



Information Product Topic Research Checklist

Choosing the topic of your information product isn't an exact science and takes good judgment and possibly a few risks. But don't worry, the risks needn't be too great because it doesn't cost much to produce an information product and there are many ways you can use the content you create, even if you don't sell the product.

Here is a list of ways you can research an information product topic and some tips to help you along the way.

Look for Products Selling on the Same/Similar Topic:

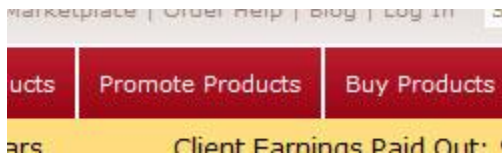
Your first step will usually be to check for other products as this shows you that there are likely customers out there who are willing to buy your product.

How to Find Products Already Selling:

- Check sites like ClickBank.com and Amazon, for example.

Searching ClickBank

At ClickBank, always log into your account to view more information about the products. If you don't have an account, you can create one free by clicking on the "Promote Products" link at the top:



Once you're logged in, you'll see a link at the top that says "Marketplace". Click that:



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There you will be able to browse by category on the left side:



Or you can use the search box at the top of the page. An Advanced Search is also available that allows you to enter keywords to search and keywords to exclude. Use the exclude keywords feature if you find some items are appearing in your searches that you don't want. You can also choose the category/sub-category you want to look at:

A screenshot of an "Advanced Search" form. The form has a brown header with the text "Advanced Search". Below the header, there are four rows of input fields. The first row is labeled "Enter Keywords:" and contains a text box with the text "get your ex back". The second row is labeled "Exclude words from search:" and contains an empty text box. The third row is labeled "In this Category:" and contains a dropdown menu with "Self-Help" selected. The fourth row is labeled "In this Subcategory:" and contains a dropdown menu with "- All subcategories -" selected.

More options include searching by some ClickBank stats.

If you are planning to sell a product at a certain price point, you may want to choose products that are based on an initial sale amount, but note the dollar amount showing is what affiliates earn...not the total sale.

When looking for products that are selling well, always specify an amount for "Gravity". Gravity is a somewhat complex rating system that ranks affiliate programs based on how much volume they've produced in the last month. It includes several factors like how many were sold and how many affiliates promoted the product.

In general, you want to aim for products that have Gravity of between 20 and 80. You don't want to go below 20 as those products aren't proven to sell well. Unless you have an established list or traffic source for the topic, you may not want to go above 80 as it will be a very competitive market to try to enter.

Stats

Gravity
 Show items with gravity: Higher than

Initial \$/sale
 Show items with initial \$/sale: Higher than

Avg \$/sale
 Show items with avg \$/sale: Higher than

Avg Rebill Total
 Show items with Avg Rebill Total: Higher than

Avg %/sale
 Show items with avg %/sale: Higher than

Avg %/rebill
 Show items with avg %/rebill: Higher than



Other search options include the Product Type – whether they have a physical product or offer upsells. If you are thinking of making a physical information product, this will be useful to you. Also, you may want to observe the upsell processes of some products to see how they might apply to your product.

Product Type

 Shippable Media  Upsell

If you plan to make a recurring subscription product, you can also look for those:

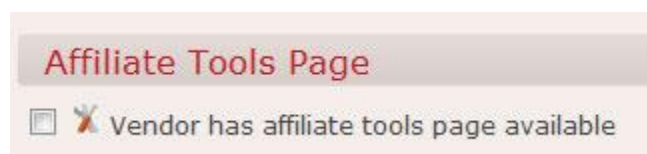
Billing Type

 One-time  Recurring

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And you can also find products that have an affiliate tools page, which allows you to observe how they are working with affiliates and how this might apply to your product as well:



Searching Amazon:

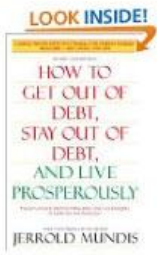
You can search Amazon in a variety of places from their ebooks in their Kindle store and audio books to regular old-fashioned print books. The best place to start is their Advanced Book Search at http://www.amazon.com/Advanced-Search-Books/b/ref=sv_b_0?ie=UTF8&node=241582011 because it will allow you to search all those types of products.

