

Jeff Gardner

The Ultimate Million- Dollar Idea Generator

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

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

- Eileen K. Rohleder
President/CEO, M.O.R.E. Inc.

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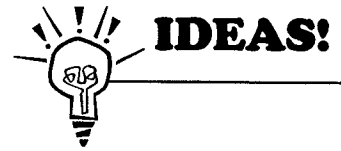
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Introduction

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

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

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

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

I think I've accomplished my task.

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

So, instead of keeping this "idea trigger" to myself, I'm sharing it with you.

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

Ideas are a dime a dozen

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

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

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

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

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

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

He was asked how he managed to take so many award-winning pictures.



His secret is simple. He takes hundreds and hundreds of pictures of his subjects.

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

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

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

You should remember the same thing:

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

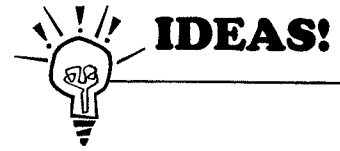
I hope this book helps you generate all of the ideas you'll ever need.

Best Wishes,

Jeff Gardner
Carlsbad, New Mexico

If I've left out an "Idea Generator" that you'd like me to add to this book, please let me know. This book is a work in progress and will be continually updated. While I can't pay for your help, I will give you credit for your idea and a copy of the updated version. Send your new ideas to me at:

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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

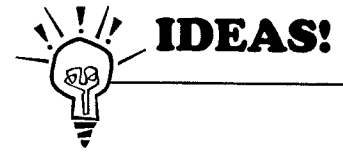
Once you've uncovered these weaknesses in the course, you now know what you need to do to make your course even better.

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.

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.

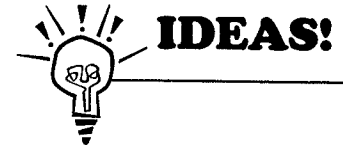
Actual Product: *1001 Ways to Market Your Books*

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



Idea Generator #4:

Create Information Products Based On Articles in Magazines & Newsletters

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

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

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

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

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

Magazine: *Horse & Rider, April Issue*

- Article: Horseman's Handbook: A Roundup of Useful Stuff for Your Horse Life (*Note:* This title itself is great)
- Product Idea: 501 Secrets of the Ultimate Horseman

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

- Article: Horse Shopping on the 'Net
- Product Idea: The Horseman's Guide to the Internet
- Product Idea: The Complete Guide to Horses on the 'Net

Magazine: *Magic Magazine, September Issue*

- Article: Kid-Show Magic: It Ain't Child's Play
- Product Idea: Kid-Show Magic: An A-B-C Guide to Making Amazing Profits Performing for Children

- Article: Product Reviews
- Product Idea: "Inside Magic" Review Newsletter



Magazine: *Bottom Line-Personal, April 15 Issue*

- **Article:** Six Ways to Keep Your Kids Safe with So Many Unsafe People Around
- **Product Idea:** The Savvy Parent's Guide to Keeping Your Kids Safe From Harm!
- **Product Idea:** How to Keep Your Kids Safe from Harm – from the Crib to College!

Magazine: *Taste of Home, April/May Issue*

- **Article:** Cooking Up a Business...
- **Product Idea:** Cashing in on Cooking: 101 Fun, Easy Home-Based Businesses for the Cooking Enthusiast

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

Magazine: *Pet Business, April Issue*

- **Article:** The Traveling Necessities
- **Product Idea:** How to Travel with Your Pet – Safely!
- **Product Idea:** The Pet Lover's Guide to Travel

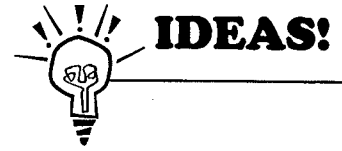
- **Article:** Getting Response from Direct Mailers
- **Product Idea:** Pet Store Profits: 227 Quick Tips for Turn Your Pet Store Into a Profit Goldmine!

