

Product Idea Truthprint

- Step 1:** Make a list of all your current skills. What are you good at? What do you have job experience in? What have you accomplished in life? What do others rely on you for?
- Step 2:** What are you interested in learning more about? You don't have to be an expert because you can learn, but it has to be a subject you're interested in. What if you had to spend 5 to 10 hours a week learning this subject for the next year? Would you be OK with that?
- Step 3:** What do you know more than 90% of people on...even if it's strange and unusual?
- Step 4:** Go to the bookstore or the library. Look through all the different categories and then at the titles of the books in those categories. Could also do on magazines.com
- Step 5:** Look to see if other people are selling to this market on Google.com and on Clickbank.com/marketplace. We don't want to be pioneers. We want to go into a market that there is at least some competition.
- Step 6:** Don't prejudge your ideas in this initial stage. Write down all the ideas you can think of. You are not limiting yourself to this market for the rest of your life. It is not a million dollar project. It's just your doorway to earning your first \$1 online.
- Step 7:** The more ideas you come up with, the better statistical chance you have of coming up with a big winner. So keep writing ideas even if they sound stupid at first.
- Step 8:** Test the paradoxical exercise of coming up with all kinds of product ideas you can't sell. Notice how much trouble we had with this as we could sell most of them.
- Step 10:** Now go back through your list of bad ideas and come up with a good idea for each of them. Use this key principle from our discussion: How can you target a group of customers with money on that subject?
- Step 11:** Use <http://www.nextmark.com> to look for mailing lists on the subject for offline promotion of your offer.
- Step 12:** Go to Paypal.com/shops to look in your market. They will let you know how many PAYPAL sales a business has in the market so you can see. Not all sales – just paypal.
- Step 13:** If you tend to make emotional decisions that get you into trouble, lean towards markets you have less experience with. If you're overallly analytical and tend to get tied up in "analysis paralysis", lean towards markets you have a strong affinity and emotional connection with. You need BOTH an emotional connection and an objective analytical orientation to have the best success.
- Step 14:** Look for product ideas that fulfill a want and need you personally have. What kinds of questions do you have about the subject?
- Step 15:** Don't insulate yourself from your customers. Ask questions of them. Run group or individual based programs to get feedback. Open comments on your blog. Do some of your customer service. Find out what your customers want to buy.
- Step 16:** Look for a market where there are natural follow-up products, because you never want to have to make a living from your first sale to a customer. All of the expense goes into this first sale so have natural backend items built into the market.

<http://www.TheTruthprints.com>