

# **Spark of Brilliance**

***How Revolutionary, Offensive and Entertaining  
Websites Get Traffic and Make Money***

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# All it Takes is One Spark of Brilliance...

We've all seen people who've seemingly come out of nowhere and made a bundle of money and perhaps even became famous in the process. Thanks to the Internet we're exposed to sites and products and clever marketing tactics within days of their launch (think of some of the weird eBay auctions that get passed around). But in the offline world it also happens constantly -- someone figures out a new invention or a new way to market something.

Take the Pet Rock for example. Before this came on the scene most people would claim they would never buy a rock. But just add clever marketing, stir, and you have a winner.

Indeed, this report is going to examine sparks of brilliance related to both product creation and marketing. A moment of brilliance can turn an ordinary item (like a rock) into a must-have item. Others create products or services so unusual that if they get just a few eyeballs on it the "word of mouth" viral aspect carries their business to great wealth and/or fame.

Of course ideally one hopes to have two moments of genius -- a spark when you create the product and another spark when you start thinking about how to market the product. Together that's a powerful combination.

The purpose of this report is to give you several examples of these sparks of brilliance as they occur online ...thereby igniting your own creative fire! I guarantee that by the time you finish reading this report your mind will be buzzing with ideas and possibilities -- perhaps an unusual website idea, maybe a new way to market your existing business, or even a new wacky product.

Here's a tip: as you read this report be sure you have the ability to take notes. It's highly likely that your brain will start firing off all sorts of creative ideas while you're still reading, so you'll want to write them down so you don't forget them.

Also remember this: ideas alone won't carry you to wealth and fame. All of the websites you're about to visit have one thing in common: someone had to take action to get them up online. They didn't just sit there with a notebook full of ideas and dream about how "big" they'll become. They turned the ideas into concrete reality. They took a risk. Many of them succeeded.

For our purposes we'll be focusing on websites rather than products and services that are only found offline. That way you can actually visit the site and see what works and what doesn't. It's also likely that not all of these sites are successful and/or make money. But we'll look at them anyway because we are interested in finding sparks of brilliance... even if the rest of the world hasn't yet discovered that spark.

Many of these sites you may have never heard of. If you've been tromping around the Internet for a while, you already know about the well-publicized sparks of brilliance (like the novel idea of the Million Dollar Homepage). For our purposes we'll skip some of those more famous ideas and talk about the more obscure...though with a little marketing boost it's likely most of these ideas could become huge.

Are you ready to fire up your creativity? Then let's get to it...

## Oh My God – I’m Offended!

Religion is always a hot topic. If you want to break up a dinner party, just start preaching about being “born again” to your non-believing relatives. Or if you are one of the non-believers, have a lively discussion about your atheist beliefs with a believer and watch the veins pop out in his neck.

With such a hot topic and such a hardcore group of followers, it’s no wonder that various businesses have chosen Christians and other religious folks as their target markets. Every day I get spam and other emails that are targeting everything from “Christian singles” to “Christian work at home opportunities.”

Think about that for a moment. If you’re a Christian and you want to join a dating site, would you choose a run-of-the-mill site, or would you tend to gravitate towards the one geared for Christians? Right -- you’d likely join the Christian site so that you are among like-minded people.

Oh sure, you might hear a whisper about such sites in the news. More than anything you probably just hear about the overall trend towards merchants targeting this niche.

But you won’t hear a controversial roar if you target this market. You won’t polarize your audience (meaning you draw some people towards you and some away from you, but you got them all talking). Your server won’t crash under the load of visitors who are so curious they just have to see what your site is all about.

People aren’t going to say, *“oh dear, can you believe that dating site is for Christians?”*

Nah, they won’t say that. Maybe if it was “Satan Singles” you’d hear that roar. But single Christians looking for dates is a nice niche, but nothing to get all excited about.

No, none of that will happen... Unless you invoke God’s name in an unorthodox fashion. It’s like poking believers with a big stick (no offense to believers -- but when you see some of these sites you’ll see why I used that analogy).

Now you have controversy. Now you’ve horrified and even offended some people. People will start talking...

“I can’t believe what this site is selling!”

