THINK...

And Grow Ideas

Re-Invent Your Future

by
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INTRODUCTION

You are reading this for one of two reasons. First, you might be successful at creating and developing ideas and are simply looking for more subject matter from which to draw on. Or, you are the person who does not think that they are able to generate many ideas and are looking for a way to change that around. Either way, welcome.

There is no magic in the creation of ideas, and some people seem better at it than others. Should that stop you? Of course not. Everyone has their areas of expertise. This is where you begin.

No matter what you are doing, where you are at, what kind of work you do, ideas are constantly in the back of everyone's mind. It might be that you think you have a better idea about how to do something. It might be that you *wish* that you had a better idea about how to do something. No matter what that something is, someone, somewhere, is trying to figure out a different or better way.

This publication makes no claims, promises, guarantees, or even insinuations about how well you will do after reading this material. Its focus is internet marketing, but the information can be used in most other areas. Everyone interprets and uses information differently. My hope is this information furthers your success.

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Charles, a student of mine reminded me of the mantra heard over and over - ***" To make money you need to find a niche and create a product!"*** Ever hear that before? That is what Charles has been hearing over and over from successful marketers. After many months of no sales he thought, "Just maybe they are right."

Inspired by their good advice he decides to give it a try. "I'm going to come out with my own product." So, Charles pulls out his notepad and his pen, and after many hours of thinking, many cups of coffee, and a wastebasket full of crumpled paper, he jumps up and says - "Eureka!! I've got it!." Ready to roll, Charles starts feverishly working away. Type, type, type, type, and more typing. Okay, done. Now to go online and check things out. With dollar signs in his eyes, he starts Googling. What he finds is that his idea is already making money – for someone else!

What Charles does not realize is that this is really a good thing. If "His" idea is making money for someone else, then there is no reason that it cannot make money for Charles also. But, before I tell you why, we first need to get an idea.

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The Idea Grab

First things first:

1. Find a quiet spot where you can concentrate for an hour or so.
2. Use paper and pen ***(not the computer)*** and write everything down. Promise yourself that you will follow through on your idea(s), otherwise you will just be wasting your time.
3. Now, do the following exercise.

The Beginning

Begin by looking at yourself. What things interest you? What problems are you facing. For ages, this has been one of the best sources for product ideas, and it still holds true today. You can rest assured, that if you are having a problem, that there are multitudes of others wanting to find some answers to that same problem.

Write down any problems that you face each day. If you are trying to market online, then focus on problems that you encounter on a daily basis. Write down EVERYTHING! This is why we use a pen. You do not want to erase anything. You will be able to go back to these notes and find new ideas from them.

Here are a few things that have caused me problems:

1. Getting website traffic.
2. Staying organized.
3. Getting too easily distracted.

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Don't worry about whether these “Ideas” are good or bad, just write them down. You will evaluate them later. Write down at least 5 things. If you can get to 10, then so much the better.

At least several of your 5 problems, will be shared by some other group of people who are also struggling. If you are just starting in internet marketing, and have no clue about where to go, or how to get your business started, you are certainly not alone. There are tens of thousands of people who are trying to make money online. The problems that you face, are far different than the problems facing those who have been doing business online for a long time. Many of the veteran marketers have lost sight of what is facing the “Newbie” in today's market.

Evaluate

Check your list and look at your first entry. Are there solutions that might be available for this? Is there already a product out there in the market that will solve the problem? Now it's time to go to the computer.

Fire up your browser and do a search on your favourite search engine. Start looking for any software or any educational material out there which will solve your problem.

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If you don't find anything there, try going to some applicable forums and "Ask" type sites such as Yahoo answers. Check to see if anyone has asked about anything similar, and if there were any answers. If you can't find any suitable solution to the problem, Bingo! You may have a potential niche market. Start researching; spend some time networking, find out how others like you are solving this problem. If you can't get any definite answers to the problem, which a number of people are facing, and they can't give you a suitable answer; then you may have your million dollar product idea, or at least a viable product, but you never know.

