Digital Product Creation *System*

Step-By-Step system for generating winning Product Ideas & turning them into profitable online businesses!

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Introduction

Online Business is not an exact science, and a large portion of it can accurately be described as Unpredictable. This is why most marketers obsess over tracking and research, hard data will allow them to make smart decisions which have predictable results. But as much as we track, research and do our best to make smart decisions – a large chunk of our businesses always remain Unpredictable, especially in the beginning – that can't be changed and will always remain an exciting part of entrepreneurship.

However, as unpredictable and random as Online Business can be – a level of control and predictability can be achieved with every new venture you start, all you have to do is follow a few simple guidelines and eliminate a few unnecessary risks.

Nothing I teach in this Guide will require a significant amount of extra work or thinking. What I'm going to tell you will only change your approach to starting a new Website, and make you consider things you might not normally consider – that's all.

To illustrate what I'm trying to tell you, allow me to share a personal story…

Back in 2005, I was one of the very first people to release a high end Private Label Rights (PLR) package. It sold for $297, contained 8 information products and had no money-back Guarantee! Several big name Gurus promoted it and it sold over 200 copies, which put a nice chunk of money in the pocket of a kid just out of high school. Needless to say, I was happy with the 30K chunk of money and quickly released another PLR package…

By my third PLR Package I was partnering with another Internet Marketer that had more experience and know-how than I did. Several hours before launch, as we scrambled to put the finishing touches on our site he suggested we do something that forever changed the way I view and run Online Business – something that required a little more than an hour of extra work but would put an extra $15,000 in our pockets!

Each of the 8 PLR products in the package we were launching came with PSD source files for all the graphics, email promos and opt-in pop up windows. What my partner suggested was simple: we take all of the bonus material off the main page, create an Up-Sell out of it, and hit each new customer with a One Time Offer for $97. To me, this was a revolutionary idea! It wasn't about doing more work, creating extra content or generating more traffic. All we had to do was remove some bonus content from the Sales Page, and offer it as an Up-Sell to our customers.

This is what the "Digital Product Creation" System is all about: taking a smart, strategic approach that requires no extra work, but insures your future Websites have the best possible chance at being successful and profitable…

Our Goal is Simple: Eliminate as much Risk and Chance out of creating a new product as possible, and never again waste time on creating a product that "Flops". To accomplish

our Goal we will use Simple, Easy-to-Apply strategies that require no extra effort. Let's begin…

<mark>PART 1:</mark> Market Research and Product Ideas

Where do our Product Ideas come from, and how likely are they to be successful from the moment they pop into our heads?

This is where most people fail. Before they even register a domain name, write the headline or begin creating the product itself. Most people fail from the moment they choose to follow an idea that is based on hunches, "feels right" and seems like it could make a ton of money.

The problem with this is most people's ideas aren't based on any kind of facts, statistics or research. Most people think of a product, get excited about it and go to work – taking their best shot at success. They don't bother with any kind of research, or even testing their ideas out before they commit to them – this is a highly risky and uncertain way of doing business online, it's hit or miss.

So, our first step is…

- ## Adding Strategy to the way we generate Product Ideas

Before brainstorming Product Ideas we must give ourselves Guidelines that will insure the ideas we come up with have a realistic chance at success from the very start. So the first thing we must do is define the different Markets we are interested in.

Here is a list of the different Markets in which people sell Digital Products on ClickBank:

- Arts & Entertainment	- Business / Investing
Architecture	Careers, Industries & Professions
Art	Commodities
Body Art	Debt
Dance	Derivatives
Fashion	Economics
Film & Television	Equities & Stocks
General	Foreign Exchange
Humor	General
Magic Tricks	International Business
Music	Management & Leadership
Photography	Marketing & Sales
Radio	Outsourcing
Theater	Personal Finance

- Cooking, Food & Wine

  BBQ
  Baking
  Cooking
  Drinks & Beverages
  General
  Recipes
  Regional & Intl.
  Special Diet
  Special Occasions
  Vegetables / Vegetarian
  Wine Making

- Education

  Admissions
  Educational Materials
  Higher Education
  K-12
  Student Loans
  Test Prep & Study Guides

- Employment & Jobs

  Cover Letter & Resume Guides
  General
  Job Listings
  Job Search Guides
  Job Skills / Training

- Health & Fitness

  Addiction
  Beauty
  Dental Health
  Diets & Weight Loss
  Exercise & Fitness
  General
  Meditation
  Men's Health
  Mental Health
  Nutrition
  Remedies

