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## **The Million Dollar Website Marketer's Idea Generator!**

This report is brought to you by Armando B. Silva  
Publisher of the weekly e-Newsletter <http://Profits.CC>



["Turning good business ideas into profitable home Internet businesses."](#)

Discover how you can quickly and easily come up with powerful ideas for articles, products, or anything else imaginable in a simple, four-step formula...

...that will walk you through the idea-generation process!

Inside You Will Find:

- Why this ebook was created!
- The secret key to generating all great ideas!
- Exactly how to use message boards to find winning ideas!
- How to use the power of Alexa to your advantage!
- How Amazon's detailed information can give you ideas that sell!
- How you can use the ideas of the past that have been proven to sell!
- Plus two FREE special reports that show if your idea will sell!

Special Report  
By Hans Klein

Feel free to pass this report along to your email subscribers or website visitors. Just visit <http://www.WealthStartersInfo.com/Rebrand.html> to get the tools to promote and rebrand it.

This e-book was created by Hans Klein, Publisher of [WealthStarters: Top Tips Ezine](#).

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- Step-by-step tested copywriting techniques to **get your website visitors to buy!**
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## **Why this ebook was created!**

Internet marketing can sometimes be very complicated. For every single area of promotion, there is often more to cover than time allows.

And idea-generation is one of these areas. Often, top-marketers just tell their readers to “go look at message boards” or to “just go look around” for ideas.

Well, it’s not that simple. There is a process to coming up with ideas. It’s much like baking a cake.

1. Just as in finding ingredients that are going to make a cake taste its best, you’ve got to come up with several possible good ideas that are profitable, **but also interest you.**

You are not going to finish a project if it does not interest you, just as you wouldn’t eat a nut cake if you hated nuts.

2. After you have found the right “ingredients”, then you must put the cake in the oven at the right temperature and let it sit for as long as the recipe calls for. This gives your ideas time to form together for a truly powerful idea.

Here’s why:

### **The Secret Key to Generating All Great Ideas!**

Have you ever felt like pulling your hair out, smashing your computer or just screaming because you can’t think of a good idea for an article, your ad copy, or a product idea?

We all have these moments from time to time... I like to call it “Marketer’s block”.

But how do you overcome “Marketer’s block?”

Let me ask you a question:

Do you normally get great ideas when you are pulling out your hair?

Or does it happen when you're in the shower, taking a walk, or about to fall asleep?

If you're like most people, your great ideas normally come when you're relaxed.

The reason is that once you relax, you stop focusing on a set solution, and your subconscious mind puts together all of the information you have collected.

Then, a great idea pops up while you are taking a walk!

3. Next, you must take the cake out of the oven and prepare it for eating by letting it cool off and then you put on the icing. In the idea generation process, this is your chance to review, refine your ideas and make them absolutely irresistible.

4. Finally, you must taste-test (the cake) to see if people are going eat it up (or buy).

If you are willing to follow this process through, you to will be able to become an idea-generating genius and be able to come up with a good idea in about the same time it takes for your grandmother to bake a cake.

Keep in mind, this 4-step formula:

1. Gather knowledge. I'll show you where to look and what to look for.
2. Relax and incubate your newly-acquired knowledge.
3. Review the profit-mine of notes you have taken!
4. Find out if your product is a winner or a waste of time with two FREE special reports.

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## **Step 1 – Gather Knowledge**

### **How to use message boards to find winning ideas.**

Message boards are one of the most powerful places to come up with good ideas because it is where people share their deepest frustrations and desires.

These feelings are valuable assets to know because they are the underlying reasons people make their purchasing decisions on.

On message boards, people ask the questions they don't feel they can figure out easily on their own, and other members or board moderators answer them.

The only problem with message boards is there is a lot of junk in between the gems that throw one off course.

In short, your main goal is to look for your target-audiences' deepest problems, desires, and frustrations.

These are the things that people are going to wake up in the middle of the night and look for on the internet.

So, here is what you look for on message boards:

1. Repeat problems – Just go through boards and count the number of times a question is asked. Keep tally on a piece of paper. This will come in helpful when you review your notes.
2. Questions and answers related to new products, strategies, or other innovations in your field – These are valuable because they have not been written about or explored.
3. Most important, look for something that interests you – If you're not enthusiastic about a subject, you will never put in the time and effort it takes to succeed.

### **How to ask for information to get the best feedback on message boards:**

Asking questions on a board can be a great way to get feedback on the frustrations of potential customers in your niche.

Again, the only problem is you have to do it the right way.

1. Make your message easy to read by keeping paragraphs short and using good grammar. This makes your post look like you are serious, and others will feel more like taking the time to respond.
2. Don't ask for ideas straight out. If anybody had a good idea, they would probably not give it to you, unless you were incredibly convincing.

You want to ask questions that will garner the right response. For example if your niche was copywriting, you might go to a copywriting board and ask:

“What do you think are the most under-used copywriting techniques on the internet?”

People like talking about themselves. Doing it this way will give them a venue to do so, but you also have given a prompt for ideas to be expressed.

Also, the kind of responses you would get would be thought-provoking and may give you something new to write about.

### **There are two different kinds of message boards:**

Free message boards – You can find these at <http://www.Network54.com> and some decent ones at Yahoo.

These boards are often not moderated by an expert, but a good board will have active participation (and not be full of spam).

Private message boards – These are often found on membership sites, or you have to be invited by a moderator.

On these boards, you will more often see knowledgeable questions and often better answers.

### **What to do when you get to a good one!**

Once you find good boards (active, but not full of spam) in your market, take some notes on:

- Topics that came up often.
- Problems that have responses citing a similar problem.
- Anything that just strikes a cord with you.

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## How to see what's current with Alexa!