All you have to do is come up with the best solution to the problem you have identified above. You should have a great product. After all you know exactly what the problem that you, and all of those people in your niche, are facing. Hire someone if you can't create the product yourself. Get involved in some joint ventures and you are on your way…Ding! Dong! Close this report. You no longer need it.

But …

In 90% of the cases, when carrying out your research, you'll find there's already a product out there catering to your prospective niche. What do you do now? Will you stop and brood saying "Oh, I've been beaten again."? No way! You might have stumbled upon the opportunity of your life. Believe me, if there's a product out there already selling, it's all the better for you.

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Now before you start thinking, hey come on now, how can having competition be better for me? Are you crazy? No, I'm not. Listen carefully my friend. Having a product out there, which is already selling, means there's a market for your idea (problem). The first half of the work is already done for you. You don't have to go out and find out whether there's a market that will buy your product. All you have to do now is study your competitor's product and apply the 3 techniques I'm going to show you. Do this, and you'll be ready to create your own product and dominate your niche.

So are you ready? By the end of this report you will have so many ideas that you'll have to decide which project to start with first. I promise. And this takes us to…

Third Step: Show Me How

So, your list of problems is in front of you, right? You've listed the products out there in the market that are apparently the best solution to your problems. Now we're going to work on this and see how we can come up with profit pulling product ideas from them.

For the sake of example, I'll take one of the problems that I listed above in the report. You have your own list of problems in your hand. Follow the same steps I'm going to show you now with those problems on your list.

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Do you remember the problems that I listed above? Let's take the last one of them. Here it is once again… I have to do a lot of research work on the web for my monthly newsletter in which I scan the net studying and researching possible niches to bring them to my subscribers so that they can start their own business.

Now during my surfing and research work I'm faced with problems like: I store the URL's in favourite folders and they have grown into enormous sizes. No matter how many sub-folders I make, it's a waste of time searching again for a particular piece of information on a web page that I'm visiting a second time. There are others that I can list but let's see what idea we can come up with for solving this problem using the simple techniques I'm going to show you now. I have not thought about this yet, so this is going to be an "Off The Cuff" idea generating session so that you will get a "Live" understanding of how this actually works.

Technique 1: Removing The Blocks

Before we start with this technique, I'd like to go over some basic information to make some things clear to you. We all have some fixed mental blocks inside of out brains. Fixed notions are like brick walls that narrow our vision of an object or subject. It is a kind of tunnel-vision that infects our thinking and keep us from moving forward.

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Say, for example, you're asked to think of a pair of scissors. What happens when you think of this word? The first thing that comes to mind is cutting isn't it? We associate scissors with cutting hair, paper, etc., because that's the way we've been taught to think of scissors. Now let's see how, using our first technique, we can remove this block from our mind. The technique is simply asking the question:

What if ?

What if? What are the other possible uses… …in our case, for scissors? What other possible uses for scissors can we come up with, other than the common one i.e. cutting? Can we list other uses for scissors? Hmmm. … Perhaps. Let's see… How about using them as a can opener; Using them for digging small holes. What if I use the scissor as a paperweight? A dagger. Fake glasses. Hole punch. Do you get it now? This technique helps to remove our tunnel-vision by removing the blocks from our minds.

The trick is not to justify the use, just go on listing all the possible uses no matter how ridiculous they may sound.

1. Manned flight was once a ridiculous concept.
2. Replacing a horse with a machine for travel was silly.
3. Wireless phone with a screen was impossible!

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You surely have many more examples. The point is that just because something may sound like it can't happen, you would not want to put your money down on a bet; you just might lose.

At this point I would like to point out that I am updating this report that I wrote about a year ago (from this writing). I am adding a lot of additional information that this report did not have before. Why I bring this up is that some of the following ideas that I generated a year ago have been developed and are now in use. So, you never know.

So now that you understand this technique, what you need to do is take one of the problems you've listed and apply this technique to it.

