource Directory
55. Internet Marketers Resource Directory
56. Top 100 Marketing Sites for the Beginner
57. Top 100 Internet Sources for the Online Marketer
58. The Internet Marketer’s Personal Diary

Here’s an idea...

An Internet marketer shows, through a daily diary, how he/she went from a simple idea... to a full-blown money-making website.

I think this “diary” concept would work very well – and would sell very well.

59. Internet Advertising Diary/Notebook

This is an idea that is already in use by Terry Dean (NetBreakthroughs.com) and Jim Daniels (Make-A-Living-Online.com). Whenever they advertise their websites and products – through ezines, email marketing, print publications, whatever – they write a review of how their marketing efforts worked, how much money they spent, how much income they received from the advertising, and their opinion on the value of their efforts. It’s valuable information, because it’s not theory. It reveals, in specific numbers, exactly how well something works or doesn’t work.

60. Internet Marketing Tips, Tricks, & Secrets

Now, let’s take a moment to look at the Internet marketing niche in a different way.

There are a lot of people on the Internet buying products, books, courses, and tapes that teach Internet marketing.
However --- Not all of these people want to sell Internet marketing products and services.

I know, it sounds crazy, right? 😊

(For some, this is a revelation! It appears that we’ve got a never-ending loop: People buy Internet marketing information, to become a self-professed Internet marketing expert, so they can create their own Internet marketing product, and sell it online – teaching others how to do the same thing.)

Actually, there are a lot of people buying Internet marketing information that don’t want to have anything to do with Internet marketing products or services.

Realtors, retailers, consultants, veterinarians, lawyers, and a host of other business owners want to know how to market their businesses on the Internet – so they end up buying Internet marketing products and services from Corey Rudl, Marlon Sanders, Terry Dean, Yanik Silver, Declan Dunn, and many others.

So, one idea would be to find a large group of a specific type of business owner... and create an Internet marketing course just for that group.

For example:

61. Internet Marketing for Realtors
62. Internet Marketing for Lawyers
63. Internet Marketing for Information Marketers
64. Internet Marketing for Retail Businesses
65. Internet Marketing for Service Businesses
66. Internet Marketing for Consultants
67. Internet Marketing for Publishers
68. Internet Marketing for Movie Studios
69. Internet Marketing for Furniture Stores
70. Internet Marketing for Golf Pro Shops
71. Internet Marketing for Software Companies
72. Internet Marketing for Computer Companies

There are a lot of niches that wouldn’t need a specific product just for them (“Internet Marketing for Cat Groomers”), but some niches would be very receptive to their own Internet marketing course.
And, if you find a niche that is really hungry for Internet marketing information, you could even break your products down more.

For example:

Email Marketing Secrets for Realtors
Ezine Marketing Secrets for Realtors
Web Design Secrets for Realtors

Back to brainstorming...

73. Internet Marketing for Network Marketers
74. How to Create Wealth Selling Internet Advertising
75. How to Create Your Own Internet Lotto for Huge Profits!
76. How to Sell Software Online
77. How to Create Instant Products... Without Lifting a Finger!
78. Viral Marketing Secrets of the Internet Marketing Experts

One of my favorite ideas is to take a proven product idea and change the format.

For example, in The Ultimate Million Dollar Idea Generator, I mention the book StrikingItRich.com, written by Jaclyn Eason.

Basically, the book is simply 23 separate Case Studies. She interviewed, and wrote about, 23 successful websites and their owners.

Taking this idea, what could we do with it?

79. Internet Success Stories Online Membership Site

Monthly, through a membership site, offer secrets, tips, secrets, and interviews from successful website owners from around the ‘net.

80. Internet Success Stories - Print Newsletter
81. Internet Success Stories - Tape of the Month

Each month, you interview a website owner for 60 minutes - and ship out a tape with a transcript. You Charge: $14.95 to $19.95 a month or more.