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

Idea Generator #5:

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

It's a shame that many of the major multi-million dollar publishing giants don't know how to effectively market their products.



Every year they continue to produce hundreds upon hundreds of great books, written by world-class experts --- filled to overflowing with superb advice and tips. Unfortunately, many publishing companies lack the skills to market all of these books effectively --- and, because of their enormous overhead, many books land in the dust heap, branded a failure.

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

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

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

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

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

Actual Book: *Aha! 10 Ways to Free Your Creative Spirit and Find Your Great Ideas!*

Product Idea: *Instant Ideas: 50 Quick Ways to Create Killer Ideas in No Time Flat!*

Actual Book: *Handmade for Profit: Hundreds of Secrets to Success in Selling Arts & Crafts*

Product Idea: *Cashing in On the Arts & Crafts Craze: How You Can Turn Your Hobby into a Home-Business Empire!*

Actual Book: *Making Videos for Money: Planning and Producing Information Videos, Commercials, and Infomercials*

Product Idea: *How to Turn Your Video Camera Into a Money-Machine*

Actual Book: *121 Internet Businesses You Can Start from Home*

Product Idea: *Internet Riches: 197 Fast-Cash Ways to Pull in Profits on the Information Superhighway!*

Actual Book: *How to Earn More Than \$25,000 a Year with Your Home Computer!*

Product Idea: *Computer Cash: 177 Fast, Easy Ways You Can Earn \$25,000 to \$75,000 (or more) with Your Computer*



Actual Book: *Pet Sitting for Profit: A Complete Manual for Professional Success*

Product Idea: *Pet Sitting Profits: The Animal Lover's Guide to Cashing In on the Multi-Billion Dollar Pet Market*

Actual Book: *Dogs Behaving Badly: An A-to-Z Guide to Understanding and Curing Behavioral Problems in Dogs*

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

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

Product Idea: *The 60-Minute Gardener: 232 Easy-to-Make Container Garden Plans*

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

Idea Generator #6:

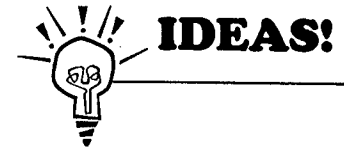
Take a Proven Product Idea and Change the Format

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

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

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

For example, you may take an idea published in book format and use that for the basis of a set of 8 audio cassettes. You may take an idea from a set of videos --- and turn that into a home-study course.



One truth about most markets is that if the people in those markets have a deep interest about a particular subject, they want to buy as much information as they can about it. Books, manuals, guides, audio cassettes, videos, home study courses, seminars, newsletters... they want it all!

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

The key: Same topic, different format!

Here is an example of how this could be done.

Commercenet Press, a division of McGraw Hill, published a book titled "StrikingItRich.com". This mass market book, written by Los Angeles Times columnist, Jaclyn Easton, profiles 23 successful Internet websites.

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

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

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

How? It's simple.

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

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

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

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



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

The ideas are endless!

Idea Generator #7:

Take a Proven Product Format and Change the Subject

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

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

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

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

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

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

Would this idea sell?

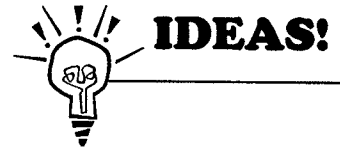
You’d better believe it. In fact, this product already exists!

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

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

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

Interview successful gardeners and you could write:
237 “Super-Garden” Tips, Tricks, and Secrets from the World’s Top Gardeners!



Interview successful children's book authors and you could write:

How You Can Write and Publish Your Children's Book in 60 Days or Less: 17 Children's Authors Reveal How!

Interview successful diet gurus and you could write:

REVEALED: The Truth About How You Can Lose Pounds Virtually "Overnight"... From America's Top Weight-Loss Coaches!

