

THE
31-DAY GUIDE
TO PROFITABLE
PACKAGES



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Introduction

When a lot of people think about creating a package of materials to sell, they get overwhelmed. Create one piece of content... sure. But what about creating 10, 20 or more pieces in a mixed bag of reports, courses, worksheets, templates, checklists and more?

Overwhelm City!

Until now...

That's because you're about to walk through a step-by-step 31-day guide for creating your own profitable package by using private label rights content. It's the easiest and most cost-effective way to create a lot of content... FAST. And if you use the tips you're about to discover, you'll end up with a very unique, high-value package!

So, without further ado, let's jump in and get to work...

Day 1: Pick a Niche

First things first: before you can start planning a single piece of content for your profitable package, you need to know who you'll be selling this package to. In other words, what niche?

You may already have a niche in mind. Maybe you're already working in this niche. If so, great! But if not, then please review this lesson carefully and follow the steps below in order to pick your niche.

This step is actually composed of two major steps:

1. Create a list of potential niches.
2. Research these niches to find out which ones are profitable.

Let's start with that first step...

Step 1: Create a List of Potential Niches

If you don't already have some potential niches in mind, then your first step is to develop a list. Here's how:

Brainstorm Potential Niches

Here you think about your own hobbies and challenges. List everything you can think of, from losing weight to scuba diving to restoring cars to back pain (and absolutely everything in between). Think about:

- Your favorite things to do.
- Biggest problems.
- Tasks you wish were easier.
- Where you spend your disposable income.
- Places you like to visit (vacation).
- Things you like to do on vacation.
- Things you like to read about (books, blogs, etc.).
- DIY jobs that you know how to do.
- Things people ask you for advice about.

And similar topics – list everything you can think of, and then move onto the next step...

Pay Attention to Discover Niches

Now look around to come up with other niche ideas. This includes:

- Looking at your friends' and family members' hobbies and challenges.
- Taking note of what's popular on social media.
- Watching/reading the news for ideas.

Next...

Use Keyword Tools

Still another way to get ideas is by using a keyword tool (like MarketSamurai.com, KeywordTracker.com, or your favorite tool). The idea here is to enter a partial search and see what sort of niche ideas come up.

Here are example partial searches:

- How to
- Secrets of
- Get rid of
- Naturally
- Tips
- Articles
- Ebooks
- Reports
- Step by step
- Easy
- Fast

Now the next step...

Step 2: Research These Niches

Now it's time to whittle down that big list of potential niches by discovering which ones look to be the most promising and profitable. To do this, you're going to research each niche (or at least those that interest you the most) to see if there is a big market and big demand.

Here's how:

- Search marketplaces for keywords. For example, search for "organic gardening" on sites like Amazon.com and Clickbank.com. Look for a lot of products being sold by a lot of vendors.
- Run a Google search for the keywords. Again, look for a lot of websites selling a lot of different products and services to the niche.
- Check for niche publications. For example, does your niche have its own magazine (such as Dog Fancy for dog lovers)?

- Check Google Trends. Are there are a lot of searches in the niche over time?
- Look at social media. Can you find things like Facebook groups and Reddit subreddits on the topic?
- See where members of the niche congregate. Can you find them on forums, blogs and other communities?
- Use keyword tools. Do a LOT of people search for information in the niche every day?
- Look offline. Are there stores and organizations devoted to the market?

TODAY'S TASK: Your task today is to brainstorm and then research markets. Look for smaller sub-markets (niches) that look profitable. For example, "dog training" is a big market, but something like Poodle training is a smaller niche that may be big enough and profitable enough. Check: does the smaller niche still garner a lot of keyword searches and product sales? If so, that's a potential niche for you.

Select a niche that not only looks profitable, but also one that interests you (and ideally one that you know something about). Then hang onto all your research, because you're going to take another look at it tomorrow!

Day 2: Select a Topic

Now that you've determined not only which niches interest you but are also profitable, your next step is to select a topic from within that niche. In other words, you're going to determine what it is that your audience wants the most in terms of information.

NOTE: Pull out the research you completed in the last step, as you'll be using it for today's lesson.

Let's get started...

Look for Bestsellers

The single best way to find out what topics people are likely to buy in your niche is to find out what they're ALREADY buying (and then create something similar yet better).

Here's how to do it:

- Find bestsellers. You can visit marketplaces like Amazon.com, ClickBank.com and Udemy.com. Take note of which products (topics) are bestsellers.
- Look for competition. If a topic has multiple products around it, that's a good sign that the topic is popular. It's even better if multiple competing products are bestsellers.
- Search niche websites. What infoproducts are the top sites in your niche selling?
- View advertising. This includes ads on niche sites as well as the paid ads on sites like Google and Facebook. If a marketer spends money over time advertising a particular infoproduct, that's a sign that the topic is popular. Even better if you see many marketers advertising similar products.

Point is, look for evidence that a particular topic is selling well in your niche. Then your goal is to create something on the same topic, but your product should be even better. For example, instead of just selling a weight-loss guide, you'd sell a package that includes dieting information, as well as tools such as shopping lists, recipes, meal plans, calorie counters, checklists and more.

See What's Popular In Communities

Your next step is to research popular discussion communities to see which topics keep popping up repeatedly. These communities include:

- Blogs.