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# THE ONE THING

YOUR PRODUCT  
MUST HAVE  
FOR SUCCESS

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It may sound obvious but the **one thing** your product must have in order to succeed is a **NEED**

When you are delving into product development you need to be sure that you're making products that people **need**.

In order to allow your ideas to go from development stages and into actual creation you need to be sure that the products you are proposing are not somewhere else in the marketplace. In order to understand whether or not the product you're proposing has some value in the marketplace you need to do the requisite amount of research and make sure that you have all the facts on your side before you delve into the actual creation of the product.

While there are a wondrous amount of resources for you to find the information you're looking for, the first place you need to start is the Internet.

While the World Wide Web can be a bit confusing for some and can seem a bit daunting the fact is that beginning the creation of your product in the real world starts with finding out whether or not your product has any real world need.

The Internet serves as a marketplace for an open exchange of ideas. Moreover the Internet is one place where people who have tried to create your product in the past go to share their failures. If this has happened than it will surely be documented somewhere online.

Moreover, chat rooms are often a great space for people to vent about products that they feel need to have been! If you get into a chat you could bring into creation. Getting into an anonymous chat room and just hearing about the need or not of your product is a great way to figure out whether or not your product idea has some kind of legitimate legs in the marketplace.

Once you have determined whether or not your products should even be created at all and you have identified a need for it somewhere, then you should figure out how to take your idea from just a concept into creation of a product. Creating products is not the easiest thing to do and anybody who tells you otherwise is foolish. It is not merely the work that goes into research and development but securing the funding for the development of the product as well as for the marketing campaign which is to follow. As an independent product creator you need to have your hands into all facets of this experience before you go any further.

Product creation happens every day and people are always making new things that people need; moreover people's ideas are always taking flight in the marketplace as they move from concept to creation. The only thing you need to be sure of when you're working in product creation is that you have a clear vision for your product and a clear place for it in the world.

It can be very questionable for businesses to start up right now. The economy is not doing well and this is the topic of many news broadcasts. However, there are some options available which offer very promising leads as far as new online businesses go. For those who are familiar with the business world but weary of the implications of investing money in this recession, digital products often require very little startup capital and investment.

Digital products are those which can be purchased and sold online, in an electronic manner. There are many products which can be bought and sold online, but the majority of these are physical products. Digital products are digital in nature.

They are not physical. They can be stored on the computer and transferred from business owner to client, electronically. This provides instant gratification for the business owner, who receives their money immediately, as well as for the client, who is able to download and enjoy their item without waiting longer than the time it takes for the download to complete itself. Popular digital products include eBooks, software, art creations, videos and music. These are but some of the options businesses have when it comes to digital products.

Information is always in demand. Therefore, one of the most enticing digital products is the eBook. Sit down at your computer. What information do you have to offer? What area are you an expert in? In what fields do you specialize?

Once you are able to answer these questions, you can begin to hone in on a topic for an eBook or an informational product. This does not cost you any money. All you need to do is write what you know. This does not cost you anything other than your time and energy.

There are no inventory costs, no shipping costs, no handling fees to consider. It can be just as easy for those with the necessary talent to create software files, art files, video files and music files that are appealing to potential clients. Again, the only thing the individual needs to invest is their time and energy.

How many other businesses can offer such a low start up cost? Even if you are unable to build your business enough to create a substantial income – though many individuals are able to accomplish just this – how much are you really out? Not many businesses are this low risk, especially with today's global and national financial situation.

Digital products are great as a business. They are easy to make and easy to sell. They do not require any storage and to keep them current very little work needs to be done. Almost every dollar made is one hundred percent profit. How many other new businesses can offer these kinds of statistics?