Interview successful martial arts instructors and you could write:

No More Fear: 12 Top Martial Art Instructors Reveal How Anyone Can Protect Themselves in Any Situation!

Interview successful network marketers and you could write:

Insider Secrets of Network Marketing Success: Today's Heavy Hitters Reveal How They Make \$1 Million a Year and More!

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

Here's a quick tip: Browse through your local library... or through your personal library... and make notes of the formats of different types of info-products. Your list of product formats can be your shortcut to idea development. *Here are a few examples of info-product formats found in my personal library:*

- 1) Interview of experts in book format
- 2) Interview of experts on audiocassette
- 3) Interview of experts on video cassette
- 4) Directory of companies/individuals
- 5) Daily "tips"
- 6) Compilation of tips, ideas, suggestions, etc.
- 7) Workbook or home-study course
- 8) Collaboration by various authors (using same topic)

Idea Generator #8:

Create a Product that is a Compilation of Tips, Secrets, Ideas, Strategies, etc.

One thing you're up against when you start to create your info-product is the blank page. It'll sit there and stare at you... daring you to write that first word, sentence, or paragraph.



Fortunately, there is a popular format for info-products that can make the entire writing process easier... and help you create more products faster.

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

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

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

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

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

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

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

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

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

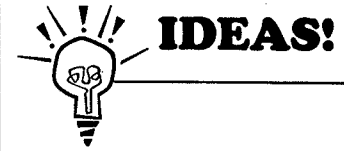
A great little book every marketer should have in his/her library. Mr. Bayan created a compilation of "words that sell"... and phrases for sales letters, ads, radio, etc.

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

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

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

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



7) **1001 Ways to Be Romantic**

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

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

- 1) **198 Fun & Profitable Crafts You Can Make in 30 Minutes or Less!**
- 2) **257 No-Cost/Low-Cost Marketing Tricks!**
- 3) **77 Easy-to-Make Outfits for Your Cat!**
- 4) **1001 Ways to Cook Hamburgers!**
- 5) **177 Little-Known Ways to Get Cash When You Need It!**
- 6) **369 Sizzling Hot Headline Templates You Can Use to Create Power-Packed Sales Letters!**
- 7) **149 Pure-Profit Internet Businesses You Can Start From Home in Your Spare Time!**
- 8) **Lost Treasure! 135 Maps of America's Buried Treasure!**

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

- Plans to build
- Recipes
- "Secrets"
- Templates
- Patterns (for arts & crafts, clothing, etc.)
- Tips, strategies, techniques
- Tricks, illusions (for magicians)
- Reports
- Business ideas
- Anything you can compile



Idea Generator #9:

Create a Directory for Your Market

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

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

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

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

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

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

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

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

Here are some examples of directories currently being published.

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

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

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



Her books include:

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

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

Some of his popular titles include:

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

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

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

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

- Actual Directory: Mail Order Dealer's Advertising Rate Manual
Product Idea: Mail Order Dealer's Ultimate Source Guide for Printing, Mailing Lists, & Much More
Product Idea: Infomercial Marketer's Cable Advertising Rate Manual
- Actual Directories: Hong Kong, Taiwan, Philippine, Mexico, Orient Trade Directories.
Product Idea: Canada, United Kingdom, Russia, Africa Trade Directories
- Actual Directory: Book Dealers' Dropship Directory
Product Idea: The Infopreneur's Wholesale Book Directory: 101 Little-Known Sources for Hot Books



- Actual Directory: USA Wholesale Sources Directory
Product Idea: USA “Secret Sources” Directory: How to Buy Anything & Everything at Below Wholesale Prices!
- Actual Directory: Closeout Sources Directory
Product Idea: The Master Flea Marketer’s Guide to Closeout & Wholesale Sources
- Actual Product: The Insider’s Secrets to Free Travel
Product Idea: FREE Worldwide Travel: The Ultimate Traveler’s Directory for Low-Cost/No-Cost World Travel!
- Actual Directory: 1001 Things You Can Get Free!
Product Idea: 195 Freebies for Your Kids!
Product Idea: 777 Freebies & “Comps” for Gamblers
Product Idea: 101 Freebies for the Newlyweds!
Product Idea: 250 Freebies for Parents!

