

# Simple Product Creation Idea

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If you want to create your own product, you're probably thinking about an eBook. But, writing an eBook can be a daunting task for many people. Sitting there, standing at a blank word processor screen is an intimidating experience.

I've got some good news for you. Your product does not have to be an eBook.

Consider creating an audio product.

This is far easier than it seems. Consider this scenario:

You decide you want to create a product about guinea pigs. The traditional way would be to do all kinds of research and maybe incorporate your own experience if you have some expertise, and then laboriously turn this into an eBook.

Here's a much easier way.

Imagine going to your local pet store and finding out who knows the most about guinea pigs. Explain to that person that you would like to spend an hour or so interviewing them. The result will be turned into a report that they could freely give away at their pet store which would help people who are interested in guinea pigs. This makes it worthwhile for the person to participate.

Set up an appointment time to do your interview. It can be done over the phone or in person, as long as you have a quiet place to do it. You'll need to record the interview. In person this can be done with a small digital recorder. You can buy a brand new one at Radio Shack for under \$70.00 and it will allow you to transfer the files directly into your computer.

Personally, I prefer a face to face interview because it is often more dynamic.

You will want to prepare for this interview by creating a simple outline. It should cover the main points and perhaps a few questions under each of the main points to get things started. I typically find that when an interview is underway, the expert gets excited and willingly shares their amazing amount of knowledge.

Having a good outline helps keep things on track and will make for a more organized product. Your job as the interviewer is to keep the expert focused and prompt them by asking interesting questions.

Let me ask you this. Does anything I've explained so far seem very difficult? I didn't think so. Most people are flattered that you would want to interview them.

The next step in your process is to turn your audio into one or more MP3 files that can be downloaded directly from the net. There are a variety of methods to do this and since I'm not trying to sell you any of them, I prepared a link which automatically pulls up audio products.

[Click here to see search engine results for audio products.](#)

Upload those MP3 files onto your site, and you now have an audio product. It's that simple. And the beautiful thing is, audios have a higher perceived value than eBooks do. That means you can often charge more for an audio.

Want to make it even more valuable? Have your audio transcribed so that you'll also have a version of it that someone can print out. And read. Some people prefer audio and some prefer the information in writing. A transcript lets you get sales from both types.

What? You don't have a personal secretary?

No problem. There is a web site called <http://www.iDictate.com> that will handle this for you. You send them your audio files and they send back a transcription that you can format as you wish. I would recommend turning it into a pdf report.

You may wonder if this is going to cost an arm and a leg. Actually, the charge is one penny per word. Can't get much cheaper than that. And the turnaround is within 24 hours.

Now you have an audio and a transcript for your new products. Doesn't this sound a lot easier than trying to write an eBook?

Maybe you are the expert in your topic. Then have somebody interview you. You can even feed them the outline and questions. Having another person to interview you makes you actually seem more credible. It also makes for a far more interesting audio than simply one person speaking.

Audio products have been around for ages. More and more people are now getting used to downloading MP3s and burning them onto CD so that they can listen to them in their car. Or uploading them onto their MP3 players so they can listen while working out or relaxing.

Consider using audio when creating your next product. It can be a very easy way to create a high value product.

Please click here for one more tip. It should send a blank email to: [audioproductreport@cbmall.com](mailto:audioproductreport@cbmall.com) (make sure to hit SEND) and that will get you an audio postcard sample with some more ideas.