

Khai - 15 Product Creation Ideas Exposed

15

PRODUCT CREATION IDEAS  
**EXPOSED**

Case Studies Of Successful Product  
Creators And Million Dollar Ideas  
That You Can Copy!

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# Introduction



## **Welcome To Product Creation Secrets Exposed!**

My name is Khai and if you are looking for ideas on how to create a cutting edge product to sell in your market then you've just *hit the jackpot!*

You see, product creation is one of the biggest markets on the Internet and not to mention all around the world. The reason is because there is a lack of good products in the market today! By positioning yourself as a product creator, you are essentially positioning yourself as a merchant and you can easily make a 4-5 figure income, not just through your own promotions but through the promotions of others as well (affiliates, JV partners, Google...)

There are many E-books out there that are filled with fluff or fillers and I'm beginning to see a growing trend of E-products being stuffed away on people's virtual shelf gathering virtual dust.

**That is why I've written this book in such a way that is straight to the point.**

**Although I would highly recommend any reader to read this book line by line, I also understand that time is not a commodity that most people can spare so I've designed this book to allow for easy reading and fast learning.**

I've poured my heart and soul into the content in this book with 2 solid years of experiences through my networks and the most important things I've learnt from them so that you will be able to benefit tremendously by cutting short your learning curve and getting the right kind of results quickly!

## How To Make Use Of This Book

I've handpicked a list of '*seemingly*' common, yet **extraordinary** experts who have created good products in the Internet marketing arena. Although I won't be able to guide you by the hand on how to create the actual product itself (the entire process is too intricate to be covered in a single book), the best way to get the most out of this book is to **LEARN FROM OTHER PEOPLE**.

Many a times, our minds are blank because we don't have ideas in our heads. But when you analyze how others are thinking, you can formulate your very own ideas and even add more value to it!

So what you need to do is this:

- (1) On every profile, try and understand the background of the marketer and the case study.
- (2) Click on the links of the products and read their sales letters. (Buy them if you think it is useful for you but most important of all, **try and grasp their unique product creation angle**)
- (3) Jot down notes on the product angle and apply it for yourself – please do NOT plagiarize! I do not condone it and it WILL get you into a lot of trouble. Your job is merely to learn and ADAPT using innovation.

Remember, Internet marketing is a progressive industry – never underestimate your own million dollar ideas. By learning from other people, you will be able to become clearer about your own ideas and have greater clarity when you want to formulate them into a great product!

So without further *ado*, let's move on to the next chapter as we why you must create your very own products!



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# **Part 1: The Product Creation Genesis**

**The Theories Behind Where Product Creation  
Ideas Are Born**

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# Why You Must Create Your Very Own Products?



Let's talk a bit about the nature of product creation.

Before we get into the topic, we should ask ourselves this very important question:

## **Is It Important To Get Ideas On How To Create Products?**

*Most people would say, why not just promote other people's products?*

*Why not just paste a couple of ads on your blog or just stick to AdSense?*

Now... affiliate marketing and selling advertising are great business models, but in order to truly excel in Internet marketing, you **MUST** have your own product. Let's compare the two – marketing your own product versus being an affiliate:

In simple terms, the product creator basically sells their own product and either, keeps 100% of the profits to himself/herself or pays the affiliate a commission while keeping the rest.

The affiliate on the other hand, promotes a merchant's products by driving traffic while the merchant does all the lead capturing, relationship building and selling. The affiliate gets a commission after the sales are made.

Sound's simple? Actually it isn't just a matter of percentages, but the nature of the business model – product creators have a huge advantage over affiliates:

Most newbies in Internet marketing start out with affiliate marketing for a few reasons:

- **They don't have to create a product**
- **They don't have to worry about writing a sales letter**
- **They don't have to worry about follow-up E-mails**
- **They don't have to set up a payment processor**

Of course, starting out as an affiliate is a good way to get started, because as you are trying to overcome the learning curve, it is much easier to make your first few sales as an affiliate because it is less work for those who are starting out.

But here is my take on why people shouldn't just stick to being an affiliate all the time:

**(1) You make an up front sale but you 'lose' the long term relationship:**

When you divert traffic to someone else, they do all the relationship building, follow ups, selling and money handling for you...

But at the end of the day, THEY keep the customer.

*You don't.*

They keep the customer by having them on their list, strengthening their relationship with YOUR customer and selling them stuff over and over again. Of course, there is nothing wrong with this but why don't you BE the one keeping the customer?

**(2) Affiliate sales are short term... branding is long term**

When you direct traffic to others, people tend to forget who you are. In sales, they say the best time in the world is being in front of the customer. Because the merchant is 'working' on the customer, you lose 'air time' with them. But that's not the only thing you lose...

If you've heard of 'the speed of trust' by Stephen Covey, you will realize that branding and trust are one of the fastest ways to get business from others. We usually buy stuff or watch movies that are recommended by our friends or trusted sources, right?

The best way that you can brand yourself is to BE the merchant. You have to create your own products eventually.

### **(3) You have little control over the cash flow**

Most affiliate programs only pay you your commissions after a 30-day cycle. But that is not the only problem... you can't adjust the pricing. It is out of your control.

Sometimes, even commission percentages fluctuate!

If you create your own products, you have more control over the pricing and decide what to do with them.

### **(4) You can't recruit an affiliate army**

Recruiting affiliate armies is something that only merchants can pull off. An affiliate can't recruit an affiliate for two very important reasons:

*One:* The affiliate doesn't get any benefit

*Two:* The affiliate creates more competition for himself

*"But then, there are two-tier affiliate programs" you say.*

Yes, there may be two-tier affiliate programs similar to a multi-level structure, but the percentages are usually very low that you can only make significant money if your sub-affiliate is a **super affiliate himself**.

But here's the punch-line... **what are the chances of having a super affiliate joining under you?**

If I were a Super Affiliates, I would already be scouting out for good affiliate programs. Super affiliates probably won't join under you as your sub-affiliate... in reality, you are probably already UNDER THEM.

**I'm not trying to run down affiliate marketing, but you shouldn't put all your eggs in one basket if you know what I mean.**

**Now if you are willing to UPGRADE yourself by thinking out of the affiliate mindset, you can** eventually 'upgrade' yourself to become a product creator and a merchant.

- As a merchant, you get to brand yourself so people will remember you (think of Coke, Nike, Wal-mart, Microsoft and many others).
- Merchants can recruit an army of affiliates so that you are leveraging on other people's traffic - thus widening your circle of influence.
- You get to upsell other products to your new customers.

But here's one of the best benefits of being a successful merchant - **you have a huge list of customers who trusts you and are willing to buy the products you recommend** (compared to being an unknown affiliate marketer). In other words, it is much easier to be a successful affiliate if you are a successful merchant.

Plus, the 'customer retention' is still there even after you divert your customers to others. It all boils down to the relationship you have with your customer and it is easier to build a relationship as a merchant. At the end of the day, you can never put a price tag on your own **personal branding**.

This quote is published by Perry Marshall – about the true story behind Kentucky Fried Chicken:

*“Finally, motivation and hard work alone are rarely (if ever) enough to accomplish a challenging goal. Innovation, flexibility, careful listening, endless experimentation, and the setting aside of egos and old paradigms are all equally important.”*

So now that you are very clear why you must market your very own products, you will need to gather product ideas and how to create them. The rest of the chapters will show you how.

