

Product Creation Secrets

- An Audio Series -

By Paul Barrs

PaulBarrs.com

Internet Business Training for your
Home Internet Business

INDEX –

Quick Tip	2
Introduction Audio: Creating Quality	4
Introduction Video: The Thinking Chair	5
Part One: How Not to Lose a Good Product Idea	6
Part Two: What to do with a Product Idea Once You Have It	7
Part Three: How to Test and Measure Your Product Ideas	9
Part Four: How to Find Ideas when You Don't Have Any.	11
Part Five: How to Determine if Your Idea is a Good One.	12
Part Six: How to Determine Your Products Purpose.	13
Part Seven: How to Make Your Products Last Forever	15
Part Eight: Choosing Your Format.	17
Part Nine: Some Thoughts on Marketing.	18
Free Viral eBooks (Get your own branded copy)	21
Licence Rights:	21
How does viral marketing work?	22
Problems downloading the audios?	23
PaulBarrs.com	23
Want Your Own FREE branded copy of this eBook?	23

Quick Tip

Download and listen to this
Audio File Now.



Hello. Product Creation Secrets is an **Audio Series**.

Each section also comes with its own MP3 file that you can download (by clicking on the assigned image) such as the one to the left.

I suggest that you read the text and then listen to the audio for best results. Then, for even better results, listen again to the audios one after the other.

You can listen to them as you're driving in your car, while you're walking down at the local park or while you're fulfilling the daily duties of running the household. It doesn't matter **when** you listen to them... just *listen to them*.

Thank you for downloading this free report. I know that the information within is going to be of great benefit to your internet business.

Our PDF Branding services are provided by
[Easy Viral PDF Brander](#)

PDF Popup Services Provided by
[PDF Pop up Pro](#)

Product **Creation** Secrets...



An Online Audio Series by Paul Barrs.

PaulBarrs.com

First things first, thank you for downloading Product Creation Secrets.

This is a mutli-media product with both video and audio links. I'd like to suggest that you create a separate fold on your computer's hard drive and title it 'Product Creation Secrets' – that way you as you download and save the audios and videos you'll have the opportunity to watch and listen to them over and over again – to get the very best for yourself that you can.

*You'll also notice a few links to further learning resources. Without the support of these valued partners Product Creation Secrets may well have never come into existence. I'd like to be able to say that you'll get everything you'll every need within these pages, however, unfortunately due to time and space limitations, that's not so... give me 8 hours in a full day seminar and *then* we'll be on our way.... (But you'd also be out of pocket about \$2000☺!)*

So if you want to learn more... take a moment to look over my personally chose further learning resources.

- Paul Barrs.

This document is copyrighted and protected by all applicable laws. This document and the accompanying audios may be redistributed as a whole only without change or alteration. Reproduction or distribution of this document in part is strictly forbidden unless permission is given by the author prior.

© 2011 Paul Barrs International. PaulBarrs.com

Introduction Audio: Creating Quality

Hello and Welcome! My name is Paul Barrs.

I'm so glad that you've joined with me in this "partnership" with Product Creation Secrets. And yes, it *is* a 'partnership'... one between me and you; because within the walls of this multimedia eBook I'm going to share with you some of the hidden strategies that I've been using for over 10 yrs now to create incredible sale-able products that have between them generated hundreds of thousands of dollars.

Before we get started however, let me make one thing clear... I'm not a millionaire. I don't live in a mansion. I don't drive a Ferrari. But I do make a very good and solid income through my online business ventures (as much as 6 figures a year).

Interesting? Perhaps, perhaps not. But why would I share with you that I'm *not* one of those multi-millionaire masters out there in the Internet Marketing world... simply because I want you to actually believe that you can *do* this, just like me.

Let explain by asking you a question – have you ever looked at what the TOP people in your industry are doing and thought to yourself, "Yeah, but I just can't do that!"

Well, with now over ten years experience in doing this "online business thing" I have learnt that just like in the physical world where things grow and change and 'get better' with practice, so too it is with the Online World.

And that's the whole point of this introduction audio, to help you understand that sometimes "the best that you can do" is "the best that you can do"... and that that's all you need to get started.

Are you ready to get started? Are you really ready?

In this incredible first audio you'll learn how to impact your potential customers in a way that is both dynamic and memorable...and why it's so important to both *do* and *be happy with* "the best that you can do".