  Real Estate
  Small Biz / Entrepreneurship

- Computers / Internet

  Databases
  Email Services
  General
  Graphics
  Hardware
  Networking
  Operating Systems
  Programming
  Software
  System Administration
  System Analysis & Design
  Web Hosting
  Web Site Design

- E-business & E-marketing

  Affiliate Marketing
  Article Marketing
  Auctions
  Banners
  Blog Marketing
  Classified Advertising
  Consulting
  Copywriting
  Domains
  E-commerce Operations
  E-zine Strategies
  Email Marketing
  General
  Market Research
  Marketing
  Niche Marketing
  Paid Surveys
  Pay Per Click Advertising
  Promotion
  SEM & SEO
  Social Media Marketing
  Submitters
  Video Marketing

- Home & Garden

Sleep and Dreams
Spiritual Health
Strength Training
Women's Health
Yoga

- Mobile

  Apps
  Developer Tools
  General
  Ringtones
  Security
  Video

- Parenting & Families

  Divorce
  Education
  Genealogy
  General
  Marriage
  Parenting
  Pregnancy & Childbirth
  Special Needs

- Software & Services

  Anti Adware / Spyware
  Background Investigations
  Communications
  Dating
  Developer Tools
  Digital Photos
  Drivers
  Education
  Email
  Foreign Exchange Investing
  General
  Graphic Design
  Hosting
  Internet Tools
  MP3 & Audio
  Networking
  Operating Systems
  Other Investment Software

Animal Care & Pets
Crafts & Hobbies
Entertaining
Gardening & Horticulture
General
Homebuying
How-to & Home Improvements
Interior Design
Sewing
Weddings

- Languages

  Arabic
  Chinese
  English
  French
  German
  Hebrew
  Hindi
  Italian
  Japanese
  Other
  Russian
  Sign Language
  Spanish
  Thai

- Reference

  Automotive
  Catalogs & Directories
  Consumer Guides
  Education
  Etiquette
  Gay / Lesbian
  General
  Law & Legal Issues
  The Sciences
  Writing

- Self-Help

  Abuse
  Dating Guides

Personal Finance
Productivity
Registry Cleaners
Reverse Phone Lookup
Screensavers & Wallpaper
Security
System Optimization
Utilities
Video
Web Design

- Travel

  Africa
  Asia
  Canada
  Caribbean
  Europe
  General
  Latin America
  Middle East
  Specialty Travel
  United States

- Betting Systems

  Casino Table Games
  Football
  General
  Horse Racing
  Lottery
  Poker
  Soccer

- Spirituality, New Age & Alternative Beliefs

  Astrology
  General
  Hypnosis
  Magic
  Numerology
  Paranormal
  Psychics
  Religion
  Tarot

Eating Disorders
General
Marriage & Relationships
Motivational / Transformational
Personal Finance
Public Speaking
Self Defense
Self-Esteem
Stress Management
Success
Time Management

- Sports

  Automotive
  Baseball
  Basketball
  Coaching
  Cycling
  Extreme Sports
  Football
  General
  Golf
  Hockey
  Individual Sports
  Martial Arts
  Mountaineering
  Other Team Sports
  Outdoors & Nature
  Racket Sports
  Running
  Soccer
  Softball
  Training
  Volleyball
  Water Sports
  Winter Sports

- Green Products

  Alternative Energy
  Conservation & Efficiency
  General

- Games

Witchcraft	Console Guides & Repairs General Strategy Guides

Looking at the list above, the first thing we must do is make a list in all of the markets we have **Experience** in as well as a list off all the markets we are **Interested** in. At a glance, here are the Markets that caught my eye from the list above…

Markets I have Interest / Experience in:

I have <u>Experience</u> in:	I'm <u>Interested</u> in:
Art	Architecture
Film & Television	Dance
Management & Leadership	Fashion
Marketing & Sales	Humor
Outsourcing	Magic Tricks
Small Biz /	Music
Entrepreneurship	Photography
Travel	Real Estate
Basketball	Extreme Sports
Fitness	Web Design
Russian	BBQ
Pay Per Click Advertising	Baking
Copywriting	Cooking
Dating Guides	Automotive

Compiling a list that consists of Markets you either have **Experience** in or are **Interested** in will accomplish several things…

1. Open Your Mind and Broaden Your Horizons. It's extremely hard to recall every Market you may be interested in right off the top of your head, it's even harder if you are trying to generate new Product Ideas at the same time. Having a list of all the Markets you're interested in right in front of you makes it easier to grasp the endless possibilities, and allows you to focus on being creative and generating product ideas.

