

## How We Create or Find A Quality Product or Service

### Introduction

One of the hardest things to do is to develop or locate a first class informational product or service that you can actually earn money from time and again.

When you are reviewing ads that are targeting you as an “at home entrepreneur” you see all sorts of outlandish offers and proposals. They infer that you are going to become the wealthiest person on this planet and you only need to spend your money with them to learn how.

My daddy once told me that “money is way ahead of whatever is in second place”. He might have revised that to “money in **MY** pocket is way ahead...” which might have gotten my attention a bit better.

Anyway, in this article we’re going to explain how we create or find a quality product or service. Let’s look at developing a new product or service.

### First Hand Knowledge

In all cases a new product/service needs to fill a need.

It is far easier for you to create something new when you already have a working knowledge of the topic. This is because you would already know what is wrong with whatever is being offered into your specialized knowledge area or niche.

For instance, we have been involved with building websites for clients since 1992. You may not know this but that was the year that graphics had its major impact on the WWW. Our first client was ecstatic at being able to display images of their products to their worldwide customers and prospects.

And, over the next 20+ years, that phenomenon has become almost second nature to all of us.

So, for us, just about anything that is related to building websites would represent market niches.

For you, of course, it is whatever you really, really like or want to be best known for.

## In-depth Research

Once you have selected your broad general topic it is time to narrow that down into smaller sets of the same subject matter.

For us that would be: domain names; hosting services; webpage building functions, and publishing those pages live on the web, etc.



"You may keep the coin I flipped to see if you could have a raise."

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Now, take one of your sub-sets and break it down even further. In our example, we could look at domain name registration and the changes going on in the marketplace right now.

This might be far enough to get your hands around the meat of your subject and start your research for holes.

This step is critical. You need to identify a piece that is being overlooked or dramatically being under-addressed in some manner.

For instance, in the world of domain name registrations, there is a preponderance of tools available and people performing the tasks of registering domain names. But, there are very few people offering to show you (as a novice) just exactly how to search for a quality domain name for your web business when all the good ones have already been taken.

Once you have decided what you want to work on, then it is time to see who is already doing something close to it. You want to then take the best pieces of what they are saying or doing and save that information to a safe place to be used later.

When you have exhausted all the sources for existing information, you then need to review that material.

Put the information into a logical flow for you and review that content. Fill in the gaps with your own content. Now change all the words in your document to say what you mean to say without using any of the wording or phrases from your sources. Otherwise you will be plagiarizing and that is illegal.

## **Gestation Period**

The next thing to do is store your information on your computer system somewhere and leave it alone for at least 3 days and preferably 7 days. Don't even think about it. Work on your next product or service; anything, just don't look at what you have created.

Now, after your waiting period, open your document. Read it carefully. Even print it out and grab a marker so that you are ready to highlight whatever you identify needing changes (there are always changes).

This editing process is so that you don't do something stupid. Make sure that all of your points are covered and that you have a logical flow from one subject to the next.

## **Finalize Your Work**

Once again, save your work for a day or so. Re-read the entire process, and if possible, take the actions you are describing to make sure that they work.

Now, you can publish.

## **BUT, what if you CAN'T do that?**

Ok, all of this is great, but, what if you don't feel that you can create your own and would prefer to sell someone else's solution? Do it!

What you need is a good source for materials that you feel serves your idea of your market the best.

We use 4 services to help us find a product/service that fits our market.

They include:

- [ClickBank](#);
- [PaySpree](#),;

- [PayDotCom](#); and
- [Shareasale](#)

There is no particular order to them, they each offer different packages. You just need to be a member and search their systems for something that appeals to you.

Things that we look for when researching these sources include the support that a vendor offers. If they supply banners and text for emails, then we consider them good candidates.

A tool that we use with Clickbank is called [Free For The Taking!](#) This tool is a program that helps to determine the current marketability of an offer. And, it is free!

Of course, you don't really need to have a passion for a niche product. Sometimes the better plan is to take something that you know nothing about and promote it. Many people have touted success both ways.

## Summary

We've explained how to create or find a quality product or service. We explained how to get prepared and develop your material for your own online deliverable product. We supplied you with four places that you can use to find just about anything to put in your promotions.

It is our opinion, that if the thing that you are offering is something that someone else is willing to pay to own, then that is a good one.

Our primary business is [MyChoiceThings.com](#), which is a membership site. It is free. You are automatically a member since you signed up for this report. That sites' function is to provide you with a ground level approach to building a solid foundation for your online business. It assumes that you would be doing things similar to what we are doing.

Our sister site, [MyChoiceThings.info](#) is also free and provides different things.

Check them both out. You are bound to find something that is valuable to you.