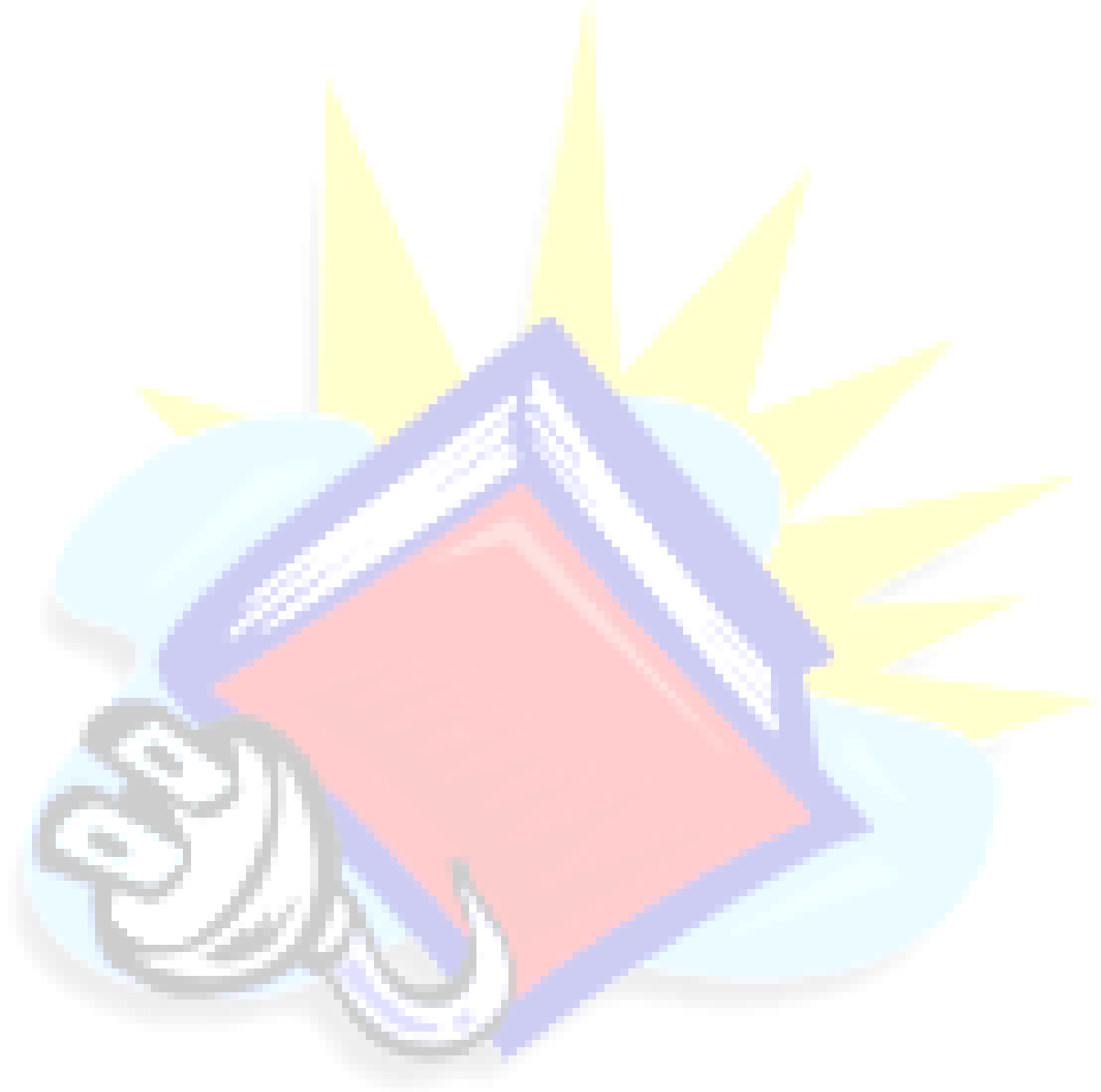


# Create Product In 5 Easy Steps!



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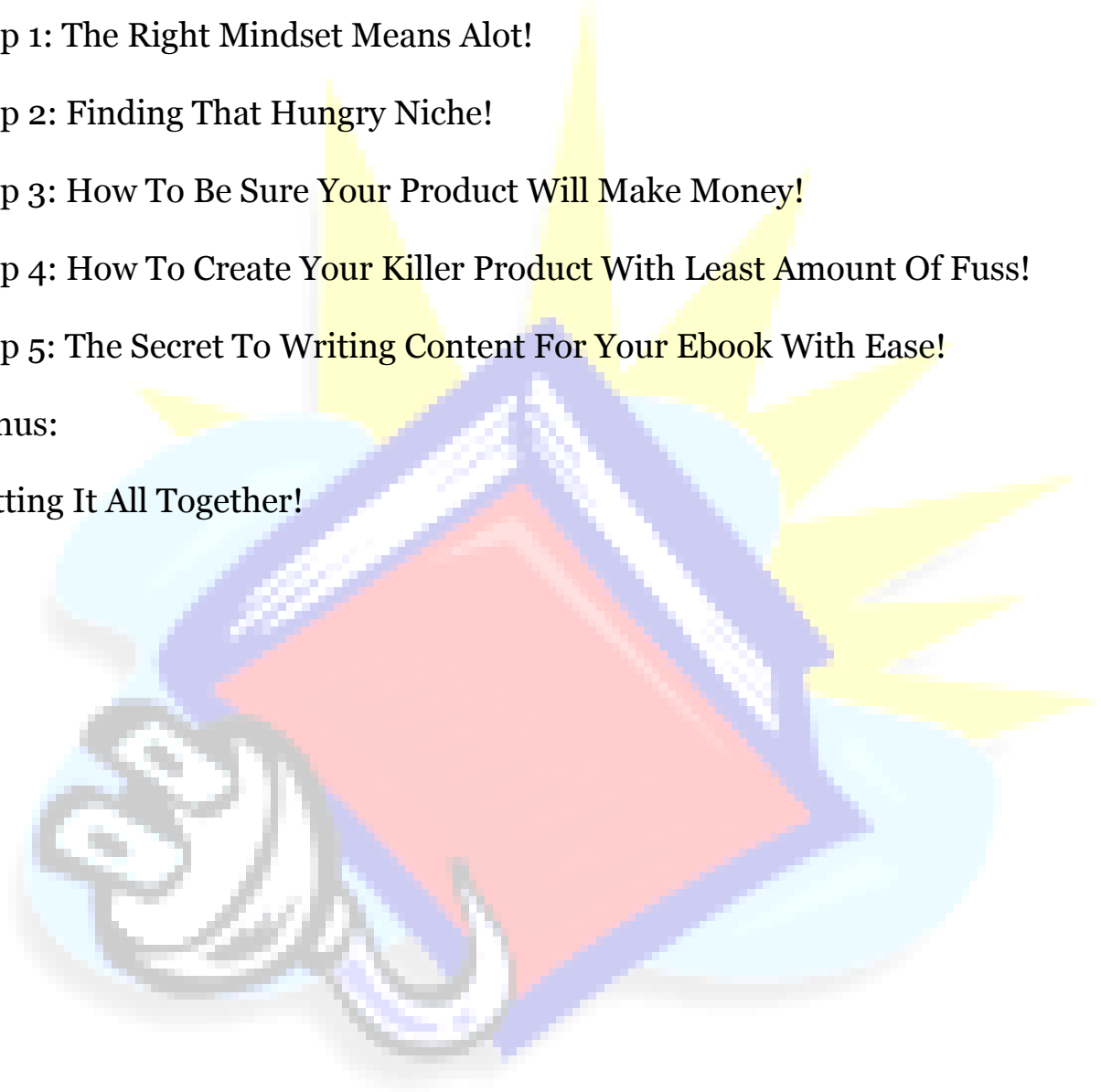
Step 3: How To Be Sure Your Product Will Make Money!

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# Introduction

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

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

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

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

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

Right let's get started!

To Your Success

Your Name



# Step 1: The Right Mindset Means A Lot!

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

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

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

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

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

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

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

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

“Is this going to work?”

“Is all this work worth it?”

“Will my product sell?”