2. Keep Your Ideas in Markets You're Likely to Succeed in. It's much easier to focus and work in Markets you're already interested in, as apposed to Markets you simply think you can make money in. It makes the work seem less like work and more like a learning experience, stimulates your mind and allows you to generate ideas motivated by enthusiasm and passion rather than money (which results in more creative / innovative ideas)

3. Allow You to Think Like the Customer. Plain and simple, if you already have interest in the Market you are creating a Product for – you can think from the customer's perspective. This comes in handy during the product development process, at which point you can simply create the product You would buy and include features You would find attractive.

NOTE: Personally, looking at a big list of Markets I'm interested / experienced in already gets my mind started on generating ideas. So when I'm not expanding on previous product ideas or websites, but starting from scratch, I usually start with a broad list of possibilities and see what I come up with.

Next up is…

• Choosing Your Ideal Markets

When I want to get more strategic, I choose the Markets I'm going to generate Product Ideas for based on 2 Main Factors:

1. Personal Interest / Experience: As I've stated before, I want to choose the Markets that I have the most Interest and Experience in. I want to be excited to learn about new Markets, and don't want the work to feel like a daily grind. So when I narrow down the list of potential Markets, I usually choose the ones that interest me most.

2. Availability of Traffic / Scalability: Whether the Markets I choose are General and Broad or more Niche and Targeted, I want traffic to be available on tap and the sky to be the limit in terms of potential.

Based on these 2 Factors, I've narrowed down the Markets I'm currently interested in…

- Cooking
- Automotive
- Film & Television
- Pay Per Click Advertising
- Travel
- Basketball
- Fitness
- Dating Guides

The markets above are all something I'm interested in, have at least some experience in and have huge amounts of traffic / potential customers waiting for me to pitch them my next product :-)

Now when I brainstorm new Product Ideas I can rest assured that all of them will be in a Market I'm interested and happy to be in, and I will NOT have any problems finding targeted traffic for my future website.

Next its time to…

- # Brainstorming and Generating Product Ideas

While I can't exactly teach you to be creative and generate good ideas (that depends solely on your abilities), I can share the simple methods I use to guide my mind in the right direction and generate winning website ideas for myself.

The first things we need are a pen and blank piece of paper – the two things every good brainstorming session start with. On that paper, we are going to write down the Markets we are most interested in:

- Cooking
- Automotive
- Film & Television
- Pay Per Click Advertising
- Travel
- Basketball
- Fitness
- Dating Guides

Next, we are going to give ourselves a few simple Guidelines to insure our ideas stay relevant, realistic and achievable in the real world. The 2 basic Guidelines I use during my product brainstorming sessions are…

The Product Ideas I Generate MUST Be:

Something I Want to Buy: If I actually want to buy the product I'm developing, I can simply ask myself what features it should have and what selling points excite me most. And as "different and unique" as we all like to think we are, we often share very basic desires and wants – So if I really like something, want it, need it and am prepared to pay money for it – there are others like me.

Easy to Create: The actual Product itself must be easy to create by myself, or affordable to outsource to someone else. I want my new site to be up and running inside of 1 month. This way I can quickly move onto other project, and never invest too much time, energy and money in a project that may or may not pay-off.

