

Step 1: Ask yourself these key questions: (from pages 28-43 of the book)

1. What problem have you solved?
2. What can you demonstrate?
3. What have you researched on the web and finally discovered?
4. What are the best resources you've found?
5. How do things fit together?
6. What variations on a theme could you explore?
7. What have you tested?
8. How can you appeal to rabid hobbyists (collectors)?

What frustrates or confuses users? → "The Step-by-Step Method of..."
"How to Be Up and Running With Your First Site In Under 1 Day Easy"

Can you make something more user-friendly? → Make it longer and more comprehensive
Make it shorter and more of a handy reference
Offer to create an improved manual for a small company in exchange for bartered goods (I've done this for a product costing thousands)

What is outdated that you could update? → "The 2018 Guide to..."

What might people need suddenly? → A Pocket Guide to [what to say and do if you're in an accident; or useful knots for urban dwellers; or any other what-to-do-when info]

What could you make the most comprehensive? → "The A-to-Z Guide to..."

What could you customize for people? → "The Teenagers' Guide to..." or "A Rural Girl's Guide to..."

What might vary by age? → Something funny, as in "How to Talk Bostonian"

What relates to a geographic location? → Seasonal attractions in your area
Unusual maps like "The 30 Best Farm Stands in the Kansas City Area"

What examples could you collect? → People have made good money compiling things like letters for different occasions

What could you create that is inspirational? → "365 Thoughts for Triathletes"

Are you an "insider" with anything? → How to survive a particular college (as student or as parent)
How to find the best value for something (hosting? tools? trips?)
"How to select great replacement windows and save thousands"

What other interesting angles do you see people taking in magazines and books? Never mind their topic--just look at their stuff as a template to use for your topic.

Step 3: Once you generate some ideas from the items above, write them down and revisit pages 64-65 of the book. That's the chart with 42 different formats your product can take. This process should result in a great many ideas for specific products. Just remember: Don't over-analyze, and instead have a bias toward early action! Make something into a 1.0 version and see if the marketplace has any interest.

The Six-Figure Second Income Product Idea Generator

Step 2: Consider these questions: