

# Using Amazon For Product Creation Idea

Patric Chan  
[www.PatricChan.com](http://www.PatricChan.com)

Magazines, top selling books and that infamous store – Amazon – are some of the best research tools out there. When people spend money on magazines and books they're spending money on information.

Sometimes it's "hard information" on how to do something.

Sometimes it's softer information, more entertaining or what you might call "infotainment".

A lot of hobby magazines and books fall into this category.

Let's surf on over to Amazon because there are few retailers better when it comes to displaying the HOT topics people are paying for – and importantly – paying for online!

## The Amazon Marketplace

The Amazon marketplace is amazing. There's so much information available it's "outrageous". It's important to start thinking laterally, looking for angles and markets you'd otherwise have missed.

Here's what I mean.

I've gone to Amazon.com in the past and on the right hand side of the page I've clicked on **Digital Games & Software > Game Downloads** and then clicked **Browed Bestsellers** at the top of the page.

There's a game bestseller called Crysis 2.

Shop All Departments  Search

Video Games PlayStation 3 Nintendo Wii Xbox 360 Nintendo 3DS

Bestsellers Top Rated Hot New Releases Most Gifted Most Wished For

< Any Category  
< Video Games  
Game Downloads  
Core Games  
Casual Games

### Bestsellers in Game Downloads

The most popular items in Game Downloads. ([Learn more](#))

1. 132 days in the top 100



**Crisis 2 [Download]**  
by Electronic Arts  
**Platform:** Windows Vista / 7 / XP  
★★★★☆ (28) | 3 customer discussic  
Available for download now  
~~\$59.95~~ **\$39.74**

This is a market I'd never even think of and simply browsing markets opens your eyes up to opportunities.

Computer games like Crisis 2 are an interesting because you know the market has spent money to buy the game and you know they spend that money on the internet. Two good signs!

I know there are online communities, forums and lots of people looking for cheats and walk-thru guides to help them finish the game faster. If you've ever played a video game and got stuck with no idea how to bust through... then you know the feeling!

If you're into Farmville – game that went viral through Facebook – then you may not realise there are some very well heeled Internet Marketers who created products on this game and sold them through Clickbank.

And...

Believe it or not there's already a *Crisis 2* guide on Clickbank!

It's hard to tell how well the product is selling and only further research will tell you how big the market is but...

If you're a gamer (or know someone who is) then I'd recommend scouring Clickbank for Video Game products selling like hotcakes. Maybe you could make your own?

Results [Marketplace Help](#)

<< Hide Displaying results 1-1 out of 1 (pg. 1 of 1)

Keywords: crisis Results per page: 10

Narrow Results by: Product Type | Language | Billing Type Sort results by: Keyword Relevance

**Zobias Crisis 2 Ultimate Strategy Guide** Avg \$/sale **\$12.12**  
First & Ultimate Crisis 2 Multiplayer Guide. This Very Hot 2011 game launches on 3-22-2011. Not just On Pc, but also on Playstation & Xbox! So Thousands of Untapped Keywords with Zero Competition & Easy Domination! Start Promoting Now & Cash In! [Promote](#)

**Stats:** Initial \$/sale: **\$12.12** | Avg %/sale: **60.0%** | Grav: **1.52**  
Cat: **Games : Strategy Guides**

\$ [Like](#) 37

# Go One Step Deeper at Amazon.com

Amazon isn't just a great place to get ideas on information that's selling... it's a great way to start building your product and see what your customers are REALLY thinking.

It's vital you keep in touch with your market – after all – they're the ones spending money so learn as much as you can about what they're doing, saying and thinking.

I'm always looking for niches and take short-cuts through the book and magazine sections to have a quick glance at headlines and niches. There is always a range of magazines on Home & Garden.

Shoot on over to Amazon...

It's no surprise Amazon have there own busy Home & Garden section and as you browse through you'll see the number 1 best seller is on "Downsizing, Decluttering and Simplifying" your home.

The screenshot shows the Amazon.com interface for the 'Bestsellers in Home & Garden' category. The page features a navigation bar with 'Shop All Departments' and 'Search Books'. Below the navigation bar, there are tabs for 'Bestsellers', 'Hot New Releases', 'Most Gifted', and 'Most Wished For'. The main content area displays a list of best-selling items:

- 1.** *Miss Minimalist* by Francine Jay (Author). 56 days in the top 100. Price: \$0.99.
- 2.** *A Big Little Life: A Memoir of a Joyful Dog Named Trixie* by Dean Koontz (Author). 31 days in the top 100. Price: \$9.99.
- 3.** *Thunder Dog: The True Story of a Blind Man, His Guide Dog, and the Triumph of Trust at Ground Zero* by Michael Hingson (Author), Susy Flory (Contributor). 4 days in the top 100. Price: \$9.99.
- 4.** *31 days to Clean - Having a Martha House the Mary Way* by Sarah Mae (Author). 112 days in the top 100. Price: \$4.99.