“OMG, you have to check this out...it’s so funny.”

“Oh Lord forgive this marketer for he knows not what he do...”

“I need one of these -- where’s the order button?”

Yes, you got them talking. And visiting. You stir up the controversy and get people arguing about your site, and that’s worth more than tens of thousands of dollars worth of paid advertising could have brought you. Your target market comes in droves with credit card in hand -- and the odd thing is, a nonbeliever is likely the one who gave future customers the heads up that your site even exists.

Free advertising. Viral. Good old word of mouth buzz does wonders for a controversial site -- especially on a hot topic related to religion.

Let’s look at a few examples of how people have invoked God or religion to create sites that are bound to delight some and offend others...

**Beer Church:** <http://www.beerchurch.com/>

Beer. Church.

Those two words don’t quite fit together, do they? In that sense the name itself is a brilliant way to polarize an audience just because it’s taking something “sacred” and pairing it with something that many consider “sinful.”

They carry the theme by calling themselves the largest unorganized religion in the world. They even tell you how to become a real ordained minister online.

Maybe the name gets the visitors to the site. I mean if you love beer, why not go to a site that seems to be comprised of such hardcore beer lovers that they infer they worship beer?

Now what keeps people coming back is that they want to belong to something, be a part of something. Beer Church isn’t just a site for beer drinkers to congregate online. They actually have chapters around the world and hold Beer Church events. The cool part is that these events raise money for local charities.

Controversial and polarizing... Yet it also brings a sense of belonging and a splash of entertainment to it’s members. That’s good marketing.

***But it doesn't always work so slick:***

Check out Clown Ministry: <http://www.clown-ministry.com/>

*Here's a site that also tries to pair two unusual words together: clowns and ministry. The site is amateur and doesn't fully carry out the "religious" flavor to the theme (with the exception of things like clown commandments and the clown creed).*

*This site isn't controversial or polarizing. It's actually rather silly. It's likely that it might make the most hardcore religious fanatic raise an eyebrow, but it's not going to get people talking and it likely won't offend many people the way "Beer Church" does.*

***Strip for God: <http://www.kinky-kellie.com/>***

Here we go again -- we've put something sinful (stripping) alongside something sacred (God). And again, this is one of those times when you don't even need to know the whole story -- the name is enough to delight the target market and completely offend others.

Turns out the title "I Strip for God" is her autobiography, with the subtitle "A Chapter in the Life of Kellie Everts." And indeed if you read the beginning of her sample chapter, she talks about focusing on both dancing and missionary work in the 1970's. The writing isn't that great so I didn't read any further (maybe you'll disagree)... And that's a shame because she has a good "hook" to draw people in, so it would be better if she had a good book to keep people there.

Strange combination -- God and Stripping. One that's sure to get some free publicity, especially in the form of a few well-worded press releases. No surprise here that Kellie reports that dozens of newspapers and magazines have given her publicity.

## God Has a Sense of Humor...Right?

The controversial and even offensive sites and products that poke fun at religion or pair the sacred with the sinful are bound to get the most eyebrows raised. When you can shock someone – when you can get ANY sort of strong emotional reaction – you are bound to have a “hit” on your hands.

For those who’s beliefs don’t allow them to tread in those dangerously offensive waters (yet they still want to raise an eyebrow or two), you can consider a tamer alternative – using God and/or religion in a humorous manner.

Depending on how you do it you might still offend plenty of people. Or if your humor is spot on, you can actually draw certain religious groups to you. Drawing religious groups to you by entertaining them might not get the stampede of traffic that a controversial site enjoys, but it’s not a bad idea.

Let’s look at two humorous sites – one that could be deemed offensive, and one aimed at those who believe in God.

First let’s visit the one that might be mildly offensive to some and hilarious to others...

**Holy Water:** <http://www.holywater.biz/>

This site needs a makeover both in terms of the content and the design. But putting all that aside, this is one unusual product: bottled water that’s been blessed by various religious figures.

The site suggests that you wash away “your sins, your guilt and your thirst...at the same time!” And furthermore it touts this water as a way to make it into Heaven – and it goes so far as to include a handy chart telling you how many bottles of water to drink based on your particular sin.