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

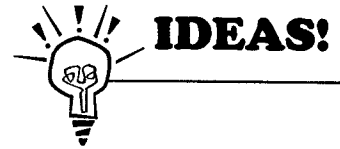
Idea Generator #10:

Turn Successful Audiocassettes or Videos into Print Products

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

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

However, with Idea Generator #10, you actually turn a successful audiocassette, seminar, video into a print product through transcription and editing.



To better explain this concept, let me tell you the story of a very successful information marketer, Mark Nolan.

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

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

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

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

He had his entire speech recorded... and then transcribed.

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

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

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

Can you do something like this? You bet.

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

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

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

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

**Continued...**

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

Idea Generator #11:**Change Who You Are Selling To**

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

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

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

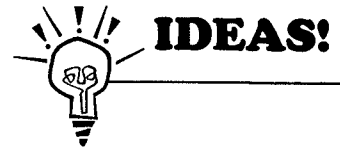
Of course, after you've made your first million, you're looking for your second title. Days go by. Then weeks. You're desperately trying to figure out an idea for your next hot book. Fortunately, you stumble onto a book that reveals how to come up with hot ideas for information products... and zap, you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

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

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

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

Once you've cashed in on that idea, why not go after other markets using the same idea:



- The Woman's Guide to Home-Business Ideas!
- The Kids Book of After-School Money-Making Projects!
- The Student's Book of Part-Time Money-Makers!
- The Teacher's Guide to Summer-Time Business Ideas!
- The Lazy Man's Guide to Fast, Easy Money-Making Ideas!
- The Stay-at-Home Mom's Guide to Home-Business Profits!

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

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

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

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

Idea Generator #12:

Create Products Based on Success Stories in Magazines & Newsletters

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

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

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

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

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

Or, you could interview 6 people who each found success on these Internet auctions... and have a 6 cassette package, with transcripts.



Here's a real-life example of this idea:

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

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

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

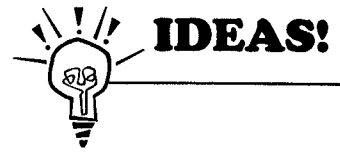
So, he contacted the young man, made a deal, and they started working on the product together.

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

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

- Article: 80-Old Grandmother Eliminates Her Arthritis with Easy-to-Find Herbs
Product Idea: Granny Jones' Secret to Ridding Yourself of Arthritis Pain
- Article: How a College Sophomore Turns His Dorm Room into a Multi-Million Dollar Internet Empire
Product Idea: How to Go From \$0 to \$1 Million on the Internet – in 100 Days or Less
- Article: The Prop Master: \$2.3 Million in Props for Television, Movies, & The Stage
Product Idea: Prop Profits: How to Really Get Rich in Hollywood with Your Own Prop Company
- Article: Memory Lane: \$60,000 a Year Preserving Memories for Others
Product Idea: Turning Memories into Money: How to Turn a Profit by Helping People Preserve their Past
- Article: Happy Campers: Enjoy a rural lifestyle? Consider opening your own big profit campground
Product Idea: Camping Cash: How to Retire Now with Your Own Big Profit Campground

Creating an information product based on success stories can work extremely well, because you instantly have sources you can contact for inside information. People want to be successful, in whatever field or



topic they're interested in. Instead of spending your time figuring out how to become successful in a particular field, interview and partner up with those who are already successful. It will cut your learning curve and product creation time drastically. Then you can get to the real money-making part of the process faster.

Idea Generator #13:

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

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

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

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

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

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

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

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

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

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

The same thing has been happening with software and computers.

As technology advances, the demand for information increases.



