



7 BIG IDEAS

TO PRODUCT RULE



***UNLEASH
YOUR INNER
INNOVATOR!***

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TABLE OF CONTENTS

01

Problem Solver

02

Market Research

03

Sellers Title

04

Product Blueprint

05

Originate or Outsource

06

Sales Letter

INTRODUCTION

If you have been online for any length of time, you have likely heard that “the money is in the list” and that you need to have your own product to make the most money online. These are good pieces of advice to follow, but if you have never created your own product before, it may seem mission impossible to complete this task.

Fortunately, creating your own product does not have to be mission impossible. In fact, many people who are equally as talented and even as less talented as you are have created their own products and are reaping the benefits from them. I’m not just talking about profits either, but building your own brand/reputation, having affiliates promoting your product, and more.

This ebook will help you learn exactly how to create your own product so that you can begin to experience profit and success online. You will see that the process is not as difficult as you think. You will learn what topic to choose, how to do market research for it, choosing the best title for your product, and more.

You will even learn how to outsource all or part of it so that you can focus only on the parts you wish to work on, if any. Everything that is needed to create a product will be explained in this book.



PICK A PROBLEM YOU CAN SOLVE



One of the keys to successful digital product creation is picking a problem you can solve. Too often, many new Internet marketers will choose to create a product they like, but that usually doesn't solve a problem that is currently in the marketplace.

As a result, there is no real demand for that product. The common result in this case is that the person will go to a great deal of time and effort to create his/her product, but when no or few sales comes through, the person becomes disillusioned by the prospect of making a profitable living online, calls it "a scam," and often returns to their dreary job, figuring it's the only way to make it in the world.

To have an in-demand product, you need to create a product that solves a problem. If this problem is widespread throughout the industry, and you develop an effective solution for it, people from all across the industry will want to get their hands on your item, setting you up for some nice profits.

Thus, it is critical that you find a problem you can solve, then develop a solution for it, whether it's an ebook with information of an effective solution for the problem, a software program that can alleviate the problem, a membership site with information and resources that can solve the problem, etc.

You may be wondering, how do I identify a problem I can solve Here, you will need to do some observation and some research. Some of the best ways is to go to your favorite search engine, type in the industry or topic you are interested in along with forums.

This should bring up a list of online forums that serve the people in that industry or who deal with that topic. You can go to these forums and read about the current topics and issues being dealt with in that industry. You may have to register at these forums first in order to access some sections of them, but this is not the case at all forums.

If an issue or problem continues to be brought up by several members of a forum, chances are that this is a problem you can build a product around in an effort to solve or alleviate it. This is a problem that is demanding a solution, and you have the opportunity to provide that solution and make good profits by doing it, plus build your reputation as a problem solver and solution creator.

DO MARKET RESEARCH BEFORE WRITING A WORD



Many new Internet marketers will just rush into creating a product or having a product created based on what THEY think will work or that seems like a good idea to them. Many times, what THEY think will be a good product idea turns out to be a dud and leads to few or no sales.

You must always keep in mind what your target market, your future customer base, wants. This is what will lead to sales of your product. This is why market research beforehand is critical to creating an in-demand product that will sell well and bring in the notable profits you are expecting.

If you are writing an ebook with information to be used to solve or alleviate the issue or problem, you can use any experience you have in dealing with the problem in your ebook. However, that alone may not be enough to create a quality, in-demand ebook that people will want to purchase to alleviate the issue or problem. Thus, research will likely be needed.

First, you can use the tip above to find newsletters and publications that relate to the industry or topic to learn what industry experts are saying about any problems impacting the industry. As mentioned, there are often statistics and research that back up how much of an issue or problem this is. There can also be statistics and research on possible solutions that you can include in your ebook to add to its value.

Think about keywords or main ideas related to the problem or issue facing the industry you have chosen and input them into the search engine to see what other results come up related to people facing this issue, possible solutions, statistics regarding this issue and possible solutions, etc. You can even find direct statistics, research, and results by inputting a search phrase like PROBLEM statistics or PROBLEM research, where PROBLEM equals the problem or issue facing the industry you have chosen.

PICK A TITLE THAT WILL SELL

When creating a product, especially an ebook, you have to pick a title that will sell. Though the common saying do not judge a book by its cover is used often in contemporary language, unfortunately, most people WILL judge a book by its cover.

This especially holds true for digital products because people cannot get to hold a physical product in their hands; thus, they only have the cover and the title to go by. This is why your title must be one that will entice people to buy your product.

Thus, the title of your product must be interesting and must draw attention to it. One way of drawing attention to it is by indicating that it will solve the noted problem or issue in question. For instance, if the industry you have chosen, say, Internet marketing, is having an issue with getting qualified traffic to their websites, the title of your ebook could be, Online Traffic Guide Getting Qualified Traffic To Your Site.