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

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

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

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

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

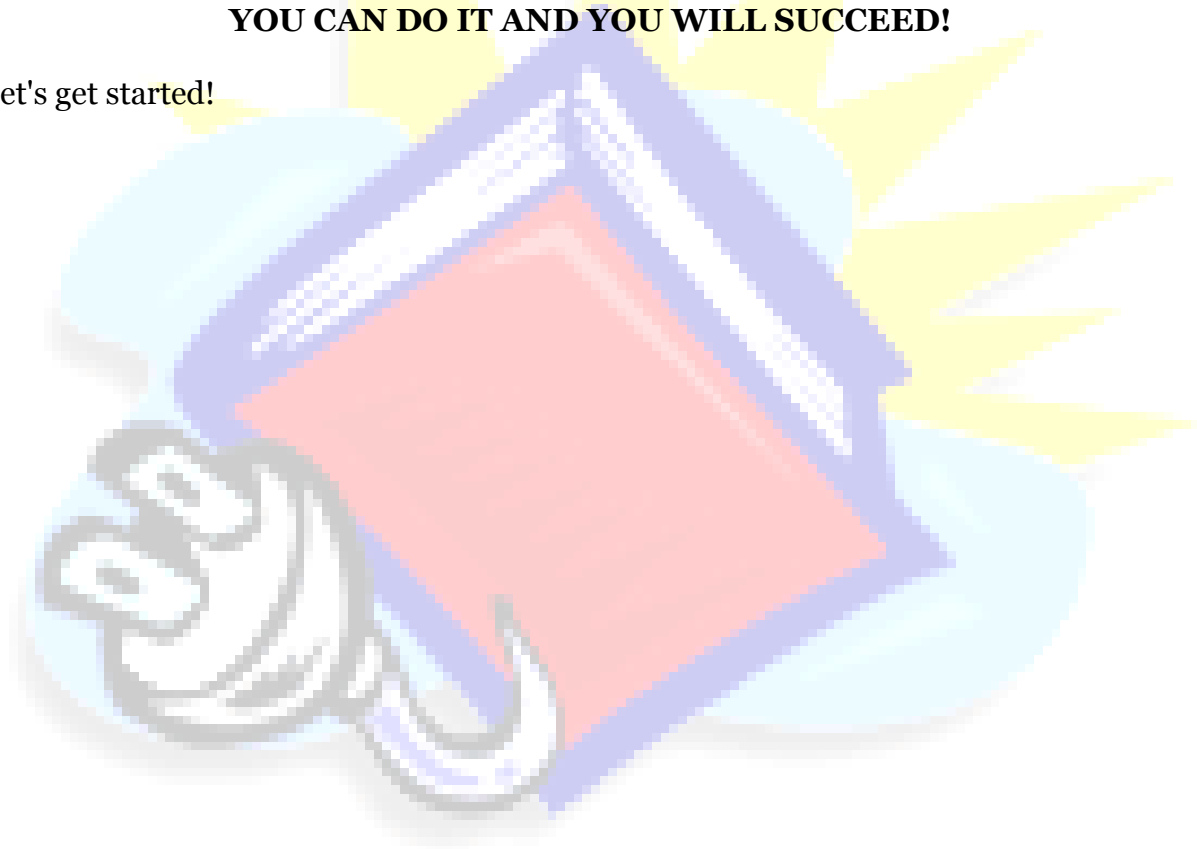
Take action today and you will see results and I am here to help if you need it.

Whether it takes you 2 days or 2 weeks to follow these steps see them through to the end and I Guarantee you will make money online!

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

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

So let's get started!



# Step 2: Finding That Hungry Niche!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Here is what the tool bought up for the keyword “Dog Training”:


### Keyword Selector Tool

Not sure what search terms to bid on?

Enter a term related to your site and we will show you:

- ◆ Related searches that include your term
- ◆ Estimated number of times that term was searched on last month

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

dog training 

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

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

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

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

Do bear in mind though that your niches search results should have more than 500

searches per month at the very least.

This works out at about 16 unique searches per day on Overture. Overture is a search engine that is not as big as Google so you can times the results by 4 to get a more accurate view of how many people are searching for a certain phrase.

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

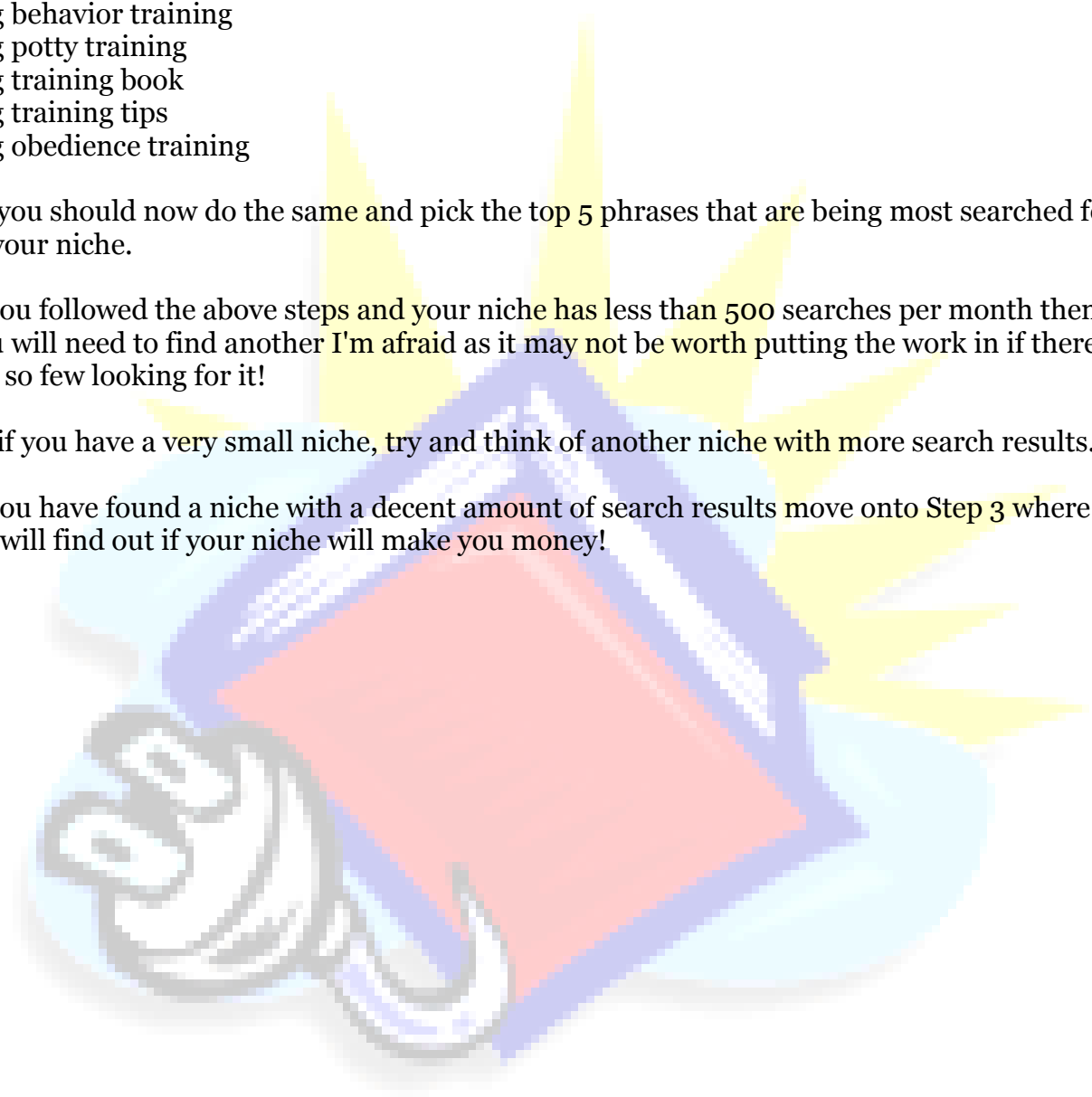
dog behavior training  
dog potty training  
dog training book  
dog training tips  
dog obedience training

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

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

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

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



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

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

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

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

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

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

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

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

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

This is what Google brought up for me:



dog training

Search

Advanced Search  
Preferences

Web

Results 1 - 10 of about **88,800,000** for **dog training**. (0.11 seconds)

**Dog training problems**

Sponsored Links

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

**Canine Behaviourist**

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

**"Secrets of Dog Training"**

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

Sponsored Links

**Dog Training UK**

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

**"Dog training that works"**

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

**Stop Dog Aggression**

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

**Dog Training Tips & More.**

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

**Potty Training Puppy**

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

**Dog Behaviour Training**

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

**Dog Training Books**

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

**Potty Training Puppy**

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

[More Sponsored Links >](#)

