

# Your FREE Report On Profitable Product Creation Secrets

## 1. Product Creation Secrets – The Key To Creating A Best Selling eBook

If you caught my last article, then I revealed that a major key to creating a profitable, successful eBook was to provide top quality information and to under promise and over deliver. This will lead to word of mouth marketing to take effect, and you will experience an influx of sales due to previous customers referring their friends and family.

In this article, I'll be revealing the second key to creating a best selling eBook, and the magic with this is that it just a few words could make or break your eBook.

### **The second key to a successful eBook is all in the title!**

Yep, those few words you use in your eBook title could make or break your product. They could be the difference from a \$100 a month income, and \$10,000 per month income.

### **Consider this eBook title:**

*"Discover The Secret Natural Cure The Pharmaceutical Companies Hope You Never Find Out About"*

Is this something you would be interested in? Would you want to discover the secret cure? Of course you would, nearly everyone would.

Composing a powerful, attractive title could make or break you. It could be responsible for insane profits, or it could be responsible for pittances. Just a few words linked together in a captivating title really is that important.

### **Here are three tips for creating a captivating title for your next eBook:**

1. Focus on the readers emotions
2. Create a catchy, memorable title
3. Convey the main benefit a reader will gain from reading your eBook

So, before you launch your next product, make sure you have a captivating title.

James Penn is an experienced niche marketer who has developed and profitably marketed a library of niche eBooks and reports. To discover how to create an insane passive income online by creating tiny reports, visit [this page](#).

## **2. Product Creation Secrets – The Key To Creating A Successful, Profitable eBook**

Product creation is one of the most important aspects of internet marketing. In order to be a recognised success, you need to have your own information products, in the form of eBooks. Many people go about creating their products the wrong way though. They make one fundamental error that ultimately contributes 100% to their downfall.

This one mistake is simply providing a poor quality product. A product that doesn't deliver on its promises. A product that fails to teach the reader what it should. Ultimately, a product that is worthless and a waste of the customers' hard earned money.

By producing a poor quality eBook, the publisher sacrifices the insane amount of profits they could be making in sales.

Word of mouth is the most powerful marketing tool, and without a quality product do you really think customers are going to recommend their friends and family? Do you think JV partners will want to promote your product? Do you think affiliates will join your affiliate programme and start generating you sales? Do you think anyone in their right mind will want to be associated with your product in any way whatsoever?

I'd be embarrassed to put my name on a low quality product, and hopefully, you would be to... so don't!

Creating a quality product takes no longer than it would if you were to create a poor eBook, so get it right from the start and make your product stand out from the endless amount of other products already available.

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### 3. The Number One Rule For Profitable Niche Market Selection

Selecting a profitable niche market is something that stumps a number of marketers. It's not easy to do. There are a lot of considerations to take into account, such as demand, competition, the type of customers and an endless amount of other things that you should consider. But there is one thing that is absolutely essential before you decide whether or not to attack a niche market.

#### **The number one rule for choosing a profitable niche market is:**

There **MUST** already be customers in your niche spending money on products to solve their problems or improve their hobbies.

Many marketers discover a niche market that they believe will be profitable because it has huge demand and ZERO competing sellers. They expect to be able to dominate the market due to this lack of competition. But, there's always a reason for why there is no competition and that's usually because the market doesn't buy.

When you choose your next niche idea, make sure there are competing products that are selling well so that you know your target market are buyers.

There's an easy way to find these markets. Simply go to Clickbank.com, browse through the various categories, make a note of potentially profitable niche ideas and then research your ideas using the traditional niche filtering process. This includes identifying the demand for a product through keyword research, identifying the amount and quality of competition and identifying the capabilities of the market.

By using this method you already know that your market are not afraid of spending money on products because there are successfully selling products on Clickbank.com

So, next time you choose a new niche to target – MAKE SURE YOUR MARKET ARE ALREADY SPENDING MONEY ON PRODUCTS.

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## **4. Three Huge Mistakes Marketers Make When Identifying Niche Product Ideas**

Niche marketing is becoming more popular than ever. Finally marketers are starting to realise that they should focus on smaller niches rather than trying to market to other marketers. By focusing on niches you can target a more select group of people and produce an info product designed specifically for them.

In this article I will outline the three major mistakes marketers make when choosing a niche to target and why these mistakes are costing them HUGE amounts of money and time.

### **Mistake #1**

#### **Being product orientated rather than market orientated**

The major mistake marketers make when creating a niche product is being product orientated rather than market orientated. Too often do they get an idea for a new product, go ahead and create it, set up the sales page, promote it and wait for the sales – but they never come. This could be for a number of reasons. Firstly, the market could have no desire for the product. Secondly, the market could have no money to spend on the product. Thirdly, the market may be too saturated with other products. Fourthly and finally, there might not be any market!

When creating your products, make sure you focus on the market and the people likely to be buying your products rather than on the product.

### **Mistake #2**

#### **Not adequately researching the market**

When selling anything on the internet, whether it be a service, a physical product or an informational product, you NEED to know your customers. You need to know who you're customers will be, you need to know the problems they are facing, whether they are prepared to pay to cure their problems, you need to know where they hang out, whether or not they have money to spend on your product and whether or not they are comfortable buying online.

Once you know about your target market, you can identify how to create your product to suit their needs and how and where to market your product to push the right buttons and start generating the sales.

### **Mistake #3**

#### **Following ones passions rather than the pot of gold**

Many marketers create a product because they are passionate about it or they are an expert in the field, unfortunately this can often be a major mistake. It's similar to being product orientated rather than market orientated.

Having said this, some do make a profitable business by selling products they are passionate about, but like I say, that's just some.

Selecting a niche market is the most essential step in the process of developing and marketing a product online and offline, make sure you don't make these 3 critical mistakes!

James Penn is an experienced niche marketer who has developed and profitably marketed a library of niche eBooks and reports. To discover how to create an insane passive income online by creating tiny reports, visit ['How To Avoid These Mistakes'](#)

Thank you for reading this short report, I hope it clears up some misconceptions you may have had. Now GO for it!

[Peter Fisher](#)

**You May Freely Give This Report Away To Anyone**