82. Internet Success Stories Tape Set (with transcripts)
83. The Internet’s Top Web Designers Reveal Their Top 100 Websites!
84. How to Profit from Your Own Discussion Board
85. How to Design Killer Banner Ads
101 Businesses You Can Easily Start Online

Aha! Here’s another product idea that can spawn many different ideas. You can create ONE product with 101 different Internet business ideas... OR you could actually create 101 separate info-products, each focusing on ONE Internet business you can start.

87. How to Run an Internet Casino

88. How to Run an Information Publishing Business Online

89. How to Make Money Online as a Freelance Writer

90. How to Start a Business Online

91. How to Create Your Own Online Membership Site

92. How to Become a Domain Name Registrar

93. How to Make Money Online as a Website Designer

94. How to Make Money Online with Your Own MatchMaking Website

95. How to Make Money Online Selling Cars

96. How to Turn Your Favorite Hobby into an Online Income

97. How to Instantly Increase Profits with Pop-Ups

98. Breakthrough Traffic Generation Tips, Tricks, and Techniques

Remember – when you’re brainstorming ideas, you don’t get extra points for doing it without outside help. You’ll get more ideas... even better ideas... when you use magazines, newsletters, and the Internet in the process.

For example:

If I take a quick look in my library, I find...

1001 Ways to Market Your Books by John Kremer

...and come up with:

99. 1001 Ways to Market Your Website

100. 997 Ways to Promote Your Online Casino

101. 773 Closely-Guarded Ways to Make Money Online

If I look again, I find...

2,239 Tested Secrets for Direct Marketing Success
by Denny Hatch and Don Jackson
...and I come up with:

102. 2,492 Proven Secrets for Internet Marketing Success
103. 1,942 Proven Secrets for Website Design Success

Check one more time and I find...

1001 Things You Can Get Free!

Hmmm... Let’s see...

104. 1001 Free Things on the Internet!

And break it down, by niche or interest group, and you could also have:

105. 195 Internet Freebies for Kids
106. 177 Internet Freebies for Seniors
107. 284 Internet Freebies for Pet Owners
108. 129 Internet Freebies for Parents

Hmmm... I seem to have gotten away from the Internet marketing angle... so I’ll hop back on by offering...

109. 329 Internet Freebies for Marketers

Quick Note:

Of course, you can instantly create a bigger package by taking simple print materials, recording them, and turning them into a tape set - or a tape/manual combo. Add some bonus reports - and you’ve got a much more expensive package.

That can turn an $40 ebook into a $97 or $197 tape/manual package.

Back to Brainstorming...

110. How to Make Money Selling Websites
111. How to Increase Profits Using Autoresponders
112. Internet Marketing Exposed!
113. Internet Traffic Secrets EXPOSED!
114. How to Protect Your eCommerce Site from Hackers
115. How to Choose, Find, and Register the Right Domain Name
116. How to Get Make Your Personal Fortune Selling Domain Names
117. How to Get Free Money from the Government for Your Website

Whew!

Well, that’s 117 product ideas in about 60 minutes. Do the math – and that’s almost 2 ideas per minute. And I created all of these ideas using The Ultimate Million Dollar Idea Generator.

Of course, not all of them are winning product ideas. However, you don’t need all of them to be solid-gold winners to make real profits on the Internet.

You just need a few.

And I guarantee that, within this list, are product ideas that can easily generate six-figures in sales. (Some already have!)

I hope that, by seeing a brainstorming session in action, you can see just how easy it is to create profitable product ideas.

And I hope you’ll use The Ultimate Million Dollar Idea Generator the next time you need to be able to create a list of viable product ideas quickly and easily.