To the left of the book list, there is a promotional banner for 'Kitchens of India' with the text 'Authentic Indian Cuisine', '100% Natural', 'Vegetarian', and 'SAVE UP TO 35%'. The fourth item, '31 days to Clean', is highlighted with a red border.

I was instantly drawn to number 4 in the best sellers called "31 Days to Clean" for two very simple reasons...

**First reason...** it looked like an easy product to recreate. I'm absolutely confident that with some decent research I could easily come up with some great tips on house cleaning.

Tips to make cleaning easier, faster and look at myths and old-fashion methods that have been forgotten. Looking for practical ideas I'd never have thought of by myself and information that shocks, surprises, entertains and sets off light bulbs in peoples heads. While cleaning is seriously dull to me... I know a lot of people obsessed with keeping their homes pristine and perfect!

**Second reason...** this is a great example of a "List Product". We'll go into List Products more a little bit later but there is no order or sequence of events. You could simply go and find 52 of the best cleaning tips out there and stick them in your book.

Plus these are really easy to format and organize (when compared with a step by step guide that must be compiled in an easy to read yet logical format).

You could experiment by organizing the tips by room, by product, by problem or simply mix them up so you alternate between the fascinating, the extreme, disgusting and boring.

Here's another two list type products doing well at Amazon:

- Stress Proof Your Life (52 Brilliant Ideas)
- Boost Your Memory (52 Brilliant Ideas)

Books | [Advanced Search](#) | [Browse Subjects](#) | [New Releases](#) | [Bestsellers](#) | [The New York Times® Bestsellers](#) | [Libros en e](#)

**Stress-Proof Your Life (52 Brilliant Ideas): Smart Ways to Relax and Re-energize** [Paperback]  
Elisabeth Wilson (Author)  
★★★★★ (5 customer reviews) | Like (0)

Available from [these sellers](#).

6 new from \$13.68 | 5 used from \$9.98

Formats	Amazon Price	New from	Used from
Kindle Edition	\$0.00	--	--
Paperback	--	\$13.68	\$9.98

[Show 2 more formats](#)

Customers Viewing This Page May Be Interested in These Sponsored Links [\(What's this?\)](#)

- Life Stress - Relax. We'll help you understand all about coping with stress. [www.RightHealth.com/Stress](http://www.RightHealth.com/Stress)

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Customers who viewed this item also viewed

- Boost your memory** (52 Brilliant Ideas) by Darren
- Kindle, Wi-Fi, Graphite, 6" Display with New E
- The Help (Movie Tie-In) by Kathryn Stockett (3,750)
- More balls than most by Lara Morgan (1)
- Heaven is for Real: A Little Boy's Astounding Story by Todd Burpo
- One O'clock Jump McClendon (8)

Seriously... these products ain't rocket science and they're making somebody some easy money!

## Going Undercover at Amazon!

Let's take fitness training as an example for this guide's walk-thru...

Fitness people, Cyclists, golfers – they are all the same – they'll spend money on equipment and ways to improve their game.

So strolling over to the Amazon marketplace and going through *Best Sellers* in the *Sports* section I find a book on *Barefoot Running*.

This is cool because I know Barefoot Running is hip, trendy and running shoes that mimic the barefoot retail at well over \$100. Might sound odd that a barefoot runner buys shoes but they're a good way to bridge the gap... plus they're pretty cool.

Everyone loves a gadget and this is the runner's equivalent!

Here's how we go 'Undercover at Amazon' and let them do the hard work for us!

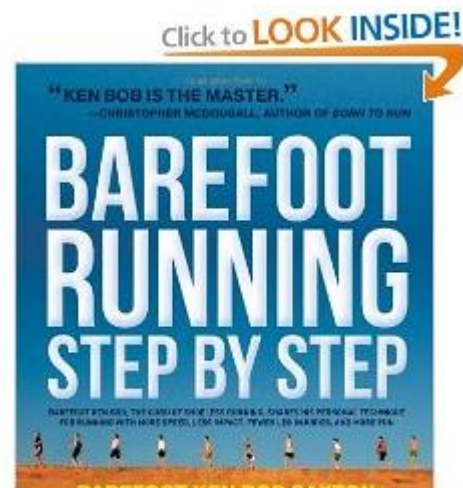
The product page for books usually has a nice big **"Click to LOOK INSIDE!"** option at the top right side of the book cover.

Inside you'll get to look at the table of contents and even read some of the pages. This is perfect "Inside Information" on the authors thoughts on what's important and what people want to read.