Ok, now that we have the Markets we are interested in written on our piece of paper and we have the guidelines for our product ideas – its time to get creative. So I made some Green Tea, sat on my couch and began to concentrate on generating product ideas. Here's what I came up with…
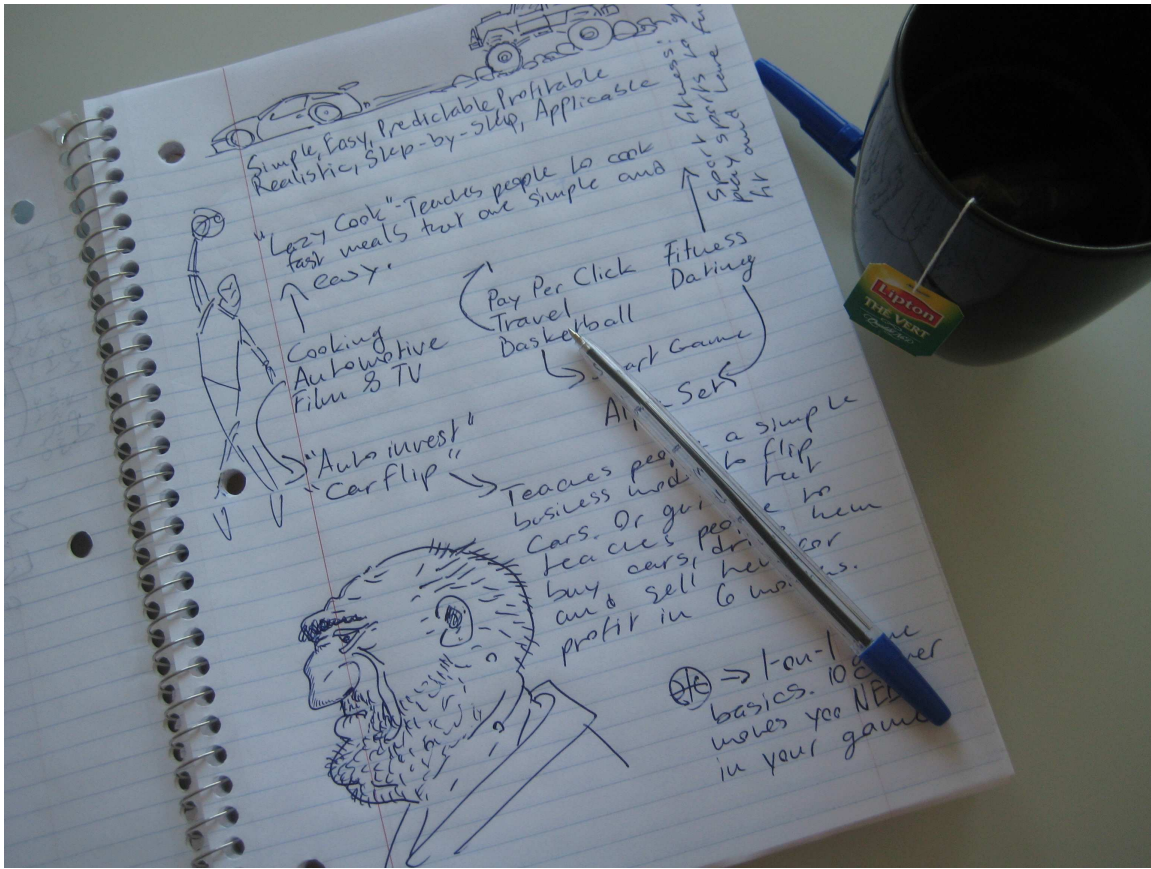
I know, it looks like a mess. But somewhere in the middle of these often random thoughts and doodles are 2 solid product ideas. It's also worth noting that this brainstorm took me a little over 10 minutes (without the list of Markets, or idea guidelines it would have taken me much longer).

The 2 "Solid Product Ideas" from the brainstorm above are:

> "Lazy Cook" – A Cooking Guide that teaches people how to quickly cook full meals out of combinations of Pre-Cooked and Fresh ingredients. Using Pre-Cooked / Made ingredients saves a lot of time and makes cooking a lot less complicated, while including Fresh ingredients gives the meals a unique home cooked taste.

How I got the idea: this is my current style of cooking. I buy both Pre-Cooked and Fresh ingredients and combine them to make delicious meals in very short times. The Cooking is simple, fast and tastes great – which is perfect for both people who are too busy to make full meals from scratch, as well as people who don't know how to cook and want to start with something simple.

"Auto Flip" – A guide that teaches people how to buy high-end cars at Auto Dealer prices (dealer auctions, reposition auctions, discount buys etc.) and quickly sell them at retail value to make a profit. The main selling point is: Cars are high ticket items and each sale can bring in $10,000 or more in profit (essentially, you only need to sell 1 car per month to make 10K / month).

How I got the idea: In high school my first business was flipping cars. I'd buy cheap American cars for $100 - $200 and sell them for $500 - $1000 which was retail value. Eventually my goal was to move up to selling cars in the $30,000 - $100,000 range, this would put much larger chunks of cash in my pocket every time I made a sale.

Ok, so we brainstormed and got a few solid product ideas – what's next? As excited as you may be at this point, before we move past our ideas and onto actual Product Development – we must insure that out ideas actually have potential to succeed…

- ## Qualifying your Product Ideas for Development

The 2 Essential Elements that determine how much money your Digital Product makes are always the same:

> **The Offer:** This is the contents of your Sales Page – the promises, benefits, solutions and ideas you communicate to your potential buyer. At this point we have rough ideas of what our Offers will be: "Lazy Cook" and "Auto Flip".

> **Traffic:** If your offer is good, Traffic will determine how many Sales that offer generates. Without traffic a good offer means NOTHING. So it's essential that the Product Ideas we choose to invest energy into have an abundance of Targeted Traffic available and ready to be driven to our offer.

So before I get started on a Product Idea, I always make sure that it will have tons of traffic available once it's finished.