LAST MINUTE NOTE: I’ve thrown out a lot of ideas, many of which you may have no idea how to create. While some of the products can be created by interviewing experts – and using their comments as the basis for products (either in tape or written format), you can also use the services of a freelance writer or “ghostwriter”. You can locate top-quality writers, willing to write on virtually any topic (many have experience writing about the Internet) – and they can deliver a finished product for a set fee. If you don’t have the experience or time to create your own product, you can always find someone willing to do the research and writing for you. One great source for writers is elance.com. Check them out to see just how many writers there are, willing to write your next info-product.

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**Product Evaluation Checklist:**

1. Does the product solve a pressing problem?
2. What is the problem – and how does it solve it?
3. Who has this problem?
4. Does this market have money?
5. Is this market desperate to have the problem solved?
6. How do you know? What research do you have? What proof do you have?
7. Does this market have money? What are the demographics of this market?
8. Is this market easily reachable? How? Through what specific means (must include specific names of magazines, mailing lists, inserts, card decks, trade shows, etc.)?
9. Does the product solve the problem fast? How fast?
10. Does the product solve the problem easily? How easily?
11. Is the profit margin 10 times or more? If not, is there a way to REDUCE the cost of the product – OR increase the price of the product! (URGENT: If the MARGIN IS NOT LARGE, THE DEAL IS DONE! There’s NO USE selling a hot product – with incredibly bad margins. REMEMBER – Marketing is MATH!)
12. Is the product easy to create? Can someone else create it for you? Is there a product already available (or multiple products available) that can be licensed and re-packaged to sell to the market to solve their specific problem? IF NOT, THIS IS NOT A Viable PROJECT! There is NO MONEY to be made CREATING PRODUCTS! The MONEY is in the MARKETING!
14. Does this product lend itself to additional sales? Can you sell more of the same product to those who buy? Can you upsell them? Cross-sell them? Are there any ways to get new customers into a continuity program, either of your own making – or one licensed from someone else? BACK-END and UPSELL PROFITS ARE IMPORTANT! Look for other companies that can license products to you to sell to your customers over the long-term.
15. Do you have competition? (Is someone else selling something similar?)
16. If So, Where are They Selling? What is Their Selling Process? Do they Upsell, Back-End, Cross-Sell? What is Their Price Point? How long have they been selling this product? DO THE RESEARCH – AND YOU’LL SHORTCUT YOUR LEARNING CURVE!
17. Where is your competition weak? What are they leaving out? What do their customers want that they’re simply not delivering? How can you include that deficiency into your product?
Checklist for Delegating Product Creation:

1. Has a product (or products) already been created that can be licensed from the creator – and repackaged, renamed, repurposed?

2. Are products available wholesale or dropship that can be repackaged, renamed, repurposed?

   DESCRIPTION of Repackaging, Renaming, and Repurposing: Products that allow you to simply change the name, change the format (from tape to print or print to tape), add as a bonus to a main product or use as a main product – but add bonuses to create a bigger package.

3. If 1 & 2 aren’t feasible – but similar products exist, is it possible to have a freelance author ghostwrite a product based on existing products?

4. Can a product be created by interviewing (on video or tape) an expert (or experts) on this topic? If so, who are these experts? Are they willing to do this? What are the logistics of interviewing and recording them? Can this be done by someone else – or will you have to do it?

5. Can a freelance writer interview an expert (or group of experts) and create a product (either print – or audio scripts)?

6. Are there free reports, ebooks with resell rights, or ready-made materials that could be licensed from the author – and turned into a product – in exchange for promoting their website or products?

7. Would an expert be willing to create a product for me? (The only challenge here is that “experts” work on their own time. Be careful when asking an expert to create the product themselves.)

8. Are there products on this topic that are out-of-print or in the public domain that can be repackaged, reprinted, repurposed?

9. Can I contact experts and get them to send me reports, bonuses, tapes, etc. to create a new product package?

10. Can I get a ghostwriter to create a script and either (a) read it onto tapes or (b) get someone else to read it onto tape?

11. Is there someone local, teaching a class on this subject, that I can videotape or record on audio?