For example, choose any popular type of software that is widely in use, and you'll discover many books written about how to use that software... published by a company other than the creator of the software.

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

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

What about the Internet?

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

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

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

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

But it isn't only technology.

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

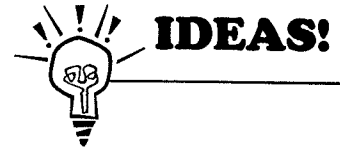
For example, let's take gambling.

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

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

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

- How to Beat the Slots Every Time!
- How to Make a Mint Playing Blackjack!
- The Royal Road to Riches with Roulette!
- The Senior's Guide to Discounts in Las Vegas!



- Chester Cheapskate's Guide to Freebies in Vegas!
- How to Beat the Casino at Their Own Game!
- The Unofficial Guide to the Best Gambling in Las Vegas!

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

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

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

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

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

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

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

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

Idea Generator #14:

“ _____ **EXPOSED!**”

Fill in the blank... and you've got an instant product!

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

And, to quench their thirst, newspapers and news shows are doing more “behind the scenes” stories... more “in-depth” interviews... and more hidden-camera reporting.



People are curious. They want to know more. And they don't want anything held back. That's why the "exposed" product idea can work so well.

For example, which product title sounds better?

How to Make Real Money in Network Marketing!

Or...

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

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

Here are some other topic ideas using this formula:

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

Casinos EXPOSED! The Secret Flaws in Every Casino that Virtually Guarantee You'll Win... Every Time!

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

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

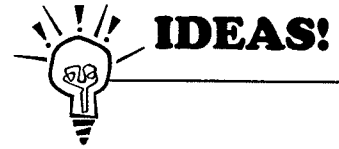
Beanie Babies EXPOSED! An Insider's Guide to Build the Ultimate Collection... Without Getting Scammed!

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

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

You get the idea.

It's a simple concept... but a quick idea-maker.



Idea Generator #15:

Create a Compilation of Real-Life Examples

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

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

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

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

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

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

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

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

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

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

- ✓ Classified and display ads
- ✓ Internet websites
- ✓ Home Plans
- ✓ Recipes
- ✓ Business Forms
- ✓ Art & Craft Project Plans
- ✓ Business Plans
- ✓ Newsletters (newsletter formats)



Idea Generator #16:

Create a Compilation of Articles on One Subject

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

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

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

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

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

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

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

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

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

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

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

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

The authors get additional exposure to qualified buyers – along with the opportunity to sell their products in the resource box at the end of their article.



If you're marketing to a niche market, you can use this same idea to create an instant information product at no cost to you.

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

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

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

Idea Generator #17:

Television Shows & Radio Talk Shows

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

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

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

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

Most people would look at that show as entertainment only.

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

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

Then he went to his local library, asked the reference librarians to do some quick research for him (which they were happy to do), and within a week, he had a ready-to-go product.



While many of the talk shows on TV today feature stories and personal situations you probably wouldn't want to write about, some of them are cleaning up their acts and focusing on more information-based topics. Shows which feature families throwing chairs at each other will probably always have their place on TV, but more shows are moving away from this format and towards helpful topic-based shows.

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

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

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

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

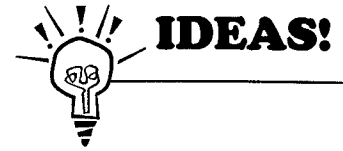
If you can tune into a call-in talk radio show that allows callers to talk to the expert directly, you can even gauge the public interest in a particular topic.

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

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

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

After all, if there weren't some level of interest in the topic, they wouldn't do an entire show on it, would they?



Idea Generator #18:

Create Products Based on New Technology

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

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

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

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

There are books on:

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

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

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

You'll find books on how to get on the Internet, how to "surf" the Internet, how to use e-mail, how to make money on-line, where to find free stuff on the World Wide Web, how to trade stocks on-line, and much more.