# The Product Creation Mindset



Do you know what the most important factor in a product is?

**That factor is YOU!**

You can never put a price tag on your personal brand. When people buy a product, they are buying into **YOU and your ideas!** That is something that people can never steal from a product.

If you were to copy a product word for word and paste someone else's name on it, a keen eye will still be able to notice your fingerprints on your product because your product was created with your distinct flair, wit, humor and other important factors that are distinctly YOU!

Once you realize that you are the key ingredient in generating product creation ideas, you must immediately find a burning desire to create products. You must find your true motivation right away!

You see, making money online is as easy as you want it to be and as difficult as you want it to be. Many Internet marketing newbies fail to reach first base

because of the fear of failure. They fear that it might not work out for them *subconsciously* so they don't even get past the first hurdle.

Desire is very important in any business. As an entrepreneur, you are required to conduct research and learn about your line of work. You are not expected to be spoon fed and hope that money will pop up on your monitor screen.

Once you have adjusted your mind set that **your business is YOUR business**, you will succeed in a shorter period of time. Seminars and boot camps are there to accelerate the process, not to give you a fish but to teach you how to fish! After all, when you want something badly enough, you will definitely find the way to succeed.

Once you have found a burning desire, you will be unstoppable. You have to stop giving yourself excuses why you cannot succeed. Instead, find reason why you **MUST** succeed!

One of the biggest obstacles of product creators is that they tend let a lot of good ideas go to waste because they think that it is too hard and it cannot be done. Remember, once again, you fail because you never tried in the first place. How would you know that a product isn't feasible until you sit down and build one in the first place?

**Lesson: Never let your product creation ideas go to waste – always write it down on a piece of paper before it dissipates into thin air.**



# Types Of E-products



Marketing products on the Internet is one of the best ways to build your business online. Therefore, it is a tremendous advantage if you can structure your product creation ideas around digital products – due to it being digital in nature, your replication and storage costs are close to zero and by creating evergreen E-products, you can be sure that your product ideas will sell perpetually.

Here are different types of E-products you can create and how you can structure your product creation ideas around them:

## - **E-books**

E-books are one of the most common types of products available in the market today. You can write your own E-book or you can pay a ghostwriter to write it for you. You can also get Private Label Rights to an E-book and have it all written for you while you brand yourself as the author of the book.

All you need is an in depth knowledge of a particular topic and you can easily make a fortune if you target the info product creation niche.

- **Audio Files**

Another alternative to E-book writing is by using Audio files to record your voice. One advantage of using Audio for your E-product is that you can add tone and attitude to your product (words can only 'say' so much).

You can record an audio Interview and sell it as a training course. You can even sell a transcript to 'double' the effectiveness of your presentation using both audio and visual at the same time.

- **Video tutorials**

Nothing beats sights and sounds. If you have the charisma of an actor and the authority of an army general, you can use video tutorials to teach other people about your skills. You can even include step by step *Camtasia* screen shots and teach people step-by-step.

- **Software**

Good software is always in demand. If you have a background in computer programming or you know how to setup simple scripts, you can get your own software created and market it to a hungry Internet marketing community.

Good software ideas are software that helps people to save time and money as well as automate certain tasks that are otherwise, too mundane.

- **Personal Coaching**

This is a very good product to 'sell'. You can sell your time by supporting your clients over the Internet using MSN, Skype, Gtalk and other forms of communication to teach them how to make money online.

# The 7 Habits Of Highly Effective Product Creators

This information is inspired and adapted from Stephen Covey's 7 habits of highly effective people. If you want to be a truly effective product creator, you must be able to apply the following principles.

## **(1) Being Proactive In Product Development**

Being Proactive is very important because many times, people tend not to take action when developing their products. Many product ideas enter the graveyard because many people get flashes of great ideas but disappear because they never wrote it down or they never acted upon it. A truly proactive person will take responsibility for the whole product creation process. They won't blame external factors for their failure to take action (such as market saturation, lack of inspiration and even the product development costs – they will follow through at all costs!)

## **(2) Begin Product Creation With The End In Mind**

A person who creates an awesome product is a person who visualizes an awesome concept from the beginning. They don't shoot in the dark. They begin with the end in mind by analyzing the market demand, commit time and money to get things done and are willing to provide value to the masses. They are also very clear about the ongoing marketing efforts.

## **(3) Put First Things First**

Putting first things first is very important because when it comes to developing a good product, they must focus on doing the right market analysis and research before jumping head on into product development.

It is very important not to put the cart before the horse. Otherwise, you will be wasting all your time and money on creating a product that nobody will want to buy, will not benefit anyone or is too expensive to justify the costs of development.

#### **(4) Think Win/Win In Product Creation**

This one concerns online marketing especially. If you create a product, you must always think of three parties in mind – the merchant (yourself), the affiliates and the customer. By creating a product that customers will benefit from is very important. A product with good value will also benefit affiliates because will be more than willing to promote a good product. Most merchants forget that providing good value is important a long term business.

#### **(5) Seek First To Understand, Then Be Understood**

Your product creation process must be focused on helping customers to do the following – save time, save money or saving on personal effort. Understand what the customer wants and how it will benefit them.

#### **(6) Synergize Your Product Ideas**

It is also a good idea to synergize your product ideas with other Internet marketers. You can cross promote other people's products or use their product ideas to create even more value for your customers.

#### **(7) Sharpen The Saw**

Good products are always bundled together with ongoing development and enhancement. Take good software for example. They always come with newer, updated versions to fix bugs or keep up to date with information. The same goes for E-books because links to web addresses tend to become obsolete and so does information because it changes every now and then.

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# **Part 2: The Product Creation Heroes**

**Case Studies Of 15 Successful Product Creators**

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# Case Study No.1

## James Brown – Internet Marketing Personal Trainer



### Background

A graduate and former lecturer of the Australian College of Natural Medicine and College of Traditional Healing Arts, specializing in the arts of Traditional Chinese Medicine. James has spent the better part of 17 years helping individuals find better personal and financial health. He owns over 500 profitable niche sites and runs a successful career as an Internet marketing personal coach!

### Unique Product Creation Angle

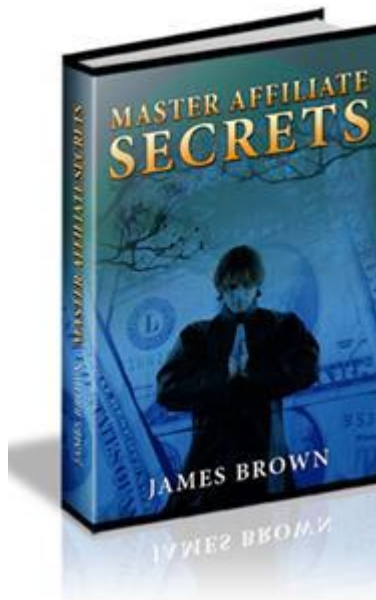
James Brown is a much sought after ‘underground’ guru where many big names in Internet marketing has approached him for consultation.

His expertise in creating niche sites in various niche markets (500 of them, in fact!) has given him a wide expertise and he is more than qualified to coach students and teach them the art of success!

### **Examples Of Excellent Products Created**



### **[Credit Card Publisher](#)**



### **[Master Affiliate Secrets](#)**

### **Getting Good Product Creation Ideas**

*Key Product Idea – Personal Coaching*

It is not difficult to become a personal coach – all you need is to know about a topic (preferably money making topic) and be well versed at it so much so that

you are more knowledgeable than 5% of the population in the world (which is not hard to achieve) and you can brand yourself as a personal coach!