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

Noncommercial, comprehensive site on all aspects of dog training & behavior. Arranged as a virtual library & emphasizes pointers to full-text articles. [www.uwsp.edu/psych/dog/](http://www.uwsp.edu/psych/dog/) - 18k - [Cached](#) - [Similar pages](#)

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

A library of LOTS of online articles on all aspects of dog training. [www.uwsp.edu/psych/dog/library.htm](http://www.uwsp.edu/psych/dog/library.htm) - 21k - [Cached](#) - [Similar pages](#)

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

Adam reveals which dog training techniques, methods and dog training approaches are most effective. [www.dogproblems.com/](http://www.dogproblems.com/) - 71k - [Cached](#) - [Similar pages](#)

**Dog Training Information** 🐶 Pets

Website created to help new and old dog owners train their pets. Information about dog training, equipment and food. [www.dnepimport.com/](http://www.dnepimport.com/) - 14k - [Cached](#) - [Similar pages](#)

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

Teach your dog with training developed by the Original Dog Whisperer. ... "Paul Owens is hands-down the best dog trainer I've ever worked with! ... [www.dogwhispererdvd.com/](http://www.dogwhispererdvd.com/) - 47k - [Cached](#) - [Similar pages](#)

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

Dog training tips about housebreaking, puppy training and dog behavior Develop your dog's full potential Information articles & dog directory,. [101-dog-training-tips.com/](http://101-dog-training-tips.com/) - 21k - [Cached](#) - [Similar pages](#)

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

American Dog Trainers Network -- Your Dog Training & Behavior Resource Center. [www.inch.com/~dogs/](http://www.inch.com/~dogs/) - 11k - [Cached](#) - [Similar pages](#)

**Dog Training » Home** 🐶 Dogs

Welcome to FreeDogTrainingInfo.com! You have just discovered a goldmine of free information about dog training, behavior problems, puppy and adult dog care, ... [www.freedogtraininginfo.com/](http://www.freedogtraininginfo.com/) - 21k - [Cached](#) - [Similar pages](#)

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

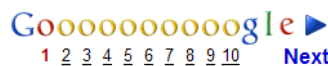
Professional dog training & obedience from reputable dog trainers. [www.pets4you.com/train.html](http://www.pets4you.com/train.html) - 26k - [Cached](#) - [Similar pages](#)

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

Offers behavioral and training advice by e-mail, as well as a range of books and articles. [www.dogtrainingbasics.com/](http://www.dogtrainingbasics.com/) - 9k - [Cached](#) - [Similar pages](#)

Searches related to: **dog training**

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



Download [Google Pack](#): free essential software for your PC

dog training Search

[Search within results](#) | [Language Tools](#) | [Search Tips](#) | [Dissatisfied? Help us improve](#)

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

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

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

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

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

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

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

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

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

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

For instance what is the top Adword Ad?

For the dog training niche it is:

Dog Training Problems  
The Professional Solution  
Remote Collars & Electrical Fences

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

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

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

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

for their phrases.

[Login](#) | [Subscribe Now!](#) | [Forums](#)



Browse by: [Categories](#) [Industries](#)  
  [Advanced Search](#)  
e.g. "Web Scraping", "velocityscape.com", or "Velocityscape"

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

All you need to do is type in your main phrase into the Spyfu search bar and it will display the information we want.

You will need to do this with each of your phrases but I will go through the process with my example phrase “Dog Training”.

This is the info that SpyFu bought up for the phrase “Dog Training”:



Browse by: [Categories](#) [Industries](#)

dog training

Search

[Advanced Search](#)

e.g. "Web Scraping", "velocityscope.com", or "Velocityscope"

dog training [Add to My Terms](#)

**Cost/Click:**

**\$0.80** **-\$0.07 (-7.49 %)**

Clicks/Day: 64.78 **+22.91 (54.72 %)** Advertisers: 20 **-1 (-4.76 %)**

Cost/Day: \$52.10 **+\$15.69 (43.11 %)** Search Results: 18,200,000 **-22,000,000 (-54.73 %)**

[\[-\]](#) Adwords Results

Advertisers: 20 **-1 (-4.76 %)**

You will receive more info showing the Google Adwords ads but we are only interested in the top bit as shown above.

Let me explain what this data means and how it is relevant:

**Cost/Click:** This tells us the average cost to the advertiser per click, so you can see that the average advertiser is spending \$0.80 per each click. The higher amount is the better as if they are spending a lot of money per click they must be getting sales! (normally anyway!)

**Click/Day:** This shows us the average amount of clicks per day an advertiser is getting on that phrase. If this is high it is better also as it means people are searching for information on that phrase.

**Advertisers:** This shows the number of advertisers bidding on this phrase. Ideally this number should be lower than 20 as it means that there is more than 20 different competing Google Adwords and if you can find a good niche with low competition then this is better. Don't worry too much about this though as if it is high you can get people to promote your product!

**Cost/Day:** This shows the total daily cost to all advertisers that bought this keyword/phrase this just shows you how much an advertiser is prepared to pay to stay at the top. Normally the more the better, as if the advertiser is willing to pay more than they must think the keyword is profitable!

So all you need to do is go through each of your 5 keywords and see the results using this tool.

Ideally you will be looking for all the figures to be high and the competition low (lower than 10 competing ads can be a goldmine!).

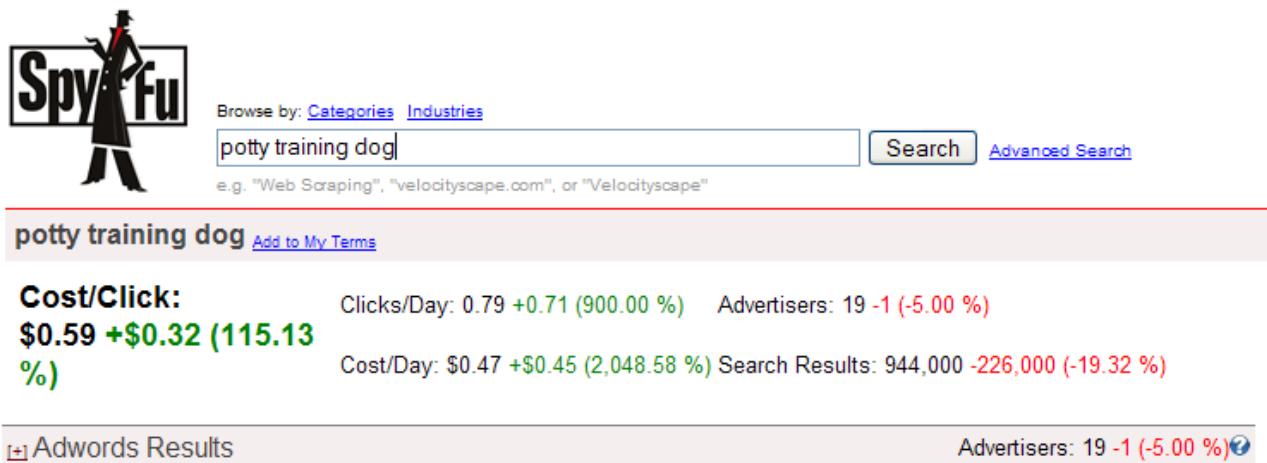
However as long as people are spending money and there is a market there you will make money 99% of the time!

Also you should now start thinking about narrowing down your niche for product creation using this tool.

For example I have been focusing on the keyword “Dog Training” however it is a good idea to focus on an **actual topic** within a subject like “Dog Potty Training” in my example.

This is not always the case but does mean you can focus in on one point and will be easier when creating your product and more targeted.

Here is the results for “Dog Potty Training”:



The screenshot shows the SpyFu search interface. At the top left is the SpyFu logo, which includes a silhouette of a person in a trench coat. To the right of the logo, there are links for 'Browse by: Categories Industries'. Below this is a search bar containing the text 'potty training dog', a 'Search' button, and a link for 'Advanced Search'. Underneath the search bar, there is a small text note: 'e.g. "Web Scraping", "velocityscape.com", or "Velocityscape"'. Below the search bar, the results for 'potty training dog' are displayed. The results include a 'Cost/Click' of '\$0.59 +\$0.32 (115.13 %)', 'Clicks/Day' of '0.79 +0.71 (900.00 %)', 'Advertisers' of '19 -1 (-5.00 %)', 'Cost/Day' of '\$0.47 +\$0.45 (2,048.58 %)', and 'Search Results' of '944,000 -226,000 (-19.32 %)'. At the bottom of the results section, there is a link for 'Adwords Results' and a summary for 'Advertisers: 19 -1 (-5.00 %)'.