To do this I first compile of 5 Base Keyword Phrases that describe what my product IS and what it DOES. Like this…

"Lazy Cook"
Cooking Recipes
Simple Cooking
Easy Cooking
Fast Cooking
Home Cooking

"Auto Flip"
Dealer Actions
Auto Auctions
Wholesale Cars

Selling Cars
Make Money Selling Cars

I then use Google to determine whether or not my ideas have enough people interested in them to move forward. To do this, I use Google's free Keywords Tool…

Google Keywords Tool:
https://adwords.google.com/select/KeywordToolExternal

Next, I type each one of our Base Keyword Phrases into the Keywords Tool to determine the amount of Global Monthly Searches (GMS) each phrase generates…

"Lazy Cook"
Cooking Recipes 823,000
Simple Cooking 90,500
Easy Cooking 90,500
Fast Cooking 40,500
Home Cooking 165,000

_____

Total GMS: 1,209,500

"Auto Flip"
Dealer Auctions 27,100
Auto Auctions 1,000,000
Wholesale Cars 90,500
Repo Vehicles 110,000
Make Money Selling Cars 1,300

_____

Total GMS: 1,228,800

As you can see, the 5 Base Keyword Phrases attached to each one of our product ideas generate over 1 Million global monthly searches. This puts a smile on my face as I know these markets are full of potential customers.

I usually try to stick to product ideas that can generate at least **250,000 GMS** with the 5 Basic Keyword Phrases I assign to them.

Note: This is by no means "proper keyword research", the main purpose of this is quick market research to determine possible traffic volumes. So even though this research is not very in-depth, it tells me that these are safe Markets to get into and I won't have problems finding targeted traffic for my products once they are ready for launch.

It's also important to understand that using Google to determine the Potential of your product ideas is fairly accurate. Google is the gateway to the internet for a lot of people. Chances are that if there are a lot of people potentially interested in your products, there are also a lot of people interested in promoting them as well.

Using Google's keywords tool is going to tell you more than just how much traffic is available on Adwords, its going to give you a rough idea of the overall potential your products have.

Note: Another easy way to gain market insight and potential for your Product Idea is to use Google Insights for Search: http://www.google.com/insights/search . Take the 5 Basic Keyword Phrases assigned to each product ideas and type them into the search box, what you'll get are valuable statistics based on the searches using your keywords (I highly recommend you give this a try)

Now that it's safe to swim, its time to get started on the products themselves…

<mark>PART 2:</mark> Product Development

Even though Part 2 is entitled "Product Development" there is nothing in this entire Guide about actually creating the products you come up with. There are no tips on outsourcing, no advice on writing fast or any other information that will help you take your product from a piece of paper to being downloaded by customers.

Instead, this part of the Guide will teach you how to determine the **Features and Benefits** your products will offer your customers. Essentially: you're learning to put together the Offer on your Sales Page, the Product Description that will turn visitors into customers.

For this part of the Guide, we will first choose 1 of the 2 solid product ideas from our brain storm: "Lazy Cook" and "Auto Flip"…

We're going with "Lazy Cook" for the simple reason that it's the easier product to create: All I have to do is come up with 15-20 simple meals, go grocery shopping and tape myself cooking them over 2 – 3 days. I can then take some step-by-step screenshots and stick them into a simple PDF guide, and include the instruction Videos as part of the package.

The "Auto Flip" idea would require far more research and writing, it also wouldn't be as fun as cooking and experimenting with new recipes :-)

We've chosen our product, it's now time to start crafting our offer for it…

- ## Asking the Right Questions

If you have followed my instructions up to this point…

<u>You have chosen to create a product you are interested in and actually want to buy</u>. This means you can think from the buyer's perspective, and ask yourself questions about what features and benefits should be included in your offer.

The first question we are going to ask is important but general…

1. What is the Goal for this Product?

To be your dream product, a product YOU would buy without hesitation if you came across it on the internet. You want this product to be awesome, better than the competition and exactly what you need.

For "Lazy Cook" - if I'm browsing the internet looking for simple / easy cooking recipes I can cook from home, and I come across this product it should be exactly what I'm looking for.

Now let's take the "Lazy Cook" idea and craft our Dream Product by asking more questions…

2. What Do I Want?

- Recipes need to be simple and easy to follow
- Meals must not take long to cook
- The ingredients can't be expensive or hard to find
- Must contain a variety of different meals, from different cultures
- Must contain meals for the whole day (breakfast, lunch, dinner)
- Meals must be healthy and good for everyday consumption

3. What Do I Need?

- List of basic, must have ingredients (salt, butter, spice etc.)
- Basic cooking techniques explained (frying, roasting, boiling etc.)
- Nutritional facts (calorie counts, vitamins, proteins etc)
- Possible pros / cons after consumption (mainly effects on energy levels)

4. What Are My Main Concerns?

- Recipes are far too complicated and hard to follow
- Ingredients are too hard to find
- Meals end up more expensive than eating out
- Meals are unhealthy and junky
- Cooking takes too long

5. What Is A Possible Bonus / Upsell That I Would Love?

Personally, I've always wanted to have a list of foods that raise my energy levels after I eat them. I don't like drinking coffee, and tea doesn't give me enough of an energy boost – so if I had a few foods I could cook that give me an energy boost, I would be very happy. **Possible Bonus:** "Turbo Food" – Simple Meals that Boost Your Energy Levels.