Would you like for your customers to always remember you name, your products and your website... always?

Download and listen to this
Audio File Now.



[Click Here](#)

Introduction Video: The Thinking Chair

"Secrets"... Things that perhaps I know and you don't (at least not yet).

We begin by learning how to think about things that are not related to your business. Yes, that's right, in this video I'll share with you how you can access that quiet still inner voice that is within you, your "creative mind".


Because there are literally millions of millions of ideas and opportunities that are readily available to us as product creation specialists; all we need to be able to do is find them, see them, and understand them.

What are your options when it comes to product creation?

This video will help you *see* your creative future, and how you turn that 'future' into income. Enjoy.

Watch this video on my [YouTube Channel](#):

Product Creation Secrets 1

paulbarrs 40 videos 



[Click Here](#)

Part One: How Not to Lose a Good Product Idea

I don't know about you, but over the years I must have had dozens and dozens (if not a hundred or more) good product ideas that have never been born into life. You know the kind I mean, you're out and about somewhere, no where particular, and this idea almost miraculously pops into your head from totally out of the blue.

Ever had that happen? Maybe you were at a friend's place for coffee, or at the shops. Maybe at the beach or the cinema or wherever... and wherever it is you don't have the time nor opportunity to 'work on it' so you store it in the memory banks for future use.

Now, if you're lucky, you'll remember enough to let it play around a while in your mind and have the chance to refine it a little, maybe question it, think of a few joint ventures and promotion ideas. If you're real lucky you'll even write a few of these down.

But if we **all** did that, there'd be no point in this article would there?

In recent weeks as I've been directing and focusing my attention elsewhere I've probably had at least half a dozen workable and profitable ideas come into mind that I've not actually done anything with. You see, the thing is, I've been moving house – not just from one suburb to another but from one entire city to another, and that has kept me busy.

But as is always the way, when our minds are occupied elsewhere, the “creative mind” continues to work best and when you're not ‘thinking about it’ – great ideas come to mind.

Here's the thing though... in years past I'd kept a small recording device always handy and ‘jotted’ my notes down in it. Now that everything was in storage getting ready for the move... I didn't have it with me.

“That's OK,” I thought, “It won't be long. I can keep those ideas going and work them out when I get settled again.”

In the legendary words of Julia Roberts from *Pretty Woman*: “Big Mistake. HUGE!”

Even just this morning while I was having a cuppa at the local mall I had an idea come to mind. Do you think I can remember what it was? Not a chance! In fact, from all those half dozen or more ideas over the past weeks that have come to my mind, I can remember only one of them.

Big mistake... huge.

Tell me... do you have something with you right now at arms length that you could use to record a few ideas if they came to mind? It doesn't have to be the most expensive latest gadget, it could be as simple as an old fashioned tape recording device. Or how about on your mobile phone or MP3 player. There are numerous ways that we can ‘record’ information these days.

And really, when we get down to it, the recording of new ideas as they come to mind is actually nothing more than a habit isn't it? It's a habit that we should all engage in. It could be worth untold thousands of dollars if you record the ‘right one’ couldn't it?

It could be worth more. What are you going to do with **this** one idea?

Download and listen to this
Audio File Now.



[Click Here for Part One](#)

Part Two: What to do with a Product Idea Once You Have It

Once we get started in business, whether we want them to or not, new product ideas begin to come to us from literally ‘out of the blue’. That’s OK, it’s a part of the way that our inner “creative mind” works and a reflection of our own personal growth as our conscious mind learns more and more about our chosen task and business arena.

However, while there seems to be a plethora of information available online telling us how to develop our products, there’s a distinct lack of information showing people how to develop their ideas! And that’s what this article will explore.

First up, I have to assume that you make a recorded note of all product ideas that come to mind, or at least have them noted down on some kind of card system – because that’s step one.

In order to get the most out of the ideas you have, you must take them out of your head and get them either on paper or in audio format. Personally I prefer audio and carry with me a small recording device for making notes. When I have an idea come to mind I’ll let it play around in my mind for no more than 5 minutes and then record those notes in audio.