Remember, YOU are the most important element in your product. Even if someone else knows as much (or even more) about a certain topic compared to you, there is one thing that they can never replicate which is your flair, your attitude and your unique presentation angle.

The personal touch is one of the most important aspects when it comes to personal coaching and you can easily do that over the Internet through Skype, MSN, Google Talk, Yahoo! Messenger and many other mediums to coach your students.

Good product ideas:

- Make money online coach
- Network marketing coach
- Fitness trainer
- Online Relationship Expert
- Many others...



# Case Study No.2

## Kevin Riley – The Product Creation Mad Scientist!



### Background

Kevin Riley is the Mission Leader at Mission: Make Money Online. He is also an entrepreneur with over 30 years of experience building and running businesses.

He runs a successful information product business from the comfort of his home office in Osaka, Japan. In his products, he shows you how you too can create a successful Infopreneur business and live anywhere in the World.

### Unique Product Creation Angle

Kevin has an excellent product creation newsletter that teaches how to create their very own products step by step.

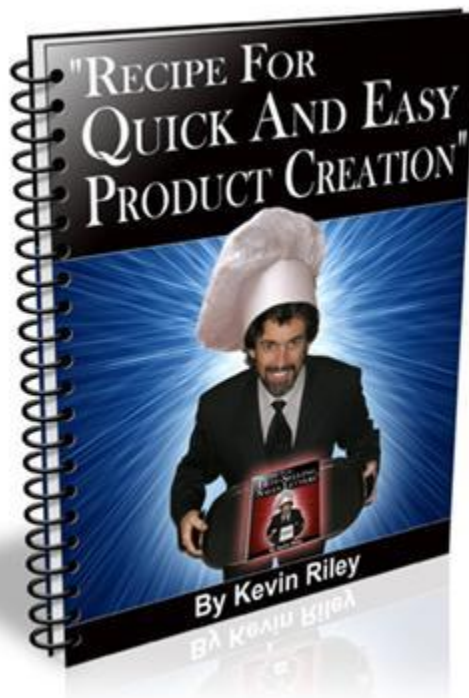
But one thing that really stands out about Kevin Riley is the fact that his product images and his entire system has striking, fun-filled elements such as branding

himself as a mission leader (the mission is to make money online) and brand himself as a chef of creating product recipes. His products are fun and easy to understand which makes it really suitable for any Internet marketing newbie to get into.

### **Examples Of Excellent Products Created**



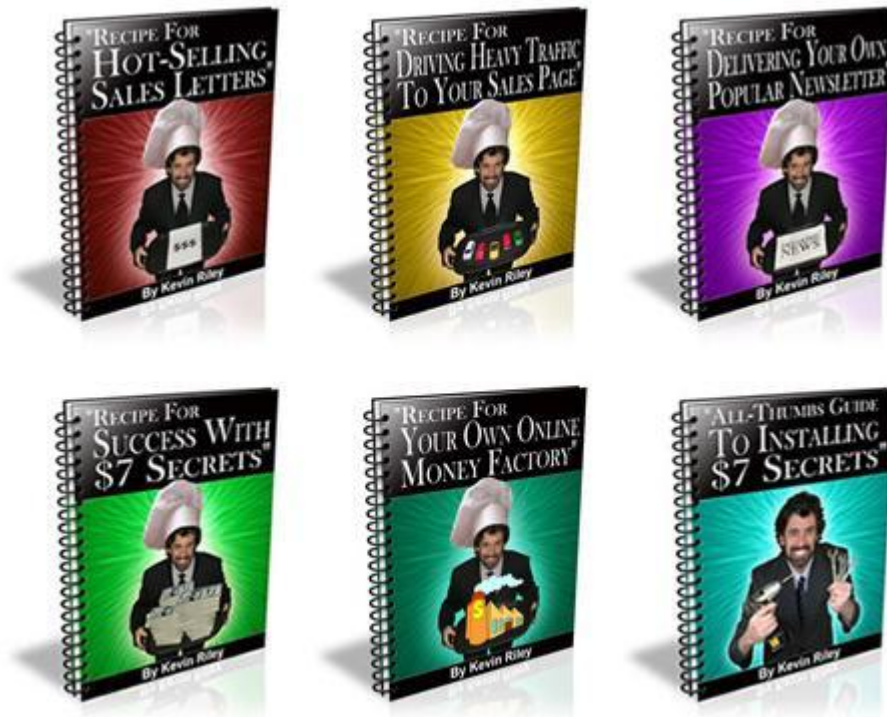
### **[Mission Make Money Online](#)**



## Recipe For Quick And Easy Product Creation

### Getting Good Product Creation Ideas

*Key Product Idea – Creating An Entire System For Your Product*



Kevin Riley's product creation labs have so many products... many more than the number of books I can fit into a single page.

One thing you can learn from Kevin is that his products build upon the same theme and thus creating strength when bundled together. The most important thing about creating a winning product is to create an entire SYSTEM from A to Z so that the target market, who is already SOLD on your ideas if they buy one product will easily acquire more products from you because your product's strength build upon one another.

Find a good idea, and always expand on it by creating value for others. And once again, you must always focus on a topic that you are strong at so that you can expound the information from many different angles.

# Case Study No.3

## Ian Del Carmen – The Membership Mogul Super Affiliate



### Background

Ian Del Carmen is a businessman and Internet Entrepreneur and Membership Site Mogul.

A true *rags to riches* story, Ian is a living example of how an underprivileged individual rose above all odds through hard work, sharp business acumen and die-hard determination to emerge as a top Internet marketing Juggernaut and one of the most sought after super affiliates in the industry!

### Unique Product Creation Angle

Ian's breakthrough in Internet marketing came when he created a revolutionary concept by merging two of the most profitable models on the Internet – membership sites and resell rights.

This cutting edge concept created an unparalleled synergy that not only empowered other marketers to resell membership sites, but it also propelled Ian from a nobody into an overnight sensation that made him a Millionaire in the Philippines in less than a year!

### Examples Of Excellent Products Created



## [Content Wholesaler](#)

### **Getting Good Product Creation Ideas**

*Key Product Idea – Creating Synergy Out Of 2 Or More Powerful Concepts*

Ian has success fused together 2 powerful concepts and he has done it successfully creating value for Internet marketers everywhere to benefit from the 2 industries which is reselling lucrative membership models for profits.

Nowadays, it is often very hard to become the *best* in a single field. For example, it is not easy to become an NBA basketball player, a Forbes top 500 Billionaire or even an Olympic gold medal athlete. If you are like most ‘normal’ people out there, there is a way to get ahead of the crowd – by being an expert in 2 combining fields.

My personal experience is that I may not be the best writer in the world, and I may not be the best marketer in the world, but what I’ve done successfully is to use my writing skills and my product creation expertise to fuse together a skill that I can dominate in which is mass production of quality E-books.

You can do the same as well when you find two unique angles and fuse them together. You do not need to be in the top 1% to pull it off, by finding two angles,

you only need to be at the top 25% percent for both the fields and you will have a tremendous advantage over the majority.

Good ideas:

- A graphics designer that is good at software can create graphics generating software
- A copywriter who is very strong at building relationships can joint venture with other marketers and write sales letters for them and share profits
- Offline business prowess and online expertise. With both, you can even use online traffic generation methods to fire up your business offline!