The Barefoot Running has a particularly nice layout with sections and chapters. This is where you need to start thinking about specific problems.

You don't need to create a whole book you can always find a section (ideally the hottest section) and focus your product on that and nothing else.

Section II and Section III of "Barefoot Running" really grab my attention...



<b>SECTION I</b> TAKING FEET AND BODY BACK TO NATURE	<b>1</b> BORN TO RUN BAREFOOT: THE LIFE AND TIMES OF BAREFOOT KEN BOB 19	<b>2</b> THE "FEETBACK" LOOP: LOSE YOUR SHOES TO GAIN NATURAL SENSORY FEEDBACK 45
	<b>3</b> THE BAREFOOT TECHNIQUE: FROM HEAD TO TOE 69	<b>4</b> BAREFOOT PLAY: IMPROVE YOUR TECHNIQUE, REDUCE INJURIES, RUN EASY, AND HAVE FUN 107
<b>SECTION II</b> BAREFOOT TECHNIQUE AND DRILLS	<b>5</b> BEWARE OF BAREFOOT RUNNING EXUBERANCE SYNDROME: TOO MUCH TOO SOON CAN DERAIL YOUR PROGRESS 141	<b>6</b> VIBRAMS AND OTHER HALFWAY SOLUTIONS: WHY YOU STILL NEED TO LEARN BAREFOOTING FIRST 155
	<b>7</b> FAST TIMES IN NEBRASKA: HOW BAREFOOTING TURBOCHARGES YOU FOR RACING 171	<b>8</b> MORE THAN BIKILA: PROFILES OF THE GREAT UNSHOD 193
<b>SECTION III</b> WHY BAREFOOTING WILL MAKE YOU FASTER	<b>9</b> THE BAREFOOT RACING LIFE: RUNNERS TELL IT LIKE IT IS 207	<b>10</b> IS BAREFOOTING A FAD? OR IS IT THE NEW DIRECTION OF RUNNING? 229
<b>SECTION IV</b> REAL-WORLD BAREFOOTING	<b>ABOUT THE AUTHORS</b> 238	

Section Two deals with "How to" elements of barefoot running.

This is what everyone brand new to barefoot running wants to read. On an expertise scale of 1 – 10 these are the people at < 5 and you just need to be slightly ahead of them to create your product.

Section Three is cool because it's about running FASTER! It appeals to the competitive side and egotistical nature of people, emotions get involved and that's good for selling 😊

I'd like to **highlight chapter 6** because it mentions Vibrams and halfway solutions. These are the shoes (eg. Vibram Five Fingers) and there's a definite case for making affiliate sales here if you reference them in a Barefoot Running digital product.

Imagine creating a product on "*How to Start Barefoot Running*".

You sell the product and you build a list. Inside the product you can use affiliate links and in your emails you have endless possibilities for reviews and recommendations of shoes, equipment and other information products.

The affiliate sales aren't even limited to shoes. You could recommend vests, shorts,

supplements and some very expensive watches and heart rate timers (several hundred dollars a piece).

You could even give away a short report on Barefoot Running simply to build a list you can market affiliate products to, survey and later create a full-paid for product to sell.

## Amazon Helps You Connect With Your Market

This is big, bigger than most give credit for. You can read customer reviews at Amazon.

They'll tell you exactly what they liked, what they didn't like. If the product was any good and even recommend alternatives.

You can really connect with the market here and *don't forget to learn their language too!* Look at the words they use – the jargon, the slang – if you learn to *speak their speak* then selling your product will be 10 times easier.

The top right review catches my eye as it talks about the pain of injury and remember if you find negative reviews this is something you can try to do better in with your product.

### Most Recent Customer Reviews

#### ★★★★★ Transformed my running!

I don't know how to begin thanking you for you Barefoot Running Step by Step book! I have been battling knee/foot/back injuries for over 9 years and the day I took my shoes off,...

[Read more](#)

Published 23 days ago by Amandaswt

#### ★★★★★ Excellent book on barefoot running

I started barefoot running before the latest craze. Years ago I saw someone running in the County Music Marathon barefoot and it caught my eye.

[Read more](#)

Published 1 month ago by Mark Lee

#### ★★★★★ Perfect! All you need!

This book was absolutely fantastic. It really is all you need to start barefoot running, and it is very step by step.

[Read more](#)

Published 1 month ago by Locke

I hope you've learned some cool ideas about using Amazon to get product creation ideas.

If you like what you've read, please leave your comment at my blog or simply "Like" it. This act will surely inspire me to produce more valuable content to you and my other readers.

Go to:

<http://www.patricchan.com/website/1264/using-amazon-for-product-creation-idea>

You "Chan" Do It!

Patric Chan