When you do this, record everything **without** edit – just say it as it comes to mind. Talk about the product itself, any marketing ideas that you might have, any possible joint venture partners or promotions, affiliate opportunities – EVERYTHING! In a sense you’re having a ‘brainstorming’ session with yourself. No matter what happens here, no matter how crazy the ideas may be, step one is to get them out of your head and “down on paper” so to speak.

Step Two is to walk away from them. Huh? Yep, walk away. Leave them alone, at least for a few days.

Now, during this period of time you may have additional ideas that are related, and that's fine; record them along with the others (this is the main reason that I prefer to 'record' rather than write; all my ideas are placed in chronological order for easy review later).

Which brings us to step three – review your ideas. When you choose to do this is up to you; personally I prefer to do it with a cup of coffee at some time towards the end of the month, when things are winding down. All you need do is sit back with your note-pad and make notes of the (what still seem like good ideas) as you listen to them. Keep in mind that not all your ideas are still going to seem like good ideas some time later – and that's OK, that's the way it is.

Once all this is done, if you've got the time to begin working on them now, then go for it – do your due diligence in research and development to determine if the ideas are viable. Consult with others if you need to, run surveys, scan the search engines – whatever. Do what you have to. The most important thing there is to make sure that your ideas are profitable. That however is the topic for another article.

But way before that, you need to refine the mess of your ideas into plausible concepts that are ready for development. And that's what this 3-step process will do for you.

Finally, a few things to remember: (1) Not all your ideas (no matter how good they seemed at first) will seem just as good later on. That's OK. However, don't totally neglect them until you've done some RnD to test them; (2) By the same token on the other hand, some of your ideas that feel simply fantastic may not measure up to solid RnD and should be dumped afterwards – just because you think it's a good idea doesn't mean everyone else will; and finally (3) While you may not have time to implement every idea every month, never throw out your original recordings... they could become a product in their own right some time in the future when you're successful and people want to know how you got started out.

Go for it!

**Download and listen to this
Audio File Now.**



[Click Here for Part Two](#)

Part Three: How to Test and Measure Your Product Ideas

Some will call it ‘test and measure’, some will call it ‘product development’, others will call it putting your ideas into action. It doesn’t really matter what you call it, what matters most is that you test ALL your product ideas before you convert them into actual products.

Let me explain...

Imagine that you have a great idea one day while you’re out walking the dog; it seems like an awesome concept that gets your creative juices flowing instantly. You stop talking to your dog and record the moment using your handheld recording device. Over the coming week you let it play around in your mind and record all your additional ideas.

At the end of the month you sit down to review your ideas and find you’ve got about an hour and a half of audio ‘notes’. Fantastic! These could be a product in themselves.

But, knowing that the process must be followed, you do your due diligence and review your notes effectively while writing down the next steps in your product development. You choose a product name, register the domain, create the product, write the sales copy, plug in the eCommerce and affiliate program and send it off into cyber-space.

You even do all the search engine work, approach potential joint venture partners and buy multitudes of links on high traffic websites.

But the product doesn’t sell. Why?

Because in the whole process you missed the most important step **in** the process; you forgot to ask your potential customers what they wanted in the product, and if indeed they even actually **wanted** the product in the first place.

Don’t laugh, and don’t think it doesn’t happen. I did this once and flogged my ‘dead horse’ product for 2 years before I finally gave up on it!

Rule Number One in the realms of product development – ask your potential customers what they would want in a product like the one you’re putting together. Now, if you don’t yet have ‘potential customers’ then you need to find out where they might be; online forums, on other competitive websites, at the local (traditional) market. Wherever they are, you **MUST** find them and **ASK** them ... “what they want.”

How do you do this? The easiest way is an Online survey – for example, you may find that the forum where your customers like to ‘hang out’ has a Poll feature – use it. But before you choose your Poll questions, post a message first to ask what questions people would **ask** about such product... then post your poll.

Can you see where I’m going with this? **EVERYTHING** you do must be Customer-centric not ego-centric.

Other options including going through Google’s keyword suggestions on the product type, find out what related ideas people are looking for. Be creative.

If all else fails, set up a Poll or survey question on your own website (a unique page) and use PPC or Adwords traffic to bring people to your Poll questions and ask them. Above all else, look to get at a minimum, 50 responses to your Poll / survey before you begin creating your product.

Rule Number Two in the realms of product development – is very simply, see rule number 1! You see, some product ideas should *not* be developed, and while it's hard to 'let your baby go', sometimes you just have to.