The sky is the limit; just make sure to find two fields you can excel in!

# Case Study No.4

## Aurelius Tjin – The Unstoppable Viral Marketer



### Background

Aurelius Tjin is a full-time Internet marketer and an unstoppable ‘Juggernaut’ offering Internet marketing products and advice for entrepreneurs. His expertise include design and graphics for Internet marketers, productivity and private label rights. He has generated over \$120,000 by selling high quality graphic packs alone!

Aurelius is also an expert in generating traffic and excels in writing newsletters and viral marketing.

### Unique Product Creation Angle

Aurelius is very good when it comes to mass production. His flagship product, Copy And Paste Graphics (1 and 2) are best sellers on the Internet generating a 5 figure income and contains many graphics that is specially designed for Internet marketing in areas such as direct response copywriting.

### Examples Of Excellent Products Created

[Copy And Paste Graphics 2](#)



## [PLR Secrets Exposed](#)



## **Getting Good Product Creation Ideas**

Aurelius is very good at creating newsletters. In a business where you teach others how to make money online, education is very important. If you can write a good newsletter that builds relationships with your prospects, you will have no problems getting them to buy the products you want. The Internet marketing niche is congested with people who 'spam' emails with promo links, but a good



newsletter will make sure you keep your un-subscription rates low and your open rates high.

## **Getting Good Product Creation Ideas**

### *Key Product Idea – Viral Marketing Newsletters*

Aurelius always provides good information to Internet marketers because he focuses on teaching and educating other people in order to succeed in Internet marketing. That is why he is known as a ‘take-action only’ unstoppable marketer in the Internet marketing niche.

Focusing on education and training is a very good way for you to create a product for yourself. You can write a newsletter and load it up onto your autoresponders.

The most important factor is to make sure your newsletters go viral on the Internet. When you provide good information, people would gladly recommend your Internet marketing newsletters all over the Internet. When you have good credibility, your subscribers will buy any good product that you recommend.

# Case Study No.5

## Andrew Hansen – The Young Niche Marketing Guru



### Background

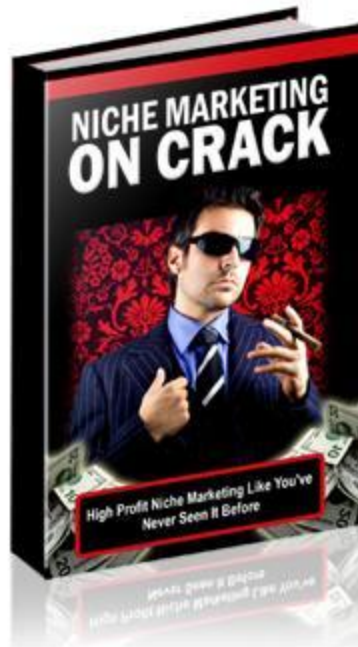
Andrew Hansen is only 22 at this time of writing. He has already accomplished a lot at this young age – comfortably retiring from ever working again as a result of building niche marketing. He is also a master at teaching others how to start up their own niche marketing businesses easily and helping people to uncover niche marketers as well as provide powerful software/systems to manage blogs and send traffic to make money online.

### Unique Product Creation Angle

Andrew Hansen started the infamous ‘Niche Marketing On Crack’ trend when he release that book. It started a ‘mini-revolution’ that has empowered marketers from all over the world tackle niche markets using a very simple and easy method that anyone can easily follow.

He also has his own team and software that is designed to help people with simple blogs turn these blogs into cash cows.

### Examples Of Excellent Products Created



## [Niche Marketing On Crack](#)



## [Firepow](#)

### **Getting Good Product Creation Ideas**

*Key Product Idea: Niche Product Reviews*

Andrew Hansen Has a network of over hundreds of blogs. A lot of these blogs include product review sites that assist buyers in making informed decisions when buying a certain product on the Internet.

If you want to rake in affiliate money, you could set up a review center and become an authority on the subject.

When you have enough credibility on the Internet, people believe what you say because they trust you. By building relationships with your subscribers or your visitors, you can rake in huge affiliate commissions just by your product reviews alone.

You can set up an authority review blog, build multiple small review blogs (that focus on highly targeted traffic) or build a mailing list and become a super affiliate. The most important skill you need is to do proper market research on your products so that you will be able to share intelligently and assist buyers in making the right decision.

# Case Study No.6

## Richard Quek – The Network Marketing Mogul

### Background



Richard Quek is a Chartered Accountant by profession having been trained in the United Kingdom. He managed his own accounting practice for more than 20 years and have since retired and is now pursuing his passion in Internet marketing, network marketing and personal development.

He has also authored more than 10 books on the subject of Internet marketing, Network marketing and Motivation.

### Unique Product Creation Angle

Richard Quek has branded himself as an ‘all-round’ marketer who pushes for excellence in everything he does, whether it is in marketing on the Internet, helping people to find financial freedom through network marketing, and motivating and inspiring others through self-improvement and goal setting.

### Examples Of Excellent Products Created



### [The Internet Money Machine E-Seminar](#) (TIMM E-Seminar)

#### **Getting Good Product Creation Ideas**

##### *Key Product Idea – Cashing In On Intellectual Distribution*

In Richard Quek’s own words, “I am in the Intellectual distribution business. I love to teach others so that they can improve themselves and ultimately achieve their desired level of success. My joy is to see others succeed so that their individual success will be an inspiration to others...that others can succeed too!”

One very good product creation idea you can get out of this is that virtually anyone can create an information product – that is what Intellectual distribution is all about.

Your product idea doesn’t necessarily need to be from the ‘make money online’ niche. You can create value for others by expounding on topics that improves the quality of life (e.g. better gardening, how to make your marriage better, play better music, dog training, etc...)

If you are an expert in a certain field, you can write an E-book or record a video about how to get a certain thing done.

Even if you are not an expert but you have a lot of interest in a particular area, there is one thing that you can do is to interview an expert in order to create an audio interview.

At the end of the day, when you create a product that is enriching and creating value, you will have a hot product in your hand.

# Case Study No.7

## Ladan Lashkari – The Persian Product Creation Powerhouse



### Background

Do not let the meekness of this Persian beauty fool you. She entered the Internet marketing scene severely handicapped all because of the place she came from – Iran, but overcame all odds to build a successful Internet marketing business and she accomplished all this before she was 21!

She had to overcome language barriers, Paypal restrictions and other people's perceptions to come out on top. But she beat the odds by writing her own sales copies, finding means to withdraw her earnings in different parts of the world and working very, very hard.

### Unique Product Creation Angle

Ladan Lashkari excels as a product creation expert specializing in teaching others how to make money online by uncovering hot niche markets and making sure those ideas materialize into a presentable product.



She is also very good at teaching other people how to network with other marketers (in order to market products, of course) and build mailing lists through networking and newsletters.

## **Examples Of Excellent Products Created**



### **One Day E-book**



### **How To Find Best Selling Product Creation Ideas**

## **Getting Good Product Creation Ideas**

Key Product Idea: *Finding Great Ideas To Create Your Own Products!*

If you want to truly dominate when it comes to product creation, it is very important to gather product ideas wherever you go. Just like the theme of this

book, you must also learn how to grab ideas from others and create your own idea with your own unique twist or flair.