There are some people that will be offended by this, yes. After all, this is a site that’s taking another sacred subject (sin and hell) and reducing it to a joke. Hardcore believers will be horrified that someone would even suggest drinking a bottle of blessed water will wash away your sins.

Middle of the road believers may see the humor. They might get a chuckle and even buy it as a gag gift. Those not big into religion of any sort will also have a good time with this – and may even have fun telling their conservative Christian friends that they can sin up a storm because all they need to do is keep drinking this water.

I must fall somewhere in the target market because I'm also tempted to buy (although I have no idea what I'd do with it). Perhaps I'm tempted to buy just as a token of appreciation for the entertainment I received from reading the FAQ ... reading about different ways to drink Holy Water (the Holy Cow, the Holy Sit, the Holy Hangover)... plus all the little funny tidbits found throughout the site (e.g., "Does your back hurt? Your neck? How do you know it's sciatica and not someone else pushing pins in a little doll with your hair on it?")

In my humble opinion I think this site could be a real winner once it's design and content are tweaked. It has many elements that could easily make it go viral – entertainment, humor, and slightly offensive to boot.

**Yo, God:** <http://www.Yo-god.com/>

Here's a cute little product – it's a God detector. You're supposed to set it up in your home, office or church, and then watch for God to give you a sign by moving the meter.

Now it's likely that this sort of product would sell as a humorous gift in mail order catalogs or even at your local mall. But what makes this whole idea work is the website.

People who purchase the product are encouraged to register it on the site. When they do this, their location shows up as a push-pin on a map. But this is only the start of the site's strategy to make customers feel like they are a part of something...

The next thing purchasers can do is leave a comment regarding if their dial has moved or not moved, and if they've had good luck or bad luck since they acquired their God Detector. Those comments make for great reading. But for those who registered their product and left a comment, it makes them feel like they're part of an exclusive club.

There's that sense of belonging again! It prods the visitor gently by almost saying, "you too can be a part of this and part of the inside joke if you buy and register a detector now..."

Another key to the site is that you don't even need to be a purchaser to leave a comment on another section of the site. In this way the creator of the site is not only making the site "sticky" (so that visitors return), he's lessening his work load because his visitors are creating content for him. Brilliant.

## Sex Sells

It's cliché but true – sex sells! And even if it doesn't sell, it surely gets talked about. Just like the subject of God, some will be drawn to the subject and some will be offended...but either way you are likely to have lots of lookie-lous if you tie sex into your site the right way.

There are plenty of examples of companies tying sexual content into their marketing – just look at beer commercials. And of course there are plenty of places where sex IS the product (think Playboy)...or at the very least it's tied into the Unique Selling Position (USP).

Obviously we don't need to look at those companies where sex is the product (if you're a little curious about that, just type in your favorite "nasty" word into your favorite search engine, and you'll get porn aplenty). But let's look at a couple instances where sexual undertones are used as the USP, and where sex is used humorously to draw eyeballs to the site...

### **Furniture Porn: <http://www.furnitureporn.com/>**

Wait, don't peek at the site just yet. What do you think furniture porn is all about? If you guessed "hot chair-on-chair action," you're absolutely correct.

Here's a site that intentionally spoofs the poorly made, all-black amateurish design of real porn sites. I got a chuckle out of it (e.g., "Chairlie's Angels").

Some may not find it funny. What makes this site work (at least in my eyes) is that it encourages visitor participation. The site asks you to send it letters, and asks you whether the site sucks or not. Some people have written in and called the site boringly unfunny and lame – such letters are posted and answered. That alone is humorous.

The media has also seen the value in their hook, as they've gotten mentions in various press, including the U.S. News and World Report (I checked, the press publicity is legit).

What about monetizing the site? The site seems to be used mainly as a way to direct you to their main site (the Van Gogh Goghs site, which is actually home to an LA comedy troupe). There's also a place for you to buy furniture porn merchandise via Café Press.

In this respect I think they could do better. They have a hook, they have the ability to get media attention – if they focused on monetizing the site by making

their income-producing links more “in your face” (and actually call visitors to action) I’m sure they’d do well.

