



KHAL - 15 PRODUCT CREATION IDEAS EXPOSED

15

PRODUCT CREATION IDEAS
EXPOSED

Case Studies Of Successful Product
Creators And Million Dollar Ideas
That You Can Copy!

ALFRED KO, GOBALA KRISHNAN, ANDREW HANSEN,
AURELIUS TIEN, DEE FERDINAND, DYLAN LOH,
EDMUND LOH, IAN DEL CARMEN, JAMES BROWN,
JAZ LAI, KEVIN RILEY, KHAL, MELVIN NG,
RICHARD QUEK, LADAN LASHKARI, VINCE TAN

Terms and Conditions

LEGAL NOTICE

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

You are encouraged to print this book for easy reading.

This page is intentionally left blank.

Table of contents

Introduction.....	6
Welcome To Product Creation Secrets Exposed!	6
How To Make Use Of This Book.....	7
Why You Must Create Your Very Own Products?	10
The Product Creation Mindset.....	15
Types Of E-products	17
The 7 Habits Of Highly Effective Product Creators.....	19
Case Study No.1	22
James Brown – Internet Marketing Personal Trainer.....	22
Case Study No.2.....	25
Kevin Riley – The Product Creation Mad Scientist!	25
Case Study No.3.....	28
Ian Del Carmen – The Membership Mogul Super Affiliate.....	28
Case Study No.4.....	31
Aurelius Tjin – The Unstoppable Viral Marketer	31
Case Study No.5.....	34
Andrew Hansen – The Young Niche Marketing Guru.....	34
Case Study No.6.....	37
Richard Quek – The Network Marketing Mogul	37
Case Study No.7.....	40
Ladan Lashkari – The Persian Product Creation Powerhouse.....	40
Case Study No.8	43
Vince Tan – The Internet Marketing Evangelist.....	43
Case Study No.9.....	46
Dee Ferdinand – The Graphics Genius And Product Innovator	46
Case Study No.10	49
Dylan Loh – ClickBank Profit Generator	49

Case Study No.11.....	51
Gobala Krishnan – The Blog Marketing Guru	51
Cash Study No.12.....	54
Edmund Loh – The Private Label Rights Extraordinaire.....	54
Case Study No.13	58
Melvin Ng – The Niche Blogging Mogul	58
Case Study No.14	60
Jaz Lai – The Online Network Marketing Blog Expert.....	60
Case Study No.15	63
Alfred Ko – The Aggressive SEO Guy.....	63
Practical Product Creation Methods You Can Apply	67
Getting Fast Product Creation Ideas	69
Other Sites To Get Information	70
Product Creation Branding	72
How To Come Up With A Good Product Name	72
Charting Down Your Ideas	74
Using A Mind Map	74
Going For In Depth Research	74
How To Get Experts To Do All The Research For You	76
Approaching Someone For An Interview	76
Give Them An Irresistible Offer.....	77
Get Them To Give You An Endorsement	77
How To Get Others To Write The Product For You	78
Get Contributions From Forums	78
Using Private Label Rights.....	78
Using Pictures To Enhance Your E-book.....	80
Conclusion	82

Introduction



Welcome To Product Creation Secrets Exposed!

My name is Khai and if you are looking for ideas on how to create a cutting edge product to sell in your market then you've just *hit the jackpot!*

You see, product creation is one of the biggest markets on the Internet and not to mention all around the world. The reason is because there is a lack of good products in the market today! By positioning yourself as a product creator, you are essentially positioning yourself as a merchant and you can easily make a 4-5 figure income, not just through your own promotions but through the promotions of others as well (affiliates, JV partners, Google...)

There are many E-books out there that are filled with fluff or fillers and I'm beginning to see a growing trend of E-products being stuffed away on people's virtual shelf gathering virtual dust.

That is why I've written this book in such a way that is straight to the point.

Although I would highly recommend any reader to read this book line by line, I also understand that time is not a commodity that most people can spare so I've designed this book to allow for easy reading and fast learning.