

eBiz EYE

ON

# 100 Info-Product Creation Ideas

NEVER BE STUCK FOR ANOTHER  
IDEA AGAIN TO CREATE YOUR  
NEXT INFO-PRODUCT

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## Introduction

Welcome to another report in the **eBiz EYE** series.

If you're an information publisher and seller, then you already know that there are many ways to package your information.

Here are the primary packaging choices.

- eBooks and reports
- e-courses
- memberships and recurring products
- audio products
- video products
- "big package" products
- intermediate training courses
- high ticket training courses
- personal one-on-one training

All these can be delivered in a number of ways. You can use your own website, blog, YouTube or Vimeo or other video service, Udemy, email autoresponder, traditional hard copy, DVD, Skype, Google Hangout, offline class-room presentation - and that's not all.

Combine the packaging choices with the method of delivery and the result is an incredible number of options that you have at your disposal.

These options can be used to build your unique, online business and to create a very nice income stream.

Never be stuck for an idea!

But if you are, then that's what this report is all about.

This report lists 100 info-product creation ideas. Take these ideas and turn them into products that you can sell for profit, to use as a bonus or benefit for a buying incentive, and to give away for free, viral traffic. You'll also get all kinds of profitable niche and content ideas for yourself.

Let's get going.

## 100 Info-Product Creation Ideas

1. Write an ebook. It could be about the topic of animals, gardening, exercise, cycling, travel, anything you can think of and that you have a real interest in. Make sure to add chapters and objectives to the product.
2. Compose a print report. It might be related to automobiles; you might add advertorials and master resell rights.
3. Make an ezine. For example, it could be about sustainable living. Add advice and a membership to the product to broaden the appeal.
4. Create a how-to article. For instance, it might be about saving (money, that is). You could add analogies, metaphors, and loopholes, or shortcuts to the product.
5. Produce a membership site. By way of example, it could be dealing with business. You could add swipe files and outlines to the product.
6. Create an e-class. Maybe it could be about selling your home. Add analysis and assignments to the product.
7. Publish an e-report. As an example, it can be information about green living. Add articles and photos to the product.
8. You might draft a wiki page. It could be connected to crime. Include perspectives, history, and unsolved cases to the product.

9. Market an online game. Suppose it could be relative to child care, so add audio clips and trailers to the product.
10. Author a biography. As an illustration of this, it might be linked to yourself. You might add awards, milestones, and presentations.
11. You could create a directory. For example, it can be with reference to cleaning. To end, you might add advertisements and press releases to the product.
12. Write a book. For example, it may be themed about climate. Add brandable rights and previews to the product.
13. Create a newsletter. To present an example, it could be on the subject of communities - your community - so add blog posts and reader e-mail responses to the product.
14. Formulate a lesson. It might on computers, the Internet, Internet security. You could add blueprints and private label rights to it.
15. Assemble a column. Perhaps it could be about communicating in today's age. Include opinions and procedures.
16. Start a forum. Here's an example - it might be about conspiracy theories. You could add personal biographies, posts, and sections to the product.
17. Develop a music niche. For example, it could be about instruments, maybe African drums. Illustrate types of drums, graphic covers, and lyrics to the product.
18. Create a web video. How about the niche cooking and food. Add case studies and processes.
19. You could publicize a movie. Perhaps it could be about crime. You might add special features, images, and transcripts to the product.
20. You might upload a mp3 audio. It could be be related to child care. Song tracks and play lists could be added to the product.

21. Circulate a magazine. Maybe it could be about crafts. An important point would be to add checklists and pros/cons to the product.
22. Record an audio book. To illustrate, it might be referring to credit card management. Add classes and challenges to the product.
23. Publish a list. here's a good example - it could be on the population of countries. Add profiles and Q & A's to the product.
24. Invest in a mobile site. It may be dealing with single people. You could add singles ads and questionnaires.
25. Set up a links page. By way of example, it could be referring to home decoration. Add product reviews to the product.
26. Design a search engine. It's not as difficult as you might think. To illustrate this point, it might be about health care. You might add descriptions and advertisements to the product.
27. Organize a script. It could be about investing. Include interest rates and commentary.
28. Prepare a tutorial. For example, it may be related to education. Add concepts and questions to the product.
29. Air a TV show. And again, it's not as hard as you might think. Suppose for instance, it could be linked to science. In the end you can add consulting and viewer advice to the product.
30. Compile a survey or poll. It might be about renewable energy. To highlight, you might add results and ratings or rankings.
31. You could syndicate an autoresponder series. For example, it can be themed about entertainment. Add countdowns and coaching.
32. Auction a CD or DVD. To illustrate, it may be on the environment. Maybe add protest petitions and recommendations.
33. Release an app. Perhaps with respect to less popular niches. Add transcripts and recordings to the product.