In the last 10 to 20 years, advances in technology have started to occur at a breakneck pace.

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

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

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

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

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

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

Idea Generator #19:

Create an Information Product That Explains HOW You Did Something

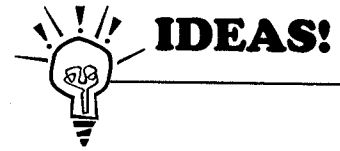
Some information products can be a by-product of what you currently do in your business on a day-to-day basis.

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

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

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

Or let's say that you run your own successful Internet toy store and pull in over \$1 million dollars a year.



Instant Info-Product Idea: Create an information product that teaches others how to create their own successful Internet store.

Or you may design websites for Internet companies.

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

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

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

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

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

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

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

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

The Self-Publishing Manual

Catchy title, huh?

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

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

If you do something – either at your job or in your own business – that other people would be interested in learning – that's an instant product idea.



Here's one final real-life example to stimulate your brain.

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

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

Can you guess what information product Bryan decided to create?

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

Discussion Board Riches!

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

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

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

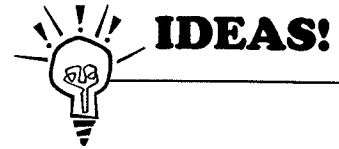
Idea Generator #20:

Recycle the Old... And Make It New Again

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

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

For example, one marketer in the Midwest collects old magazines and sales letters to help him create ideas for new products.



Recently, he took one winning idea that pulled in over \$1 million dollars --- and updated it. The old info-product was an audiocassette package that taught marketing secrets.

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

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

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

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

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

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

Idea Generator #21:

Create a Pricing Guide

Quick Info-Product Idea:

Create a pricing guide for a niche market.

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

Other publishing companies sell pricing guides for coins, collectible lunchboxes, antiques, civil war muskets, and Pez dispensers.



A few companies sell thick manuals which feature the advertising prices for magazines, newsletters, newspapers... as well as prices for mailing lists.

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

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

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

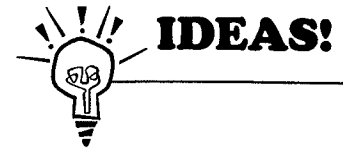
Idea Generator #22:

Let the Government Spark Your Ideas

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

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

- General Information Concerning Patents
- Starting a Business
- Small Business Handbook (80 pages)
- Running a Small Business
- Healthy Heart Handbook for Women
- Seven Steps for Safer Sunning
- You Can Control Your Weight While You Quit Smoking
- Making Your Medications Work Better
- Helping Your Overweight Child
- Fitness & Exercise
- Ways to Win at Weight Loss
- Getting Fit Your Way
- Food Guide Pyramid
- Travel Tips & Older Americans
- Passports & Customs
- Your Trip Abroad
- National Wildlife Refuge: A Visitor's Guide
- How to Buy a Home with a Low Down Payment
- HUD Home Buying Guide
- How to Sell Your Home
- Cooling Your Home Naturally
- Keeping Your Home Safe
- College Graduates: Degrees, Earnings, & Outlooks
- Help Wanted: Finding a Job



Tips for Finding the Right Job
Telecommute America
Planning for College
Electronic Application for Federal Student Aid
Preparing Your Child for College: Resource Book for Parents
Helping Your Child Learn Geography
Helping Your Child with Homework
Museums & Learning: A Guide for Family Visits
Doing Your Taxes
Making a Will
Planning Your Estate
What You Should Know About Buying Life Insurance
Choosing & Using Credit Cards
Managing Your Debts: How to Regain Financial Health
66 Ways to Save Money
Introduction to Mutual Funds
Planning Financial Security
Top 10 Ways to Beat the Clock & Prepare for Retirement
Cybershopping
Buying a New Car/ Buying a Used Car
How to Get a Great Deal on a New Car
Nine Ways to Lower Your Auto Insurance
Buying a Computer
Site-Seeing on the Internet
Your Family Disaster Supplies Kit
Protecting Your Privacy
How to Buy and Install Telephone Products
How You Can Buy Used Federal Government Property
U.S. Real Property Sales List
How to Buy Surplus Property from the Dept. of Defense
Paying for College

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

Spark any ideas?

