

Content Creation Made Easy

Module #1: Templates and Tools
Case Study: How to Turn Bullets Into
Infoproduct Ideas

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Case Study: How To Turn Bullet Points Into Infoproduct Ideas

Have you ever felt like your product-idea well is running dry?

You want to create a product. So you sit down in front of your computer to brainstorm and outline. Maybe you even have a vague idea about the overall concept, but the exact topic and the other specifics aren't coming to you.

It's like the well of product ideas is drying up.

This happens to all great marketers from time to time. It's kind of like writer's block, except here you're struggling to come up with that initial profitable idea.

The good news is that you don't have to keep struggling. Because inside this report:

You're going to discover a quick and dirty trick for coming up with dozens or even hundreds of profitable product ideas!

In a nutshell, it works like this:

You read the sales letters from popular products. Each bulleted benefit statement is an idea just waiting for you to harvest! Never again will you run out of product ideas for ebooks, teleseminars, software, videos and more.

Yes, this strategy is deceptively simple. But before you jump in and start using it, you need to know the RIGHT way to do it. This includes:

- Focusing on sales letters that are likely to be teeming with profitable ideas. If you don't know how to do this step, then you could end up wasting your time or possibly even creating products that turn out to be duds.
- Learning how to take a simple benefit statement and turn it into a full-fledged product idea.

That's what you'll discover how to do inside this report. But before we get started, I want you to open a browser window and point it to www.traffic-fuel.com. We'll use that site as our main case study, so keep it open as you read this report.

Now let's get started...

Picking the Right Sales Letters

The first key to this strategy is that you DON'T want to pick just *any* sales letter.

Preferably, you want to make sure the sales letter is for a popular product. Or if the product is brand new (so you're not yet sure if it is popular), then you need to make sure that the product was created by a known expert in the field with a history of creating popular products.

The reason for this is because there's a good chance that a popular seller who's well-known in your niche actually took the time to do his market research before he brought his product to the market.

In other words, he knows the topics inside his book are in-demand. And he's going to list these "hot" topics in his sales letter. Thus just about every bullet point you find in his sales letter is going to be a potentially profitable product idea for you.

Tip: Just because the seller likely did his product research doesn't mean that you can skip the product research. Not at all. You're going to want to make sure that there will be a demand for any product you create. And that means you need to check if buyers are already buying similar products.

Specifically, go to marketplaces like [Amazon.com](https://www.amazon.com) and [Clickbank.com](https://www.clickbank.com) and check if:

1. The product you're looking at is a bestselling book, which shows demand.
2. There are similar products on the market. Again, this demonstrates that the topic is in demand.

OK, so how do you find these sales letters?

Fortunately, this is the easy part.

Just open your eyes, because these sales letters are all around you. Here's how to find them:

Visit the Experts' Websites

You probably know who the "heavy hitters" are in your niche.

In that case, your first step is to go directly to their main websites. That's because they'll usually list all of their products on their main sites and/or blogs.

Example: If you were going to create a product in an online marketing niche, then you might go to my main site at www.imstitute.com. There you'd find links to all my products and courses, including Traffic-Fuel.com, iBusinessOwner.com and many more.

Use Google

Another way to uncover sales letters is by searching Google. You can start off by searching for your broad keywords, such as "online marketing" or "golf". Usually this type of general search will take you to blogs and other content sites which link to products.

Or you can narrow your search immediately by seeking out sales letters.

Example: If you were searching for sales letters for affiliate marketing guides, you might input searches like this:

- Affiliate marketing guide
- Affiliate marketing book
- Affiliate marketing ebook
- Affiliate marketing report
- Buy affiliate marketing guide
- Buy affiliate marketing ebook
- Purchase affiliate marketing manual
- Best affiliate marketing manual

And so on. These sorts of searches should lead you directly to sales pages.

Note: Don't forget to look at the sponsored (paid) ad listings running alongside the regular search results. These are the three-line ads that sit at the top and to the right of your regular results, and they often lead directly to sales pages.

Search Marketplaces

One of the easiest ways to get your hands on all the sales letters you could ever want is by going to the digital-product marketplaces such as Clickbank.com, JVZoo.com and DigiResults.com.