The downside of the site is that it seems they haven’t updated it in a while. Even the media attention they received happened about seven years ago. Perhaps it’s time to give this site a face lift and relaunch it...

What’s the take away lesson? The Internet thrives on spoofs and jokes that get circulated endlessly and virally. I think with tweaks and a well-thought-out marketing relaunch, this site has that sort of viral potential. In turn this site could draw thousands of people to their main site to raise awareness about their comedy group – and that’s really the point, isn’t it?

### ***Nude Cooking:***

**<http://www.bunnybunns.net/nudecooking/newnudecookinglink.html>**

Let’s say you’re a personal chef who not only does parties, you also provide cooking lessons. But business is slow. Competition is stiff. Seems like everyone already has a favorite chef so you’re having a hard time breaking into the business.

What do you do? First thing is you sit down and figure out a way to differentiate yourself. You need to figure out your USP, your hook, the reason why people should use your services and not your competitor’s.

Delicious food? Nah, that’s a given.

Ethnic food? Been there, done that.

Low prices for the frugal? High prices for the gourmet lovers?

Forget all that ho-hum stuff... why not position yourself as a Nude Chef?

Bingo! That’s what Alicia Dawn (aka Bunny Buns) has done.

Is it working out for her? I have no idea since all I’ve seen is her site and not her marketing efforts. But once again a well-worded press release certainly could produce a publicity blitz that could definitely serve her well.

(Along those lines...here’s another person who positions himself based on his nakedness – the Naked Cowboy at **[www.nakedcowboy.com](http://www.nakedcowboy.com)**. And if you’re

tired of your regular news, you can always watch Nude News:  
[www.nudenews.com](http://www.nudenews.com))

## Making Visitors Buzz...and Let Them Create Your Content!

We've discussed this briefly before and we'll mention it again – people want to feel like they're a part of something, that they belong to a unique group of like-minded individuals. Indeed this is true online now more than ever – just look at the success of various communities, interactive features like forums and blogs, and of course the popular social networking and other social sites.

So it comes as no surprise that if you can make your visitors feel connected, they'll stay. And better yet, they'll tell their friends about it, too. Plus if you set the site up right, you can sit back while your visitors create plenty of content via blogs, forums, and more.

Of course [www.myspace.com](http://www.myspace.com) is the big one that springs to mind especially since it's so popular now. It connects people, it makes them feel like they belong, it's viral, and the visitors create the content, too.

Here's a unique twist on that idea: [www.dogster.com](http://www.dogster.com). Instead of having teenagers and young adults social networking, the site encourages dogs to social network with other dogs of like mind.

OK, obviously the dogs themselves aren't creating their own profiles, blogs and posting on the forums. However, the fascinating thing is that the people are actually writing from the point of view of their dogs. If you have people pretending to be their dogs, then you know you have a core group of fanatics – cha ching, and hooray for that brilliant spark of an idea!

Of course you can take that basic idea and focus on a different niche. For example, perhaps you want to focus on golden retrievers. Or perhaps you want to focus on show dogs. Or forget dogs and focus on cats, birds, snakes or fish. Let's face it, people love showing off their babies...aka their pets.

Don't want to create a social networking type site but still want visitors creating content and telling others about the site? Take a look at [www.mycathatesyou.com](http://www.mycathatesyou.com). Here we have pics of cats with various sour faces. It works because cats seemed to have a sour face 95% of the time when you take their pic – it's just their attitude coming through, right?

If you submitted a pic of your cat on this site and it was posted, would you tell others about the site? You bet your sweet bippy you would. You're proud, dang it.

Here's another site where visitors post pics of things they own: [www.lonelysocks.co.uk](http://www.lonelysocks.co.uk). It works because there's the long-standing joke that socks seem to always disappear and you're left with a single useless sock.

Visitors can post pics of their lonely socks. (Unfortunately it looks like the site hasn't been updated in a while, since I heard crickets chirping when I visited the site...but the underlying idea is a good one.)

Now if you don't like the idea of creating a site around pets or socks, then create a social networking type site around another hobby, such as car modifications. I've seen young men in particular "flaunting" pics of the mods they've done on their cars. Believe me, this is another group of fanatics who love showing off their "babies."

