

Idea Generator #1:

Solve a Problem for a Market

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

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

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

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

This story illustrates how successful products are created.

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

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

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

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

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

When you're trying to come up with product ideas for a niche, write down all of the problems that the people in this niche share. To get an accurate idea of what types of problems they have, you may want to



actually interview a few people in your target niche --- and jot down their concerns, worries, challenges, and fears.

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

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

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

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

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

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

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

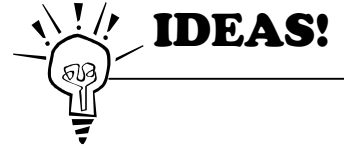
Once I received the issues, I read and re-read them... looking for potential problems that pet store owners had. And, in each magazine, I hit pure gold!

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

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

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

Manual: The Guerilla Pet Store Owner's Guide to Marketing for Massive Profits



Manual: 137 Ways to “Steal” Customers from the Large Pet Store Chains

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

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

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

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

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

**Idea Generator #2:**

Make an Existing Product Better

Stanley J. Randall once said:

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

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

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

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

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

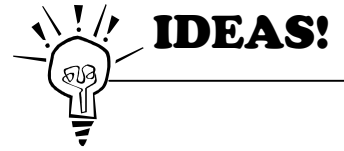
When creating your similar product, make sure to keep the strong points – and improve upon the weak points.

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

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

- 1.) There are no proven word-for-word scripts for booking shows with clients by phone.
- 2.) There is very little information on how to effectively schedule magic shows.
- 3.) The marketing information that is included is powerful, but there are only 17 marketing ideas, instead of dozens.
- 4.) The resource section is just a page or two of magic dealers and supply shops

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



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

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

- 1.) A variety of proven word-for-word scripts for booking magic shows. Scripts are broken down by the type of show being booked: children's show, organization show, school show, TV show, etc.
- 2.) Software titled: **The Magic Planner**. The software allows the magician to book shows weeks or even months in advance, keep track of contact information, print out calendars with show information, and a variety of additional features.
- 3.) Over 1,000 different marketing tips, tricks, techniques, secrets, and strategies.
- 4.) A complete bonus manual filled to overflowing with sources of magic props, costumes, and other accessories. This bonus manual, titled *The Magician's Yellow Pages*, is updated annually to make sure all of the information is up-to-date.

There is always a way to improve upon a particular information product.

Of course, you will not be plagiarizing (copying word-for-word) from the course or info-product you're improving upon. Your new product must be an original work.

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

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

Hogwash!

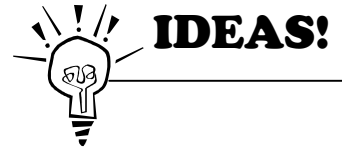
Some of today's most popular, multi-million dollar winning products are simply improvements on already existing products.

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

IDEAS!



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



Idea Generator #3:

Move a Product from One Niche to Another

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

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

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

That product idea could also be turned into:

The Savvy Realtors Guide to Money-Making Marketing

The Savvy Decorator's Guide to Money-Making Marketing

The Savvy Travel Agent's Guide to Money-Making Marketing

The Savvy Pest Control Agent's Guide to Money-Making Marketing

The Savvy Plumber's Guide to Money-Making Marketing

The Savvy Pet Store Owner's Guide to Money-Making Marketing

The Savvy Financial Planner's Guide to Money-Making Marketing

Of course, you'd want to change the title of your product to make it your own, but this clearly illustrates how you can instantly come up with a product idea by simply taking one proven existing idea and moving it to a different niche or market.

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

Actual Product: *1001 Ways to Market Your Books*

Ideas: 1001 Ways to Market Your Poems
1001 Ways to Market Your Short Stories
1001 Ways to Market Your Newsletter

IDEAS!



1001 Ways to Market Your Pet Store
1001 Ways to Market Your Website
1001 Ways to Market Your MLM Company
1001 Ways to Market Your Restaurant
1001 Ways to Market Your Arts & Crafts

Actual Product: *Time Management for Unmanageable People*

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

As you can see, you don't have to be a rocket scientist to take the basic idea behind one product and move it to a completely different market. Instantly, you can have an entire list of new product ideas just waiting to be created.