

- Special Report -

# **“Lightning Quick Product Creation!”**

**How To Create A Digital Information Product  
Quickly And Painlessly!**

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# How To Find Profitable Niches In 5 Minutes - Or Less!

The first thing you must do before creating a product is to find a niche or a topic.

If there is one lesson that I have learned well, it is this: The money is in the niche. Even without a subscriber list, it's still possible to make wads of cash online. But without a hyper-responsive niche, a business is a dead duck. I'll go through the step-by-step method I use to uncover profitable niche markets, often in as short as 5 minutes.

## Step 1: Go To Amazon

Amazon is the world's biggest online bookstore, and a goldmine of niche research information. Check out which are the current bestsellers. Are there many weight loss books or wealth management books? See which are the current hot topics that people are buying.

## Step 2: Go To Magazines.com

Now that you've found a few niches that are potentially profitable, it's time to scope it out further a little. Visit [magazines.com](http://magazines.com) to see which magazines are popular. If a company is willing to produce a new issue each and every month, it means they are in profit and the niche is hot. Strike on it!

## Step 3: Keyword Research

Now that you have a few niches in mind, go to a good keyword research website like [freekeywords.wordtracker.com](http://freekeywords.wordtracker.com) to get a feel of how many searches are done per month for that niche. For example, if your niche is fly fishing, type in 'fly fishing' and see how many results there are. You are looking for at least a few thousand searches a month. Decide which niche you want to go with, and move on.

## Step 4: Visit The Forums

Go visit the forums in your niche. It's time to discover the problems your target market is facing. After all, to make a profit, you need to create a product that solves problems. Discussion forums are a great place to find these problems. In short: Keep an eye on hotly discussed topics.

## How To Write Your Ebook In Just A Week Or Two

Ebook writing can be a painful or a joyful process. Those that find it joyful usually enjoy writing. However, if you're not a good writer (and even if you are) you need to follow a formula so that your ebook is a polished product.

Firstly, you'd want to make sure you have you all the resources to write your ebook available. By resources, I mean informational resources that will help you piece together the main points and content that will be in the ebook. It helps if you are an expert in the subject. If you are not, you can spend some time reading up on it and doing your own research.

Secondly, endeavor to create a neat outline before you write your ebook. If you do not create an outline, your writing will become disorganized and your ebook will have no head or tail. An outline is one of the secrets of great ebook authors. Plan your outline in your mind in advance, and then put it down on paper or a good text editor on your computer.

Thirdly, never underestimate the importance of a draft. Try not to be too analytical on your first draft. You can proofread your work after it's done. Just get in your content first. If you don't spend too much time proofreading and checking for factual errors, you can pay someone to be a one-time editor for you. They may spot mistakes you would not otherwise have found.

Once you follow these steps, writing an ebook becomes relatively easy, and can often be achieved in a week or even less.

# 5 Ways To Create Your Information Product Quickly Without Writing A Word!

What if you don't want to write your ebook yourself? Well, there's a few ways to make product creation as easy as pie!

Here are 5 proven ways to create information products quickly:

## 1. Outsource Your Ebook Creation

Outsourcing is one of the secret weapons of successful ebook publishers. They simply go to a website such as Elance or Get A Freelancer and post a project. Make your project as simple as possible, and the bids will come pouring in. Survey the bidders' reputations, and choose your 'hired gun'.

## 2. Unleash Resale Rights

What are resale rights? Resale Rights are rights that you purchase from an ebook creator that allows you to resale the product under your name! This is the probably the fastest way to having your own ebook business up and running. You can acquire these coveted rights from resale rights membership sites or even on eBay. However, do remember that a resale rights product that costs just a few cents has probably been sold on many times and there are many copies around the Internet. Good resale rights products often command a premium price.

## 3. Use Your Written Content

If you have already written articles or post regularly on forums, what you can do is combine these articles and create a new ebook from scratch. Famous authors like Seth Godin have done this. What Seth Godin did was take his blog posts and combine them into one big paperback book. The book is called Small Is The New Big. You too can create an information product this way by leveraging on the content you have already created.

## 4. Use The Public Domain

What is the public domain? Basically, these are works whereby the copyright has expired. Anyone can take these works and republish them or edit them to create a brand new work. Although many public domain books may be outdated, some are still useful for publishing in the self-help or self-improvement niche. Books on

topics like time management and business are still relevant today, but just need adjustment in the style of language. If you are pursuing this route, it is advisable to study the topic of public domain in more detail.

## 5. Interview an expert

Find an expert in your niche and interview him or her. Voila! You have an instant product. You can find experts to interview on forums or even from searching through websites on Google. You can do a simple email interview or an interview on an instant messaging program. If you really want to take it further, you can even do an interview on a Skype call.

To Your Online Success,

*Fabian Tan*

**P.S.** If you know anyone who needs a kick-start in creating their first information product, send this report to them!