Moving on...

Here's a fun site that puts a unique twist on a dating site while creating a viral site with visitor-driven content: [www.hotornot.com](http://www.hotornot.com).

And here's a site that's taken the same "hot or not" script and created an "Am I Annoying or Not" site for celebrities: [www.amiannoyingornot.com](http://www.amiannoyingornot.com) . Another awesome idea because people seem absolutely fascinated with celebrities.

Here's yet one more that asks visitors to choose one: [www.picktheworst.com](http://www.picktheworst.com) , It's interactive, likely viral, and visitors create the content. Cool idea if their marketing is in order.

Here's a fairly large site that gets people of like minds together to help create content: [www.moviemistakes.com](http://www.moviemistakes.com) . Here you have movie buffs catching movie mistakes and listing them on the site. If you happen to start reading and find out that a movie you've seen a time or two has dozens of mistakes, what are you likely going to do? Rent the movie, maybe. Better yet, buy it directly from the site so that you can really check out those mistakes.

Make something up to get people to send in their pics. Here's a site where people post pics of their meat hats: <http://www.hatsofmeat.com>

Before we leave this brief section on getting visitors involved on the site, I have two more sites for you to look at quickly...

First, here's a site that got women to send their bras in to create a giant Bra Ball: [www.braball.com](http://www.braball.com) . It's a unique twist on the "ball idea" (largest balls of string, gum, etc). The brilliant part of it is that other people contributed to this ball. If everyone who donated their bra told just two people...or five people...or even ten people about this art project, how much publicity do you think the Bra Ball project would get? Enough to put it in a museum it seems.

Finally, here's just one example of a way to get visitors involved – and if you're a business person, it's a great way to get customers buying a product: [www.beans-around-the-world.com](http://www.beans-around-the-world.com) .

The idea is to buy a specific type of beans from your local supermarket and then take a picture of the beans near some sort of recognizable landmark. Send that pic in, it gets posted on the website, and you get to be a part of something.

In this case it doesn't seem like the site is affiliated with the S & W brand beans (or are they? Who knows!). However, just imagine if you ran this type of site for YOUR product. People send in pics of your product in unusual settings or like in this case, at recognizable places.

There's something fun about it. Existing customers will become very loyal when there's a photo of them on a public site holding your product. You'll also get new customers buying your product just because they want to get involved, too. Brilliant.

## How Much Would You Pay for a Crushed Soda Can...Aka Good Marketing Can Sell Anything

In the beginning of this report we talked about the Pet Rock – here we have an ordinary item, something that everyone has in their backyard. But with the right twist a brilliant marketer figured out how to make a fortune with the idea.

Online you can see the same thing – people taking ordinary items and turning them into profit centers. Brilliant? You bet it is! Now that's thinking outside the box.

Let's have a look at a few of these ideas...

### **Crushed Cans: [www.crushedcans.com](http://www.crushedcans.com)**

Here's another site where you can hear the crickets chirping, since evidently they haven't updated it since June of 2005. However, their point is to sell common crushed cans for \$4.95. And yep, the media found it interesting enough to give it a little press.

If only the site owners would come back and update their site. At the last update they'd sold 34 cans.

One of the potential keys to their site – getting people involved. People who order can take a pic of their can and have it posted on the site.

Can you guess where the site owners got their inspiration? From [www.origamiboulder.com](http://www.origamiboulder.com). If you haven't ever seen that site before, spend some time reading the copy and studying the site – what a marvelous lesson in marketing.

### **Are You at Peace? If not, get your hands on these zen-like bonsai items: [www.bonsaipotato.com](http://www.bonsaipotato.com) [www.crashbonsai.com](http://www.crashbonsai.com)**

The Bonsai Potato site features a “kit” that's your shortcut to enlightenment (“Zen without the wait!”). Yes, that's right...a potato. Just look at the list of places where the Bonsai Potato is being sold and you know they're onto something.

The trick is in the marketing – just look at the humorous ad copy on their site and you'll see how it draws the target market in even as it laughs at itself – e.g., “secret shortcuts to tranquility...” Brilliant.