If you visit just one marketplace, make it Clickbank.com. That's because Clickbank.com is the oldest and largest of these sites, so you'll find plenty products in just about any niche. Plus, Clickbank makes it easy to either browse or search their marketplace. You can also sort your results so that the most popular products appear at the top of the results listing.

Tip: You can also visit the Amazon.com marketplace, though most of the product listings are short, meaning you won't get quite as many ideas from the sales copy. However, one advantage of going through Amazon.com is that you can usually take a "sneak peek" inside the book - meaning you get to look at the table of contents. This table of contents should provide you with at least half a dozen product ideas.

Subscribe to Blogs and Newsletters

You won't find brand-new products using Google searches or marketplace listings.

That's why I suggest you subscribe to the newsletters and blogs belonging to the most popular marketers in your niche.

That way, you'll be the first to hear about a new product that's coming out. And that means that while everyone else is busy buying and digesting the product itself, you can start snagging ideas off the sales letter for your next product!

Follow Popular Marketers on Social Media

This is another good way to be the first to hear about a new product that's coming out.

In particular, you'll want to follow your favorite marketers on sites like Twitter.com and Facebook.com. You might also check out who your favorite marketers are following, and then follow these people, too.

Quick Recap

There you have it – five quick and easy ways to find dozens of sales letters in any niche.

So now that you have these sales letters in front of, the next step is to start combing them for ideas. Read on...

Plucking Product Ideas Out of Sales Letters

Earlier I told you to primarily focus on sales letters for products created by the “heavy hitters” in your niche.

Another good reason for doing this is because the heavy hitters often hire professional copywriters to create their sales letters. These professional copywriters are trained to highlight the product’s biggest benefits. Thus the sales letter will tend to focus on those topics which the buyers will find most interesting. In turn, these topics are great product ideas for you.

Now, as you start reviewing sales letters you’ll also notice that some of the bullet points are a bit vague. That’s no accident.

One of the keys to writing good sales copy is to arouse curiosity. So you’ll find bullet points that tell you the benefit, but they don’t reveal how the customer will receive this benefit.

You might be tempted to skip these particular bullet points, but *don’t*! That’s because these vague bullet points are actually some of your best idea-generators. Indeed, you might be able to create a half a dozen product ideas just from one vague, curiosity-arousing bullet point. Keep that in mind, because I’ll show you how to do it in just a bit.

OK, now I want to step you through a real sales letter so that you know what to look for and you know how to turn the bullets into product ideas.

So if you don’t already have www.traffic-fuel.com open and in front of you, please do so now. Then read on...

Case Study: Generating Product Ideas From Traffic-Fuel.com

Copywriters and product creators generally put one of their biggest benefits right in the headline of the sales letter. That's why this should be your first stop.

In this case, you'll see that the headline refers to a dozen traffic sources that will bring visitors to your site around the clock. The subheadline then reveals that these traffic sources are free.

Right there you have two product ideas:

1. 12 ways to get traffic (free or paid).
2. 12 FREE ways to get traffic.

From these two ideas you can generate several product ideas.

Examples:

- "The Guru's 12 Favorite Ways to Get Traffic" - this would make a great teleseminar interview. You could interview 12 gurus in the niche, or you could interview one guru and talk to him about his 12 favorite ways to get traffic.
- "The Free Traffic Home Study Course" - you can create 12 videos or 12 manuals outlining 12 free traffic strategies. Then you can use a fulfillment company like disk.com to create and ship these packages for you.

Once you've generated a couple ideas from the headline, then your next step is to skip down to the bulleted list of benefits.

Just about every sales letter lists the product's main benefits in a bulleted list. If not, then you'll need to read the sales letter in its entirety, paying particular to any text that's highlighted, bolded, italicized, put into a box or otherwise emphasized.

For our case study, however, you can scroll down to the benefits (which you'll see just shortly after the headline, "Here's How To Get More Than A Dozen "Traffic Sources "Sending Visitors To Your Site Around The Clock...").

In most cases, we're going to do a two-step brainstorming process:

Step 1: Brainstorm general ideas. Sometimes bullet points are a bit vague, so you need to brainstorm what topics it might be referring to.

Step 2: Brainstorm specific product ideas based on step 1. Once you have a list of prospective topics, then you can brainstorm very specific product ideas.