Here's an example: The problem I listed above is associated with a browser. What are browsers used for? Obviously the answer is, for browsing websites. So now applying the brick-removing technique, and ask yourself: what are some other possible uses for a browser? What if we could use the browser as a Xerox machine to photocopy the page we visit? What if the browser can be used as a highlighter to highlight certain areas on the webpage that's of interest?

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We could then go straight to those sections the next time we visit the page. What other possible uses for a browser can you think of? What If we could use it as a notepad to write comments on the page we visit? We could then be reminded of what interested us on the page when we visit it a second time.

Can you see what this simple, yet powerful,
technique can be doing for your brain?

It's removing the fixed way we think about the uses for browsers, or anything else. It's opening up possibilities. And now you have a new product, which is a combination photocopier, highlighter, notepad and browser!! Isn't this like magic?

Now, take the first problem on your list and the object from which the problem arises. Think about it, and ask yourself what other possible solution might there be for (your problem), so that "Your Problem" can be solved? Apply this Now. Write them down. Don't continue reading. I'll wait. Think and write them down…. Done?

Do you realize that if you completed the last thing that I asked you to do, that you have already listed the benefits of a new product idea that you've created?

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Not only that, but you have started to re-train your brain and creative centers to be able to see things in many different ways. The more that you do this exercise, the greater will be your capacity to generate ideas in even greater numbers in a shorter amount of time.

This creative thought process allows for flexibility of thought, and also in the execution of any ideas that you might realize. This same process can be used to solve many difficulties that you may have along the way, as well as help you to define your logic and solidify any elements of a problem that might occur during the idea building process.

Now, go to a window and look up – the sky's the limit!

By just doing that simple exercise, with all 5 problems on your list, it will help you come up with dozens of product ideas!! Okay, now let's take a look at our second technique shall we?

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Technique 2: Improving On...

This works best if there's already a competing product in the market. And in the second step, you most likely found a pre-existing product which seems to solve some of your problems, right? Now we'll use our second technique - How can it be improved? What doesn't it do? What do I want to do? Does it do what it says it will, and how well does it do it. By asking this question --how can it be improved-you can open up even more ideas for your would-be product.

We are now in the era of Windows 10. It was suppose to make everything so much easier to navigate, but I find that it is really cumbersome to use, and does nothing to simplify the computing experience. This is a complaint that many thousands of people have about this updated version of Windows. The point is that some things don't work as expected.

So, does your "Competing" product work as expected, or are there complaints about it that lead you to believe that you can do better?

Simplify - How can the <your product> be simplified so that my problem can be solved? Apply to - How can the <your product> be applied so that my problem can be solved?

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Automate - How can “Your Product” be automated? Let’s use the example of a browser again. We are now assuming that there's a browser on the market with some of the problem solving capabilities that I listed above. In fact, in my web research I have came across a tool that performs many of the functions that I mentioned above (Yes, this is an update).

The tool to which I am referring can take a photocopy of a visited web page with a single click and store it on your hard drive for your offline study. It can highlight different portions of the text of the site you're visiting with 3 different color highlighters to help you quickly find what portion of the web page interests you. You can even stick your comments on the page, with little yellow sticky notes, which can help you remember and reference why you saved the page.

Okay, so where were we? Ah yes. We were talking about problem solving using our second technique--asking how to improve on the product. As I was saying, this excellent tool I found is an absolute gem for anyone researching product creation on the net, or for any other purpose. But, it still has room for improvement, as almost any product in this world does.

Do you think there's such a thing as a perfect product? Probably not. There is always room for improvement for any product, and that means a new market for you. Someone will always find a way to do it better – but it may take them some time, so you will reap most of the profits until then.

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So let's see how we can now use our second idea creation technique to come up with a new, improved and better product out of an existing one. Let's, once again, take a look at the problems I listed.

As I was saying earlier, after long hours of scanning the Web to bring the best for my subscribers - YOU, I often wish that there were some tool out there which would read out the web page while I close my eyes and listen. This way, if I hear any important piece of information, I can just highlight and photocopy it for later reference. (Update) This software is now available, and installed on many of the latest computers.

