

An Insider Reveals...

How Joe Vitale Generates an Avalanche of Ideas for Profitable E-Products and Services Without Lifting a Finger

In the past, a marketer could make a great living with just one or two really good ideas in a career. Not anymore. The world has changed. Especially for online marketers.

The online marketplace is an insatiable monster. It wants new products and services. It wants as many as it can get. And it wants them now.

Online marketers who cannot consistently feed new products and services into this bottomless pit of desire are not long for this business. They will be eaten alive faster than they can say, “What happened?” And yet, coming up with new ideas is one of the most common and troubling problems people experience.

We take classes and read books on creativity. We take surveys and ask questions. We brainstorm with other people. We make mindmaps when no one else is looking. And more often than not, we often rack our brains trying to come up with just *one* good idea – much less a number of them. This dilemma is frustrating for the average person but it is deadly for the online marketer.

So what is an online marketer to do? How can one come up with not only a steady stream of ideas, but a stream of *potentially profitable* ideas?

If anyone has this figured out, it's my friend Dr. Joe Vitale, who is without question one of the most prolific writers and online marketers ever.

When asked to name his books, Joe often quips that he's “the author of way too many books to mention here.” What is true of Joe's books is even truer of his e-products and services. The list is mind-boggling. (Visit his website at www.mrfire.com to see just a sample of Joe's enormous catalog.)

And yet, what is even more surprising is that Joe came up with many of these ideas without breaking a sweat. In fact, without even lifting a finger. His method is easier than easy. It is effortless. It is also quite obvious – once it is pointed out to us. Until then, it remains nicely hidden for only a select few to profit from.

Well, I have been lucky enough to have Joe teach me this method firsthand. And now, with Joe's blessing, I'm about to pass this secret along to you.

Joe's strategy is based on one undeniable fact: *people love to complain*.

Listen to most conversations for a few minutes and you'll discover that most are centered around a complaint, often a series of complaints. Many conversations are little more than an exchange of grievances in a game of one-upmanship. ("If you think your problems are bad, let me tell you about mine.")

This is not an earth-shattering revelation. We all see it, we all claim to hate it, but very few of us ever do anything about it. Fewer still ever do anything *with* it.

Consider for a moment how you respond when someone complains to you. If you're like most people, you try to console the other person by sharing an example of your own or maybe showing how the situation isn't as bad as it seems. A few people do one better and ask themselves how they might actually help the other person. Of these, even fewer ever actually *do* anything to help, as if thinking of helping is the same as actually helping. From all accounts, it seems most people are content with this level of conversation.

But there's another way to approach these situations. A profitable way. The Joe Vitale way.

When someone complains to Joe, he doesn't just console or attempt to fix the problem; *he listens for the opportunity behind the complaint*. He figures if one person is frustrated by this problem, others are too. Maybe even *many* people. If so, the complaint is no longer a complaint but a *market indicator* - an indicator that points to a potentially profitable product or service. But more importantly, it points to one that has an excellent chance to succeed in the marketplace. Here's why:

It's been said that it's easier to sell a cure than a preventative. Why is this so? Because most people think they're exceptions to the problems of life and do little to prevent them from happening. However, when these same people end up with one of these problems themselves, they are often desperate to fix it.

That's why this strategy is so powerful; people who complain *know* they have a problem. And people who know they have a problem *look for cures*, actively, even desperately. As a result, half the marketing effort is over before the process has even begun. There's no need to create desire. All you need to do is fill it.

This is the essence of Joe's strategy. It sounds easy enough, but there's one more thing you must know in order to maximize its potential:

This strategy works best when it's not a strategy at all; it works best when it's a way of life.

The reason for this is simple. The majority of complaints will *not* lead directly to viable ideas. Some complaints are not severe or widespread enough. Some involve issues outside your area of expertise. Others simply won't excite you enough to consider addressing them. But some complaints, perhaps even more than you might imagine, can lead you directly to profitable product ideas – if you're willing to listen long enough to find them.

Here are just a few ideas Joe has developed this way:

- “*How to Write and Publish Your Own eBook... in as Little as 7 Days*” was the result of a long line of people complaining they didn't have time to write books. This product has been a bestseller for over 3 years now.
- *MakeMoneyFromScratch.com* was a result of people complaining how confused they were about making money online. His recent bestseller, *The E-Code*, came about the same way.
- Joe and Dr. Larina Kase developed their recent e-book *How to End Self Sabotage (for Aspiring E-Book Authors)* because many people had an endless stream of excuses for not writing their own e-books. Hundreds of these same people eagerly snatched up the e-book immediately upon its release.
- And finally, Joe's #1 bestselling book *The Attractor Factor* started out as a pet project for his sister who was at a low point in her life and struggling to find answers. Rather than simply *tell* her his thoughts on her situation, Joe wrote them down in a little booklet that eventually became *The Attractor Factor*. As a result, over a million people have now benefited from these ideas – ideas that could have easily been lost forever had Joe not realized the universal nature of his sister's complaints.

Again, Joe has to listen to many fruitless complaints before he discovers “obvious” opportunities such as these. Chances are, you will too. But notice, we're all listening to complaints much of the time anyway. Why not stop commiserating with the complainers and, instead, start listening for the opportunities behind their complaints? It requires no effort. It only requires a new way of looking at things.

But how does one train oneself to naturally see opportunities this way? Is it a matter of practice? According to Joe, it isn't. It's a matter of enthusiasm and excitement.

He says to forget *practicing* this mindset and, instead, use it just once to create a product that floods your inbox with orders. Do this once and you will be hooked. You'll be so excited at how easy it was that the idea will become second nature and your career will never be the same again. It will no longer be a strategy; it will be a way of life.

For Joe, the most surprising thing about this strategy is that more people don't use it. It seems everyone understands it, but few do anything with it. And given the insatiable appetite of the online world, this is a shame. There is simply no easier way to generate ideas than to sit back and let them come to you – even if they are in disguise.

Blair Warren is a television producer, writer, marketing consultant and voracious student of human nature. He is the creator of *The Forbidden Keys to Persuasion E-Class*, author of *The No-Nonsense Guide to Enlightenment* and is currently working on his next book, *Spontaneous Persuasion: Getting What You Want By Simply Being Who You Are*. To read more of Blair's material and get more information on his work, visit his website at: <http://www.blairwarren.com>.