These things can 'make or break you' – they have the potential to *make* you thousands, or cost you.

The choice is yours. Go for it.

Download and listen to this
Audio File Now.



[Click Here for Part Three](#)

- Featured -



[Click Here to Find out More](#)

Part Four: How to Find Ideas when You Don't Have Any.

You've probably come across a few 'products' about this one topic already... you know the type, keyword this, research that, long tail-word this, short URL that etc. etc. etc., almost ad nauseam.

I'm not here to debunk those ideas today, because sure enough, most of them do work – but I do want to ask you one question... “Would you rather make this whole thing really easy or really hard?”

Pretty much a dumb question isn't it? But not surprising though if you've been Online any length of time, because the more and more 'research' you do into “product research” the more and more so-called magic formula, bullet proof secrets and hidden marketplaces you seem to come across.

Well, here's the truth: these so-called hidden 'secrets' were all around back when I was first getting started Online in 2000. So today I'm going to break down all those 'rules' of the game and tell you the no BS hands down truth – when it comes to product ideas and product creation, there are **no** secrets, only things that someone else knows and you don't! As you look to find new ideas, it really doesn't matter what you look for or how long the title may be or how much competition it might have. All these things are irrelevant at this time – you're just looking for some ideas and inspiration.

[Sidebar: It really doesn't matter how much competition you may have when you create your product, because all you need to make it hugely successful is just one or two good joint venture partners, nothing more.]

So then, with that aside... where do we go for inspiration and new ideas? I'm going to suggest to you that you don't immediately go looking for 'gaps' or holes in the marketplace or some missing piece that you can fill in the puzzle with. Sorry, there are none. Not any more.

I'm going to suggest that you go looking for the most popular and successful products in your marketplace or genre and ask yourself, “How can I make this better?”

I'm also going to suggest that you go looking through the article directories and find out which are the most read articles in whatever categories because these are the things that people are interested in.

Yes, you can also go looking for ideas in the search engine keyword lookup databases, such as Google's Adwords program. If you need to target a real tightly focused marketplace then go look at the smaller Pay Per Click search engines or directories that cater to that marketplace.

And then there are the directories; have you had a look around Dmoz or Yahoo or About. What about Google or Yahoo Answers? And if these sites are not around by the time you get to reading this article, what other directory sites can you find and scan through?

Have you also thought of going to your local library or newsagency and looking at the trade magazines for your product type? What about the hobby magazines, or local business publications from chamber and commerce groups etc?

The list is endless.

Finally, what should you do with these ideas as you're looking for them and some thoughts come to mind... you pick up your recording device and make notes of those thoughts and the ideas that they produce.

The biggest mistake that people make is believing that they have to have all the key elements in place for one certain idea to determine "yes it's good" or "no it's not" before they move on – no! When you go out looking for ideas, do just that... look.

Once you've got half a dozen or more ideas, *then* you can begin your research to see if any of them have merit; but just like in a group brainstorming session, don't cut your eyes out before you see the potential in your ideas.

Find them, record them, leave them alone a while – then come back to them.

Download and listen to this
Audio File Now.



[Click Here for Part Four](#)

Part Five: How to Determine if Your Idea is a Good One.

There is certainly some truth in the old well worn phrase "There's gold in them there hills." Yep, there sure is. By the same token, 'If there ain't no gold, ain't no point in climbing up them damn hills in the first place!'

Wouldn't it have made things so much easier for those old time prospectors if they could have seen deep into the ancient depths of prosperity before they started digging? How about before they set up camp? On thinking about it, if I was one of them, I'd want to know where the gold was well before I even left home!

Wouldn't you?

For the purposes of this article I'm going to assume that you've got some ideas together and now need to determine if those ideas are of any value to others, i.e. Will they pay for them....

While there are a number of ways to figure this out, I believe the best way without doubt is to ask them. That's right, go out and ask your potential customers exactly what they would want in a product about 'whatever' you're working on. All you need to do is put together a small survey asking what they would want in such and such a thing or ask them what was wrong with whatever and how they would want it to be better / work better / provide better results etc.

It doesn't really matter how you do it, just do it. Ask them!

"Tell me John, what's the single biggest problem you feel you face when it comes to creating your own products?"

That's a good question for Product Creation Secrets, don't you think? Did I ask it? Absolutely! I'd be mad not to.