Books Search

Keywords <input type="text" value="reduce debt"/>	Condition <input type="text" value="New"/>
Author <input type="text"/>	Format <input type="text" value="All Formats"/>
Title <input type="text"/>	Binding <input type="text" value="All Bindings"/>
ISBN(s) <input type="text"/>	Reader Age <input type="text" value="All Ages"/>
Publisher <input type="text"/>	Language <input type="text" value="English"/>
Subject <input type="text" value="All Subjects"/>	Pub. Date <input type="text" value="All Dates"/>
	Month <input type="text"/>
	Year <input type="text"/>
	Sort Results by: <input type="text" value="Bestselling"/>

Because Amazon is such a big marketplace, you may want to be as specific as possible with your keywords and if appropriate, define the subject category as well. We have chosen “New” condition as we want to see products currently in print only. We’ve also kept the default of “All Formats” (but you may want to specify), chose English as our language and opted to sort by “Bestselling”.

Once you have your results, you can see the selling price, view the topics covered and more. You can also read reviews to see what buyers felt was missing from the products and that might give you some clues on how you might create your product.

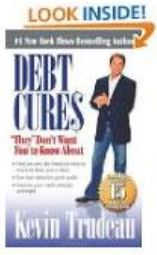


How to Get Out of Debt, Stay Out of Debt, and Live Prosperously: *(Based on the Pr Techniques of Debtors Anonymous) by Jerrold Mundis (Jan 1, 2003)

★★★★☆ (81 customer reviews)

Formats	Buy new	New from	Used from
Paperback	Order in the next 6 hours to get it by Wednesday, Dec 8. \$13.00 \$9.36	\$6.97	\$3.84
Hardcover		\$149.21	\$0.20

Other Formats: Mass Market Paperback, Other Binding
Some formats eligible for **FREE** Super Saver Shipping.



Debt Cures "They" Don't Want You to Know About by Kevin Trudeau (May 6, 2008)

★★★★☆ (135 customer reviews)

Formats	Buy new	New from	Used from	Collectible from
Hardcover	Order in the next 6 hours to get it by Wednesday, Dec 8. \$25.95 \$15.42	\$2.44	\$0.01	\$9.95
Paperback	Order in the next 4 hours to get it by Thursday, Dec 9. \$14.95 \$11.21	\$2.40	\$0.24	

Other Formats: Mass Market Paperback, Audio CD, Audible Audio Edition
Some formats eligible for **FREE** Super Saver Shipping.

Excerpt - page 34: "... virtually every person who has credit card **debt** can use to cut their payments in half **and** v successfully **reduce** their **debt** by up to half or even up to ..."

Surprise me! See a random page in this book.

Conduct a Keyword Search for Your Topic:

You can also find product that is selling by searching Google. You want to find that are advertising on Google and who are selling products.

What to Look For:

Advertisements at the top and side of the regular search engine listings, marked as "Ads". For example:

Ads

[Real Love Spells](#)

Love Spells to **get your ex back**
Guaranteed results within one week!
secretspells.org/

[Get Your Ex Back](#)

Psychic Readings, Relationship Work
Soul Mate Uniting
AskLynn.net/Get_Your_Ex_Back.net

[Get Your Ex Back Ebook](#)

The **Get Your Ex Back** system review
Read this before you buy the ebook!
www.happinessyouandme.com

The logic of this method is that if websites are advertising products on an ongoing basis, they are likely getting good results from those ads. In other words, the product is selling.

You can also look in the regular listings on the left side of the page and see what is there.