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

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

That means that not only can you use these publications to generate ideas for information products, but you can also reprint any or all of the information directly from these publications.



For example, you could create an entire book on health, eating right, and losing weight by using some of these government publications and editing them together.

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

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

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

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

**Consumer Information Center
Pueblo, CO 81009**

Idea Generator #23:

Info-Products Based On Your Personal Interests or Expertise

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

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

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

For example:

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

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

However, while the money was great, he wanted more. His plan was to write a book that everyone would want to read – and retire in his mid-twenties with millions.



Unfortunately, he had no idea what to write about.

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

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

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

Here's what I came up with:

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

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

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

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

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

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

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

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

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

...and then he went back to tinting windows – and never wrote a single word.



Oh well. Ideas are easy to come up with. It's the execution that can be a killer. (If writing were really easy, we'd all write our own mammoth autobiography and our libraries would be choked with worthless tomes on a variety of ho-hum subjects.)

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

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

Write down a list of your:

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

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

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

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

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

Idea Generator #24:

How To _____

Quick Info-Product Idea:

Fill in the blank.

People want to know how to do things.



How to Be Happier & More Successful!
How to Lose 25 Pounds in 30 Days or Less!
How to Amaze Your Friends with 20 Cool Magic Tricks!
How to Play the Piano without Ever Taking a Lesson!
How to Turn Your Trash into Treasure!
How to Learn a Foreign Language in Just Two Weeks!
How to Cook 50 Dishes – With Hamburger!
How to Find the Perfect Mate – Instantly!
How to Get Rich!
How to Become a Millionaire With No Work!
How to Find a Job Fast!
How to Love Your Job – and Make More Money!
How to Ask for a Raise – and Get It Every Time!
How to Buy a Car – Dirt Cheap!
How to Sell Your Car for Cash – in 7 Days or Less!
How to Surf the Internet!
How to Make Money on the Internet!
How to Invest in Mutual Funds!
How to Pick the Right Stocks for You!
How to Pickle a Herring!
How to Start Your Own Worm Farm!

The information age is all about “how to”.

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

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

Idea Generator #25:

Create Your Own Personal “Idea File”

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

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

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

For example, many successful marketers create their own “swipe file”. This is a file (usually a box, file cabinet, or binders) filled with



sales letters, ads, headlines, offers, brochures, and other marketing materials from other companies.

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

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

Of course she doesn't steal any actual marketing "copy".

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

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

You may want to start saving:

Newspaper & magazine clippings

Book reviews

Sales letters for hot info-products

Display ads for hot info-products

Info-Product Titles

Samples of chapter headings, layouts, etc.

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

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

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

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

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

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

Now, whenever I'm trying to come up with new ideas, I refer to my notebook – and instantly come up with new ideas. Some of the ideas I've written down inspire new ones. With some, I simply change the subject matter – and decide to present the information in the same way.



And, over time, some of my “not so great” ideas seem to turn into great ideas that, right now, may have some potential.

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

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

Playing “What If?”

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

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

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

Idea Generator #26:

Use Creative Thinking Books to Stimulate Ideas

Here’s a crazy idea:

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

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

Once I identified the problem, I decided to create an info-product that would be the solution.



The book you're holding in your hands is a solution to a problem.

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

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

A Whack on the Side of the Head: How You Can be More Creative!