The question for you now is this... *where* do I find the people to ask? Easy – hang out at the forums where they hang, post the question on your website and ask your visitors, create a new page on your website and direct small cost pay-per-click traffic to it. Place an add in the local classifieds if you have to and have them call a recorded number to give their answers, attend a seminar, put it on your stationary, your business card – you can even joint venture with other publishers and begin a collaboration from the get-go... they ask their list the question, you create the product and give them first rights to "sell it" on a JV with you. Do it right and you'll effectively be offering them a 50% commission on a product specifically designed for their readers / visitors for them, by you – for no cost whatsoever. OMG, awesome idea!

What are you waiting for? Go out and start asking now!

Download and listen to this
Audio File Now.



[Click Here for Part Five](#)

Part Six: How to Determine Your Products Purpose.

Just because we're talking about "product" here doesn't automatically mean that it's the type of product that has to be "purchased", does it? You're reading these articles aren't you... where are

you reading it, on a website, in a Blog, in an eBook? To gain access to this information you didn't have to pay anything at all – so it can also be with your product.

The final step before you actually begin creating your product (and I am talking specifically about eProducts at the moment), is for you to determine its purpose.

Are you going to use your product to generate cash or are you going to use it generate leads? While you think that there are more choices than that, if you're in the business of running a business then there are not. Do not go creating some product just because you want have an ego trip – create it for a purpose.

Income Opportunity – this is the most simplistic purpose of the two and really doesn't require any explanation at all. You've come up with an idea, you've done your research to determine its validity – and you're ready to put it together. Your goal is to have people pay for it. Simple. Easy. Uncomplicated.

But what about the back-end? What about the inbuilt referral program? What about the lead capture and up sell? Before you begin creating / writing / developing your product you must begin with the end in mind. You need to ask yourself, *how* will they (your customers) access and consume it (online / downloadable / printable copy). You need to ask what type of platform it will be delivered on (web only / iPod / eBook Reader). You need to ask *what* are your customers going to want to do once they've read it / consumed it / used it. You'll need to ask yourself, “How can I bring them back for repeat business?”

All of these questions should come into play *before* you begin creating your product. In a nutshell, the 'end' that you should 'have in mind' for your product must push well beyond the consumption of the product and deep into the future. Always seek to create something that delivers more than a once off purpose.

Lead Generation – But what if your purpose is not to create cash, but instead leads or subscribers or traffic or affiliates (or partners or subscribers or clicks or download and so on and so on...). Then similar questions need to be asked as above. The one difference being that you don't want to have them 'buy' but rather “own”.

Here's the difference... when your customer 'buys' something from you, while they may then technically own it, they still know it's yours. However, when looking at eDelivery of free downloadable products (and I strongly suggest that for free product that you ONLY consider digital download or Online service delivery – don't let it cost you anything)... and so when looking at these free digital downloads; you MUST find some way of making them Viral. The thing is this – when you still hold some rights of 'ownership' your customer is not likely to want to give it away because there is little benefit to his or her business. But if it's free with options, and they have some part in 'ownership' (such as the ability to re-brand or co-brand) then they are *very* likely to want to give it away.

And so it becomes viral and so on and so on; they give it away and they 'they' give it away and all the while you still have your name and your purpose attached to it, such as lead generation where in order for people to get their own 'co-brandable' copy, they must go to your website first.

Got the idea? And if you're not sure about it yet, do the maths. Let's say that only 10 people download it from your website, and then those ten each have ten people download it, and then those 100 each have ten more and those ten more also. Even if that happened only once with each of those

ten by ten people in a 12 month period, my calculator tells me that 10,000 people would now have your eProduct in their hands. Now what if only 1 out of 10 decided to get their own co-brandable copy and distribute it – that’s still 1,000 people who could have (if you set things up right and begin with the end in mind) come to your website and joined your list (or fulfilled your purpose whatever it was) and become high quality prospects or partners.

So maybe a ‘purchase purpose’ isn’t quite the right thing for you right now?

These questions are things you must ask and you must KNOW before you even *consider* creating a new product.

Time to get started though, don’t you think?

PS. One last point... if you’re not sure what the best way to go is, how should you determine that? The same way as you determine the concept of the product itself... ask your potential customers.

Download and listen to this
Audio File Now.



