

# **Create You're Own Products in 5 Easy Steps!**

**eBooks are Red Hot, Make Your Own!**



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**I am confident if you follow the steps within this report you will have your very own killer product that will bring in sales for years to come.**

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## **Introduction**

Firstly, let me say Thank you for downloading this report, I am sure you will find the content in this report invaluable when looking to create your own products.

The reason I have created this report is to help other people get started with product creation as this can seem like a daunting task, but believe me when I say it is also the most profitable step you can take!

There is a lot of information on the web about how to create your own products but not many of these sources provide a clear and concise step by step guide so you can get your product out there and making money in the quickest time possible!

So that is what I am going to attempt to do here. :)

I am confident if you follow the steps within this report you will have your very own killer product that will bring in sales for years to come.

Right let's get started!

To Your Success

Tommy Roussos

## Step 1: The Right Mindset Means A Lot!

Welcome to Step 1 the reason I thought I would include this step which really has nothing to do with product creation, is because you will need the right mindset to get the most out of this report.

The hardest thing I found and probably many other people do when getting started with any aspect of Internet Marketing is the hard work it involves.

I am not sure how you got interested in Internet Marketing but if you were like me you have probably been pulled in at some point, by all the websites out there that promise untold riches for 5 minutes work!

Don't get me wrong this is indeed possible, but in my experience not when you are getting started. It is indeed a reality if you have a list of 3,000 responsive buyers that you can send out an email that will make you thousands of dollars within a few days.

Although to start off you need to create that product and build that list and unfortunately that will require some good old fashioned elbow grease!

So you will need the correct mindset and I am not going to write pages and pages of motivation for you, except to answer the number one question that stops people taking action or makes them give up in my experience.

I know this question comes up and can be very hard to overcome because I have asked myself the same question plenty of times when I was getting started with Internet Marketing.

Here is the question or questions I found myself asking when I was getting started:

"Is this going to work?"

"Is all this work worth it?"

"Will my product sell?"

These are the three main questions that I found myself asking when I was creating my own product.

Well take it from me the answer to all those questions is "Yes it really does work!".

If you follow the steps within this guide you will see that Internet Marketing does not have some **SECRET** formula to riches!

All you have to do is see things through to the end, have the ability to follow a series of steps and probably most important take action!

This report will do you no good whatsoever if it is just gathering dust on your hard drive, and please I implore you not to wait for the next best thing that promises riches!

Take action today and you will see results and I am here to help if you need it.

Whether it takes you 2 days or 2 weeks to follow these steps see them through to the

end and I Guarantee you will make money online!

All you have to do is take a leap of faith with these steps once, to create your own product and once that is pulling in money you can do the same thing over and over to build a virtual empire.

## **YOU CAN DO IT AND YOU WILL SUCCEED!**

So let's get started!

### **Step 2: Finding That Hungry Niche!**

This is one of the most talked about subjects in IM and can be like the search for the Holy Grail! :)

The good news is it really does not have to be that difficult and you can find hungry niches with ease it just requires you to think a bit outside the box.

This step is the exact method I use to find hungry niches and is quite easy to do!

The first thing you need to do especially with your first product is find a niche that interests you.

This is not always the case and there will be plenty of profitable niches that you do not really interest you at all, but with your first product it is a good idea to find a niche that you have some sort of interest in.

If you are having difficulty thinking of a good niche that you have interest in, the best thing to do is think about your hobbies.

The first niche I can think of for you is "How to make money online" as you are reading this guide.

Just think of things that you enjoy doing like cooking, playing computer games, fishing, DIY, Ebay, collecting stamps etc...

The other thing I should mention here is try not to spend too much time thinking about this as it can prevent you from taking action!

Once you have thought of a niche that you have some interest in settle on that niche and get started.

Obviously I will not know what niche you have picked so for the purposes of this report I will go through the niche research steps with the "Dog Training" niche!

Ok, so once you have got your niche the first thing you need to do is see if it is profitable and people are looking for it!

Remember don't spend too much time on this just think of something you have an interest in and move on to the next step.

The next thing you need to do is go to Overture and check out how many people are searching for your niche.

The site I use is Pixelfast.com as it lets you see the amount of Google results and the amount people are paying for bids on Overture.