34. Advertise a cartoon. For example, it might be regarding fashion. You might add comic strips and drawings to the product.
35. Transmit a news commentary. It could be about construction. Perhaps add reader advice and related resources to the product.
36. You might pitch a DVD. Maybe about fiction, so then you could add stories and alternative endings.
37. Script a virtual world. Now there's a challenge! Perhaps it could be about a virtual family.
38. Prepare a graph or chart about ideas. For instance, it might be about electronics and technology. Provide references and reports to the product.
39. Vend an online audio. It can be about how to get emergency cash. You could add coupons and proven ideas to the product.
40. Distribute a video clip. Gambling addiction is a good example. Maybe add some resources and resell rights to the product.
41. Form a scrapbook or photo gallery. It could be referring to your travels. You might add special locations and reviews.
42. Announce a podcast. Gardening is a good example.
43. Display a files sharing service. Maybe it could be about photography. Add terms and rules to the product.
44. Create a chat room. For instance, it might be about diet/nutrition. You could add directions and health samples.
45. Create an autobiography. maybe your own or your family ancestry. Include personal and historical perspectives.
46. Start an infomercial. It might be connected to hobbies.
47. You could distribute a review. Maybe relating to holidays.
48. Make a message board. It might be a bit "old hat" today but there's still a use for them. It might be linked to home remedies.

49. Launch a recording. How about comedy? Add event listings and jokes to the product.
50. Wholesale a teleseminar. It might be themed about music or musical instruments. Add examples to the product.
51. Establish a blog. This is a must-have for infopreneurs.
52. Show how to take screen shots. Add methods for the main operating systems, and include slide shows to the product.
53. Conduct a seminar. Too daunting? Don't worry. Know your subject well and you'll have no problem.
54. Compose an events calendar. It might be about what environmental groups are up to. You could add schedules and locations to the product.
55. Release an interview. This is a real winner, because it's ready-made content for you. How about landscaping as an example?
56. You might air a play-by-play broadcast. Is this possible? Too right it is! You could add scores and detailed statistics to the product.
57. Create a transcript. This follows on from the previous idea. You could add resources, such as web sites.
58. Draft a FAQ page. As an example, it might be about climate change.
59. Formulate a workshop. It might be related to how to derive income as an affiliate.

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This is just a pause ... so that you can gather your thoughts.

Incredible isn't it? Look at all those opportunities.

Have you been taking notes? Have you highlighted any ideas that you could work on almost immediately?

Could these ideas be used in your existing info-products to add more value to them?

OK. Let's speed things up.

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60. Author a quiz. Got any ideas what it could be on?
61. Sell a teleclass e.g. real estate.
62. Make a presentation.
63. Sketch a drawing.
64. Make a slide show. Use MS Powerpoint, Mac Keynote, Open Office Impress.
65. Produce a training class.
66. Create a fan page e.g. exercise and fitness
67. Publish an online video e.g. your own production, or similar to the slideshow above, use MS Powerpoint, Mac Keynote, Open Office Impress.
68. Show how to Invest in software.
69. Market an advertorial.
70. Develop a social site or page on Facebook or other social network.
71. Create and upload a web site.
72. Broadcast a streaming audio.
73. Exhibit a glossary of terms.
74. Record a DVD.
75. Create a Q & A page or site.
76. Design a micro blog.

77. Construct a video of parodies.
78. Syndicate a top article.
79. Release a favourite links list and bookmarks.
80. Distribute a video tour.
81. Organize text transcripts.
82. Show how to prepare a profile or “about” page.
83. Publicize online tools.
84. Prepare a statistics page on a particular niche e.g. how demography is used in marketing.
85. Distribute advice and feedback about various topics. e.g. landscape repair
86. Compile trivia questions that can be used on social networks.
87. Create a myth article e.g. about climate change.
88. Start an archives project e.g. local history
89. Sell products advertised offline i.e. become a “partner” or “referrer” for the offline business
90. Display syndicated content.
91. Advertise a press release about your info-product and add your monetization to it.
92. Offer coaching and/or consulting e.g. a local web business
93. Prepare assignments for use by other web businesses.
94. Set up a RSS (Really Simple Syndication) feed.
95. Sell an event's recording e.g. conference and seminars.
96. Retail an online service e.g. become an affiliate
97. Uncover forum re-posts. e.g. it could relate to travel and vacation

98. Form a mastermind group about anything of importance.
99. Broadcast a reality video e.g. it could be on climate and weather patterns.
100. Record a conversation transcript (with approval from the participants of course)

## To Finish ...

100 Info-Product Creation Ideas.

If I have repeated any, or that some are very similar, then I apologize.

The objective in this report is to show you how broad the scope is in gathering ideas for your next info-product.

Can you think of any more ideas that could be added?

I hope your creative juices are flowing.

To Your Creative Ideas and Rewarding Results ...

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