[The Original Ex Back System - Get Your Ex Back Guaranteed](#) ☆ 🔍

Ex back - how to **get your ex back** fast, even if you think your situation is hopeless!
www.exbacksystem.com/ - Cached - Similar

[How to Get Your Ex Back - The Simple Guide](#) ☆ 🔍

13 Jul 2008 ... Going through a break up is often devastating. And it's even more so when you want your **ex back**. Believe it or not, 90% of relationships can ...
ezinearticles.com/?How-to-Get-Your-Ex-Back---The... - Cached - Similar

[EX Back - The Magic of Making Up - Win Your EX Boyfriend or ...](#) ☆ 🔍

EX BACK- TIPS & VIDEOS on how to **get your ex back** and win your way back into their hearts, mind & soul. The Magic of Making Up is for real - Win Your EX ...
howtogetmyexbackways.com/ - Cached

[Get Your Lover Back](#) ☆ 🔍

6 Jan 2010 ... How To **Get Your Ex Girlfriend Back** In 5 Easy Steps ... What is the right method to **get your ex boyfriend back**? Do you cajole him, ...
getyourloverback.com/ - Cached - Similar

Of course, just the existence of websites doesn't mean the products are selling well. You can check rankings on sites like Alexa.com to see if the site gets decent traffic, but it is not foolproof. Internet marketing related sites tend to get higher rankings than sites in other topics.

Let's look at the first site listed on Alexa.com:

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exbacksystem.com
Exbacksystem.com

Exbacksystem.com's three-month global Alexa traffic rank is 196,070. The site has a relatively good traffic rank in the cities of San Juan (#1,129) and Cape Town (#3,579). Compared with internet averages, this site's users tend to browse from home, and they are disproportionately men over the age of 45 who are not college graduates and have more children. The fraction of visits to this site referred by search engines is roughly 11%. Exbacksystem.com's visitors view an average of 1.4 unique pages per day.

! Is this your site? Learn how to get more traffic with the [Alexa Site Audit](#).

★★★★★
(No reviews yet)

196,070
Alexa Traffic Rank

71,126
Traffic Rank in US

141
Sites Linking In

We can see that the site ranks 196,070 of all sites on the Internet, which is pretty decent. Other useful information you can find are the top keywords that people use to find the site. This could prove helpful if you decide to launch an information product on the same topic:

Top Search Queries for Exbacksystem.com

Query	Percent of Search Traffic
1 ex back system	59.73%
2 get ex back	14.11%
3 ex back	5.28%
4 how to get your ex back fast	1.70%
5 how to get ex back	1.28%
6 how to get your ex back	1.21%
7 the magic of making up	1.08%

[View the complete Search Analytics](#)

Conduct Keyword Research

Use a keyword tool to see what people are searching for on the net. However, use keyword research with some caution when trying to come up with products to sell. Just because people search for some information doesn't mean they are necessarily willing to pay with it.

We're using the [Google Keywords tool](#) as an example. If we enter a keyword phrase, Google can also find related searches for us. You can see we are searching using some of the keywords Alexa gave us:

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

ex back system

get ex back

ex back

Website

Only show ideas closely related to my search terms [?](#)

[Advanced options](#)

Locations: United States x

Languages: English x

Search

You can see monthly search numbers. You can also see “Competition” and this refers to competition in Google’s Adwords network. If you plan to use pay-per-click advertising, this is something you want to consider. In this example, you can see a high number of searches and medium competition through Google Adwords.

Download ▾	View as text ▾	More like these ▾	Keyword	Competition	Global Monthly Searches
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ ex back	<input type="checkbox"/>	673,000
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ bring ex back	<input type="checkbox"/>	368,000
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ get ex back	<input type="checkbox"/>	368,000
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ get an ex back	<input type="checkbox"/>	368,000
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ get the ex back	<input type="checkbox"/>	368,000
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	☆ get a ex back	<input type="checkbox"/>	368,000

You can try other keyword tools like [WordTracker](#) and [Market Samurai](#) too. Look for a variety of phrases – long and short – to get a full picture of the popularity of a given topic.

Observe and Engage Your Target Market

The Internet has tons of opportunities to observe your target market. You can see what they talk about, what problems they have and what products they buy. You can even engage them in conversations.

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Look at:

- Blogs on your topic. Look at Technorati.com and Google Blog Search to find blogs talking about your topic. Read the posts and the commentary.

Searching Technorati:

You can browse by category or search for blog posts on very specific topics.