Alexa.com is the internet's best source for seeing which websites are the most popular. Although they are not entirely accurate, they can still give a good picture as to which websites (and the products on them) are popular.

What these popularity rankings can tell us is which products or services are receiving the most attention.

And if a product is receiving a lot of attention, then chances are, it is addressing a concern and frustration of a market.

The best part about Alexa is they have popularity rankings for just about any field on the internet. This allows you to see who's dominating the market in your area.

Just go to <http://www.alex.com/site/browse> to browse through the different subjects.

You can also check out the mover-and-shakers section at <http://www.alex.com/moversandshakers> to find downturns that may have been a good topic months ago, but is now declining.

### **While at Alexa, take some notes on:**

- Write about any downturns in website popularity that you notice in your area.
- Why-top ranked sites in your market are receiving so much attention (traffic)?
- Can you possibly add something or do it better than the popular sites in your area?

These notes will allow you, later, to easily find out the deepest frustrations and desires of your target audience.

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## **How Amazon's detailed information can give you ideas that sell.**

What I am about to show you is one of my favorite places to look for ideas. The reason is that the ideas are already in front of you, and it's quick and easy to use.

Amazon offers a powerful tool that is not talked about much. They supply the top selling books (updated every hour) in very detailed categories.

How to use this tool:

The internet is relatively new and extremely underdeveloped in many niches. On the other hand, if you walk into Barnes and Nobles, there is a book for every subject you thought possible, plus more!

This means the list on Amazon has thousands of ideas and subjects from books that have not been taken and profited from on the internet.

So, all you have to do is go to <http://www.Amazon.com> and then click on the "bestsellers" link.

Then, all you have to do is find the top-selling books in your category, and

### **Take notes on:**

- Why they sell.
- What concerns do these top selling books address?
- Why would anybody in your market buy them?

Now, don't think too hard about this. It will just be useful to have later on.

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## **How you can use the ideas of the past with public domain material!**

Have you ever heard the expression “history repeats itself”? Well, ideas do too. There is a great wealth of information that you can legally copy, change, and mold so you can profit from it.

The only problem is some public domain material is questionable as to whether it’s in the public domain, but some ways to find good material are:

1. <http://promo.net/pg/> – This is a group of volunteers who make sure books are in the public domain and posts the complete version of the books at their website.
2. A great book to find out about public-domain material is: “The Public Domain” by Attorney Stephen Fishman. He explains everything you ever wanted to know about the public domain and how to go about finding it.

If you think you might want to work with this already-written material, then do yourself a favor and check it out.

The best part of public domain material it’s there for your taking, and you don’t have to do the work of writing it.

If you find something that interests you, but are worried that you can’t turn it into a product, don’t worry about it yet. Just make a note of it, and keep looking around. You may be surprised at the wealth of information you find.

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## **Step 2 – Relax and Incubate Your Newly Acquired Knowledge**

Great! You've done your research. That's the hardest part, but it's not the most important. Earlier, we talked about the importance of relaxing because it gives you time for all of the knowledge you have accumulated to bake.

So, the second step in the idea generation process is to take some time and relax and forget your project. Just like popping a cake in the oven.

What will happen is that all the looking-around and notes you have taken are being put together by your subconscious mind. Then, without even realizing it, a great idea will pop-up when you're sitting in a lawn chair in front of your house with no shirt on.

So, go away. Go take a walk, take a day off, or do anything else that needs to get done. Just don't think about the product you are trying to find an idea for.

Not thinking about it is the only way you can fully relax, and great ideas will be able to flow.

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## **Step 3 – Review the gem-mine of notes you have taken!**

Maybe some good ideas have come up, and maybe not. But whether you realize it or not, the notes you have taken have a wealth information that nobody, but you owns.

Inside your notes, you have the deepest desires and frustrations that your audience wants the answers to. This is where all successful products come from.

### **Let me summarize some notes you may have already taken throughout this e-book:**

#### **1. Message boards –**

- Topics that came up often.
- Problems that have responses citing a similar problem.
- Anything that just strikes a cord with you.

#### **2. Alexa –**

- Write about any downturns in website popularity that you notice in your area.
- Why top ranked sites in your market are receiving so much attention (traffic)?
- Can you possibly add something or do it better than the popular sites in your area?

#### **3. Amazon –**

- The top selling books and why they sell.
- What concerns do these top selling books address?
- Why would anybody in your market buy them?

#### **4. Public domain material -** Just anything that that interests you.

Now, take some time to look over your notes. Once you have some possible ideas, it's time to move on to step 4.

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## **Step 4 – Get two FREE special reports on two ways to find out if your new product idea is a winner and whether it’s worth your time.**

Now that you have an idea or two, it is time to figure out if your idea will sell. This step leads into other topics, so, below are two FREE reports you can use to find out a products’ profitability.

Figuring out if your product or article idea is going to be profitable is an incredibly important step. You don’t want to waste your time working on a project that is going to completely flop and waste of all your money.

1. Step-by-step guide on how to research product ideas. Inside you will discover:
  - Helpful tools to get invaluable information on your products’ success.
  - How to find out if there are people looking for your product idea and how many.
  - How to check out your competition, so you can see what you have to do to beat them.
  - 5 techniques to get a feel for potential affiliates, joint-venture partners, and competitor profitability.
2. Step-by-step guide on how to create your own “crystal ball” with surveys.  
Inside you will discover:
  - How you can use surveys to find out if your new product idea will sell.
  - How you can use surveys to optimize your product idea and turn it into a million-dollar product.
  - All the steps you must complete to get the response you want from surveys.

You get these two FREE step-by-step reports, PLUS 3 FREE surprise e-books (over \$69.87 value) just for subscribing to my weekly FREE Internet Marketing ezine, "WealthStarters: Top Tips."

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