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How to Research Your Information Product

By Terri Seymour

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After being an affiliate and selling other people's products for what seems like an eternity, you are finally ready to write your own information ebook. The first step is going to be research. No matter what your ebook is going to be teaching people, you want to know exactly what kind of information they are looking for and would be willing to pay for.

For instance, if you are writing an ebook that shows how to budget and save your money, you want to find out what problems and concerns people have and need information on. Things like how to save money on utilities, cutting your grocery bills, best ways to invest and so on.

You want to be very organized in your research because this is a very important process in developing your product. If you follow these simple steps, you can obtain all your information and turn it into a very successful information product.

Step 1 – Gathering Information

In this step, you want to gather information and data that will help you decide on the relevant content of your ebook. There are several ways you can do this:

Discussion Lists: Ask questions to the members of all the discussion groups that you are a member of. See what concerns them in regard to the subject matter of your ebook. With most of these groups the members are very happy to help a fellow group member.

You can find all kinds of discussion lists here:

<http://www.topica.com> <http://www.yahoogroups.com>

Ezine Subscribers: Write up a little survey and ask your subscribers to fill it out and see what you come up with. Of course, if you do not publish an ezine, this will not work for you. ;–)

Message Boards: Visit message boards and again ask the members what information they would like to have access to and would possibly pay for. You can find boards of all kinds here:

<http://www.ezboard.com/> <http://www.delphi.com/dir-delphi/>

Popular Ezines: Subscribe to and read some popular ezines and see what information they are publishing. Expand on it and provide a more in depth study in your ebook.

Surf the Internet: Find out everything possible that you don't already know about your subject matter so you can provide even more information for your readers. I find a lot of my info here:
<http://www.excite.com> <http://www.google.com>

Step 2 – Recording Information

As you receive or find pertinent information, you want to be saving it on a floppy or CD and also in folders in your email or on your desktop or wherever you would prefer. This will help make your research easy to get at and having a backup disc will provide insurance against losing all your work.

Step 3 – Organizing Information

After you have gathered and recorded all of your information, it is time to start organizing. Go over all the data and group it together in separate files or categories. For instance, if several people commented on wanting to find information on how to make a weekly budget and tips and tricks for sticking to that budget you could categorize all this type of data as budget keeping.

Step 4 – Outlining Information

Once your data is all organized you can begin outlining and separating into chapters. This is the beginning of your ebook.

Making an outline helps you organize and develop your ebook by providing an easier way to format all the information you have gathered. When you have finished your outline, you can fill in each chapter with all the details and content.

Example of an Outline:

What is a budget? a) why do you need a budget b) how can a budget help you
How to make a budget? a) how to figure your expenses b) how to figure your income c) comparing income with expenses
Tips for sticking to your budget. a) how not to impulse buy b) allowing for fun & entertainment
What to do when you run short. a) rearrange your budget for extra cash b) trim the excess
Ways to save money. a) saving on utility bills b) cutting your grocery bill c) having fun without spending a fortune
Where and how to invest your money. a) safe investing b) mutual funds

c) stock market Hey, I think I have an ebook here! ;-)

Add as many categories and subcategories as necessary. The more you organize the info, the easier it will be to fill in the blanks. So, use what you are interested in and know about, expand on it with some research and you have the makings of a money-making ebook!

Terri Seymour owns and operates MyOwnEzine.com MyOwnEzine.com is a website, ezine and service which provides the resources, tools, guidance and more to help you start, publish and promote your own ezine. You can contact Terri at <mailto:ter02@newnorth.net> Subscribe at <mailto:subscribe@myownezine.com> or visit <http://www.myownezine.com> for lots more info.

Why Is Market Research Important?

By Martin Day

Market research is an essential part of any business that wants to offer products or services that are focussed and well targeted. Business decisions that are based on good intelligence and good market research can minimise risk and pay dividends and by making market research part and parcel of the business process and conducting market research throughout the lifecycle of a product or service market research will bring the following benefits:-

Market research will help you better communicate – Your current customers experiences are a valuable information source, not only will they allow you to gauge how well you currently meet their expectations they can also tell you where you are getting things right and more importantly where you are getting things wrong.

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By asking the customer you not only show them that you care but you also take the guess work out of customer services.

Market research helps you identify opportunities - If you are planning to operate a new service and want to know the preconceived attitudes people have then market research can help, not only in evaluating the potential for a new idea, but also by identify the areas where a marketing message needs to honed.

Market research will minimise risk – Market research can help shape a new product or service, identifying what is needed and ensure that the development of a product is highly focused towards demand. Market research creates benchmarks and helps you measure your progress – Unless you measure you may not be able to gauge how well your business is performing. Early research may highlight glaring holes in your service or short falls in your product, regular market research will show if improvements are being made and, if positive, will help motivate a team.

Martin Day is a Director of Survey Galaxy a web site that allows anyone to create, design and publish online surveys. For more information please visit



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