As you can see from the example above this phrase is a lot more focused and is still very competitive.

However although it is saying we would only receive 0.79 clicks per day if you created a product on how to potty train your dog you would get more sales than if you created the same guide and bid on just the phrase “dog training”.

Does that make sense?

You should find a niche this way that tells people how to solve a problem or offer some solution.

So for this example I will settle on the topic “Dog Potty Training”.

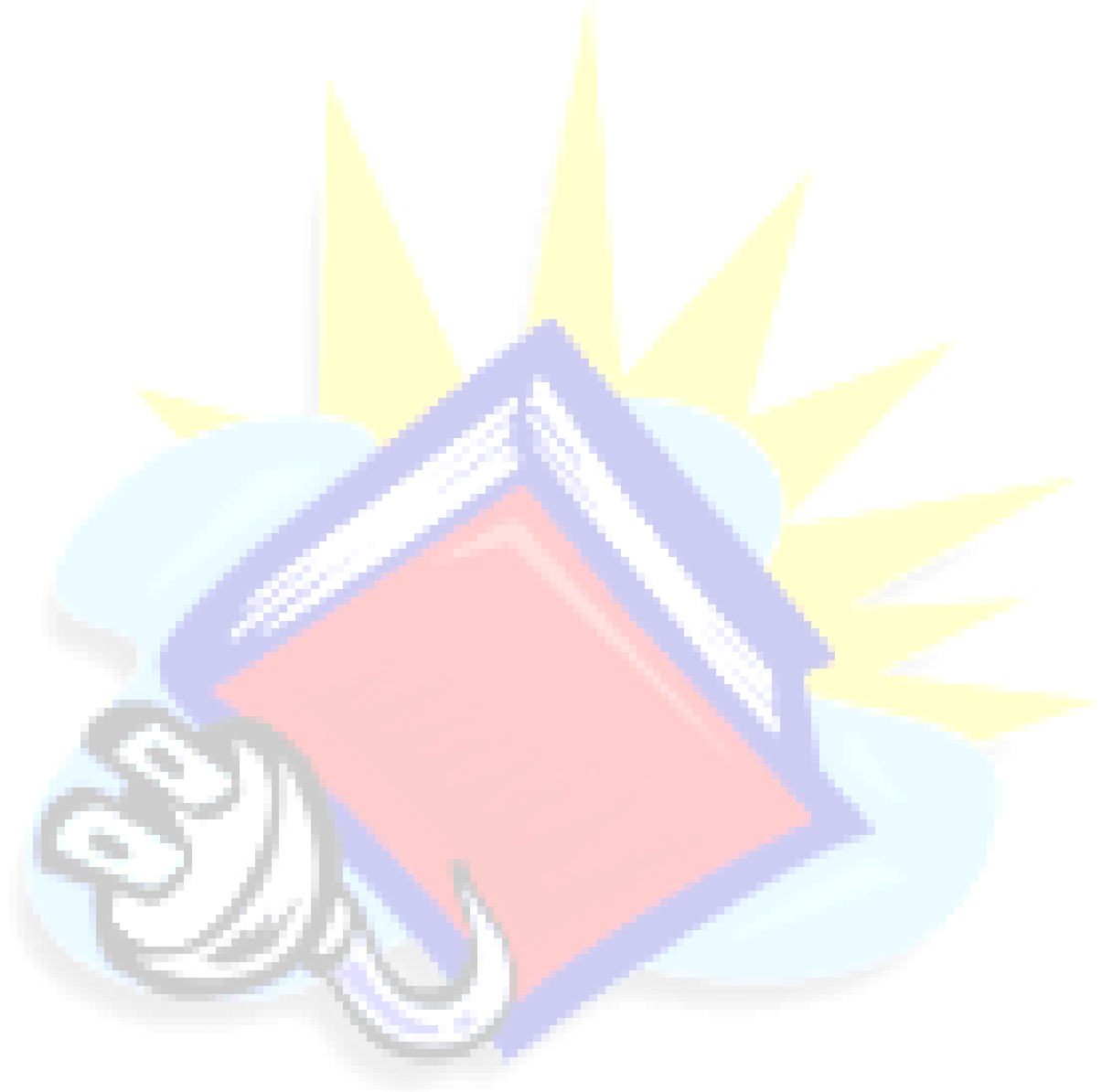
If you are having any problems with this part then just send me a quick email and I will help.

Also don't get too caught up on this just take each of your 5 phrases type them into Spyfu and note the results and see how much people are spending to be there.

Then select a phrase that solves a problem or that is more focused!

So I have settled on the phrase “Dog Potty Training”.

The next step will show you how to get started creating your product.



# Step 4: How To Create Your Killer Product With Least Amount Of Fuss!

Ok, so by now you should have a market that is profitable and all you need to do is create a product.

There are lot's of different products that you can create but for the purposes of this report we will create an Ebook and I will show you how to write a brilliant one even if you do not have a clue about the topic!

The reason that you should create an Ebook as your first project is it is without a doubt in my opinion the easiest product to get started with!

If your niche really takes off you can always come back and create an “add-on” product like educational videos, or an online course as an upsell but to start off with focus on an Ebook.

So let's get started:

First thing we need for our eBook is Chapters how do you know what chapters to put in your ebook?

Well you need to know what people want answers too within your niche so for this we head over to Yahoo Answers.

**<http://answers.yahoo.com/>**

Yahoo Answers is an excellent resource to see what people are wanting answers to within a market.

It is an awesome tool to find out what the chapters or sections of your eBook should be.

So all you do is type in the market phrase you have decided on into the search bar for instance mine is “Dog Potty Training” so I will type this in, here is what comes up for me:

ask.



answer.



discover.



Search for questions:  Search [Advanced](#) [My Profile](#)

Home > Search Results

### Search Results

1 - 10 of 1,266

SPONSOR RESULTS

#### Dog Potty Training Tips

[www.Puppy-Housetraining.com](http://www.Puppy-Housetraining.com) - Get proven and easy dog potty training solutions that work fast.

#### Dog Housebreaking - Tired of Trying?

[www.DogProblems.com/housebreaking](http://www.DogProblems.com/housebreaking) - Try Our Method And Housebreak Your Dog At Any Age - Fast And Easy.

**Advice please! Scared rescue dog - potty training regression - What are we doing wrong?**  
...7mth old dog from the shelter...except to potty outside, eat...BUT\* potty training has... NEVER scold because of potty issues. ... a fearful dog more fearful which may...  
Asked by [Bee](#) - 4 months ago - [Dogs](#) - 10 Answers - Resolved Questions

**(Dog potty training - see details) We have two girl cockerspainel/poodles (cockapoos) and we have tried to... potty train them but it... on how to potty train them? We... want. Read the link below for potty training and crate training help...**  
Asked by [I Think I Know!](#) - 1 month ago - [Dogs](#) - 9 Answers - Resolved Questions

**Dog - potty training?**  
I have a small dog (13 lbs) and he's not really house trained. We don't put him... If you have a back yard. You need to put up a fence and a doggy door in your back door. If not you can get them to use a litter...  
Asked by [Suzanne](#) - 5 months ago - [Dogs](#) - 1 Answer - Resolved Questions

**Dog Potty Training?**  
... old and still not potty trained. We are moving... hate to say this, but get a crate. Dogs will not "go" where they have to sleep...  
Asked by [bananni15](#) - 1 year ago - [Dogs](#) - 8 Answers - Resolved Questions

**dog potty training?**  
...a 5 yr old male dog as much as i put...the time can he be trained to go out ... forever to potty train a human baby, and it...just putting the dog out...  
Asked by [sastious7](#) - 6 months ago - [Dogs](#) - 8 Answers - Resolved Questions

**dog potty training?**  
I just got a dog 2 days ago who...im trying to train him to go outside any... , but dogs learn by...about to potty, whisk it...My friend trained her puppy...  
Asked by [HunnyBunny](#) - 3 months ago - [Dogs](#) - 4 Answers - Resolved Questions