Let's walk through the bulleted list, generating product ideas as we go...

→ **Strategies for getting onto high-traffic blogs across the internet!**

You can pretty much guess what this strategy is about. However, if you limit yourself to just one guess, then you're going to limit the number of product ideas you're brainstorming.

So here's what I suggest for this bullet and for every other bullet you read:

Try to generate at least two or three product ideas for EACH bullet point.

Don't edit or censor yourself during these brainstorming sessions.

For example, don't stop yourself and say, "Oh, that's not a good product idea," or "that doesn't sound like it would be a profitable product." You can figure out whether it's a good and profitable product idea later.

For now, you're brainstorming – so the goal is to get as many ideas down as possible.

OK, so the first step with this particular benefit statement is to think about what strategies the bullet point might be referring to. "Getting onto high-traffic blogs" could refer to:

- Guest blogging.
- Trading links with bloggers (getting on their blogrolls).
- Asking a high-profile blogger to review your product.
- Asking a high-profile blogger to become an affiliate.
- Asking a high-profile blogger to become your joint venture (JV) partner.
- Buying links, text ads or graphical ads on blogs.

That's a half a dozen ideas right there for getting onto high-traffic blogs. Now you could create a half a dozen different products, simply by focusing on one strategy per product. Or you can create one bigger product that mentions multiple strategies (maybe even all six).

Now we can start brainstorming specific product ideas, such as:

- Six Surefire Ways to Get Your Offers on the Biggest Blogs in Your Niche. This would make a good ebook.
- How to Get Your Content All Over the Web as a Guest Blogger. For this product idea you could interview a prolific guest blogger to get him to reveal his secrets.
- Media Buying Secrets: How to Find Responsive Blogs and Get Ads on Them That Sell Like Crazy. This would be a good topic for a webinar or even a video, as you could demonstrate how to find these blogs, approach the owners, negotiate and more.

Don't stop there – you keep brainstorming until you can't think of any more ideas. Once you're done, then let's look at the next bullet point on the Traffic-Fuel.com sales page...

➔ **Proven ways to get powerful industry leaders to promote your offer!**

Quick, what do you think this bullet point might be referring to? Again, you don't want to limit yourself. But chances are, the first two things that will pop into your mind include:

- Affiliate marketing
- Joint venture (JV) marketing

So now we have two different strategies. That's at least two different products. However, these two different strategies come with plenty of sub-topic possibilities. So while you certainly could create a product such as "10 Proven Ways to Get Powerful Industry Leaders to Promote Your Offer," your readers will want to know everything about JV or affiliate marketing. Thus you can brainstorm ideas such as:

- The #1 Strategy for Landing Joint Venture Deal's With Your Niche's Most Powerful Leaders
- The Secrets of Recruiting Super Affiliates
- A Simple Three-Step System for Getting Other People to Eagerly Say "YES!" to Your Joint Venture Requests
- 27 Different Ways to Make Money With Joint Ventures
- How to Team Up With Your Competitors to Make an Absolute Fortune

- The Complete Guide to Finding and Attracting Joint Venture Partners and Super Affiliates

See what I mean?

There are plenty of product ideas that you can pluck out of this single bullet. And again, you don't have to limit yourself to one type of product.

You can create ebooks, videos, audios, home study courses, membership sites and live events (like teleseminars and webinars). You can even create software, such as "JV Management" software that helps users find and manage their marketing partners.

➔ **Viral promotion ideas to spread your marketing like the common cold!**

This bullet point is more straightforward, in that we know that it's referring to viral marketing. Nonetheless, we can still extract several ideas out of it.

Namely, you could create products that focus on:

- Viral marketing with videos.
- Viral marketing on blogs.
- Viral marketing with reports or ebooks.
- Viral marketing with software or tools.
- General viral marketing (which covers all of the above).
- A part of viral marketing, such as what makes content "buzz worthy" or how to kick start a viral campaign or how to come up with viral ideas.
- How to use a specific tool or site (like Facebook.com) for viral marketing campaigns.
- How to create viral contests.

Once again, we start with more than half a dozen possible ideas. Now let's formulate these broad ideas into more specific ideas during the second half of our brainstorming.