You see, just by thinking about how it can be improved, you can come up with a new idea – add reading capability to the browser! As you go on with generating more ideas, it becomes much easier to come up with product ideas once you've identified the problem, and then apply these simple techniques to them?

Here is one more example of using the 'how to improve" technique. How about editing in the browser itself? Here's what happens while I'm using the existing tool: if I like some information on a website, I take a photocopy of the page with the tool. I write down the comments and stick it on the page. This helps me to remember what interested me on this web page when I check it offline. Then, I highlight the useful portions with the highlighter of this excellent tool so that I can go straight to it next time without having to search through the entire document yet again.

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The information is there, but it is not readily handy or available, and there should be a way to move from point A to point B, and still keep track of the information that I want, and not lose my train of thought when moving back and forth between pages. What is there isn't enough. . .
So, I want more (We are never satisfied are we?).

Let's say that I am now at web page A. I have Xeroxed, highlighted etc. using this tool. Now I want to add a line to webpage A. Then I want to add a link to the highlighted portion, which on clicking, will take me to a highlighted section of webpage B which has a related piece of information. I want them to be linked to each other so that I can pick up my train of thought when I visit those pages again.

This means I want the offline copies to be editable and interlinked with each other from the relevant sections on the web pages, and that it must also be done with as little hassle as possible. Now what do you think? Do we now have an advanced product in the already excellent tool I have found? Yes, we do.

As you can see, just by thinking and asking questions you can get ideas for a much better and more beneficial product than your competitors. What do you think now? Will you still worry if you find that a competitor has already taken your idea?

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Once you come up with your own ideas, especially an improvement on an already selling product, you can always hire a programmer, or do a joint venture with one, or write your own report/ebook/software (whatever the case may be), and you have a winner on your hands.

It's just too easy to get ideas applying these techniques, isn't it? So now write down the product ideas you came up with by applying this technique. How can I improve my "Competitor's" product? How can it be simplified/automated /applied so that it can solve even more problems like(?) Think of, and write down, as many answers to as many questions as you can come up with.

By now, if you've really been applying these first two techniques to any problems you listed at the beginning of the report, you should certainly be experiencing some brain storms of your own. By this point, you should have listed the problems and the competing product/s, and you're writing down what is coming out of your brain drizzles – your own product ideas! Aren't you? I told you, if you do these short exercises you'll be able to come up with truckloads of ideas anytime! Ok now it's time to move on to our next powerful idea creation technique.

This last technique is the reason that I am writing this today, and something that I did not understand until recently. It took me some time to realize that MY ideas were what mattered.

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Technique 3: Starting From The Beginning

This is my favourite technique. In fact, this very report you're reading now is a result of using this technique. You see, when I became interested in starting my own online business, as I studied and researched more and more, You may have hear that about 95% of online businesses fail. Ever wonder the reasons that they fail?

What's different about the other 5% that are winners? Is it a lack of budget? Unlikely, as not much budget is required to start an online business. It could be a lack of skills? But this is doubtful as one can compensate for this by learning the skills, or by hiring someone to do the work.

How about not knowing how to develop marketing strategy? Possibly, but there are loads of good books about online marketing strategies, and many forums individuals who are willing to help the beginner. Most likely, folks out there are reading these E-books and then store them all on their hard drive without taking any action. Yes, this could be one of the reasons why most online businesses fail. No Action!

What could be some other reasons why most online businesses fail? On closer inspection, you can see the answer, and it appears to be a basic cause. Most of the sites that fail, have this common feature - they seem to be all alike. They are in a 'Me-too' business. Then I started asking my favourite question again. Why? The answer: Lack of ideas, which leads them to take the easy way out.

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Almost everyone out there seems to be selling internet marketing products, and are attempting to compete with some excellent, and expert, marketers in the same field. They are fishing in the same pond. If you do this you will find that the big guys are catching most of the fish.

Even though there are many successful marketers out there, who give value for money, I suggest finding your own niche and developing products for it, and not taking too many liberties with other people's products.