A good product idea must also match market demand. Do not create products blindly because you need to have a very intricate understanding what people are looking for. Do not create a product then try and build the market to like it – rather give people what they want and you will drastically shorten the time you need to get profits.

Learn from Ladan how she effectively networks with other marketers using her ‘networking power tips’ and you will never run out of product creation ideas ever again.

# Case Study No.8

## Vince Tan – The Internet Marketing Evangelist



### **Background**

Vince well known as someone who rose from an ‘unknown’ Internet marketer to Internet marketing SUPER stardom by launching the biggest Fire Sale of 2007 and generated more than \$69,000 within 7 days. He is also the fastest World Internet Summit Speaker that went from attendee to featured speaker in only 10 months.

### **Unique Product Creation Angle**

Vince has two of the rarest combinations any Internet marketer has ever seen: an uncanny understanding of the human psychology that allows him to build hundreds of effective relationships in a joint venture (JV) fueled Internet

marketing industry AND a mastery of computer software that gives him the power to create top notch software for the Internet marketing industry. Teaming up with Edmund Loh (see case study No.12), they have created one of the most tailor-made products for Internet marketing newbies in the industry – they call it IM Guerilla.



They virtually created an all-in-one system that is designed to help Internet marketing newbies start their business for only \$39 a month.

IM Guerilla supplies people with autoresponder accounts, hosting packages, Internet marketing training, networking rolodexes, Joint Venture Manager account and affiliate program setup – the whole shebang!

### **Examples Of Excellent Products Created**

[IM Guerilla](#)

[Internet Marketing Platform](#)

## **Getting Good Product Creation Ideas**

### *Key Product Idea – Software Marketing And Engineering*

Vince is a role model when it comes to using his software background and technical prowess to his advantage when creating high quality products. IM Guerilla and his Internet marketing platform are examples of his technical genius at work.

If you are good with software and scripts, you will do well by tapping into the following markets:

- Graphic generators like E-book covers and special reports
- Article spinners for Search Engine Optimization (SEO)
- Simple scripts that automate tasks
- Landing page or sales letter generators
- Project management (or time management) software for Internet marketers.

At the end of the day, software creation is one of the most lucrative markets to be in. By collecting ideas from people all around the Internet marketing industry, you will be able to put your skills to good use and create software that people will buy.

# Case Study No.9

## Dee Ferdinand – The Graphics Genius And Product Innovator



### Background

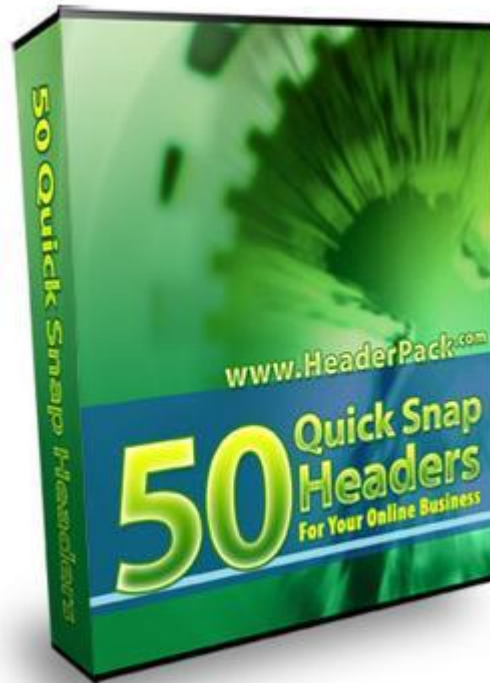
Dee Ferdinand is a self-taught Internet Marketer who started his online venture back in 2003. He has the vision to empower local home business owner to build credible business through Internet and teaching people to live their destiny through online business. A genius when it comes to designing graphics, he and his team has helped Internet marketers to have beautiful sites and E-covers for their businesses!

### Unique Product Creation Angle

Dee stands out as a graphics designer who is so good at creating graphics that virtually every famous marketer has approached him to create good graphics for

their E-book covers, mini sites, headers, footers – don't be surprised... most of the graphics you see on the Internet has Dee's fingerprints on it.

### **Examples Of Excellent Products Created**



### **[50 Quick Snap Headers](#)**

#### **Getting Good Product Creation Ideas**

*Key Product Idea – Building Your Network Through Excellent Services*

One thing you must learn from Dee Ferdinand – not only is he very good at creating graphics, he is also very good at building relationships and he accomplishes that very well through his services!

He has helped many marketers (me included) to create stunning and excellent graphics but more importantly, he uses his skills as a tool to get involved with great business deals on the Internet.

If you have a skill that you are very good at, you can create powerful products together with other Internet marketers and make up for your weaknesses by doing a JV with them.

For example, you could be very good with graphics but not very good with writing, so the best thing you can do is to create a product together with another writer and brainstorm your best ideas together to create a synergy! When 2 or more marketers are joining forces with complementary skill sets, you can create high quality products easily.

So don't just do things solo, work with others and share the profits!



# Case Study No.10

## Dylan Loh – ClickBank Profit Generator



### Background

Dylan Loh is a self-professed jack of all trades that specializes in copywriting, article marketing, product creation and affiliate marketing. But what makes him amazing, besides his young age, is his ability to *milk* ClickBank dry by raking in affiliate commissions by the boatload!

### Unique Product Creation Angle

Dylan is an expert at hand picking out RED HOT Clickbank products and he has developed an ‘underground’ system that enables people to create profits at will from Clickbank products easily.

He specializes in using AdWords to market those products using his own methods to target brand names and using landing pages to maximize affiliate commissions and minimize costs for the pay per click campaigns.

## Examples Of Excellent Products Created



### [Clickbank Profit Machine](#)

## Getting Good Product Creation Ideas

### *Key Product Idea – Niche Hunting For Product Ideas*

Dylan is very good at finding hot niches on Clickbank. You can learn to do the same as well by scouting out the market place on Clickbank.

If you want to get really good product creation ideas, check out the products that are selling very well on Clickbank and create one of your own by adding your own unique twist and flair to it. The products that are selling very well is definitely in demand and you can also create products by synergizing different categories together.

# Case Study No.11

## Gobala Krishnan – The Blog Marketing Guru



### Background

Gobala rose to fame as a marketer with such an in depth knowledge of Wordpress, that he has created numerous products that is designed to help any blog marketer to make money online easily. He has helped casual bloggers from all over the world to turn their blogs into profit pulling income assets without needing a degree in rocket science.

### Unique Product Creation Angle

Gobala built his name by helping common bloggers achieve extraordinary results with their blogs using a simple system that anyone can follow. His Wordpress AdSense system is virtually a cut-and-paste template that anyone can use to turn a very casual blog into a blog that makes money online. He also excels at other Internet marketing strategies using blog marketing effectively.

### Examples Of Excellent Products Created



### [Super Affiliate Blogger](#)



### [Blog paycheck](#)

## **Getting Good Product Creation Ideas**

*Key Product Idea: Personal Branding Through Blog Marketing*

Turning your blog into a profit generating machine is one of the fastest ways to build your business.

But one thing that blogging does for an individual more strongly compared to anything else is this – personal branding!

You can't put a price tag on your personal brand because no two human beings in the world are alike. You are the greatest product you can ever 'sell' and building your name is probably the best product idea you can ever think of.

Trying to determine your 'brand' for yourself that is uniquely you will set an impression in the eyes of people.