**Dog potty training problems...?**  
my dog is almost a... my dogs only 20lbs, and my... left alone, take the dog outside and stay out with her. Say "go potty" over and over until she...  
Asked by [Raven](#) - 11 months ago - [Dogs](#) - 7 Answers - Resolved Questions

**dog potty training problems?**  
i have a 1 yr old female weiner dog who refuses to go outside to do her business... carry her outside quickly, continue to say "go potty" or "go poo" through out the whole time u...  
Asked by [johnnie\\_099](#) - 6 months ago - [Dogs](#) - 6 Answers - Resolved Questions

**New dog and potty training?**  
...remerber how tedious it was to potty train our old dog. So, if you have any ... how to potty train a dog. DONT...in the potty spot. give the dog some...important in training a dog...  
Asked by [Claw](#) - 1 week ago - [Dogs](#) - 4 Answers - Resolved Questions

**Do I have any hope for this dog and potty-training??**  
...hope for her with potty training? I have 2 other dogs and not sure i... For potty training: Keep...between potty time...For gun training: She...  
Asked by [dawnthe lunchlady](#) - 9 months ago - [Dogs](#) - 3 Answers - Resolved Questions

SPONSOR RESULTS

#### Ugodog - Indoor Dog Potty

[www.ugodog.net](http://www.ugodog.net) - Innovative dog pottytraining toilet. Keep dog's paws and your floors clean. Good for your dog, good for your home, good for your wallet, and good for the environment.

#### Dog Behavior Problem

[FidoProblems.com](http://FidoProblems.com) - Learn How to Get Your Dog to Listen to You, Anywhere You Go.

1 2 3 4 5 6 7 >> 1266 results

Add your Answers search for "dog potty training" to My Yahoo!:



Answers International: Argentina Australia Brazil Canada China France Germany Hong Kong India Indonesia Italy Japan Malaysia Mexico New Zealand Philippines Quebec Singapore South Korea Spain Taiwan Thailand United Kingdom United States Vietnam en Español

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From the example it is hard to see, but there is 1,266 results for the phrase “Dog Potty Training”.

What you need to do know is search through the results and see what the main questions or subjects that are brought up are.

For instance for my example one of the topics that comes up a lot within “Dog Potty Training” is the question “Should I smack my dog when potty training?”

The answer to this question by almost everyone is a big resounding NO!

So taking the example I would think about entitling on my chapters “The 4 Reasons Why You Shouldn't Smack Your Dog While Potty Training!”.

The amount of chapters you pick for your ebook is Dependant on how many different questions are being asked but you should aim for about 5 or 6 chapters with good content.

More on how to get the content next, for now find 5 or 6 questions that are being asked and make a note of them as these will be the chapters of your ebook.

The top 5 issues I found for “Dog Potty Training” was:

- Should I Smack My Dog When Potty Training?
- Is It Right To Shout At My Dog When Potty Training?
- Should You Use A Crate When Dog Potty Training?
- What's The Best Routines To Potty Train My Dog?
- What Is The Best Way To Potty Train An Older Dog?

There was actually a lot more for “Dog Potty Training” but for your first product just focus on 5 or 6 main questions and save the questions in a notepad file and put them in the folder you made earlier.

These will be the main subjects or chapters for your eBook and all you need to do know is make a good title for each chapter and obviously add content to each chapter.

For the start of your book always start with an introduction where you can tell them who you are and what you are going to tell them.

This does not have to be too long however a nice little story will go down well.:

For the title of your Chapters I find that catchy titles following the top reasons routine works well.

So for instance you could entitle the first chapter

“The Top 10 Reasons Why You Should Not Smack Your Dog While Potty Training And The

## REAL Secrets You Must Know To Do Successful Potty Training!”

As with every other step do not get too caught up on the titles of the chapters as you start to put content in your Ebook you can always go back and change them.

I find these three guidelines help:

- **Try to think of a catchy title that grabs their attention**
- **Use words like “Secrets” or “Never Revealed Before” To Spark Interested**
- **Also use the top 10 reasons methods or 10 thins NOT to do when training your dog, as it is easier when you go to write your book!**

So to recap you should know have 5 or 6 questions that your product is going to answer and have thought of how to put them into catch Chapter names.

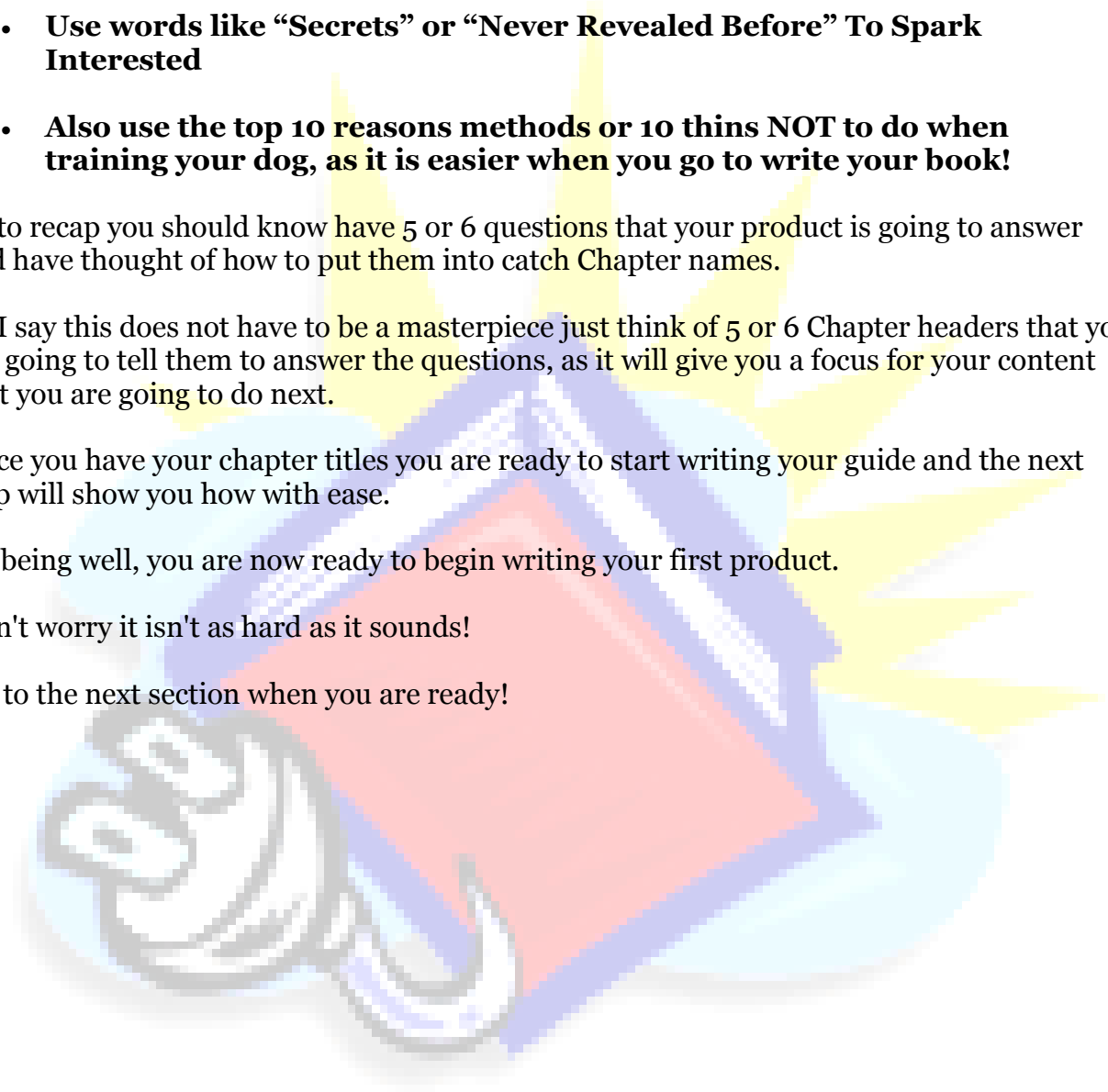
As I say this does not have to be a masterpiece just think of 5 or 6 Chapter headers that you are going to tell them to answer the questions, as it will give you a focus for your content that you are going to do next.

Once you have your chapter titles you are ready to start writing your guide and the next step will show you how with ease.

All being well, you are now ready to begin writing your first product.

Don't worry it isn't as hard as it sounds!

On to the next section when you are ready!