[Click Here for Part Six](#)

- Featured -



[Click Here to find out More](#)

Part Seven: How to Make Your Products Last Forever

This will probably be the shortest of all the articles in this series. However, I don't want you to think that that means it's any less valuable. Let me begin by telling you a story....

I was talking to a fellow at a seminar some time back who was looking for new product ideas to kick-start his business after 6 months away from it. He told me how in the past he'd released a couple of eBooks that enjoyed moderate success and so therefore had a small customer database that he could begin promoting to immediately. After hearing what he had to say I suggested that he repackage his eBooks and add on an up-sell through a joint venture.

Nice idea, but there was one problem – his previous products dealt with the explanation and promotion of specific niche marketplace programs and applications that had “evolved” significantly in recent time, meaning, he could no longer sell his products individually because they were “out of date”! Ouch.

There is one crucial element in ongoing product success that you must... let me say it again, you must... and one more time – you **MUST** do: You must make sure that your products **ARE NOT** tied down by time. That means that you must be very aware and very careful not to make references to things outside of ‘the general’ that could possible time-date your product.

Don't think that can happen? Why don't' you try going back through your archives and have a listen to / read some older eProducts from 5 years of more ago. Why don't you do a search Online and see how many current products you can find that promote fax-blast marketing, or see how many people are still talking about Overtue as the best PPC search engine available. Are we still marketing with bulletin boards or do we go Web 2.0 for better results.

[Sidebar: Even the mention of the term “Web 2.0” can time-date the article.]

The thing is, you'll never know what technologies and terms are no longer being used until after they are no longer being used. As an illustration, even to use the name Google could restrict your product from being saleable in the future... I mean, once upon a time GM was one of the strongest most reliable companies on the planet, wasn't it?

So here's my suggestion: if your product **is** a tech explanation product and there is no way that you can get around not using and referring to current technologies, break your product into two different parts – part (a) is the generalisation part, the explanation of the concepts, ideas and philosophies; part (b) is the tech part, the time dated part, the bit that very likely will change in the years to come.

Then, as you released new and updated versions of your product in the future you'll no longer have to rewrite / rerecord the entire thing, but rather, just the second part. You'll save yourself dozens, possibly hundreds of hours over the years and therefore save yourself countless thousands of dollars by taking this approach before you begin.

Finally, let's not forget to mention the tens of thousands of dollars you could potentially continue to earn in years to come by creating and selling products that don't have a use-by-date.

Go for it.

Download and listen to this
Audio File Now.



[Click Here for Part Seven](#)

Part Eight: Choosing Your Format.

It's the final step, you're almost there – all you need to do is put your product together and you're off and running. So go for it, what's stopping you?

Just one thing –

As with any part of the process, you should never launch into it without first consulting your prospective customers; and how do we do that? We ask!

These days when most people think about publishing Online they immediately think PDF... of course, who wouldn't? Well, you may be right, but what if you're not? What if PDF doesn't allow all the options that you want to give?

There is of course the 'older' .exe format, zipped up for easier distribution – but it too has limitations.

So maybe you'll want to look at online delivery; either free open access or in a password protected area. The choices however, are not yours to make – they are your customers.

When deciding though, you need to weigh up the facts and options, what does your project need? Is it just text? Do you use audio? How about video? Maybe you have additional downloads and / or a combination of all of them – the only way you can really decide how to deliver your product is to ask... what do your people want?

If you go with PDF, just keep in mind that if someone down the line dishonestly puts it Online then it can (and most likely will be) spidered by search engines and made available for the world to see, just like any web page. Plus of course you won't have as many formatting options as you would a compiled HTML eBook delivered in .exe – yes, this offers much more security, but your buyers may

be more wary of downloading it. So perhaps you should just go then with online delivery behind a password protection... but then some people *do* like to download, print and read.

My suggestion? Provide a combination of them all – but above all, ASK.