The title needs to be descriptive enough to alert interested people as to what content is within its covers, yet it should not be so long that it turns off the readers and makes them think that the book isn't worth purchasing.

As in the example above, a good title often will have a subtitle with it; this way, you can give a little more description on exactly what your product will offer in terms of content. If you are having trouble coming up with a suitable title, look at other competing products in your industry, both those that attempt to address the problem or issue you have selected, if any, and other problems or issues within the industry.

Look at their titles and see if there are any formats you can use to craft your title around. For instance, if another ebook on forum marketing is called, Forum Marketing How To Build Your Community of Loyal Followers, you could potentially call your traffic book from the previous example, Website Traffic How To Build A Constant Inflow of Traffic To Your Site.



PLAN YOUR ENTIRE PRODUCT WITH AN OUTLINE

Many new product creators will dive right into product creation, then run into issues as they go along because they decide to change something or because they forgot to add something and need to go back and add it, etc. This can cause unforeseen complications and make the process of product creation much more difficult than it needs to be.

A good way to avoid such difficulty is to create an outline of your entire product at the very beginning before you do any work (or have any work done) on it. Create an outline of exactly what your product will have in it, whether it's information in an ebook or email series, what features your software program will have, what sections your membership site will have, etc.

Making an outline of your product before you begin work on it will help to ensure you remain on track and put in the information/features/sections you wish to put into the product without adding extraneous information/features/sections that are not needed and that will be seen as "fluff" or a nuisance by your customers. Additionally, if you choose to outsource all or part of the product to others, having an outline will help to ensure you instruct your outsourcers on exactly what needs to be in their completed work to ensure your product is completed in a timely fashion and has everything in it that you are expecting to be in it.

If you are creating an ebook or email series, be sure to identify the problem that you are attempting to solve or alleviate, lay it out in a way to show the seriousness of the issue and why it has to be resolved or alleviated, then lay out your solution in a step-by-step manner to ensure that people can understand how and why it works and be able to implement it.



ORIGINATE IT OR OUTSOURCE IT



As alluded to in the last chapter, you have the choice of creating the entire product yourself or to outsource all or part of the product to one or more outsourcers.

You need to consider the pros and cons of both approaches to decide if you want to create all of your product, create part of your product and let outsourcers create part of it, or if you want outsourcers to create all of it.

If you create all of the product yourself, you will have total control of it. You will know exactly what goes into it because you will be the one who puts it there.

You know what you are wanting in the product, so you know it will go in there because you will be the one doing it. Thus, there is very little chance of some unexpected surprise occurring of missing information/features/sections because you will be in direct control of everything.

Unfortunately, this also means that you will need to take the necessary time to input all of that information/features/sections into the product.

This is why many product creators and Internet marketers will utilize outsourcers for all or part of their product projects. Utilizing outsourcers in this manner will allow them to still have overall control of the process without having to do all or any of the work required, enabling them to work on other projects that need their direct intervention and/or work on other aspects of their business.

Thus, you need to weigh the pros and cons to doing the project entirely yourself, having outsourcers doing the project entirely, or you and them splitting the work. Consider the matter carefully before proceeding with your project.

SET UP YOUR SALES LETTER AND FUNNEL



Once you have decided on what type of product you are going to create to alleviate or solve the problem you have decided upon and have determined how it is going to be created, you are ready to begin writing your sales letter and setting up your funnel.

Both of these are critical to selling your product effectively; after all, people are not going to buy your product if they are not convinced of its ability to help them alleviate or solve the problem you have targeted.

If you are experiencing in copywriting, you can likely write your own sales letter that accentuates why your product can alleviate or solve the problem that the industry is facing.

However, most people are not that proficient in copywriting, so many will either outsource this work as well or use some type of software program, sales letter template, and/or copywriting formula to help them create a sales letter.

All of these are viable options to creating your sales letter; you will need to choose what works best for you for your specific project. With all sales letters, you especially need to focus on the headline; if the headline is weak and doesn't identify why people should pay attention to your offer, they won't read the rest of it, and you will have lost the sale.

When it comes to your sales funnel, you need to determine the sequence based on what you have to offer. Most Internet marketers will offer more than just a front end product. Your main offer, as many sales and most profits will occur on the back end of the funnel. This is what many in the Internet marketing industry call the one time offers or OTOs.

Most OTOs involve providing a more advanced version of the product, whether that's audios and videos that go with an ebook or email series, a more advanced software program with additional features and benefits, access to additional sections within a membership site that provides more benefits to the user, etc.

Usually, these OTOs are higher-priced than the original offer; they can also be recurring monthly or annual payments.

The idea behind building your sales funnel is that research has shown that consumers are more willing to purchase a cross-sell or upsell offer at the same time they have purchased an item.

A cross-sell example is when someone orders a burger at a fast food restaurant and then orders fries and a soft drink at the same time.

An upsell example is when you buy a tool and then buy the accessories with it to make it a more powerful and/or useful tool.



THANK YOU!



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