Just Like That - We have our offer!

This is what happens when you focus on a Market you are interested in, and create a product YOU want to buy. You ask yourself few basic questions, come up with a few answers and you have your Offer.

You can now take the answers you came up with and start writing the Sales Copy. You have the overall concept, the concerns that need to be addressed, and the features / benefits you need to communicate to your readers…you even have the bonus idea!

Ok, ok…You can probably tell I'm excited. So before we get ahead of ourselves and start writing the sales copy, there is something very important we should do…

- ## Analyzing the Competition

First thing's first: we are looking at our competition to get ideas on how we can improve our offer. We're not looking at their advertising methods, up-sells or email follow ups. We are looking for features, benefits and anything else that catches our eye.

The easiest way to check out the Offers of your competitors is by going to the ClickBank marketplace: http://www.clickbank.com/buy_products.htm

Remember: we already know what our product is at this point, we're not going to change that. All we want are ways to improve out Offer, and we are checking out our competition for some ideas…

What you're looking for:

After you go to the ClickBank marketplace, choose at least 5 websites to analyze. Scan each website up and down, then copy and paste anything that catches your eye into a notepad…

- **Features and Benefits you can use:** basically, anything that will make YOUR product better. Keep in mind that we don't want to change our product, we want to improve it – so make sure you take features / benefits that can actually be implemented to our product ideas (make sure they actually compliment your product)…

So if I'm selling a cookbook called "Lazy Cook" and one of my competitor's bullets says something like "Advanced cooking techniques explained step-by-step" I don't want it as

a part of my offer. Because "Advanced cooking techniques" don't belong in a cookbook called "Lazy Cook".

- **Ways our Competitor's Offer is Better than ours:** Is it easier, less complicated, explained better, offers a useful feature you don't? If you competition is selling similar products, and those products are better than yours in some way – put it in your notepad…

For example: a lot of the eBooks on ClickBank contain hundreds of recipes, "Lazy Cook" is only going to contain 20 – there's a loud and clear difference there, and the eBooks with 100s of recipes will have a completive edge at first glance…

BUT, I also noticed that none of these eBooks include videos, mine does. So all I have to do is buy a PLR of recipe book and throw a few hundred extra recipes into the mix without recording them on video. This way, my e**Book** will have the same amount of recipes PLUS instructional videos for the best ones – just like that, I got my competitive edge back :-)

After **"Asking the Right Questions"** and **"Analyzing The Competition"** you'll have the info you need to craft a great Offer that has a realistic chance at success. And when I say "craft a great Offer" I DON'T mean start working on the actual product, that comes AFTER we put together the Sales Page…

<mark>PART 3:</mark> Testing The Offer

Most people go about starting a new online business the Wrong Way…

Once a Product / Website idea is born and a person decides to go ahead with that idea, more often than not the first thing they do is start working on the product (If it's an eBook they start writing, if it's software they start programming or outsourcing).

What's wrong with this?

If you follow conventional wisdom it makes perfect sense: you create the product first, you then write the sales copy for that product, and finally you start driving traffic to your new website to see how it does.

> **The first thing wrong with this approach is:** the Sales Copy is based on the product, instead of the product being based on the Sales Copy. Your Offer (the Sales Page) is what generates sales, so the Product MUST be based on your Offer and not the other way around – the Offer must be created before the Product.

> **The second thing wrong with this approach is:** you are investing time, energy and money into creating a product that may or may not sell. Essentially, you're taking a gamble and investing into something you're guessing will do well.

Before you even think about working on the product – you should know if people actually want to buy it or not, <u>you have to know that it will sell</u>.

How do you do that? How can you possibly find out if people want to buy your product before you even have a product? You see, Digital Products present us with a very unique opportunity…

Targeted Traffic + Good Offer = $$$

Notice the 2 most important parts of an Online Business are the Traffic and Offer – that's what makes the Money. The Product is actually not that important, its only purpose is to keep our customer happy AFTER they make payment. The Traffic and Offer generate sales and put money in our Paypal accounts, the product lets us keep that money…

The point is: we can generate Sales without a Product, we just can't keep the money without giving the customer something in return. So we can test our Offer and see how well it does, then decide whether or it's worth investing in Product Creation based on how well our offer does.

