



# How To Create A Winning Product

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One of the questions we get all the time from the **MySurveyExpert** community is how to create products. Here's the problem: Either people don't have a clue where to start creating their first product or they've created products that bombed, because they didn't know how to give their customers the products they **WANT**.

**Ultimately, that's what it all boils down to:**  
*Figuring out what people want, so you can give it to them. If you do that successfully, they will absolutely **BEG** to buy it.*

And doing that is absolutely dead simple, if you use a product creation survey. Today, I'm going to give you a super simple road map for creating products your customers will absolutely **BEG** to buy.

Remember, Phase I—what you do **BEFORE** the survey—is to ask questions in social media and/or to use data that are already out there to get some ideas of what they want, impressions and directions that you can **TEST** in your product creation survey.

**Once you've done that, it's time for the real fun to start: your product creation survey. If you already have a list of customers and prospects, here's what you do:**

1. Pick a topic within your business that you **THINK** your customers would be interested in.

ebook  
MP3 Audio  
Video  
Webinar  
Coaching

2. The first question in your survey is, "What's your number one question about X or your #1 problem with X?" If you think it's really something that's a BIG problem for your folks, this one works even better: "What's the #1 thing about X that keeps you awake at night?" If you've already used a question like this in Phase I



of product creation—in social media or on an “Ask” campaign—make sure that you use a different question. So if you asked them what the #1 problem was, you might want to go with something like, “Tell me about a problem in your business that keeps you awake at night.” This will give you some idea of how *salient* the problem **YOUR** product deals with is for your customers.

3. Think of 4 different topics related to this problem that you could create a product about. Keep them simple, don't make them too general or too specific--things like: "Information about how to set up a fan page on Facebook" or "Information about how to set up a squeeze page," something like that.
4. List those 4 things and ask people whether they're "very interested," "somewhat interested," or "not interested at all" in that topic.
5. Make a list of all the ways you might deliver a product--ebook, recorded audio, video, live coaching or webinar, etc. Ask them to pick the top 2 ways they like to learn. Remember, you may end up creating multiple products on this topic--you might start out with something simple, like a

recorded interview, to generate some capital while you build a bigger product.

6. Write a brief description for a product you might create--like "A recorded interview with an expert on X that you could download and listen to as often as you wanted." Give them 3 possible price points that aren't too far apart and that are all within a range of what you think you want to sell the product for and ask them which one is a price they think is fair for the product. (When you get the results, remember that people tend to "underreport" what they'll pay; so if you get 30% or so of folks saying they'll pay the price you want to charge, you should be in pretty good shape.

You're done! Put the survey up, using a free tool like Survey Monkey (if you're a **MySurveyExpert** member, remember that there's a dead simple video in the membership site that tells you how to program a survey in Survey Monkey). Remember, you can create a custom link now in Survey Monkey.

Blast out an email to your list, inviting them to take the survey. **REMEMBER**, you need to tell them **WHAT'S IN IT FOR THEM**, in 2 ways.

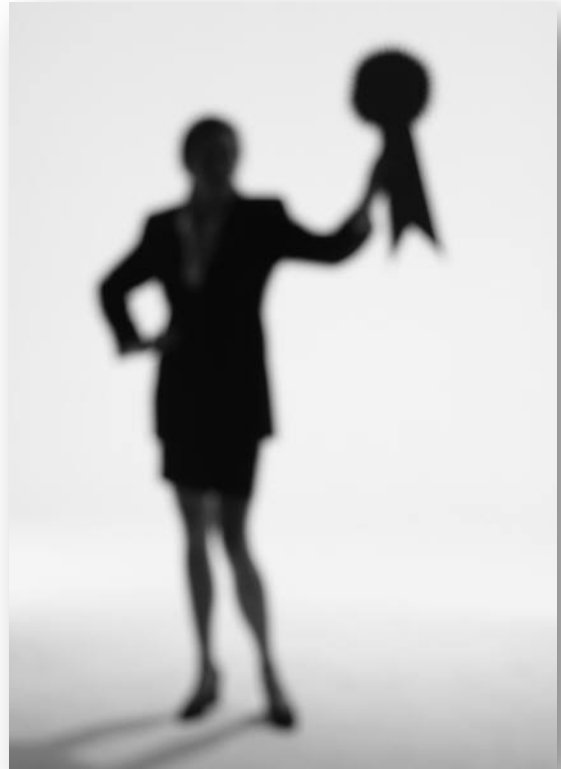


First, tell them that you have had lots of interest in Topic X from your customers and you want to be sure you give them EXACTLY what they want, so you want to hear from them.

Second, offer them an incentive. It might be a free report, a free video, a free consult-- anything they'll see as valuable.

You can redirect them to the download page for the freebie once they complete the survey--that's easy to do in Survey Monkey.

And, if you want to make it even better, give everyone a chance to win something cool (in addition to the free report): Tell them everyone who completes the survey will be entered into a contest for a free iPad or something like that. (Remember, spending \$500 or so to create a product that could earn thousands of dollars for you is a pretty good deal!)



That's really all there is to creating a winning product!