

LISTEN UP!

**A STEP-BY-STEP APPROACH FOR
FINDING SMOKING HOT E-BOOK
IDEAS IN FORUMS**



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You've probably heard about it 1,854,098 times. Everybody says it's a top-rated technique for locating e-book topics. But the problem is most people really don't know how to do it.

I'm talking about finding salable e-book topics in forums.

Simply hanging out and seeing what people are talking about doesn't exactly get the job done, if you don't know what to look for.

It's almost like telling someone to sit on a park bench, look at the people as they pass by and make a list of the season's hottest fashions. If you don't have any point-of-reference, you might start looking at all the senior citizens and decide that orthopedic shoes are all the rage.

Lurking just isn't productive unless you have a strategy. And that's what this report is all about.

I'll show you a strategy for searching through forums, so that you'll have a 90% chance of picking a topic that's both in demand among buyers.

But before you begin, let me warn you... this technique doesn't work in all forums. I know for sure that it works in forums using vBulletin software. So here's [a link to the largest/busiest vBulletin forums](#). Here's another: [Live vBulletin Forums](#).

And of course if you need want to search for a specific type of vBulletin forum, you can always use the following query on Google:

```
type vBulletin forums
```

```
As in-  
business vBulletin forums
```

```
or  
quilting vBulletin forums
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Once you've found a good forum, follow these steps:

1) Choose your sub-forum.

Almost every forum you go to will have at least one sub-forum. Sub-forums center around topics related to the main forum. So a dog forum might have shih tzu, poodle and terrier sub-forums.

You'll want to choose a sub-forum related to a topic that you like, understand or prefer.

2) Categorize threads by the number of views.

If you look at the top of the thread, you'll see a link that says "Views." Click on it and the threads will be listed from the posts with the highest number of views to those with the least. That's what you want.

If it happens to be going from least to most then click on "Views" a second time, and it'll reverse.

3) On the first 5 pages, read the threads that were started less than 2 years ago, and have the smallest number of replies.

Allow me to explain the logic of this step...

→ Threads that have a significantly smaller number of replies compared to others with the same number of page views are golden. It means that people are genuinely interested in a topic, but people on the forum don't have a lot of advice to offer. Otherwise known as large demand, low supply.

How do you gauge a smaller number of replies? As a general rule-of-thumb I like to see threads that have at least 80%-90% fewer replies than the other threads surrounding it within the same view range.

So if you look at the image on the following page you'll see that within the 10,000-20,000 view range you have replies ranging from 13-432.

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I'm more apt to pay attention to the threads with 31, 17 and 13 replies because, once again, fewer replies probably means little knowledge.

Replies	Views 
<u>925</u>	27,621
<u>291</u>	27,487
<u>343</u>	20,342
<u>432</u>	17,969
<u>249</u>	16,614
<u>324</u>	15,660
<u>440</u>	15,525
<u>31</u>	15,131
<u>17</u>	11,499
<u>13</u>	10,682
<u>159</u>	9,960
<u>178</u>	9,649
<u>231</u>	9,233

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Here's another example...

Replies	Views
9,602	86,066
1,165	62,315
394	49,609
796	46,782
149	45,315
104	44,684
143	37,399
83	36,859
947	35,311
174	34,185
566	33,142
581	32,738
59	31,811
852	30,835
834	30,494

→ Threads started less than 2 years ago (24 months or 730 days ago or less) may still reveal problems that are very much valid today. Yes, the Internet is a rapidly changing entity. **But a problem today can still be a problem tomorrow.**

Once you've read through the threads, and deemed the topics still appropriate for today's audiences, write down a one-sentence summary describing the PROBLEM you think the thread is attempting to solve, or the PROBLEM the person is asking about.

For example, let's say the title of a thread is "100 unique visitors a day and earning \$5 adsense a day."

You read through the thread and find that the person wants to know if this is a normal rate of return, and how he can improve the click thru ratio.

So your summary might read:

Adsense site owners want to know how to improve a website that's already producing revenue.

4) Run the summary through the Desperate Buyers filter.

In my *Desperate Buyers Only* e-book I outline 11 questions you should ask yourself before pursuing a topic. These questions help you see if your proposed topic is geared towards desperate buyers – who in my opinion are the best types of customer's hands-down. Why? Because desperate buyers are HUNGRY for information - and they want it right now.

I want you to use these 11 questions to determine if the summary you've written is in fact a topic for desperate buyers.

- Does it affect their ability to make or keep money?
- Does it affect their ability to start or run a successful business? This is the topic I most prefer to deal with when I'm creating an information product. Business owners – especially small business owners – are always on the lookout for ways to improve their businesses.
- Does it affect their ability to get, do or keep a good job?

- Does it affect their ability to look good, smart or beautiful in front of others?
- Does it affect their ability to live longer or have a healthier life?
- Does it affect their ability to start or keep a relationship?
- Does it affect their ability to buy, maintain, keep or use expensive items?
- Does it affect their ability to avoid life-and-death danger?
- Does it affect their ability to connect with a higher power?
- Does it affect their ability to follow an important dream?
- Does it affect their ability to master a task?

If the summary made it through at least one desperate buyers filter, proceed to Step #5. If not, continue to the next 5 pages of thread results and repeat Steps #1-4.

5) Search the forum using keyphrases based on the summary you compiled in Step #3.

Now write down a few keyphrases centered around the summary you previously created.

For...

Adsense site owners want to know how to improve a website that's already producing revenue.

... the keyphrases might be:

- Adsense click thru
- Improve adsense click thru
- Adsense website
- Adsense web site

Almost all forums have some kind of search feature. You'll want to perform a search, using your compiled keyphrases, to see if there are any other threads that talk about the problem.

Please keep in mind that whenever you perform a search you'll need to enclose the entire keyphrase in quotes, like this "improve adsense click thru."

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Going back to the example I started in Step #3, I did a search for “adsense click thru” and I found a couple of threads that match the original summary I wrote.

One thread explains, *“I’m getting 100 visitors a day, I have a great niche, but I’m not getting any click thru’s.”*
Another one asks, *“I’m getting over 100K visitors a month – how much should I be earning in Adsense?”*

These are the types of questions/problems/issues that you can write about in your information product.

Using this method alone, I bet you could pull 20-100 different topic points for your information product.

6) That’s it!

As I say in [Desperate Buyers Only](#), it’s not that people aren’t buying e-books, you just have to know what makes their hearts pitter-patter. Forums have been – and still are – one of the best places to find topics to write about.

7) If you like this report, then you’ll love [Desperate Buyers Only](#).

I offer several more techniques for locating salable e-book topics.