So here's the Plan…

1. Create the Offer: After **"Asking the Right Questions"** and **"Analyzing The Competition"** you will have all the features, benefits and selling points you need to write the Sales Copy for your future product. Once your Sales Copy is written, put together a Sales Page (complete with graphics, guarantee, order button etc.) and begin to…

2. Test the Offer on Adwords: You'll need to send 500 Clicks to your Sales Page to see how well it sells. Be sure to refund any sales immediately, and inform your customers the product is still in development (offer a free copy once it's done for the inconvenience of buying a product still in development).

^Note: You can also test response to your Offer with an Opt-in box instead of an order button (aim for a conversion rate of 25% or higher for Opt-ins)

3. Make a Decision based on Hard Facts and Data: If after 500 Clicks the Offer generates 5 or more sales, get started on creating the Product immediately. If the Offer breaks even or makes a profit, it's a keeper – but you'll have to increase the Conversion Rate by improving the Sales Page. If there are 0 Sales after 500 Clicks, you'll need to reconsider the project or restructure the Offer.

The great thing about using Adwords to test your offer is: you'll be able to find out how well your Offer sells before you invest in product creation, AND if the Offer does well you'll be able to see the exact keywords that generate your sales (which will tell you exactly what you're customers are searching for when they buy your Product). This type

of Data will then allow you to improve your Sales Page according to what people actually want, rather than what you think people want.

Now, this Guide is not about Adwords - which is a subject all on its own. But if you'd like to learn about Adwords, more specifically: How to use Adwords to drive Targeted Traffic to your Sales Page. I've written a step-by-step course called…

<h2 style="text-align:center">Adwords Direct Response:</h2>
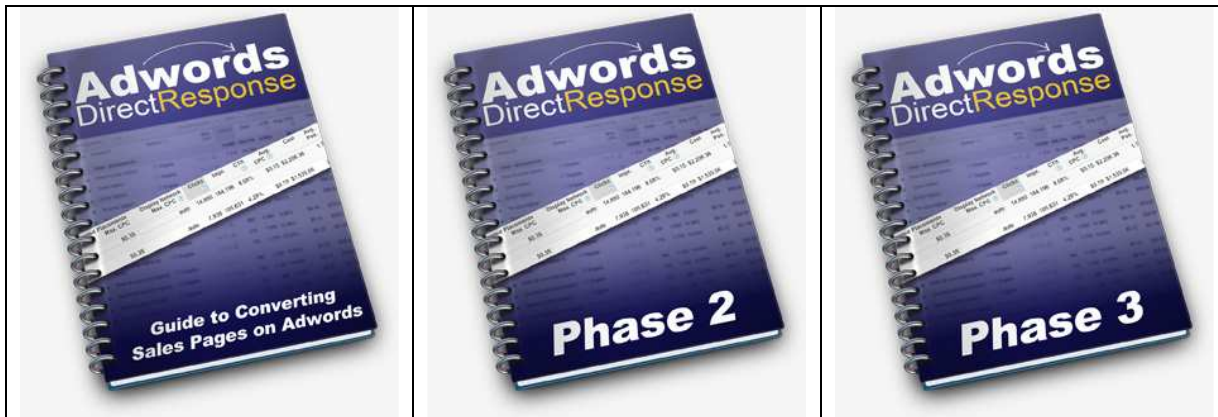
"Adwords Direct Response" teaches the exact Formula I've been using for over 7 Years to Convert my product on Adwords at over 1% while never paying more that $0.07 - $0.20 Cents Per Click. Everything is explained step-by-step with simple to understand everyday language and screenshots.

If you're going to create your own Digital Products I highly recommend you check it out: http://www.adwordsdirectresponse.com/digitalproductcreation/up2-6451415638.htm

There you have it. This is the exact system I use to insure my Products / Websites are likely to succeed from the very start. Up till this point, I've used up 17 pages to explain it to you in detail – but once you gain understand of the basic concept, all you'll need are the fundamentals of this simple system – fortunately, the fundamentals can fit into 1 Page…

==Review:== Digital Product Creation

From start to finish this System is about avoiding unnecessary risks, being efficient and making it as Realistic as possible for your future products to succeed. To accomplish this, all you have to do is follow a few Simple Steps…

1. Compile a list of Markets you either <u>have Experience or Interest</u> in: Look over the list of Markets included in the ClickBank market place I've provided earlier in the Guide, and select 10 – 30 that catch your eye.

2. Narrow down the list of Markets based on Personal Interest and Availability of Traffic: Choose the Markets you are most interested and excited to be in, and insure they have plenty of traffic available.