After all, the first impression that people get when they 'meet' you on your blog for the first time will set the impression on you that will last a long time. You get a chance to **brand** your specialties in your first impression to people so focus on your best skills and brand yourself based on that.

# Cash Study No.12

## Edmund Loh – The Private Label Rights Extraordinaire



### Background

Edmund Loh is a market leader in the Resell Rights and Private Label Rights Industry. He is well known for producing high quality Resell Rights and Private Label Rights E-books, E-covers, Graphics and even software on his membership sites and he is also a well known teacher when it comes to educating others about these industries.

### Unique Product Creation Angle

Private Label Rights allow you to rebrand, resell and re-create a product that is 99% complete. All you need to do is put your own name on the book and brand yourself as an author and *voila!* Instant product in your own name!

One thing that Edmund does better than anyone else on the planet is that he had created so many Private Label products over the course over the career, if Guinness had a record for how many PLR products were created by a 'kid' before his age was 'barely legal', Edmund would break the record many times over.

His flagship private label rights membership site has enough products to supply thousands of Internet marketers from all over the world. Not only that, he even

helped them to generate tens of thousands of dollars by saving them countless costs when it comes to product creation. Marketers literally 'cut and pasted' their way to success because of Edmund's tenacity in creating high quality products for people to resell.

During his product launches, top tier Internet marketing gurus have been spotted dropping whatever they were doing to snap up Edmund's products (upsell, downsell, OTO and all) to resell Edmund's products to their mailing lists for 10-100 times the profits.



FINALLY! Put A Screaching Halt To Your Product Creation Problems **FOREVER**...

**"Discover How You Can Have Fourty Eight Instant, Highly Profitable Online Businesses That You Can Stick Your Name On And Make Money For You While You Sleep. . . And Have These Businesses Up And Running By Tonight!"**

For Cents On The Dollar... YOU - Or Anyone - Can Just Paste Your Name On These 100% Ready-To-Go, In-Demand Products, Upload To Your Website & Be In Business - Make That, 48 Businesses - With A Hot Line Of Products In Your Name!

**ATTENTION!** These products have helped **HUNDREDS** of Internet Marketers like you build businesses that generates **four to six figure incomes (irrefutable proof included in this page)**. If you want to have your very own line of **HOT** selling products on the Internet **in the fastest time possible** but don't want to spend your precious time, effort and money slaving away just to research and develop them... then you have every reason to read this letter!

**AND WHEN YOU REACH THE END OF THIS LETTER...** **Grab The Chance To Walk Away With \$1,374.95 Worth Of Totally Unique, Profit-Churning Bonuses - AT NO EXTRA COST!**

**"Made Around 1,000 Times My Investment Back (No Kidding)!"**

"Edmund, You already know this but I'll write it down in case you want to use it as a testimonial on your site... **Your PLR products ROCK!**

"Again and again you hit on the right topics, create good quality work and have killer sales copy to go with. I almost feel guilty buying these from you

## Examples Of Excellent Products Created

[Resell Rights Mastery](#)

[Private Label Rights Gold](#)

## Getting Good Product Creation Ideas



*Key Product Idea: High Quality, Mass Production*

One good product creation idea you can get out of Edmund is the fact that you can take a good concept like Private Label Rights, and become a market leader by mass producing products that are one notch above the rest.

There are many PLR products on the Internet but not all PLR are created equal. Some of them are just filled with fillers and bad content. Others didn't even have sales letters. At the end of the day, to become a market leader in PLR, you have to build your name by over delivering.

You can create your own PLR products as well, but make sure you focus on relevant topics for resellers because people prefer to resell a good quality PLR product that saves them time, money and effort. Make sure you provide a well written sales letter, graphics in PSD for people to edit and a market that has lots of demand.

# Case Study No.13

## Melvin Ng – The Niche Blogging Mogul



### Background

Melvin Ng is an *extreme* niche marketer who owns HUNDREDS of niche blogs generating him a 5 figure income on autopilot. His strength is in locating thousands of profitable keywords on the Internet and using blog platforms to manage the content for his huge business. He has even sold some of his blogs for more than \$1,000 *each* without ever writing a single word on these blogs. He is so good at uncovering hidden niches that even his Internet marketing friends do not know what he is doing.

### Unique Product Creation Angle

After mastering the art of creating profitable niche blogs at will, he finally came under the spotlight as a blog marketing speaker and coach in his very own seminar (partnering with experienced blog marketing trainer – [Steven Wong](#))

### Examples Of Excellent Products Created

Melvin is best known for his hands on, blogging training workshop:

[Asia Online Mastery](#) – The Profit Blogging Boot Camp

### **Getting Good Product Creation Ideas**

*Key Product Idea: Capitalizing On Your Skills Using Seminars And Boot Camps*

Melvin has extensive experience in niche marketing and search engine marketing. He teaches these skills in his boot camp where common students can easily setup a business using a simple blog and build residual income through niche marketing.

Using Google to find good keywords will reveal lots of niche ideas that will help you in your product research.

When you do your research on the Internet using tools like:

<http://freekeywords.wordtracker.com/>

<https://adwords.google.com/select/KeywordToolExternal>

These tools will give you an estimate of what people are searching for and it will help you to discover what the most profitable markets out there are.

You can use your findings to create niche blogs and monetize using Google AdSense, affiliate marketing and selling text links.

# Case Study No.14

## **Jaz Lai – The Online Network Marketing Blog Expert**



### **Background**

**Jaz Lai**, A Singaporean who formerly owned a chain of fashion retail stores in the prime-shopping district in Singapore since 2000 has changed his life through the world of Internet Network Marketing. In 2004, he fell into the Internet Marketing business; first as a way to get a part time income, and now does it as a way to **generate full time residual income**, and to move away from his hectic work life in the fashion industry.

### **Unique Product Creation Angle**

Jaz Lai is an expert at teaching network marketing distributors how to generate leads and distributors on the Internet. He sets himself a cut above other network marketers by mastering the art of driving targeted network marketing traffic to his websites and he teaches his subscribers how to do that through his training courses.

### **Examples Of Excellent Products Created**



## How Network Marketing Works



## In Nick Of Cash

### **Getting Good Product Creation Ideas**

*Key Product Idea – Building Traffic And Cash Solutions*

One really good product idea that you can apply to any market on the Internet is the ability to help other people generate traffic and cash flow.

Building a list of customers that will buy products from you over and over again is very important. When you can create a product that helps people generate leads people will be more than happy to invest into those products because there is constantly a market for people who want to make more money.

A good example is Private Label Rights. When you create a product for someone else so that they can resell it for 100% of the profits as well as build a brand name, people will buy it by virtue that they can use it to promote themselves, cut down on product creation cost and even use it to build viral marketing traffic.

There are many ways that you can use to create products that provide value to others. The most important thing you can do is to think in terms of the other party – what's in it for me? What can help the customer make more money, save time or save effort?

# Case Study No.15

## Alfred Ko – The Aggressive SEO Guy



### Background

Do not let this black silhouette fool you. Just because his portrait remains anonymous doesn't mean that his strength and abilities remain under the radar.

Alfred's name is synonymous with top notch Search Engine Optimization (SEO) services as his 'unconventional' and 'aggressive' SEO strategies has made him an underdog superstar affiliate for many Internet marketing launches!

He also managed to get TOP positions for famous Internet marketing launches such Affiliate Elite, The Secret Classroom and several others by dominating the first page of Google – and he did it without a single subscriber on his mailing list!

