

**"Discover The Proven Exact Procedure You Can Copy To Create Your Own Product In Only 30 Days!"**



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CeeCee Philipps

JEFF DEDRICK

# AND CEECEE PHILIPPS CREATE YOUR OWN PRODUCT IN 30 DAYS

**CeeCee Philipps:** Hi, this is CeeCee Philipps and I have Jeff Dedrick on the line with me today. Hi, Jeff, thanks for being here.

**Jeff Dedrick:** Alright, no problem. Thanks for having me.

**CeeCee:** You bet. Now you have a lot of successful sites out there, but you recently just had a real successful launch called Hidden Sales Project. Is that right?

**Jeff:** Yes, that was really recent, in the last month or six weeks.

**CeeCee:** Yes, it was a good one. Now you have over 20 years of experience in real business with restaurants and fitness clubs and you have been in the Internet business for some years to be able to get all these good sites up and going.

But today the topic is going to be something that people need a lot of help with. There is so much information out there on this, but so much is confusing.

We are going to talk about how to get started.

**Jeff:** Yes, that is actually one of the biggest questions that I always hear. People are confused. There is so much

information out there. They are being hit with so many different messages from so many different angles.

So when you talked to me about wanting to help these people out, I said, "Yeah, let's just come up with a game plan and even like a 30 day game plan and just walk them through the steps." So that's what I have for them today.

**CeeCee:** Sounds great.

**Jeff:** To start with, again, people are confused. There is so much to do and a lot of times, because you are getting hit with so much information, I find that people tend to really just shut down.

They just stop taking action because they don't know where to begin and that's the biggest problem people have. If you are not taking action, then you are really not learning as much as you can.

A problem that people have is something I call "constant student mode." They are always just learning. They are learning, they are learning, they are learning. And a lot of times they don't realize that they have enough information to already be going.

They should already have sites up. They should already have products made and sales coming in. But for some reason they think that they need to get everything perfect and because of that, as we all know, nothing is ever perfect.

So if you are waiting for that perfect whatever, it's just never going to happen. So my goal here in our talk, or however long this is going to last, is to really set the steps.

It's actually under 20 steps and if people really just follow this A, B, C, D, all these steps, at the end of 30 days you are going to have a product. Or pretty close to 30 days, you are going to have a product.

**CeeCee:** Good.

**Jeff:** The first thing that I like to do is, when you are coming up with this idea for a product, the biggest problem or mistake people make is they come up with this great idea and think, "This would be so cool," and then they waste or spend all this time and then they find out that it's a waste because no one wants their product.

No one is looking for their product that they have made. There is no demand for it. It might be an awesome product, but if no one is willing to spend money and buy it, you really just wasted your time.

So the first thing you need to do is to find a need and fill it. What I mean by that is that, for example, with my very first site, Secret Article Converter, back in February of 2006, and when I came up with the idea it was the end of 2005.

The big thing was Google. Everyone is making these content sites and Google was just starting to really punish people because they were making all these spammy-type sites using this software that would automatically generate pages.

You would upload it and wham, you would have a site with 10,000 pages. And oftentimes they would get in the search engines and do really well.

Well, Google doesn't like these spammy sites. They started getting rid of them.

So the next thing people knew was that they had to put good content on their sites and they also, after finding out that Google started penalizing duplicate content, then people realized they had to change all these private label article sites, articles they were getting from these sites.

In a nutshell, what that was is you would have 300 people buying private label articles from one site. That would mean 300 people would get the same article.

Google didn't like that, so you had to change your articles. Right before I launched I saw the need for that because I was putting up sites myself and I wanted to automate the process. So that's how the Secret Article Converter site came about because there was a need in the marketplace.

Another time for Secret Page Spy, that was really simple. I went to a forum and they were having a discussion on how to find keywords and how to figure out who your competition was and someone actually just stated in the forum post, "Wouldn't it be cool if a program could do" bam, bam, bam, bam." They listed it.

I just copied and pasted it to my Web guy and said, "Hey, how hard would it be to create this product?" Because I saw that there was a need for it, people were responding to this guy, (it wasn't just one guy saying he needed something),

but there were all these active threads and lively discussions on this topic.

That's where I came up with that idea. I didn't think of it myself. I listened to customers or potential customers or I was in the market place.

I always use a simple example: if it's within dogs, right? If the need or the interest is on something in dogs, for example if dog training because of maybe the Dog Whisperer TV show or all those other type sites, TV shows that are out about training dogs, if that is the hot topic and you go to forums and you see that people are discussing dog training stuff or they are asking for better dog training videos or whatever it may be, that could be your product.

So you need to really pay attention to what people need and then fill it.

**CeeCee:** So you need to kind of do some research on what you think is going to be hot and find out if it is.

**Jeff:** Definitely. There are times where, like I said, people will create a product and there is just no need for it.

You can just do searches and you can find the top forum sites within your niche or your area of expertise or your area of interest and just go in there and take notes and pay attention to what people are talking about.

Then the next thing is just because you have a product idea, you need to find out what is your goal with that product. Now most people think that, "My goal is to make money."



Well, yes, that's a simple one. Everyone wants to make money, but that may not be your goal with that first product. What I mean by that is, what if you wanted to create a splash in the marketplace?

What if you wanted to create a product and you wanted everyone in the dog training market, or whoever is interested in dogs, to learn your name. You wanted to brand yourself.

Your goal there is maybe not so much to sell products at the beginning, but you want to get your product out there. You want to get your name out there. Maybe you want to get subscribers.

Another very important possible reason to create a product is to get a mailing list. You want to be able to create a list of subscribers for your next product.

So the first product may not always be for sales for yourself. If you want to get your name out there, for example, you may want to then have your affiliate program give out 100% or a super-high percentage of the money that is being brought in because you don't care about that first product.

I think it was John Reese that said, and I don't remember his wording, I'm sure I have it totally screwed up, but basically what he means is that you need to almost be thinking ahead on the second product. You need to take a hit on the first product and set yourself up for long term success. So you shouldn't be going for the money.

Yes, you can create a product and say, "I'm going to give my affiliates 10% because I want to make 90%." That's just

not going to work out. Affiliates expect more than 10% of the money.

You will turn out having no affiliates pushing it, your message probably won't get out there in the marketplace, and not only will you not make money, but you definitely won't brand yourself or get customers or subscribers.

So you need to think about what you need to accomplish and then your sales process will come from there. I'll kind of get around back to that in a little bit.

The next thing is actually creating the product. You don't always need to do it yourself. For example, in this right now CeeCee, you are creating a product by getting me on the line and taping our conversation. You are creating a product that is going to help people get started.

You are not having to sit there and do the research or write the book or create the software program. You have connected with someone that maybe has expertise in the area of the product that you want to create.

Back to the dog example, find out who the top ten dog training experts are in the world and try to get them on a phone call similar to this. So let them create your product.

Another thing you can do, I couldn't make a software program if my life depended on it. You could lock me in a room for a year and I still couldn't come up with a simple software program.

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