- The 7 Vital Factors That Make Your Content Go Viral
- How to Create a Viral "Link Bait" Blog Post
- The Three Secrets of Creating a Viral Videos That Spread Like Crazy
- How to Harness the Viral Marketing Power of Facebook

Of course since we're referring to viral marketing here, you might also brainstorm controversial titles.

In other words, you might want to create a title for your product that is somehow surprising, funny, controversial or otherwise entertaining, just so you can get your niche talking about your product.

Example: "If You're Not Using Viral Marketing, Then Your Marketing Plan Blows Chunks!"

A little over-the-top, right? But you attach a good marketing campaign to that title, and you'll get people talking. And once you do that, you're proving that you know how to create viral products and campaigns.

Once again, keep brainstorming on this bullet point. Once you're finished, move on to the next bullet point from the Traffic-Fuel.com sales letter...

➔ **Effective uses of short videos to get people to your site again and again!**

Here again we have a bullet point that's pretty specific, since it specifically talks about using videos to generate traffic. Yet we should be able to come up with at least a few different general topics, such as:

- Using viral videos.
- Posting videos to YouTube.
- Getting marketing partners to post your videos.
- Distributing instructional videos (video articles).
- The technical aspects of creating these videos (either PowerPoint-style videos and/or the "talking head" style of videos).

Now in step two of the brainstorming let's come up with specific product ideas based on the above list:

- How to Create Stunning Videos That Impress Your Prospects and Customers
- How to Create and Distribute Short Videos That Drive Hordes of Red-Hot Traffic to Your Site
- The Seven Closely Guarded Secrets of Turning Free Videos Into Targeted Traffic and Cash-Paying Customers

Once again, you can take a cue from the bullet point as to what type of product to create. Obviously, if you're going to sell a product about how to create or distribute videos, then it makes sense to turn this into a video-based product. You can even offer your information via a webinar if you prefer to hold live events. That way, you'll also have the video playback to sell as a separate product.

→ The real ways to use ezine articles for quick bursts AND long-term visitors!

As always, let's do our two-step brainstorming process. In the first step, let's brainstorm the different broad topics around which you could create this product. For example:

- How to use ezine articles to pull in traffic from article directories.
- How to use ezine articles to pull in search engine traffic.
- How to submit articles directly to ezine publishers (article syndication).
- How to turn ordinary PLR articles into extraordinary ezine articles.
- How to write ezine articles that generate traffic and sales.

And now let's brainstorm more specific article-related products based on the above topics:

- How to Write and Distribute Articles That Get You Traffic and Sales
- The Secrets of Crafting a Click-Compelling Article Byline
- Three Simple Steps to Writing Articles That Generate Traffic, Clicks and Sales
- 101 Tips for Writing and Distributing Articles That Put Money in Your Pocket

Most of the above product ideas would work great as text-based products, such as a report, ebook or even a physical book. However, you can also create a video-based product, which would allow the viewers to "look over your shoulder" as you create articles or perhaps critique pre-existing articles. Plus, a video helps you better demonstrate the use of software, such as keyword software or software that distributes articles to article directories.

→ My all-time best way to get traffic anytime I want it ... and how you can put it to work too!

Ah ha – now we have another one of those curiosity-arousing bullet points. And that means you have the opportunity to brainstorm all sorts of different product ideas using our two-step brainstorming format.

Tip: The bullet point is referring to a free traffic strategy, but you don't necessarily have to limit yourself to free traffic ideas when you're brainstorming. In other words, keep an open mind when you're brainstorming.

First, let's brainstorm general ideas as to what this bullet point might be referring to.

- Social media marketing such as Facebook, Twitter or Pinterest.
- Article marketing.
- Email marketing.
- Forum marketing.
- Blogging.
- Press releases.
- Viral reports

(And so on.)

And from these broad ideas we might generate specific product ideas such as:

- The Blogging Secret You Can Use to Get Traffic Any Time You Want
- A Forum Marketing Trick That Delivers Hot Leads to Your Website Almost Instantly
- How to Build a Huge, Responsive Mailing List

Go ahead, keep brainstorming – there are plenty of ideas hidden away in this particular bullet point.

→ Your personal "secret weapon" that can drive traffic to your site in dozens of ways!

This bullet point is similar to the previous bullet point, in that its ambiguity allows you to brainstorm quite a few product ideas.