### Unique Product Creation Angle

One thing Alfred does better than anyone else is that he capitalizes on his strengths and applies it in virtually every single area in Internet marketing.

He excels in getting people's websites on the first page of Google, building Squidoo lenses for others, getting big sales for Internet marketing launches and ranking hundreds of his own sites on search engines to create passive income.

### **Examples Of Excellent Products Created**



### [Alfred Ko Services](#)

### **Getting Good Product Creation Ideas**

Key Product Idea: *Capitalizing On Your Skills By Providing Quality Services*

Here is a list of skills you can easily capitalize on if you excel in these areas:

Writing	Ghostwriting, Blogging, Article Writing
Copywriting	Copywriting Services
Have A Good Voice	Transcription Services
Graphics Design	Designing Services
Administrative Work	Search Engine Optimization
Good With Numbers	Managing PPC Campaigns
Software	Script Installer Or Programmer
Building Relationships	Joint Venture (JV) Broker

Here are a list of sites you can go to in order for you to capitalize on your skills and get jobs. Do not limit yourself to just providing services for money – use your skills to build relationships and get involved in JV partnerships.

<https://www.getafreelancer.com/>

<http://www.elance.com/>



<http://www.rentacoder.com/>

<http://www.scriptlance.com/>

Remember: Always build your strengths and not your weaknesses! By trying to be an all rounder, you become a Jack of all trades and a master of none. If you are a master, you will gain a considerable advantage over the rest of your competitors and be able to differentiate on quality rather than price.

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# **Part 3: The Product Creation Revelation**

**Practical Product Creation Strategies On How To  
Grab Ideas Quickly!**

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# Practical Product Creation Methods You Can Apply



If you want to create the best products in the world today, you must to be able to:

- **Find Product Creation ideas very quickly**
- **Apply certain methods that churn out products very quickly**

Here is an overall, step-by-step guide on getting started:

- (1) Start with your most passionate topic. When you are passionate about something, you will most likely do well with it because it doesn't seem like drudgery and hence, you will perform better by producing quality content.
- (2) Visit sites, blogs, forums, search engines and Web 2.0 sites to get product creation ideas quickly. Jot them down.
- (3) When in doubt, just ASK. There are lots of people on the Internet who are willing to share information so when you go on the forums and community sites, be sure to ask for information to get what you need.

- (4) Collect all your data first, do not worry about organizing them because you will need to see things from a bird's eye point of view (by getting all the information first) before getting into the nitty-gritty stuff of organizing and formatting.
- (5) Choose your method of delivery – whether it is an E-book, audio file or a video tutorial.
- (6) Get people to contribute content for your product. If it is an E-book, you can ask others to write it for you (in the following chapters, I'll reveal a tip on how to get free content from others), interview others in an audio interview or using a video camera. These are valuable content creation methods that will save you a lot of time.
- (7) Get started first, it doesn't need to be perfect. You must understand that the first product you create doesn't necessarily need to be a financial success, your goal is to create your first product so that you 'break the ice' and learn the skills as quickly as possible. So get your first product out as QUICKLY as possible because it gets easier after that.

# Getting Fast Product Creation Ideas



- (1) Go on [Google](#) and key in the keyword – “*Topic Forum*” For example, if you are looking for ideas on creating a product that talks about fishing, type in “fishing forum” (*just replace the word with any keyword like dog training forum, make money online forum, etc*) and you will find the best ideas about fishing.

Remember: Good ideas come from people who ask questions about the topics. GREAT ideas come from people who ask these questions *over and over* again.

- (2) Go to <http://pulse.ebay.com/> and check out what are the hottest topics being sold on eBay and write an info product about it.
- (3) Yahoo Answers at <http://answers.yahoo.com/> is another very good place that you can go to in order to find out what kind of problems people are concerned about. You can get the answers there as part of your content for your product – they will do all the ‘work’ for you by answering the

questions.

- (4) <http://www.Amazon.com> has lots of traffic and buyers. Scout around the site to see what other ideas you can get.
- (5) As mentioned in one of the case studies above, you can look through <http://www.clickbank.com> to look for ideas. Find those that are hot sellers and create your product around that niche.
- (6) <http://www.wordtracker.com> and <https://adwords.google.com/select/KeywordToolExternal> are some of the best places to look for keywords that people are searching for on the search engines. The higher the search counts, the more the demand.
- (7) Check out the blogs and see what's hot! Blogs such as <http://www.johnchow.com>, <http://www.problogger.net> and <http://www.shoemoney> are high traffic blogs that you can get a ton of ideas from because they are the elites of blogging.

Go on [Squidoo](#), [Hub Pages](#) Or [Wikipedia](#) for more information. You can find all the information you need on Wikipedia because their information is written and edited by a team of editors and is as neutral as you can find (as long as the neutrality isn't disputed). Squidoo and Hubs are more like review pages of individuals and you can see what people are reviewing on the Internet.

## **Other Sites To Get Information**

<http://freekeywords.wordtracker.com/> - Find keywords that people are searching for on most search engines

<http://amazon.com/gp/bestsellers/books> - Best seller book list

<http://magazines.com> – magazines about popular niche markets

<https://adwords.google.com/select/KeywordToolExternal> - find the exact search count for searches on Google

<http://pages.ebay.com/sellercentral/hotitems.pdf> - the stuff that buyers are buying when they are on eBay

<http://technorati.com> – Search for popular blogs and get product creation ideas there

[http://www2.shopping.com/top\\_searches](http://www2.shopping.com/top_searches) - find out what people are looking for when on this huge shopping site

<http://50.lycos.com> – stuff people are searching for on the Internet

<http://dir.yahoo.com/recreation/hobbies> - ideas on popular hobbies.

# Product Creation Branding



## How To Come Up With A Good Product Name

You must make sure you have a name for your product. A name that will stick in people's minds (for years to come if you plan it right).

Here's what you must do:

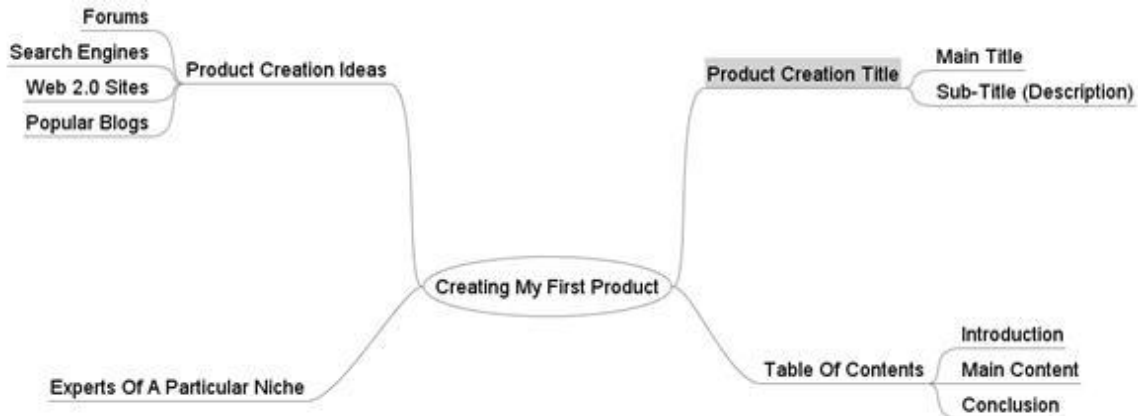
1. Don't choose a generic product name like, "Everything you need to know about marketing". Face it, marketing is too broad a topic for you to focus on because it is like having someone asks you a question, "What would you like to eat?" and your answer is, "food..." You must narrow down your niche so that it is big enough to be profitable and targeted enough to benefit the right group. (e.g. How to generate more leads in network marketing, 10 dating tips for Christians, How to bake a tasty blueberry pie, etc).
2. Your book title must convey benefits. People DO judge a book by its cover and even the topic itself. Your topic must be sellable as well so make sure you let others know, in a nutshell how your book benefits them (e.g. how to increase your chances of scoring a date by 50%, 3 ways to optimize the



speed of your computer, Create better Feng Shui by arranging your furniture, etc)

