

Info Product Creation Part I

Research - Magazines

This is the first in a series of articles that I am working on to show you exactly how I go about getting ideas for new products, and ultimately how I research them further and test a market before committing to creating a full blown info product.

In this article I am going to be looking at magazines and show you some of my thought processes when trying to build a list of potential niches to research.

Getting Out Of The House

I know it may sound stupid, especially when you are sitting in front of one of the most powerful research tool available, but getting out of the house is a really important part of the idea generation process.

With just one exception, all of my successful products have come from spotting something interesting when I have been walking around a mall, grocery shopping, or just on a day out with my wife.

I know a lot of people who get really stressed when trying to find a niche to target, and I think on the whole, it is because they are trying too hard. I have a whole notebook just filled with ideas for potential products which I have collected over the last year or so... and this is an important point... always carry a notebook with you... always. I can guarantee that if you are out shopping and spot a potential niche, if you don't write it down, by the time you get home it will have gone completely out of your head, never to return again.

So point made, if you are looking for ideas, then first and foremost, get away from the computer, even if you are just going to sit in the garden and brainstorm, you should be away

from the computer otherwise you will come up with one idea then start researching it some more, and by the time you are finished you will have lost four hours of your life to Google, and still only have one idea.

Anyway, let's start with one of my favorite ways to actively look for potential markets...

Magazines

Magazines are without a doubt the greatest source of ideas and inspiration for the Info Product marketer. You are pretty much guaranteed that if there is a magazine on a topic then there is a pretty good market out there. Publishers may be many things, but they are not stupid, (Although saying that, I have vague recollections of Ed being in the publishing game at one point), magazines only get started if enough ads can be sold, and people only buy ads if there is an audience.

The thing with magazines is, people often miss the juicy bits by just looking at the titles. The real meat is in the advertising and the lateral thinking. If you browse through any magazine then you will be amazed at some of the things being sold in them which have nothing to do with the actual topic, and the key thing here is to take note. Advertisers spend a lot of money testing their markets and there is no reason why you can't piggyback off their research.

Remember, you are just trying to build a huge list of ideas here which can be researched further, so if you see something in a magazine which is interesting, even if it is off topic, then write it down.

To give you an idea about how I think of ideas I am going to go through some of the magazines on sale at my local shop and make some notes.

Boating Magazines

There are a whole bunch of boating magazines out there aimed at different types of boat owners, but thinking about boating brings up lots of potential niches such as training DVD's for different skills such as day skipper, night skipper etc. You could do a VHF radio primer, a guide to wireless internet access from your boat, how to start a charter company, a series of boat building guides, a navigation course, morse code training, salvage and treasure hunting for boat owners, how to travel the world for free as boat crew, undiscovered ports of the world

guide, boat financing info, how to tie knots book and video series, boat maintenance, on board first aid, on the water survival, how to change the registered country of a boat, boat brokerage, international laws and customs guide, basic world phrase guide with audio examples,

Parenting Magazines

This is a huge market, and just looking at the adverts shows how diverse the information product can be. Think about baby names, parenting guides, breast feeding information, a guide to recycling diapers, baby food preparation, how to choose and get into the best schools, pre-school education guides, baby sign language, autism, ADHD, a guide to home births, choosing the sex of your baby, potty training, educational games, work from home mum products, family home video guide, a guide to adoption, childcare guide, how to set up a childcare business, print your own coloring books, scrap-booking, dealing with teenagers, parenting secrets, the college guide, coping with bullying, science fair projects, cure stuttering, dealing with childhood obesity, preparing for birth, post natal depression, organizing a baby shower, baby shower games...

Gambling Magazines

New gambling magazines are popping up every week to meet the insatiable demand for information, strategies, tips etc. in nearly every field of betting. Some ideas that come to mind are; How to beat the sports book, taking hold of texas holdem, card and chip flourishes video (how to look like a pro), learn to deal like a pro video, how to win at blackjack, beat the casino at their own game, horse racing systems, the complete guide to setting up your own tips lines, how to cheat at cards, card magic (poker theme), stay in Vegas for free, how to be a high roller without spending a dime, inside secrets of Vegas, Atlantic city underground guide, bar tricks, how to pick up women, cheat at online poker, poker bots (a complete guide to setting them up), how to set up your own online casino.

Holiday, Travel, And Foreign Property Magazines

There are a whole stack of magazines which fall under this banner, from holiday planning and travel guides to purchasing holiday homes and moving abroad. Potential products include:

How to finance a holiday home with nothing down, profiting from foreign property, rental income success, the complete guide to emigrating to New Zealand, Australia, Canada, UK (are you crazy?), finding a job in Australia, gap year travel guide, work your way around the world, europe on a shoestring budget, language guides, get by in 30 languages (iPod edition), retire and travel the world on less than \$10 a day, luxury travel for under \$30 a day, the complete R.V. guide, start your own travel company, free hotel vouchers, profit from giving away free holidays, working on a cruise ship, how to travel around the world for free, start your own adventure travel business, become an air courier, how to sell foreign property, become a travel writer.

As you can see, just by looking at three niche areas you can come up with a huge list of potential information products. Sure, a lot of them are going to be complete duds, but when you are brainstorming for ideas make sure that you write everything down, because in that stream of consciousness, you are almost definitely going to uncover a little nugget of gold.