**Download and listen to this
Audio File Now.**

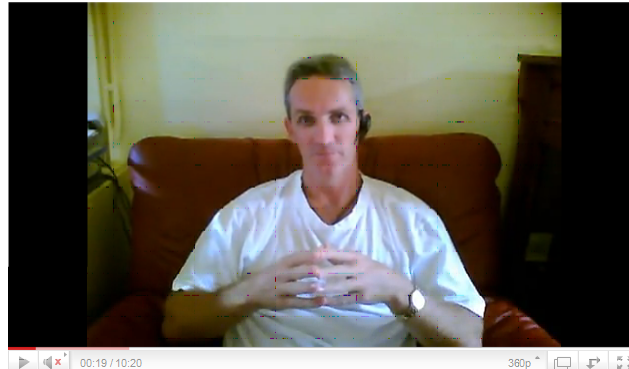


[Click Here for Part Eight](#)

Watch the bonus video on YouTube

Product Creation Secrets 2

paulbarrs 40 videos Subscribe



[Click Here](#)

Part Nine: Some Thoughts on Marketing.

Well, you've made it this far. If you've done everything according to plan then you should by now have a high quality, very saleable product which is ready to go.

But let's backtrack moment and just assess the checklist –

However you came up with your concept and original idea, you did your initial research to determine if there was a marketplace for your new product, right? Once you'd done that you took things that one step further and found your potential customers and began to survey them to find out *exactly* what it was that they might want in a product of the type that you were creating.

You did that didn't you? Of course. Because by now you'd know that if you were to shortcut any of the process then this final step of marketing is going to be nothing but a hard-slog battle where you'll feel like you're walking uphill the whole time.

However, you did what you had to do and have found a ready and willing marketplace, a "room full of buyers" so to speak; you've asked them what type of problems they've been experiencing with similar products, you've asked them what they would want different and you've even asked them how they would like it to be delivered to them afterwards.

Not only that, now being armed to the teeth with a 50-cal cannon of customer-focused content comprehension, you've then gone and sought out the industry leaders in your marketplace or become one yourself and created a product that has been designed to specifically meet the needs of those people whom you surveyed and "met in that room."

You're ready. You're set. You've got it up on the web. Your sales copy and ecommerce system is now in place and you've liked in an affiliate program, finally there is nothing standing in your way ... so what now?

You give it to them. That's right, contact those people again and give it to them – for free!

Yep, you heard me correct. Before you do anything else you need to get your product into the hands of at least 50 people who will be brutally honest about its content, quality and perceived purpose. Does it meet their needs? Fantastic! Does it give them what they wanted, what they *asked* for? Brilliant! That's what you've been waiting for... and if it doesn't, go back, make some revisions and get it back to them – and then... yes, and then – you're really ready.

And here's the best bit: you won't have to do a thing. The book, product, whatever it is will go on to sell itself and these people who have helped you develop it will do the rest of the work for you. No need for search engine stuff, forget about backlinks, forget advertising costs, forget all that promotion crap that you've struggled with all these years... those first 50 "customers" will do everything that you've ever wanted and sell it for you. All you need to do is ... what...?

Ask them.

Ask them for a testimonial. Ask them to join your affiliate program. Ask them to joint venture with you. Ask them if they'd like a custom branded copy to co-promote with their customers. Ask them to tell their friends about it. Ask them, ask them ASK them!

Imagine if each of those 50 only referred a measly 10 customers to you – that'd still be 500 sales. Not too bad if that's all that happens in your first month of promotion for your \$37 eBook, or your \$147 eVideo Program. Imagine if it were a \$497 DVD program. Don't believe it's possible? I *know* it is.

And so do hundreds of other net-marketers. How would you like to enjoy their kind of success? How would you like to be one of *their* partners? And how do you do that?

You ask them.

Download and listen to this
Audio File Now.



[Click Here for Part Nine](#)

- Featured -

AT LAST!

The **"COMPLETE"** Answer to the **ULTIMATE** Question!

"How do I make money on the internet?"

[Find out the answer at Maximum Success University!](#)

The brand new private site by Paul Barrs...

Free Viral eBooks (Get your own branded copy)

Did you enjoy Product Creation Secrets?

Would you like to get your own free branded copy to help promote your business and website?

Would you like more traffic to your website?

It doesn't get any easier than this –

Go now to <http://www.freeviralebooks.com> and login (registration is absolutely free). There are no strings, no up-sells, and no hidden strategies.

Free Viral eBooks is fast becoming *the place* to help online business entrepreneurs grow and build targeted website traffic in the internet business arena. Our eBooks are absolutely free to get and absolutely free to give away.

