

Info Product Creation Part 2

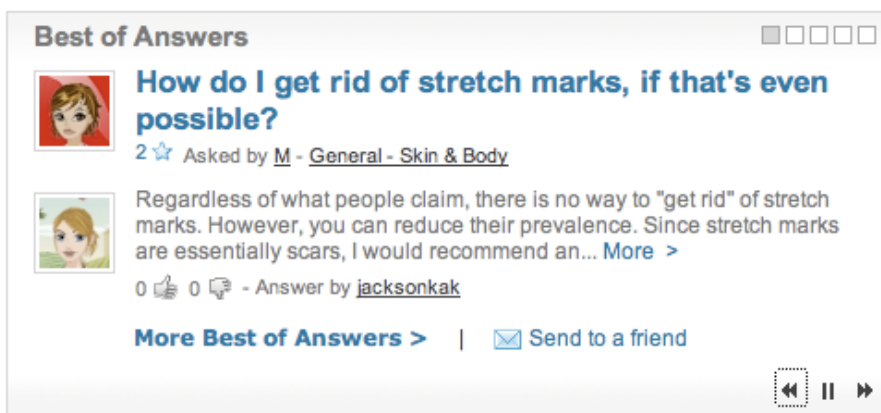
Research - Web Sites

As you saw in the last article, magazines are a great source of ideas, but another one of my favorite methods for finding out what people want is to go to sites that provide solutions. There are quite a few of these sites, but these are the ones I usually hit

Yahoo Answers (answers.yahoo.com)

You are probably already familiar with Yahoo Answers, but if not then it is a site run by Yahoo where people can post questions, and the community as a whole can then offer up suggestions and advice. Topics are sorted by category, and there is usually some good questions that could form the basis of an info product.

Here is the first thing I saw on the page when taking a look to write this article:



I just checked the long tail for this in WordTracker and there are a few good phrases to go after such as:

'**getting rid of stretch marks**' which has 59 searches a day against 673 (272 non supplemental results)

Here are some other questions that could be used as the basis for an info product.










- How can i get rid of facial hair?
- What can I do to increase my breast milk production?
- To experienced quilters -- what are the 10 most essential tools a beginner needs (besides sewing machine)?
- I have super dry hair - i mean fried. It's always frizzy and i just want it to relax and smooth.?
- I have a scratch on the bodywork of my car, what's the best way to cover it up?
- How do stoplights detect a car?
- How Can I go about rebuilding my credit and raise my score?
- What is the best way to establish credit for my start up business?
- What is the best way to invest my 401(k)?
- My son is being bullied in school. How do I help him deal with this...?
- How to start a daycare?
- What causes dandruff?
- What works best for dark circles under the eyes?
- How can i get hair dye off my bathroom floor?
- How can i prepare my child for pre school?

So there you go, one site, five minutes of work, and 15 or more potential products.

43 Things (www.43things.com)

43 Things is a site where you put down a list of goals and share your success stories with other people who can also join in on your goal. Ok, sounds a bit confusing but you should really check out the site as there are a lot of great ideas for info products here, for example, take a look at the front page below which lists a selection of the goals:

1,067,539 people in 12,891 cities are doing 991,951 things including...

[go rock climbing](#) [succeed.](#)  [imasailorgirl wants to wear an edwardian or victorian corset](#) [teach a class](#) [make a tattoo](#) [help others achieve their goals](#) **Go skydiving** [be more outgoing](#) [get a tan](#) [blog for a year](#) [我想周游世界](#)  [yumyumsweetiepie wants to Meet someone with my name](#) [learn the cello](#) [I want to fall in love](#) [Visit Berlin](#) [master CSS](#) [Get a Fursuit](#) [read 20 books in 2007](#) [start a band](#) [read](#) [be happy forever](#) [Live happily ever after](#) [learn from my mistakes](#) [Make more people smile](#) **get married** [I want to be an actress](#) [have a baby some day](#) [make my own prom dress](#) [get a massage](#) [travel to Spain](#) **eat healthier**  [Driverofa53 wants to not be "Normal" or "Average"](#) [take a road trip](#) [watch prison break](#) [become a pornographer](#) [stop eating when i'm not hungry](#) [lose 50 pounds](#) [I want to be rich](#) [Learn to pick locks](#)  [sk8rgirl236 wants to take a walk with no destination](#) [Get married in Las Vegas](#) [sing loudly in public and not care what they think](#) [go to college](#) [appreciate wine](#) [get motivated](#) [learn to meditate](#) [Make everyone around me happy](#) [build a house](#) [see Wilco live.](#)  [midnightjasmine wants to Read more books](#) **Read more** [Learn Self Defense](#) [feel great in a bikini](#) [ride on a Harley](#) [appreciate my friends more.](#) **learn how to drive stick-shift** [be more motivated](#) [Get better at Karate](#) [Do 5 consecutive pull-ups](#)  [Newhall wants to Be on Wheel of Fortune](#) [travel to Japan](#) [live abroad](#) [Crochet more](#) [go streaking](#) [pass my driving test](#) [write more letters](#) [Buy and wear Manolo Blaniks](#) [ice skate](#) **exercise regularly** [read the classics](#) [make layouts](#) **Get more sleep** **learn french**  [pixelgirl wants to Start my own business](#) [travel around](#) [find at least one thing each day that makes me happy and record it everyday for a year](#) [Take dancing lessons](#) [design a building](#) [go rollerblading around a lake](#) [learn how to tie the stem of a maraschino cherry with my tongue](#) [meditate daily](#) [get a tetanus shot](#) [be nicer](#) [Get \(or renew\) a passport](#)  [kellyoyo wants to Become a worthy Scrabble opponent](#) [Be impeccable with my word](#) [Learn Violin](#) **go on a road trip with no predetermined destination** [go on a euro trip](#) [be an extra in a film](#) [get paid to write](#) [learn playing guitar](#) [Gain 30 pounds](#) [attend an English premier league soccer match](#) [buy shoes](#)  [Hanna! wants to re-learn french](#) [make my own clothes](#)

Without going any further into the site you can some ideas here such as:

- How to start and promote your band
- How to get that perfect tan
- How to get a foothold in the acting business
- How to pass an audition
- How to pick locks
- The complete guide to getting married in Las Vegas
- Wine appreciation guide
- Build your own house
- Instant meditation
- The ultimate guide to defending yourself
- How to get on game shows and win
- Driving test secrets
- Power sleep - four hours and refreshed
- The complete guide to working as an extra
- Learn how to play the guitar
- Get paid to write

So that was just from the front page, if you go through the rest of the site you are going to get hundreds of ideas for products, and if you think laterally about some of these you could multiply that many times over.

eHow.com (www.ehow.com)

This site is another gold mine of problems and solutions, there is so much content here that you could create endless large and mini info products. What I do like about this site is that often the answers have quite a bit of detail and can be used as crib notes to pass on to an author to create a full blow product. Or if you take some of the eHow content and step by step instructions and convert those to a video tutorial you can have a product out there in no time at all.

wikihow.com (www.wikihow.com)

This site is very similar to ehow.com but it is a collaborative writing effort. Some of the articles on here are huge and provide a massive amount of detail, and from a research standpoint is another great site to browse and get ideas from.

howtotothings.com (www.howtotothings.com)

Again, this is similar to the previous two and you should definitely take a look at it for ideas and inspiration.

So there you go, five great sites that should inspire and get your creative juices flowing, and remember, if you are using Maximum Edge and building lenses, then these are a great starting point for your lens content, all you need to do is find appropriate affiliate products and you are away.