3. Write down your ideal Markets on a blank paper and Brainstorm Product Ideas: Be sure to generate ideas for Product you would actually want to buy, and that are easy to put together.

4. Qualify you Product Ideas for Development by determining how much traffic is available for each product: Do this by assigning each product 5 Basic Keyword Phrases that describe what each product IS and what it Does. Stick the 5 Basic Keyword Phrases into Google's keywords tool and determine how much Global Monthly Searches each product gets (stick to ideas that generate at least 250,000 GMS)

5. Choose the Product Idea you want to develop into your next Website: make sure to make your choices according to personal interest and excitement, amount of traffic available and how easy it will be to create the product itself.

6. Begin crafting the Offer by asking the Right Questions: What do I want? What do I need? What are my main concerns? What's a possible bonus I would love? – The answers to these questions will give you the benefits, features and selling points you need to craft a solid offer (as well as determine what will be included in your actual Product)

7. Analyze the Competition to find benefits / features you can use: Go to Clickbank, look up potential competitors and make notes on features you can use as well as way your competitor's products are better than yours.

8. Create the Offer: Based on your answers to "The Right Questions" and Analyzing the Competition (write the Sales Copy for your product and create the Sales Page and functioning website that will sell your product)

9. Test the Offer on Adwords: Drive 500+ Clicks to your Sales Page to determine how well the product sells. Refund all sales immediately, send free copy of product once it's finished.

10. Make the Decision: If after 500 Clicks the Offer generates 5 or more sales, get started on creating the Product immediately. If the Offer breaks even or makes a profit, it's a keeper – but you'll have to increase the Conversion Rate by improving the Sales Page. If there are 0 Sales after 500 Clicks, you'll need to reconsider the project or restructure the Offer.

Conclusion:

Reading over this guide you'll notice I don't teach anything revolutionary or overly complex, that's not what this guide is about. Instead, it's about approaching things in an Order and way that increases your new Product's chance of being a success.

This Guide is all about the Approach, for example:

Most people first create the Product they are going to sell, then write the Sales Copy that will sell that product. In "Digital Product Creation" I stress the importance of writing the Sales Copy first, and then creating a Product that lives up to the promises made in that Sales Copy. The latter approach is beneficial for several reasons…

First, it takes away the boundaries of describing an existing product and allows you to create the Best Offer in the World! This allows you to write better Sales Copy and craft a better Offer, your creativity to truly run free and you to create a Dream Product that is loved by you and your potential customers. It's a lot easier to craft an "irresistible offer" by describing the best possible Product you can imagine, rather than doing your best trying to describe an existing product.

Second, you actually get to test how well your Product will sell before you even get started on creating it! Before you invest time, energy and money in a product that takes weeks or even months to create - You get to see just how much people like your Offer. By doing this you completely take away the risk of investing in the creation of a product that flops (the worst that can happen is your Sales Copy flops).

This doesn't take extra work, it's simply a different Approach.

This formula, system, approach (anything else you wanna call it) makes it easier and more realistic for a single person to create successful Products / Websites. It's one of the main reasons all of the products I create have good conversion rates, receive good reviews and almost never flop.

If you're a single person, and you currently create or plan to create your own Products and Websites from scratch – this approach to creating Digital Products was developed with you in mind. It's simple, easy to follow, logical and doesn't require extra work…I highly recommend you implement it into your next project.

Thank you for reading,
-Dima
DirectResponsePPC@gmail.com

P.S. I've read this guide over several times and I sincerely believe it to be straight forward, easy to follow and implement. But, if you're anything like me – you learn best when someone shows you how strategies and guidelines are applied in real life. So, if you'd like to see how the **"Digital Product Creation" System** is applied in real life, to a real website – I've got just the thing for you…

"Digital Product Creation" in Practice

It's simple, I take one of my recent websites: www.NaturalLeap.com and run thought the process it took to take this site from *Idea* to *Profitable Business…*

NaturalLeap.com - It's been online since January 2011, has generated over 400 Sales from Adwords with a refund rate of under 1% and a Conversion Rate over 1% from cold traffic. It's currently receiving a facelift and being prepared for larger scare advertising on social media websites, SEO, facebook PPC, magazines etc.

So, if you'd like to see how "Digital Product Creation" System is applied in real life, on a real website – Click on the link below to Check it Out:

http://www.adwordsdirectresponse.com/digitalproductcreation/up1-612743186196491.htm

One lat thing: just like this guide **"Digital Product Creation" in Practice** is only $9.95, so if you've got another $10 to invest in your business – I recommend you check it out.