However, very few people seem to be listening. Asking my favourite question again: Why? Once again out comes the answer. There seems to be no free or simple educational material online helping folks to come up with their own product ideas.

There are people writing articles on how to create products in 10 seconds or less, but that is doing major plagiarism, and leaves nothing original on the table. Anyone who buys these products have simply bought a lot of hype, and something that has been re-hashed many times over.

This article has been written from scratch. It is not re-worked from someone else's writing. I have been updating everything, but it is MY work. When you come up with a product idea, there is nothing wrong with taking the general idea as your base, but you must have something substantial to add to it that is original, and yours. If you don't do that, then you are simply plagiarizing someone else's material.

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This is the very reason I sat down and wrote this “Ideas” report. I have found these simple techniques have worked for me and thought sharing these would help you to come up with your own ideas also. So now, let’s take a look at your list of problems again. This time we'll look at it from a different perspective.

Study each problem and ask: Why is it a problem? Continue drilling down until you run out of options for asking 'why.' If you can do this in the right way, ultimately the answer(s) that you come up with will be the root cause(s) of the problem. Find a solution for the problem(s) and you have your product idea, and the niche you can dominate will be staring you in the face!

Another marketing thought (remember, in the first page I said this was focused on marketing?), that is if you have more that one problem, you may be able to come up with two or more products to solve each problem individually. This, of course depends upon the problems. By solving everything, you will be giving more value for an money spent by a buyer, and also gaining credibility in the marketplace.

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More Marketing Food For Thought

Okay, I said I'd show you 3 techniques to pull product ideas out of thin air. How about a few more?

Do you know any special tips and tricks that are relevant to commonly used software? If it is a widely used software, and your special tricks can save time and headaches, then you have another product. Want some examples? Hmmm.. Let's see. Do you use MS Word? MS Excel? A lot of people use them. So what's so special about it? It could be special if you really know some powerful techniques to show others how to save time. How about showing them the power of macros. There are a lot of people out there who use MS Office every day and would love to know how their daily work can be greatly reduced through the use of macros.

How about some power tips like how to automatically create a simple TOC (Table of contents) for your Word document with a single click. I bet this would be quite useful for writers who draft their books in MS Word. *(As mentioned many of these ideas are already on the market.)*

You can write these tips and use them as short reports to get leads for your business. Not everybody will think your tips are great, and there will be some advanced users who already know the tricks. But 'everybody' is not your target, remember? You just need to find a small group of people with a pressing problem, then give them the solution, and then you can make as much money as you wish by selling information to them.

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Here's another variation of this technique: How about the ebook or reports you already bought? Have you put them into action? Have you gotten results from them? Then write down your experience in a step-by-step, simple to understand format, and give them away to get leads. Or better still, sell them. Just make sure that you give them a "Makeover". Do things on YOUR terms. That includes re-furbishing the materials that others write so that it is in "Your" language (language meaning reflecting your personality, style, experience, and expertise).

The added bonus of the technique is that there is a good chance of getting exposure and recognition from the author of the book itself. Let him/her know that you used their technique successfully. After all, it's his or her methods that you used to get results. This mean more business for the author if you give them a testimonial. On the other hand, you also get a spotlight from an established marketer/author. For you, it means more exposure, credibility, and more recognition in your niche.

Now that you have the techniques, use them!

These are the techniques I have personally used to come up with new product ideas and have found my niche in a very short time. If you've only been reading through this report and not working on the steps, then choose a time and sit down in a calm place for about 40 minutes. Do the steps as given in the report. At the end of your 40 minute session you will come up with at least a dozen product ideas.

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There's nothing new about these techniques; they've been around since the early age of civilization. I hope I've made these techniques easy for you to understand and apply. Don't just store this report on your hard drive and forget about it. Use these techniques to come up with your own unique product ideas and dominate your niche.

Here are a few resources that might interest you

Click to learn more

> Excellent Support
> Dependable
> Easy To Use

Need to set up a blog, but don't know how? **Now You Do!**	 Check it out here

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