PRODUCT CREATION

FORMULA

ULTIMATE GUIDE TO CREATING
DIGITAL PRODUCTS

RESOURCE CHEAT SHEET

Product Creation Formula Resource List

Search Engines (for research of your target market and competitors to help identify a problem you can solve):

Google- https://www.google.com

Bing- https://www.bing.com

Yahoo- https://www.yahoo.com

Outsourcing Websites (to outsource product creation work):

Fiverr- http://www.fiverr.com All types of jobs listed here start at $5, with Level 2 sellers capable of selling additional services for more. Services include editing, video making, writing, graphic design, and more.

Elance- http://www.elance.com Many freelancers here in many different categories- can communicate with them on-site. You can pay part of the total amount of a job for each milestone that is completed, unlike most freelancing sites.

Guru- http://www.guru.com Have freelancers in graphic design, programming, writing, and more. The site will suggest specific "gurus" based on your project requirements.

Upwork- http://www.updesk.com Formerly known as Odesk.com, over 500,000 businesses use them, making them one of the most popular freelancing websites. You can request and review screenshots of a freelancer's work while the project is worked on.

SolutionInn- http://www.solutioninn.com Similar to Fiverr's set-up in that experts set up services and set fixed prices.

PeoplePerHour- http://www.peopleperhour.com Similar to Fiverr and SolutionInn in that freelancers can set up their services and set fixed prices, but unlike Fiverr, also allows freelancers to search through listings and find jobs on

their own. Has a vast array of services offered, including translation services, creating tutorials, programming, writing, graphic design, and more.

More Sites To Conduct Market Research:

Amazon- http://www.amazon.com

Barnes & Noble- https://www.barnesandnoble.com/

Apple's iBooks via iTunes- https://itunes.apple.com/us/app/id364709193 (only accessible via iTunes on PC/Mac/iOS).

Google Books- https://books.google.com/

Tools For Product Creation:

Microsoft Word (for text documents)- https://products.office.com/en-us/word

Microsoft Excel (for spreadsheets)- https://products.office.com/en-us/excel

Microsoft Powerpoint (for presentations and slides)- https://products.office.com/en-us/powerpoint

Microsoft Office (combinations of all of the aforementioned Microsoft tools)- https://products.office.com/products/

Apache OpenOffice (free alternative to Microsoft Office)- http://www.openoffice.org/

LibreOffice (another free alternative to Microsoft Office)- http://www.libreoffice.org/

Adobe Reader (Adobe's free PDF reader that enables Internet users to read PDF documents)- https://acrobat.adobe.com/us/en/acrobat/pdf-reader.html

FoxIt Reader (alternative to Adobe Reader)- https://www.foxitsoftware.com/downloads/

CutePDF Writer (alternative to Adobe Reader)-
http://www.cutepdf.com/Products/CutePDF/writer.asp

Other Useful Internet Marketing Resources:

GoDaddy- A domain registrar that allows you to research and purchase your domain name that is needed for your website:
https://www.godaddy.com

Namecheap- Another domain registrar that allows you to research and purchase your domain name that is needed for your website:
https://www.namecheap.com

HostGator- A prominent and experienced Web hosting provider that allows you to host your website online: https://www.hostgator.com

BlueHost- Another prominent and experienced Web hosting provider that allows you to host your website online: https://www.bluehost.com

WordPress- What many Internet marketers use to create their websites and blogs: https://wordpress.org/download/