

85

# INFO PRODUCT IDEAS



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*"Growing your Prospects, Prestige & Profits"*

“A handy list that will  
stimulate your creative  
ideas for info products  
and content”

[www.ProductFunnelFormula.com](http://www.ProductFunnelFormula.com)

# 85 Information Product Ideas

Whenever you’re looking for ideas or wondering what or how you can package your knowledge into an information product, keep this list handy.

Keep your mind open to new ideas as you read blogs, article directories, watch television, read magazines or research online. What do you come across that can be used as content or a product in your niche?

Refer to it this list often and allow your creative juices to flow. Remember very little, if anything, stays the same. There are always new techniques, strategies, questions or ideas that you come across and can then share with your fans.

The idea is to move away from trading your time for dollars as you work one on one with your clients. Your goal is to instead work from one to many as you leverage your time, your effort and your expertise.

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|------------------------|--------------------------------|
| 1. Special Reports     | 13. Summaries                  |
| 2. Compilation Reports | 14. Product Reviews            |
| 3. How To Guides       | 15. Product Comparisons        |
| 4. Tip Sheets          | 16. Checklists                 |
| 5. Steps Guides        | 17. Flowcharts                 |
| 6. Secrets Of          | 18. Reference Guides           |
| 7. Top Lists           | 19. Booklets                   |
| 8. Myth Busters        | 20. Templates                  |
| 9. Mistakes To Avoid   | 21. Forms                      |
| 10. News Updates       | 22. Q & A Reports              |
| 11. Trends and Fads    | 23. Frequently Asked Questions |
| 12. Instructions       | 24. Surveys/Polls              |

25. Quizzes
26. Assessments
27. Card Decks
28. Greeting Cards
29. Board Games
30. Contests
31. Information Collections
32. Catalogue Information
33. One Question Interview
34. Recommended Resources
35. Articles
36. Blog Posts
37. EBooks
38. E-courses
39. Autoresponder Messages
40. Books
41. Magazines
42. Workbooks
43. Home Study Courses
44. Tutorials
45. Toolkits
46. Case Studies
47. Success Stories
48. Audio streaming & downloads
49. Audio CD programs
50. Audio Reports
51. Audio Newsletters
52. Audio Reports
53. Podcasts
54. Transcripts
55. Video streaming & downloads
56. Camtasia Presentations
57. Video How To's
58. DVD programs
59. Photo Albums
60. Ezines – Digital Newsletters
61. One on one coaching
62. Group Coaching
63. Train The Trainer Programs
64. Consulting Services
65. Mastermind Groups
66. Teleseminars
67. Webinars
68. Online/Offline Radio Programs
69. Individual Interviews with Experts

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|---|--------------------------------|
| 70. Panel Interviews with Experts       | 78. Training Bootcamps         |
| 71. You being the Expert Interview      | 79. Retreats                   |
| 72. Compilation Interviews with Experts | 80. Seminars / Workshops       |
| 73. Membership sites                    | 81. Public Speaking            |
| 74. Book of the Month Sites             | 82. Content Licensing          |
| 75. CD of the Month Sites               | 83. Software                   |
| 76. Professional Associations           | 84. Event Calendars            |
| 77. Coaching Clubs                      | 85. Repurpose Existing Content |

Many business owners want to make it ‘harder than it is’ to share information.

To get started, think how you easily provide content such as:

- Top 7 Lists – A number of ways, techniques, reasons or steps to do something
- How To – Instructional methods to do, have, achieve, avoid something
- Checklists – Step by step process summarizing how to do something
- FAQ’s – Summarise common questions in your niche and provide succinct answers
- Interviews – Conduct these with an expert, or have yourself interviewed – either by phone or have them respond to questions via email
- Compilation Report – Use content from an article directory, being sure to leave the author’s Resource Box intact.

Just keep it simple, and you’ll have fun churning out content that provides valuable information for your subscribers.

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Smiles

 Danette  
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