# Step 5: The Secrets to Writing the Content for Your Ebook with Ease!

Ok, you are now ready to begin writing the content for your Ebook. A lot of people find this very daunting but it does not have to be!

This step will explain how I find good solid content for my Ebooks and how you can get them written within have have a killer product within one day!

Want to know the secret to creating your own product super fast?

**ALL THE RESEARCH HAS BEEN DONE FOR YOU!**

You do not need to spend hours of painstaking research to write your next best seller as all the research has been done for you!

All you need to do to find good quality content for your Ebook is know where to find it!

The first place you should go is Ezine Articles

<http://www.ezinearticles.com>

Ezine Articles has thousands of articles that you can use for the content of your product.

Bear in mind you should not copy people's articles but you can by all means take the main points from an article and re write it in your own words.

Easy huh?

The only hard part is a lot of writing but stay on track and you should be fine!

Ok, the first thing you should do is go to the Ezine Articles homepage which is :

- EzineArticles For Authors**
- Submit Articles
  - Members Login
  - Benefits
  - Recent Articles
  - Expert Authors
  - Experts By Location
  - Read Endorsements
  - Editorial Guidelines
  - Author TOS

- For Publishers**
- Terms of Service
  - Ezines / Email Alerts
  - Manage Subscriptions
  - EzineArticles RSS

- For Everyone**
- Blog
  - Forums
  - About Us
  - What's New
  - Contact Us
  - Article Writing Shop
  - Affiliates
  - Privacy Policy
  - Site Map

Search EzineArticles

Search Articles

Advanced Search

EzineArticles Newsletter

Email Address:

Your Name:

Subscribe

We will never sell or rent your email address

**EzineArticles Marketplace**

Got Article Writing or Article Marketing Questions?

AskChristopherKnight

**Article Categories**

- Business
- Internet and Businesses Online
- Finance
- Insurance
- Legal
- Real Estate
- Home Based Business
- Writing and Speaking
- Computers and Technology
- Communications
- News and Society
- Relationships
- Reference and Education

- Health and Fitness
- Self Improvement
- Recreation and Sports
- Travel and Leisure
- Home Improvement
- Home and Family
- Pets
- Automotive
- Cancer
- Food and Drink
- Kids and Teens
- Women's Interests
- Arts and Entertainment
- Shopping and Product Reviews

**Author Spotlight**

**Mary Schaefer**

Level: Basic  
6 Live Articles  
Mary has always been interested in how the human element plays out in what, and ... [more](#)

**Sherry Sims**

Level: Platinum  
28 Live Articles  
With a strong background in Alternative Healing methods since 1987, Sherry brings all of these ... [more](#)

**Joshua Estrin**

Level: Basic  
7 Live Articles  
Joshua Estrin From Wikipedia, the free encyclopedia, Joshua Estrin (born 1970) is the founder/creator of the ... [more](#)

**Bill Piker**

Level: Basic  
13 Live Articles  
Senior Employment Counselor, ACE Employment Services Winner, experience Marketing in the ... [more](#)

**Joe Ross**

Level: Platinum  
41 Live Articles  
7 Live Articles  
Joe has been trading for more than 10 years and is a well known ... [more](#)

**Kristin Wooding**

Level: Basic  
7 Live Articles  
As a life long "Décor Warrior" and the owner of a mid-western Ontario redesign and ... [more](#)

**Recently Approved Articles**

From: Today, Sunday July 15, 2007

- About the Limitations - Part 2 - Be Specific, Have Faith, and Gratitude** By: Aldian Prakoso - Be as specific as you can; have faith that it will happen and stay in a mode of gratitude being thankful for everything you now have, but above all, you must have volition. Volition is the willpower, the free will and the desire for success. To get that you desire, volition is the swelling up of conscious thoughts that trigger the spark in the ignition that gets the car revved up and ready to go.
- Law of Success - Part III** By: Sharif Khan - Learn the Success Secrets of over 500 of the world's greatest achievers in this special three part educational series.
- How to Protect your Core** By: Jesse Miller - Are you infected with a spyware program that refuses to go away? Receive your free ....
- Discover the Emotional and Physical Symptoms of Anxiety and Stress** By: Cindy Amorin - Many people are interested in learning all about the emotional and physical symptoms of anxiety and stress. Learn all about them here.
- I Resolve To ... Live Up To My Commitments!** By: Kim Simpson - If you want to succeed, achieve, and live a fulfilled life you have to honor your commitments. You have to keep your promises. If you have a firm decision to "Go For It." You have to take one small positive step after another toward fulfilling your dream each and every day, if you want, you can have those moments rather than a full life of regret for what could have been. Stop procrastinating. Do it today!
- Private Practice Marketing - The Top 7 Benefits of Running Groups in Your Practice** By: Jeff Herring - Do you now the benefits of running groups in your private practice? You will when you read and use this article.
- Party Rentals - 5 tips to Choosing the Right Inflatables** By: Doug Berger - Visiting Nashville? Of Course you are. One of the city's most popular attractions is the big, colorful inflatable party spots. This article discusses some insider information about the top 5 most frequently asked questions and questions that you should ask in choosing the best Nashville party rentals, Nashville inflatables, partypon,nashville inflatable jumpers company before having fun.
- Flushing Flea and Tick Killers for My Backyard - What's Available** By: Ann Wong - For a complete flea and tick control in your yard, you need to take a multi-pronged approach. This article teaches you what effective and safe flea and tick killer to use for your backyard and lawn and how to plan and prepare for a more successful "flea and tick yard control" in your home.
- Finding Real Estate in Wichita KS** By: Ronald Dorfob - From a storied past in the aviation industry to a thriving entrepreneurial spirit, Wichita is a city with plenty of opportunities for a new home.
- You're Guaranteed - To - Sell Books In 1 Week** By: Saiful Rizal - The only guarantee you have when authoring your own E-Book for the first time is that it might not sell. Harsh I know but that is the truth of the matter. Inside is a sure-fire method to write a guaranteed-to-sell E-Book in 1 week.

**Recently Approved Articles**

From: Yesterday, Saturday July 14, 2007

- Is Online Tax Filing For You? Try It Free With No Obligation** By: Gust Lenglet - Last year, millions of Americans took advantage of online tax filing services. In fact, the Internal Revenue Service offers links to income tax preparation services on their website, and many of these services...
- How Are You Riding Through Life** By: Gina Ratliffe - Learn some tips from Jay Leno on how you can have a better "Ride through Life".
- What is Hypnosis?** By: Steve Wolfson - Hypnosis is like the dream state someone between consciousness and unconsciousness and your subconscious mind is very active. You will be in a very relaxed state, a calm state of well being. One of the many benefits of hypnotic sleep is that being hypnotized for 20 minutes can sometimes be as refreshing as a few hours of deep sleep.
- Four Tips When Transferring Credit Card Balances** By: Eric Paton - Four tips when transferring credit card balances that help to make your credit situation improve. If you carry high balances on your credit cards with high interest rates then you might be a candidate for a balance transfer!
- Is Your Money Faucet Leaking?** By: Anup More - A lot of people who are into information and product marketing online have a problem. They are losing money without realizing it, and the problem lies in the fact that they are not interested in investigating the mechanics the way internet marketing experts do. To be fair, I'm not expecting anyone to be an internet marketing expert. I'm simply suggesting that in order to build the right kind of process and structure within your marketing efforts to double or triple your income effectively.
- Dog Allergy - How To Deal With It** By: Dermot Condell - Unlike dogs, we look after our allergies, mainly because we are able to. Where dogs cannot recognise and diagnose their own dog allergy, we on the other hand can after creating a dog allergy one should look at whether it's better to prevent or cure dog allergies. It's up to you to look after your dog's allergy.
- Spyware Removal Tool - Why the Even the Best Won't Do** By: Will Sharp - Spyware is the scourge of the Information Age. A menace that silently infects millions of computers without warning and without the owners' knowledge. That's the bad news. The good news is the battle against spyware can be won - it just requires a few simple steps.
- I Have a Queen Dream** By: Gina Ratliffe - Do you have a big enough vision for your life? Do you know what your life would look like if you were queen? Discover a bigger, better vision for women's wealth, health and abundance.
- Self Care - 7 Empowering Steps for Taking Great Care of You** By: Nanci Biddle - We are so busy taking great care of our families, friends, and careers and others that we often forget to take care of ourselves. It's time to get selfish to put yourself first, however, the better you take care of you the more energy and time you will have for taking care of others. 7 Empowering Steps for Taking Great Care of You will show you how.
- How to Safely Introduce Your Horse to Leading: Part 1** By: Sara McKiness - The first part in series of articles that show step by step how to train either a young horse or untrained horse to safely lead. It will demystify the process in training the horse. It will also make this a safe and enjoyable process.
- What's Your Cinco de Mayo** By: Gina Ratliffe - Want to learn how to overcome your challenges and obstacles. This triumph story will inspire you to live your best life.
- Recognizing the Loan Application Interview Process** By: R. Earl - Navigating your way through the little known terminology associated with the loan application process. The loan application interview process is a much needed topic so that's why I'll try to explain it a bit...
- What Are Your Choices For A Natural, Healthy Weight Loss "Diet"?** By: Terry Nicholls - A natural weight loss program (aka diet) is much healthier for you than taking a bunch of weight loss pills containing chemicals and drugs. So, why do people take them? Because it's easier to take a pill than it is to get the healthy foods and spend the time preparing them. Until now.
- Women and the Money Struggle** By: Gina Ratliffe - The top eight reasons why women REALLY want to make more money. Understand the struggle behind the money story for women.
- Explanation of the Offside Rule** By: Niv Orlian - The offside rule is one tricky rule and although it's not in the original soccer cookbook (as my it was added over the course of time) it's a much needed rule so that's why I'll try to explain it a bit...
- Beating The Daily Blahs and Emotional Ups and Downs** By: Esther Tamling-Seffrood - Is medication the best solution for your emotional downs? Maybe not! Find out what the cause of your emotional stress is and deal with it, rather than medicating the symptoms. Find out how to improve the situation before you get sick.
- Simple Tips for Daily Skin Care** By: Kim Snyder - Are you taking as good of care for skin as you know you should be? Healthy-looking skin will raise your self-esteem, it's just the fact that if your skin look clear and soft. A glowing complexion is more than anything else a reflection of just how beautiful you are feeling on the inside.
- Is Niche Marketing for You?** By: Elliot Jarvis - What really is it that allows some niche marketers to achieve success beyond our wildest dreams while others haplessly flounder? Niche Marketing is Not just for the so called Guru's.
- How Will Your Health Improve With The Acai Berry?** By: Terry Nicholls - Unless you've been living in a cave, you know that Acai berry-high-EE is considered the "super food" to improve health. It's compared to only acai berry. Of course, it's not acai berry. It's compared to the "civilized" world. Natives of the Amazon Rainforest have been using it for generations and it is reported to make up 42% of their diet. And, guess what? They don't get sick!
- How To Exceed Your Borrower's Expectations** By: Brian Diaz - Follow these 5 steps and watch the referrals come pouring in.
- Travel to Machu Picchu** By: Alexander Quiroz - The ruins sit surrounded by the Andes Mountains at about 11,024 feet above sea level. The name Machu Picchu literally means "old peak"; translated from the Quechua language. It was discovered by Hiram Bingham on July 24, 1911 while he was in charge of a Yale University expedition. It was in this landscape that the Incas built Machu Picchu at the end of the fourteenth century.
- Correct Dog Behavior Problems** By: Francisco Lakay - Do you often wonder how to manage and correct your dog's behavior problems? Even after dog training classes?
- The Man/Woman In The Mirror** By: Ken M Barnes - When you look in the mirror what do you see? Perhaps more importantly, what do you feel? The answer to this question "how do you feel about yourself?" is the essence of your emotional, physical, spiritual, psychological and social development.
- How To Exponentially Increase Sales Using Persona-Based Copy** By: Kristen Michaelis - I just read a revealing article by Marketing Sherpe that astounded me. The article described Leo Schachter Diamonds revamped their site and increased visitor conversions from .86% to 34.1%. (No, that last number is not a typo.) What was their secret? Persona-based copy. Here's how it works.
- How Many A Day?** By: Dr Wei Feng - What is the right amount of Teas one should drink a day?
- The Tomato Martini** By: Michelle Dudley - When you hear "martini" what pops into your mind? Gin, vermouth, and olives, right? Well not so much anymore. In this day and age anything you throw into a martini glass is now called a "martini". There are hundreds of martini recipes out there and when tonight's "Happy Hour" is over there will be hundreds more in the morning. So, it looks like today's martini is a work in progress. Now this recipe is for people who love Bloody Marys and will surely will impress your friends.
- How To Hypnotize Fast** By: Dr Kingsley Modozie - An article on how to hypnotize fast.
- The Non-Conforming Home Loan** By: Phillip Gerson - For those borrowers with circumstances that do not fit the standard criteria set by the bank there is the non-conforming loan. With this in mind, many of the terms surrounding a non-conforming loan are not as desirable. This article provides information on what can be expected when taking out a non-conforming home loan.
- Audiobrostechnology - It Is More Than Just What Meets The Eyes** By: Sa Wahid - Need help to improve your brain function? Science come to help...with the latest technology to exercise and stimulate your brain in more than one way. Read about audiobrostechnology here.
- From the Renaissance to the Riviera - a historic stroll through Rimini Italy** By: Michael O'Connor - What would 15th century renaissance man Sigismondo Malatesta, Lord of Rimini, make of his city's 20th century transformation into the capital of Italy's Adriatic Riviera? Take a stroll through Rimini's history, from the renaissance, the 18th century fashion for seabathing, through to the second world war and Italy's post war economic miracle.
- LG KE80 Prada in Black Color** By: Hema Latha - The LG KE80 has a web browser with Adobe/Macromedia Flash support, a document viewer (supporting text, Word, PowerPoint, Excel, and Adobe Acrobat file types), plus an email client and messaging applications. LG KE80 Prada comes with a comprehensive set of software. There is a multimedia player capable of playing MP3, AAC, WMA and RealAudio sound files, plus MPEG4, H.263 and H.264 video.
- Nokia N95 Quedband Unlocked Phone** By: Hema Latha - The Nokia N95 was first announced in September 2006 at the Nokia Open Studio event in New York. The Nokia N95 offers a powerful 5 megapixel camera with a Carl Zeiss Tessar 2.8/5.6 mm lens, auto focus and flash. Pictures are so impressive 2.5 inch display.
- Smart Mobile Phone Nokia N95** By: Hema Latha - The Nokia N95 is a smartphone produced by Nokia. It is part of the company's Nseries line of smartphones. Nokia N95 is the technology that comes with it. The Nokia N95 offers a unique dual-slider device, including integrated GPS, a 5 megapixel camera, digital music player, full PIM functionality and support for 3G and HSDPA networks.
- Sunbaths** By: Aaron Kaye - I don't particularly enjoy going to the doctor, and I'm terrified by the sight of my own blood, but I've always been fascinated by the lives of my friends who practice medicine.
- How to Stay Cool-Tempered** By: Daniel Theyagu - What to do when your temper hit the roof and you feel like killing someone? How do you convey your feelings of frustration to the person frustrating you? How do you deal with difficult people without losing your cool?
- How Do You Measure Success?** By: Mario SWT Church - Success is defined by many different people in many different ways. Usually, a person's definition of success is actually an explanation of how they measure that success. According to the Webster's Dictionary, success is "the achievement of something desired, planned, or attempted."
- Buying a French Property in France from La Giraudiere Charente S W France** By: Paul Thomas - In this article, we explain the order of events as you go down the road to completing your purchase for that dream home in France.
- Shiny looking Motorola Z3, Motorola Z3 Red** By: Hema Latha - The Motorola RIZR Z3 comes with a large and vibrant TFT 262k multihued screen that displays a 176 x 220 pixel resolution and Motorola RIZR Z3 comes with multiple messaging capabilities including text messaging, enhanced messaging, multimedia messaging and more.
- Cosmetic Surgery Abroad - UK vs Lithuania** By: Donatas Svetaka - The rapid growth of medical tourism, when people travel to other countries to seek healthcare, has been greatly influenced by the cost factor - prices for medical procedures may be two to ten times lower abroad than in one's home country. Consumers from developed nations are discovering that they can receive high-quality treatment more cheaply in some developing countries. Along with the increasing demand for plastic surgery procedures, many people travel abroad for reconstructive or cosmetic surgery as well.
- Ripley's Odditorium in New York City** By: Dirk Vanderwil - A description and review of the Ripley's Believe it or Not Odditorium on New York City.

Ok, it is a bit of a bad picture but you should see a box on the side of the page about halfway down that has a search feature.

