

How To Overcome Product Creation Brain Freeze

The Definition of Product Creation Brain Freeze: You can't settle on a product idea to create because you can't decide on your niche or you aren't sure if your product idea is a good one. So instead of getting the product out and done, you keep turning things around in your head trying to decide if your idea is a good one, if you should do it, or if it will sell.

The Cause of Brain Freeze: The root problem is not understanding the two moving forces behind what CAUSES products to be profitable to start with. Tied with this is believing a huge MYTH that even the largest companies fall into.

The Solution of Brain Freeze: The answer is to understand the 7 core secrets of product creation which are BASED ON the results of a 4-year study of 524 brands in 100 consumer product categories.

See if this sounds familiar: You stew, hesitate, debate, research, research some more, table ideas, start over, get halfway started, revamp and, in general, never feel confident enough to move forward.

If ANY of the above sounds even REMOTELY familiar then the 7 core secrets of profitable product creation will unlock your brainpower and set you free to create, promote and move on to new levels of profits, satisfaction, happiness and dream fulfillment.

No more endless debate about your target market.

No more delay and procrastination.

No more brain freeze.

Here is the ABSOLUTE KEY to Profitable Product Creation:

There is a huge MYTH about what causes new products to be profitable. Even BIG companies think and believe that successful new products are based on having the best product (i.e. leading the product category), how mature the category or market is, and size.

The BIGGEST myth is that you need to have a product in a HOT GROWING MARKET to be profitable.

For example, the “mobile” market is super hot right now. And you see a LOT of marketers coming out with things about mobile. This causes BRAIN FREEZE if you don’t know anything about mobile and you believe that to have a highly profitable new product you have to jump on this latest trend.

The SHOCKING TRUTH about New Product Creation

According to this 4-year research study, “The most significant point is that any brand can win.”

In fact, the successful brands were THREE TIMES more likely to grow using the two simple secrets I’ll give you in a minute.

Here’s what this means to YOU: YOU can have a successful product, even if you aren’t the leader in the product category, even if the product is an old, established market or product category.

In other words, in ANY MARKET, almost ANY PRODUCT CATEGORY if you follow the 2 secrets, you can have a winner.

That’s stunning isn’t it.

Now, I believe strongly in choosing a target market that allows you to have a back end. And, in fact, in my 30-day coaching I have a whole module that shows you an ingenious color-coding method to come up with markets like this.

But in almost ANY market you can have a winner if you follow the two big secrets.

The Two BIG SECRETS That Caused 17% Of Products To Beat All The Rest

In The Writer's Secret, I first revealed these 2 big secrets based on the four year study. I go IN DEPTH into this in Writer's Secret. But I'll give you the short version here:

Out of 522 brands studied in ONE HUNDRED consumer product categories, 17% were ranked as winners. And 2/3 of those winners came from low-growth categories and markets that would normally be called STALE or BORING!

That means you don't have to be in a hot, sexy market to have a winning new product.

The secret behind the winning 17% was as follows:

“Innovative and Heavily Advertised Brands Grew 3X Faster Than The Competition”

1. They came out with NEW products, positioning or packaging
2. They advertised heavily

That means you need to come out with new products, new packaging for products or a new positioning or repositioning for EXISTING products.

Which brings us to....

The 7 Secrets of Highly Profitable Product Creation

- 1. You CAN come out with winning products even in boring, stale markets and product categories.**

You don't have to jump on the latest, new, sexy bandwagon.

- 2. You DO need to INNOVATE new product ideas**

If you come out with new but boring and uninspired products, and you do the same old, same old, this won't work.

They key word here is INNOVATE. Come up with something that has a compelling new BENEFIT to your customers. Think about your customers. How could you come out with a bold, attention-getting, NEW INNOVATIVE product that would benefit them?

3. Innovate new product packaging

Obviously, in consumer goods this refers to the packaging at the store. But how about the online world? The packaging is digital. But think about things you've bought that had some angle or aspect of newness and innovation in how the product was packaged and DELIVERED to you.

My line of Dashboards re-package information into a new format. That would be an example. In the study I've been referring to, a company called Boca that makes products for vegetarians released a new package that was colored red like meat!

This was a big hit.

Simple product packaging.

4. Re-position products

This usually means selling a product to a new market or for a new USE.

For example, Old Spice came out with a new deodorant targeted at teens. This was very successful.

5. Advertise and promote your new product heavily

You don't have to spend money to do this. It basically means to hustle it. Not in the bad sense of the word. Hustle as in get the MOVE ON. You know, do a bunch of stuff to promote it. Get busy. Be active.

Whatever your methods of promotion are, turn UP your activity level. Do a LOT more promoting. Write more articles. Promote harder to affiliates. Turn up your seo backlinking. Send more/better emails. Get your Facebook ads going or your ppc.

Turn it up. Don't be shy about it. Get active. Get engaged. Guys would understand this as be aggressive and project.

I think women might relate to it more as network, work your contacts and community, turn up the ATTRACTION.

The metaphor doesn't really matter. If nobody knows about your bright, new innovative product, packaging, or positioning, then how is anyone gonna BUY it.

Don't be shy!

Here's an example of how I do it: <http://budurl.com/lastipad>

6. Quit obsessing about making mistakes and get busy

You know, you WILL make mistakes. Just accept it. The ONLY way to move forward is to be willing to make them.

The old analogy applies that if you wait for all green lights before you leave your house, you'll starve to death.

7. Combat the recession with clear thinking

It's easy to get ideas in your head like:

- * I don't know what to do
- * There are so many models out there, which one is RIGHT?
- * I feel overwhelmed
- * What about this or that?

Shut it up.

Seriously.

Shut it.

Stop it.

Quit it.

You won't SEE the ANSWER until you get busy. Gary Halbert used to be fond of saying, "more problems are solved by movement than will ever be solved through meditation."

And that's NOT to knock the value of meditation. A clear head and clear thinking means a lot.

But without action, it's meaningless.

The SOLUTION to the above objections is this:

Innovate products, packaging OR positioning. You don't have to do all 3 but do ONE.

Then advertise or promote it heavily.

Best wishes,

Marlon Sanders

PS: At the end of every newsletter issue, I include a small list of links to my different products. I switch these up from time to time. Then I always close with a favorite poem that represents taking the road less travelled in marketing.

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RESOURCES

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1. Product Creation

<http://www.productdashboard.com>

2. Creating freebies, email capture pages, emails and getting people to buy from emails

<http://www.promodashboard.com>

3. Creating html pages and web graphics

<http://www.designdashboard.com>

4. Setting up your own affiliate program

<http://www.affiliatedashboard.com>

5. Getting traffic to your web sites

<http://www.thetrafficdashboard.com>

6. Save money on a bundle of my products

<http://www.thebigcourse.com>



<http://www.ateamsuccess.com>

This poem summarizes everything I am, everything I believe about marketing and life. This is what I believe:

The Road Not Taken

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there

Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost

<http://www.poemhunter.com/>