Here is what the tool brought up for the keyword "Dog Training":

### Keyword Selector Tool

Not sure what search terms to bid on?  
Enter a term related to your site and we will show you:  
◆ Related searches that include your term  
◆ Estimated number of times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

dog training 

**Note:** All suggested search terms are subject to our standard editorial review process.

Searches done in January 2007	
Count	Search Term
135946	dog training
14703	dog behavior training
8691	dog obedience training
8061	dog training schools
6811	dog training collar
4248	dog training los angeles
4177	potty training dog
3473	dog house training
3449	free dog training tip
3378	dog training tip
3047	dog training book
3036	hunting dog training
2924	dog agility training
2569	crate training dog
1920	clicker dog training
1777	dog training supply
1662	electronic dog training collar
1589	dog training equipment

There were more results but for the sake of this guide you should be concerned with just the top 20 results.

As you can see this is a VERY popular niche with lots of people typing in some very profitable phrases. Don't worry if your niche does not bring up this many results, as dog training is a heavily saturated market.

Do bear in mind though that your niches search results should have more than 500 searches per month at the very least.

This works out at about 16 unique searches per day on overture. Overture is a search engine that is not as big as Google so you can times the results by 4 to get a more

accurate view of how many people are searching for a certain phrase.

So as you can see the main phrases that would interest here are:

dog behavior training  
dog potty training  
dog training book  
dog training tips  
dog obedience training

So you should now do the same and pick the top 5 phrases that are being most searched for in your niche.

If you followed the above steps and your niche has less than 500 searches per month then you will need to find another I'm afraid as it may not be worth putting the work in if there are so few looking for it!

So if you have a very small niche, try and think of another niche with more search results.

If you have found a niche with a decent amount of search results move onto Step 3 where we will find out if your niche will make you money!

### **Step 3: How To Be Sure That Your Product Will Make Money!**

Ok, so you have your niche and have picked out the top 5 phrases that people are searching for in that market.

The next thing we need to find out is if the niche will make you any money!

Bear in mind that there is no guarantees that you will make money with your product, however if you follow this step it should make 99% sure that there is a market for the taking!

What you should do now as well is make a folder on your Desktop to keep all your work together.

Just call it your "niches name" product for example "Dog Training Product".

To find out if you will make money from your product we need to ascertain that all the people are searching for your 5 phrases are buying as well!

There are many different ways to do this but this is the way I do it:

First of all go to <http://www.google.com> and type in your top phrase (the one with the most searches) for instance I would type in "Dog Training".

This is what Google brought up for me:





dog training

Search

Advanced Search Preferences

Web Results 1 - 10 of about 38,800,000 for dog training. (0.11 seconds)

**Dog training problems**

[www.paccollars.co.uk](http://www.paccollars.co.uk) The Professional Solution Remote Collars & Electronic Fences

**Canine Behaviourist**

[www.dawnsmedley.co.uk](http://www.dawnsmedley.co.uk) Dawn Smedley, working in Sussex. Most problems solved in one session

**"Secrets of Dog Training"**

[www.TheDogTrainingSecret.com](http://www.TheDogTrainingSecret.com) Easily Train Your Dog in 6 Days. + Solutions to 19 Dog Problems.

Sponsored Links

Sponsored Links

**Dog Training UK**

Residential dog training with a 98% success rate. UK wide service. [www.dogtraininguk.com](http://www.dogtraininguk.com)

**"Dog training that works"**

Own a happy well trained dog! Schools in Surrey & South Wales [www.DogTrainingThatWorks.co.uk](http://www.DogTrainingThatWorks.co.uk)

**Stop Dog Aggression**

Put an end to Aggressive Dog Behavior toward People & Other Dogs [DogObedienceAdvice.com/Aggression](http://DogObedienceAdvice.com/Aggression)

**Dog Training Tips & More.**

Lots Of Dog Training Tips, An Ebook And More With Your Free Membership! [www.dog-e-talk.com](http://www.dog-e-talk.com)

**Potty Training Puppy**

No More Gross Smells On Your Carpet Unique Potty Training Tips & Tactic [HowToPottyTrainMyPuppy.com](http://HowToPottyTrainMyPuppy.com)

**Dog Behaviour Training**

Personal Consultations In Your Home Free Advice For Life of Dog! [www.Dog-Problems.co.uk](http://www.Dog-Problems.co.uk)

**Dog Training Books**

Massive range of dog training books. Free delivery available. [www.discoverpets.co.uk](http://www.discoverpets.co.uk)

**Potty Training Puppy**

No More Gross Smells On Your Carpet Potty Train Puppy In Just 6 Days [HowToTrainMyPuppy.com](http://HowToTrainMyPuppy.com)

[More Sponsored Links >](#)

**Dr. P's Dog Training & Behavior Main Page**

Noncommercial, comprehensive site on all aspects of dog training & behavior. Arranged as a virtual library & emphasizes pointers to full-text articles.