3. Your brand name should be as SEO focused as possible as well. SEO stands for search engine optimization and although this book cannot provide you with a crash course on search engine optimization, you will be able to leverage on free search engine (organic) traffic if your product's **domain name** or web address includes keywords that people are searching for. Coming up with a clever brand name that is search engine optimized may not happen overnight, but it is worth the effort.
4. Leverage on brand names. You will be able to get noticed fairly quickly when you leverage on brand names. Remember the previous chapter entitled “7 habits of highly effective product creators”? You can leverage on virtually any idea and create a unique book or product title. But make sure you create something that provides value to others otherwise, people will frown upon you for trying to ‘leech’ off others.
5. Keep your title short and simple. Do not try and use fancy words that will confuse people. Remember, your goal is to get the message across, not to win an English essay competition.

# Charting Down Your Ideas



## Using A Mind Map

A Mind Map is a very useful tool that you can use to organize your product creation ideas and to organize your data.

It helps to plan out your product creation strategy as well so a mind map is also useful as a planning tool.

Download Free Mind – the mind mapping software here:

<http://freemind.sourceforge.net/wiki/index.php/Download>

## Going For In Depth Research

Good content comes hand in hand with thorough research. Your ideas must also be justified by verified sources so it pays to do in depth research on the Internet.

Here are sites you can go to in order to get thorough information about your product:

<http://wikipedia.org>

The infamous Wikipedia has information about virtually every topic and sub topic on the planet. But be careful when you use the information because they are all submitted by other writers and not a verified expert, so make sure you check out all the sources in the foot notes.

<http://scholar.google.com>

Going the technical route? Here you will find everything you need to know regarding technical jargon such as medical, scientific research and many other sources for really targeted sub-niches that only people in that niche will be able to understand and decipher.

<http://www.answers.com>

Over here, you can find a large collection of encyclopedias and dictionaries that will be very useful for your research.

<http://www.questia.com>

This site gives you access to over 60,000 books and there are a million articles you can look through.

# How To Get Experts To Do All The Research For You



## Approaching Someone For An Interview

Don't know what to write? Very simple... ask an expert to contribute content for your product. Or better yet, create a product ABOUT the expert.

For example, you can create a product that talks about the expert (e.g. how to create irresistible graphics with Aurelius Tjin's Copy & Paste Graphics or An Exclusive Audio Interview With PLR Extraordinaire – Edmund Loh).

This approach is very useful if you are not really good at creating content and you want to leverage on the expertise, credibility and brand of another famous person.

When you approach them, ask them, "I'm creating a product and I'm featuring you in (your product title). Can I ask you about (details) or your profile to see if it is accurate or not?" They will most likely oblige because they would not want you to publish false or inaccurate information about them.

Another way is to ask them, “Can I interview you regarding (details about your product)?” Tell them you are featuring them as a case study or let them become the center of attention.

## **Give Them An Irresistible Offer**

Not everyone will agree to give you information. The most important thing you need to do is to think – what’s in it for THEM?

Here are a couple of tips on how to promote others and benefit from it at the same time:

- Endorse their product in your book
- Give them exposure by talking about them
- Promote their brand
- Promise to reciprocate favors in the future (such as Joint Venture promotions)

## **Get Them To Give You An Endorsement**

Once they are happy with the content (they should be, if they were the ones who written or contributed the content thoroughly), you can feel free to ask for an endorsement, because you are promoting them and it makes sense that if they endorse you, they are indirectly endorsing themselves as well.

This is a very good way to ask for a testimonial.

If it so happens that they are too lazy to give you a testimonial, the last resort you can do is to QUOTE what they said (whether it is on their blogs or their products). This allows you to leverage on their credibility even if they do not endorse or promote your product.

# **How To Get Others To Write The Product For You**

## **Get Contributions From Forums**

When you go to a forum, one of the best ways to get others to write content for you is to promise them that you will give credit to them by publishing their website or blog in your book. You can also give credit to them by writing a short profile about the contributor.

Start a thread in the forum and let them know that you are creating a book about a particular topic. Offer the forum members a chance to contribute content for your book by promising them that they will get credit for it and they will offer their assistance because they will get exposure or something in return.

When you collect content from about 30-40 members (depending on the size of your E-book), you can easily get an entire E-book completely written for you without you writing a single word on it (except, putting down your name as the author of the book).

## **Using Private Label Rights**

Private Label Rights (PLR) is a very good way to get content from others. However, do not just cut and paste PLR content because its wide distribution on the Internet will easily expose the fact that you just 'cut-and-pasted' an entire book while crediting yourself as the author.

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[http://en.wikipedia.org/wiki/Wikipedia:Public\\_domain\\_image\\_resources](http://en.wikipedia.org/wiki/Wikipedia:Public_domain_image_resources)

Wikipedia gives you access to public domain images. You can find images about history, art, general collections, computer generated images, public domain, government sites giving you an unlimited source of free graphic resources.

<http://www.openclipart.org/>

Clip art is an essential form of computer generated graphics – in other words, they are not graphics taken using cameras.

<http://www.wpclipart.com/index.html>

Similar to Open Clip Art but it is tailored for the use in word processors and optimized for printing on home/small office inkjet printers. Saves printer ink tremendously.

# Conclusion



*(Action!)*

Before we conclude reading this book, I would just like to highlight a couple of things that is critical to product creation:

- (1) If you have a good idea, you **MUST** always write it down right away. Don't wait for the next minute because many, many ideas enter the graveyard because people failed to **ACT** on their inspiration. Great inspiration doesn't happen twice just like lightning doesn't strike the same place twice. I cannot emphasize this enough because it would be such a waste to let to disappear.
- (2) Do not be fearful if people think your product idea is too outrageous. If you get a lot of 'negative' comments saying that it's too big and it can't be done, chances are you are taking on a huge market that is not tapped into. Do not let other people steal your dreams or your product creation ideas when they tell you that it cannot be done. (Chances are, they like your idea so much that they want to do it themselves and they want to keep you out of the competition).
- (3) Don't be afraid to **ASK** questions. People Fail to get a lot of ideas conceptualized because they are afraid to 'test' the market by asking

questions and getting more ideas from others.

(4) Take action. The hardest part when it comes to creating your product is taking the first step. Just like anything you learn, it is hard at the beginning but it gets easier as it goes on (exponential growth).

(5) Believe in yourself! Don't tell yourself that other people have already done it therefore you are wasting your time. You are NOT simply by virtue that you are a different individual and you will definitely have ideas that either no one has thought of or you have a unique angle that is distinctively YOU and no one can take that away from you!

So make sure you get started right away!

**To your success!**