By Roger von Oech; Publisher: Warner Books

A Kick in the Seat of the Pants

By Roger von Oech; Publisher: Harper/Collins

Get Out of Your Thinking Box

By Lindsay Collier; Publisher: Robert D. Reed

Five Star Mind: Games & Exercises to Stimulate Your Creativity

By Tom Wujec; Publisher: Main Street Books

Aha! 10 Ways to Free Your Creative Spirit and Find Your Great Ideas

By Jordan E. Ayan; Publisher: Crown

How to Think Like Leonardo da Vinci

By Michael Gelb; Publisher: Delacorte Press

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

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

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



Bonus Section:

52 Info-Product Formats

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

1. Book (100 pages or more)
2. Booklet (Less than 100 pages)
3. Special Report (2 to 10 pages or more)
4. Newsletter
5. Book of compiled newsletter issues
6. Home-Study Course on Specific Topic
7. CD-ROM (searchable, interactive)
8. Instructional Manual (how-to)
9. Guidebook (Guide to place, destination)
10. Seminar Transcripts
11. Audiocassette Transcripts
12. Card Set (Ex. Whack Pack by Roger von Oech)
13. Posters (Gov't info posters for businesses)
14. Checklists and Forms
15. Book on computer diskette
16. Directory
17. Compilation of articles from experts/authors
18. Compilation of secrets, tips, tricks, etc.
19. Compilation of examples (ads, press releases, etc.)
20. Pricing Guide
21. "_____-A-Day" (365 thoughts, tips, ideas, etc.)
22. Software
23. Internet website
24. Workbook
25. Audiocassette of seminars or speeches (recorded live)
26. How To Audiocassette (recorded in studio)
27. Audiocassette of Expert Interview
28. Set of Audiocassettes: 2 or More Experts Interviewed
29. "Best of" Audiocassette (best of seminar, interviews, etc.)
30. Recorded consultation audiocassette ("Hot Seat")
31. Panel Discussion Audiocassette set (teleconference)
32. "Book on Cassette"
33. Instructional Video Tape (How To)
34. Video Tape of seminars or speeches
35. Video Tape of Expert Interview
36. Set of Video Tapes: 2 or More Experts Interviewed
37. "Best of" Video Tape (best of seminar, interviews, etc.)
38. Video Tape Consultation ("Hot Seat")
39. Panel Discussion Video Set
40. Video Tape Tour (Ex. How I Set Up My Business)



41. Video Tape Compilation of Examples (infomercials, TV shows, product demonstration, etc.)
42. "Behind the Scenes" Video Tape
43. Toll Information Hotline (900# or pay in advance)
44. Live Seminars
45. Phone Consultation
46. Live in-house consultation
47. Live Teleconferences
48. Recorded Teleconferences
49. Fax-on-Demand
50. Bootcamps
51. Monthly Subscription (Ex. Tony Robbin's PowerTalk, monthly audiocassette)
52. Reprint Rights Package

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

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

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

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

Bonus Section:

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

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

1. How to _____

Examples:

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

2. The Insider Secrets to _____

Examples:

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

3. The Ultimate Guide to _____

Examples:

The Ultimate Guide to Homeschooling
The Ultimate Guide to International Marathons
The Ultimate Guide to Student Contests
The Ultimate Guide to Dog Training
The Ultimate Guide to Pampering Your Horse
The Ultimate Guide to Fitness
The Ultimate Guide to Free Travel
The Ultimate Guide to Winning Scrabble Brand Crossword

**4. 1001 Ways to _____**Examples:

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

5. _____ Exposed!Examples:

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

6. _____ Revealed!Examples:

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

7. The Truth Behind _____Examples:

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

**8. The Complete Guide to _____****Examples:**

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

9. The Art of _____**Examples:**

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

10. _____ Made Easy**Examples:**

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

11. Use Specific Numbers in Your Title**Examples:**

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

**12. The Truth About _____**Examples:

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

13. The _____'s Guide to _____Examples:

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

14. How You Can _____Examples:

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

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

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

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

Create your own templates – along with the 14 provided here – and you'll always be able to come up with sizzling hot titles.