- Build your list by offering this eBook as a subscription incentive to new visitors.
- Build confidence and trust by offering fresh, quality downloadable content.
- Put *your* name and *your* website address on the title page – get exposure.
- Re-brand targeted affiliate links with *your* Clickbank affiliate link.
- Get access to the same tools and services we use to build our business.

Licence Rights:

[YES] Can give away

[YES] Can be added to membership sites (free or paid)

[YES] Can be packaged with other products

[YES] Can be given to list subscribers

[YES] Can be used as bonus product

[YES] Can pass on 'giveaway rights'

[YES] Can be given away on public download

[YES] Can be used as free web content

[NO] Can be edited and your name put on it as the author.

[NO] Can be broken into multiple chunks

[NO] Sales Letter included

[NO] Can be offered through auction sites

[NO] Can be sold

How does viral marketing work?

Back in 2003 I purchased the rights to brand a viral eBook called “The Webmaster’s JavaScript Toolbox 2003” I put my name and my website on it and sent it out in the world wide web - at last count that eBook is now being given away on tens of thousands of websites, and just one of those websites has given it away almost 50,000 times!!! Check it out for yourself –

http://download.cnet.com/Webmasters-JavaScript-Toolbox-2003/3000-10247_4-10207796.html

Viral marketing is a simple concept that relies on the old referral style of ‘word of mouth’, except online it’s called ‘word of mouse’!

When you partner with [Free Viral eBooks](#) you will be able to place your own affiliate links inside the eBook instead of my own (as with any others that are on offer). Then with the power of viral marketing beginning to work for you, as you give your branded copy away to your website visitors most of them will also give it away to their friends and visitors as well. That means your affiliate links are getting out in front of more and more people.

But Paul, won’t people just go and re-brand it for themselves?

Yes, some will, but not most. With over ten years running online businesses I have come to see that only 3 out of 10 people will **actually put in the effort** to actually re-brand this eBook? Why? Because as a general rule people are intrinsically lazy they *don’t do what they know they should do* – even if it’s good for them!

Do you doubt me for a moment? Take a look around your friends’, family, and work associates; no offence meant, but how many of them are actually living up to their potential? How many of them are striving to become better at this game of life that you and I have learnt that we must play and play well in order to *win*? If your friends family and associates are like mine and just general every-day people who already enjoy what they’re doing, then chances are ... not many are either going, or are prepared to ‘go the extra mile’.

But for me... and perhaps for you – we want for a little more, don’t we?

So what does that mean to you? It means that 7 out of every ten copies that you give away will start floating around the internet and get found and get passed on by other people that you don’t even know. When these people click that link on the title page – they go through your referral link – *that’s* viral marketing!!

Viral marketing can provide so much traffic that once started you can’t turn it off no matter what you do!!

That’s the POWER of Viral marketing!!! Go now to [Free Viral eBooks](#) to get started on your own potential traffic landslide.

Click here now: <http://www.freeviralebooks.com>

Service...

Problems downloading the audios?

You can download the direct files as listed below.

<http://audio.paulbarrs.com/productcreationsecrets/product-creation-secrets-00-introduction.mp3>
<http://audio.paulbarrs.com/productcreationsecrets/product-creation-secrets-01-recording-ideas.mp3>
<http://audio.paulbarrs.com/productcreationsecrets/product-creation-secrets-02-sorting-ideas.mp3>
<http://audio.paulbarrs.com/productcreationsecrets/product-creation-secrets-03-test-measure.mp3>
<http://audio.paulbarrs.com/productcreationsecrets/product-creation-secrets-04-ideas.mp3>
<http://audio.paulbarrs.com/productcreationsecrets/product-creation-secrets-05-determine.mp3>
<http://audio.paulbarrs.com/productcreationsecrets/product-creation-secrets-06-purpose.mp3>
<http://audio.paulbarrs.com/productcreationsecrets/product-creation-secrets-07-forever.mp3>
<http://audio.paulbarrs.com/productcreationsecrets/product-creation-secrets-08-format.mp3>
<http://audio.paulbarrs.com/productcreationsecrets/product-creation-secrets-09-marketing.mp3>

Get more Podcast / Seminar Training...

PaulBarrs.com



[Click Here to Visit PaulBarrs.com](http://paulbarrs.com)

Want Your Own FREE branded copy of this eBook?

Visit [Free Viral eBooks](#) today!