So in the first step, think about what kind of "secret weapon" this could be. For example:

- Software
- A nifty traffic trick.

- An entire traffic strategy.

Then you can start brainstorming specific products, such as:

- The Traffic Booster -- a software product that helps people do keyword research and create articles with the proper keyword density.
- JV Marketing Secrets -- this could be an ebook that lists dozens of ways to drive traffic using joint venture marketing.
- Outsourced Traffic Made Easy - a webinar product which teaches people how to find, hire and train virtual assistants to drive traffic a dozen different ways.

The last bullet point on the main benefit list refers to driving traffic a dozen different ways. Since we already covered that when we looked at the sales letter headline, we'll skip it. But we're not done quite yet...

Still More Golden Bullet Points

You'll see that the Traffic-Fuel.com site provides a sneak peek at the first issue customers will receive, which is all about guest blogging. This gives you five more bullet points, each of which should give you at least two or three product ideas.

Let me give you an example for each:

Bullet #1: How to find dozens of quality blogs that you can use to "borrow" traffic from.

Product Idea: Seven Surefire Ways to Find Dozens of High-Traffic Blogs That are Begging for Guest Bloggers

Bullet #2: A 5-step system for getting blog owners to permanently promote you to their readers.

Product Idea: How to Get High-Profile Bloggers and Other Sneezers to Give You a Permanent Link on Their Blogs

Bullet #3: 10 ways to "bribe" blog owners to say "yes" to letting you post to their blog (and even invite you back to do it again).

Product Idea: 10 Secrets of Getting Blog Owners to Post Your Content on Their High-Traffic Sites

Bullet #4: How to write a guest blog post that builds anticipation and gets readers to click through to visit your site.

Product Idea: 27 Tips for Creating Blog Posts That Generate Traffic

Bullet #5: Examples and ideas for everything from start to finish - more than just learning WHAT to do, you'll learn HOW to do it.

Product Idea: The Guest Blogger's Template Toolkit

At this point in a typical sales letter you'd likely have at least a dozen or more solid product ideas. However, most sales letters also include bonus products, and Traffic-Fuel.com is no exception.

If you scroll down the Traffic-Fuel.com page a bit, you'll see two bonuses. One is called "How to Get Traffic Through Facebook," and the other is called "7 Ways to Make More Money From Traffic." Beneath these bonuses you'll find still more bullet points... and that means you'll get even more product ideas.

Quick Recap

As you just discovered, you can use a two-step brainstorming process to come up with plenty of product ideas. Indeed, every bullet point in a sales letter should give you at least two or three good ideas. If you look at the bullet points listed under the bonus products, you'll get even more product ideas.

All these product ideas should keep you plenty busy. But let me share with you still one more place to get product ideas: sales letter upsells.

That's right, you can click onto order forms and begin the purchase process to see if the marketer offers any OTOs (one time offers) or other upsells. These mini sales letters tend to be packed with the biggest benefits, so here again you should be able to generate two or three product ideas for each bullet point.

Now let's wrap things up...

Conclusion

You just discovered how to generate dozens of product ideas using bullet points from sales letters. Let's recap the process:

- ✓ **Find suitable sales letters.** While you can certainly use any sales letter, start with sales letters for popular products and/or those by well-known marketers in your niche. Then scroll right down to the bulleted list.
- ✓ **Use the two-step brainstorming process.** First brainstorm general ideas, then move onto specific product ideas.

Now before I let you go so that you can start using this nifty little strategy for yourself, I want to leave you with two important tips:

- 1. Don't forget to do your market research.** I mentioned this before, but this is important. This brainstorming exercise does not replace marketing research. Instead, it just gives you a nice springboard with dozens of potential ideas. It's your job to research which ideas are worth pursuing.
- 2. Do remember that you can create products in different formats.** So maybe you come up with a product idea such as "The Secrets of Landing JVs With the Big Dogs in Your Niche." Keep in mind that this could be an ebook, video, or even a live event like a webinar. Each of these different products have different perceived values. So, for example, you might sell the ebook for \$10, but a webinar on the same topic could go for \$47.

Now it's your turn. Your next step is to take action.

So grab yourself a sales letter and get brainstorming. You could have a dozen new product ideas in 15 minutes from now!