Click on the “Advanced Search” feature and it will take you to a screen like this:

## EzineArticles.com Advanced Search Options

Enter Your Search Term Here:

Search these fields

Which Category do you want to search in ?

Which Country do you want to search in ?

Look in Articles **ONLY** By Platinum Quality Authors

Exact Match Only

Limit Word Count To    Words

All you have to do then is type in your search term in the box and it will return all the articles in the database.

Try to use the exact phrase of your main keyword for instance I typed in “Dog Potty Training” and Ezine articles returned these results:

## Search Results for: dog potty training

Showing results 1 - 50 of 46,109 for dog potty training - (0.04 seconds)

### [Potty Training After a Divorce or Separation](#)

Many parents share custody of their children, which presents a unique problem when it comes to **potty training**. It's best to discuss **potty training** and agree on a strategy before you start. Both paren...

<http://ezinearticles.com/?Potty-Training-After-a-Divorce-or-Separation&id=16695> - Feb 25, 2005

### [Potty Training Techniques That Don't Work](#)

Your attitude and actions have a huge impact on your child's **potty training** success. The following **potty training** techniques don't work and should never be done: Punishing your child for accidents ...

<http://ezinearticles.com/?Potty-Training-Techniques-That-Dont-Work&id=16692> - Feb 25, 2005

### [Dog Potty Training Made Easy](#)

When **dog potty training** there are a few tips that can help you reach success easier. Take into consideration what your **dog** is eating. If your **dog** eats food with lots of sugar or fiber you will find that this produces more defecation than normal.

As you can see where I have highlighted on the picture above there are 46,109 articles on this topic!

I could write thousands of chapters if I wanted too, but you only need 5 or 6! :)

Already in this search we can see articles entitled "Potty Training Techniques That Don't Work" and so on.

You should search through and find 3-4 articles for each chapter and copy them each into a separate notepad file.

As I say you should not copy someone's articles word for word but can use ideas from them.

So in the folder you created earlier create a separate sub folder for each of your chapters and copy and paste 4-5 articles for each chapter that you can use content from!

All you need to do is start writing your ebook using the articles that you have found.

If you did not find much on Ezine articles here are some more top article sites:

<http://www.goarticles.com>

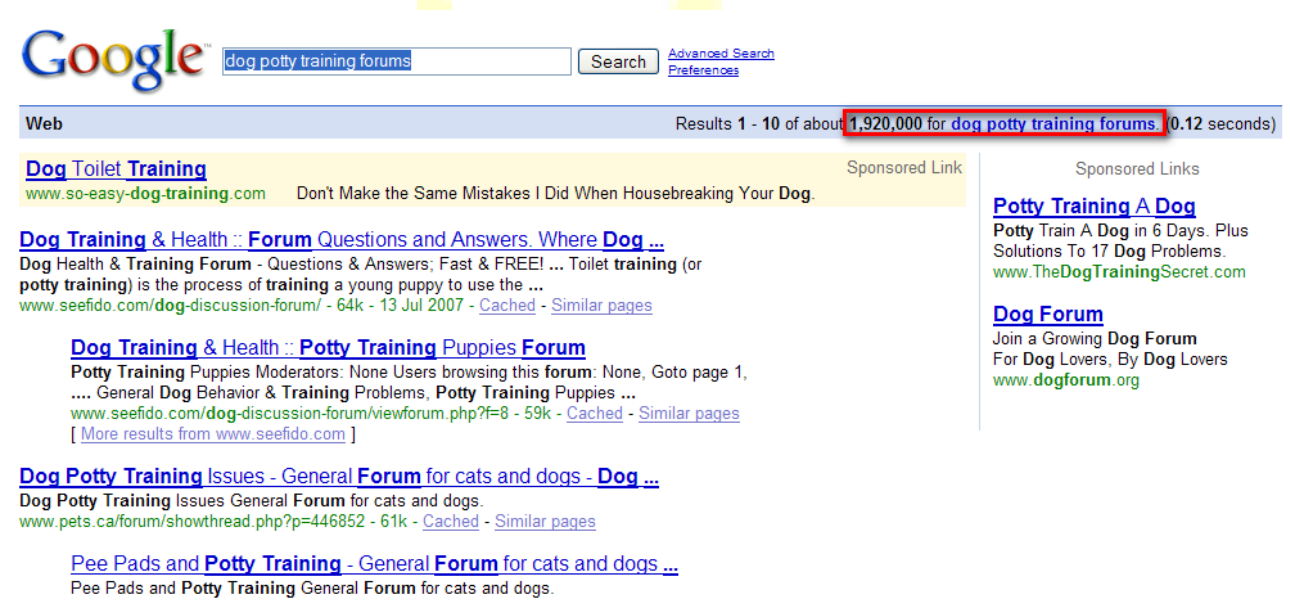
<http://www.articledashboard.com>

<http://www.searchwarp.com>

You can also find more specialist info by performing a forum search in Google for your niche.

This will bring up all the forums to do with your niche so if you are looking for some more in depth info you can find it there here is what you do to do a forum search:

- Go to <http://www.google.com>
- Type in your phrase/chapter and forums in the search box
- For instance I typed in “Dog Potty Training Forums” and this is what Google brought back:



The screenshot shows a Google search interface. The search bar contains the text "dog potty training forums". The search button is labeled "Search". To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, the results are displayed. The first result is a sponsored link for "Dog Toilet Training" from www.so-easy-dog-training.com. The second result is "Dog Training & Health :: Forum Questions and Answers. Where Dog ..." from www.seefido.com. The third result is "Dog Training & Health :: Potty Training Puppies Forum" from www.seefido.com. The fourth result is "Dog Potty Training Issues - General Forum for cats and dogs - Dog ..." from www.pets.ca. The fifth result is "Pee Pads and Potty Training - General Forum for cats and dogs ..." from www.pets.ca. The search results are displayed in a list format with blue links and green text for the domain and date. The number of results is highlighted in red: "Results 1 - 10 of about 1,920,000 for dog potty training forums (0.12 seconds)".

As you can see there is 1,920,000 results which should be plenty enough for every chapter for a Dog Potty Training product!

You can also use forums if you need a specific answer to a problem that you cannot find anywhere else.

All you need to do is sign up as a member of the forum and ask your question and you will get answers!

P.S It is a good idea to say Hello and introduce yourself first and add a bit of content.

It does not need to be anything special just tell them about your “dogs” or what ever subject it is.

Using the above methods you should have more than enough info to write your book and in the bonus section next I will give you a few pointers on how to put the info together!

# Bonus Section: Putting It All Together

Right you are just about there Congratulations!

See it wasn't so hard was it?

I thought I would create this bonus section to give you a few pointers when you are putting together your product.

So you have allocated a folder for each of your chapters and put a copy of the articles you are going to use in each folder.

4-5 articles for each chapter.

All you need to do is put it all together and to do this the best advice I could give you is just start writing.

The product does not have to be a Charles Dickens masterpiece just write how you speak, as long as you are putting in good, solid content people will appreciate that more than any fancy words or “filler” content.

All you need to do is take 4-5 articles for each chapter that fit the title of the chapter for this example my first chapter would be something like:

Chapter 1: The Do's And Don'ts Of Dog Potty Training

all you need to do then is take the **MAIN** points of your 4-5 articles and start writing.

So for this one you would find 4-5 articles on “Dog Potty Training Tips” and take the main tips and put it in your own words.

Of course you do need to write the eBook so like mentioned below you could start off with

“In this chapter I thought I would cover the main Do's and Don'ts of Dog Potty Training so you can get a rough idea of what you should (and shouldn't!) be doing!

These tips are from my own personal experience and can really help you get started on the right track.

Here are the things you should make sure you are doing for effective dog potty training and an explanation of each method , and how it helps:

Tip 1/ Explanation

Tip 2/ Explanation

Summary of chapter”

So as you can see from the example above, all you need to do is arrange the information and make sure it is in your own words as well!

A good way to construct each chapter is:

- Start off telling them what you want to tell them.
- Then tell them and put your main content,tips and advice.
- At the end of the chapter tell them what you have just told them (summarize) and tell them what you are going to tell them in the next chapter.

The best thing to do is just get started and write down your first thoughts and then go back over your work and improve afterwards.

So there you have it!

If you have followed the steps above you will be well on your way to having your very own profitable product!

Well Done and Here's To Your Success,

Your Name