Searching Google Blog Search:

You can browse by category down the left side:

Top Stories

[Politics](#)

[US](#)

[World](#)

[Business](#)

[Technology](#)

[Video Games](#)

[Science](#)

[Entertainment](#)

[Movies](#)

[Television](#)

[Sports](#)

Or you can use the search function at the top of the page. We have clicked the “Advanced Search” link that allows you to further refine your search:

Find posts	with all of the words	debt
	with the exact phrase	
	with at least one of the words	reduce, eliminate
	without the words	
	with these words in the post title	
In blogs	with these words in the blog title	
	at this URL	
By Author	blogs and posts written by	
Dates	<input checked="" type="radio"/> posts written: past Month	
	<input type="radio"/> posts written between 1 Jan 2000 and 7 Dec 2010	
Language	posts written in:	English
Safe Search	<input type="radio"/> No filtering <input checked="" type="radio"/> Filter using SafeSearch	

As you can see above, you can specify which words must appear in the blog post title, which to exclude. You can also search a specific blog or author, which might prove useful when it comes time to promote your product and you want to get the blog/author on board to help you. You can also choose only recent posts, so you know what is currently being written about the topic.

- Social media. Look at [Twitter](#) and other social networking sites.

Using Twitter:

When you're logged into Twitter, on the right side, Twitter suggests people to follow. If you create an account and start following people who are interested in a specific topic, these recommendations become very on target.



You can also use the Twitter Search function at <http://search.twitter.com> to find people talking about specific topics. We've clicked the "Advanced Search" link to see some of the advanced search features.

Much like with the Google Blog Search, you can specify which words have to be included, which might be and which should be included.

Words	All of these words	<input type="text" value="debt"/>
	This exact phrase	<input type="text"/>
	Any of these words	<input type="text" value="eliminate reduce"/>
	None of these words	<input type="text"/>
	This hashtag	<input type="text"/>
	Written in	<input type="text" value="English"/> (persistent)

You can also specify people places and dates if it's useful to you. This means you can find tweets by certain people or ABOUT certain people. You can even find tweets made from certain locations (as long as the user is using the location feature).

People	From this person	<input type="text"/>
	To this person	<input type="text"/>
	Referencing this person	<input type="text"/>

Places	Near this place	<input type="text"/>
	Within this distance	<input type="text" value="15"/> <input checked="" type="radio"/> miles <input type="radio"/> kilometers

Dates	Since this date	<input type="text"/> 
	Until this date	<input type="text"/> 

You can also search for the attitude of a tweet (based on the use of smiley emoticons). This could be useful if you are searching for discussions on a particular product and want to see what people are saying about it. You can also find out if people are asking questions on a specific topic, which might just be your opportunity to engage someone in a helpful conversation.

Attitudes

With positive attitude :)

With negative attitude :(

Asking a question ?

- **Forums.** Do a Google search for “[your topic] message board” or “[your topic] forum” to find some relevant places to start browsing.
- **Other online groups.** Try [Yahoo Groups](#) and [Google Groups](#).

☐ **Observe and Engage Your Readers & Customers**

This is similar to the suggestion to “Observe Your Target Market”, but if you’ve already got a subscriber and/or customer list, they are your **best** source of information.

As a unique business in the marketplace, you attract a unique group of people and you’ll get a better understanding by paying close attention to them and engaging them in conversation. Do this on your blog, in social media and anywhere you have the opportunity to observe and interact with them.

☐ **Promote Similar Products Through Affiliate Links**

Test the waters on a potential information product idea by promoting a similar product with an affiliate link first. You can launch a pay-per-click campaign, offer the product to a segment of your list and see if it sells well.

Of course, the success of a product has just as much to do with the marketing and sales copy as it does with the actual topic and how it covered...so just like with other methods, it’s not a precise science, but gives you some useful clues.

☐ **Survey Your Readers & Customers**

You can also ask your readers and subscribers if they’d buy a product and what they’d like included (this subtopics, media types, tools, etc.). Try offering a report, coupon or something else for completing the survey...to give your readers benefit too.

You can conduct an informal survey on your blog or use [EasyInternetSurvey.com](#) (it’s free) to put together your campaign and collect your data.