[www.uwsp.edu/psych/dog/](http://www.uwsp.edu/psych/dog/) - 18k - [Cached](#) - [Similar pages](#)

**Dr. P's Dog Training Library** ★★ Dogs

A library of LOTS of online articles from many authors on all aspects of dog training.

[www.uwsp.edu/psych/dog/library.htm](http://www.uwsp.edu/psych/dog/library.htm) - 21k - [Cached](#) - [Similar pages](#)

**Adams Dog Training and Dog Behavior** 🐶 Dogs

Adam reveals which dog training techniques, methods and dog training approaches are most effective.

[www.dogproblems.com/](http://www.dogproblems.com/) - 71k - [Cached](#) - [Similar pages](#)

**Dog Training Information** 🐾 Pets

Website created to help new and old dog owners train their pets. Information about dog training, equipment and food.

[www.dneprimport.com/](http://www.dneprimport.com/) - 14k - [Cached](#) - [Similar pages](#)

**The Original Dog Whisperer DVD-Teach Your Dog To...** 🐶 Dogs

Teach your dog with training developed by the Original Dog Whisperer. ... "Paul Owens is hands-down the best dog trainer I've ever worked with! ...

[www.dogwhispererdvd.com/](http://www.dogwhispererdvd.com/) - 47k - [Cached](#) - [Similar pages](#)

**dog training behavior tips for your puppy or adult K9 kid ...** 🐶 Dogs

Dog training tips about housebreaking, puppy training and dog behavior Develop your dog's full potential Information articles & dog directory..

[101-dog-training-tips.com/](http://101-dog-training-tips.com/) - 21k - [Cached](#) - [Similar pages](#)

**American Dog Trainers Network -- Your Dog Training & Behavior ...** 🐶 Dogs

American Dog Trainers Network -- Your Dog Training & Behavior Resource Center.

[www.inch.com/~dogs/](http://www.inch.com/~dogs/) - 11k - [Cached](#) - [Similar pages](#)

**Dog Training » Home** 🐶 Dogs

Welcome to FreeDogTrainingInfo.com! You have just discovered a goldmine of free information about dog training, behavior problems, puppy and adult dog care, ...

[www.freedogtraininginfo.com/](http://www.freedogtraininginfo.com/) - 21k - [Cached](#) - [Similar pages](#)

**Professional Dog Training & Obedience - Protection Trainers**

Professional dog training & obedience from reputable dog trainers.

[www.pets4you.com/train.html](http://www.pets4you.com/train.html) - 26k - [Cached](#) - [Similar pages](#)

**Dog Training Basics Home Page** ★★ Dogs

Offers behavioral and training advice by e-mail, as well as a range of books and articles.

[www.dogtrainingbasics.com/](http://www.dogtrainingbasics.com/) - 9k - [Cached](#) - [Similar pages](#)

Searches related to: **dog training**

- [puppy training](#)
- [dog potty training](#)
- [hunting dog training](#)
- [dog house training](#)
- [dog crate training](#)
- [dog whisperer](#)
- [dog tricks](#)
- [dog behavior](#)



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dog training Search

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Once you have typed in your main phrase the first thing you should look at is the number of search results the query has.

You can see from the example above I have highlighted the search results and there are 38,800,000 results for the phrase "dog training".

This is a lot of results and that normally means there is a market there.

The next thing you should do is look at the number of adwords the phrase has.

I have highlighted the Adwords on the page and these are adverts people place on Google for certain phrases what we are interested in is how many competing ads there are and what sort of price they are paying to be there.

Basically the more profitable a market the more people will bid to place their ads.

So all you need to do now is type each one of the five phrases you picked earlier and make a note of:

1. The number of search results
2. How many people are paying to be there on Google Adwords

The next thing we need to do as mentioned above is get a rough idea of how much people are willing to pay to be there on Google Adwords as this is a good indicator of how much money is in a niche!

Also make a note of what the Adwords are selling as this is a good indicator of **WHAT** people are buying in the niche and this can help you with your product creation.

For instance what is the top Adword Ad?

For the dog training niche it is:

Dog Training Problems  
The Professional Solution  
Remote Collars & Electrical Fences

Bear in mind this is not necessarily the best product to copy although it will give you an idea of what people are selling in the niche.

However the above is just something to bear in mind, when you have checked out the search results for each one of your phrases and the competing ads we need to know how much people are paying and for this we will use a site called:

<http://www.spyfu.com/>

Spyfu is a site that lets you see what sort of money people are spending on Google Adwords for their phrases.

Once you go to the Spyfu site you will see this screen:

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