The second site is Crash Bonsai. Here the artist is selling regular model cars that he's demolished. Then he suggests that you place these cars against your bonsai tree for a unique conversation piece. Prices for the cars range from \$50 to \$150.

He could have just sold little cars. Or he could have sold them with dented fenders. But that's not much of a USP or even a niche, is it? Instead he's targeting people with bonsai trees. What a unique idea.

### **Do You Have Flies in Your House? Check out [www.flypower.com](http://www.flypower.com)**

Ever heard of “fly powered avionics?” Me neither. That's because it's very likely that the creators of this site coined that phrase. And indeed, they boast of having the only site on the web devoted to fly powered avionics.

This looks like another site that's just unusual enough to get a little “buzz” going (pun intended). I bet the media would like this one...and it'd likely make a good demonstration at some sort of aviator fair.

### **How Much Could You Make Selling Socks Online? [www.blacksocks.com](http://www.blacksocks.com)**

Selling socks sounds ho-hum, doesn't it?

But here we have one enterprising entrepreneur who took a regular old product – black socks – and added a twist: sockscriptions. That's right, you buy a subscription and they regularly send you socks.

Check out the site and you'll understand why people buy these sub...er, I mean sockscriptions.

It's not just a couple dozen people either (as is the case with crushedcans.com). Last I heard they were making over a million dollars per year in sales. Brilliant!

And finally, here's a weird one I'll just leave a link to. If you can't sell blenders and you can't sell phones, maybe sell a blender-phone?

<http://www.cycoactive.com/blender/>

That's an example of someone taking two common items and combining them to make a novelty item. Poorly made website, but certainly an interesting product with entertaining copy.

## That's ...Odd

Have you ever thought up a product and then thought...nah, no one would ever buy that? If you didn't test it, how would you know whether it would sell or not?

Albert Einstein said, "if at first the idea is not absurd, then there is no hope for it."

Keep that quote in mind as you visit some of the following sites and view their products. Absurd? Yes. Silly even? In some cases, you bet. But the important thing is that the creator took action to turn their idea into concrete reality...and they're probably making money, too.

Here's the banana guard: <http://www.bananaguard.com/>. Really, I had no idea that protecting your bananas was so important. But then again, I probably would have also never thought of making a cardboard coffee cup cover like those found at many coffee shops – and THAT inventor is now a millionaire.

All right, so perhaps the Banana Guard isn't too "out there" – but how about the popcorn fork that doubles as a salt shaker: <http://www.popcornfork.com/>? It's laughable at first...until you realize that it really is useful, especially if you are eating something that might get your fingers all sticky.

Maybe it's not exactly brilliant, but kudos to the inventor for getting it out there on the market (same with the banana guard). Those inventors have already surpassed 98% of other "dreamers" simply by having the guts to bring their products to market.

Ever hear of people doing things like preserving their baby shoes in bronze (or even gold)...or at the very least tastefully framing the first ultrasound pics of the baby? Here's a site that provides a service that also captures these moments, and adds a bit of art work too by creating molds of the pregnant mom's belly: <http://www.bellymask.com/>. Based on the other things first time parents in particular seem to do, I bet there's a market for this.

Ever had to use the restroom...and there was no restroom available? Should have had the Sneaky Leaker: <http://www.sneakyleaker.com>

Need to pass a message on to a departed loved on, and you don't quite trust a psychic? Here's the solution: have a terminally ill person memorize your

telegram, and when they die they can pass your message along to your loved one: <http://www.afterlifetelegrams.com/AFTERLIFE/>

Looking for a way to live on...or to preserve a loved one's memory? Turn them into a diamond: <http://www.lifegem.com/>

All dolls die. This artist retrieves them from the thrift-store graveyard and brings them back to life: <http://sinisterdolls.com/>

Panties are for the gals, MANTies are for the guys: <http://www.manties.com>

*...and the list goes on.* Kind of gets your mind turning about your own inventions, doesn't it?

## That's...Disgusting *and* Offensive!

Take a product and make it disgusting or offensive...and you once again have the power of controversy going for you. In doing so you also polarize your audience – people are either turned on or turned off, but either way they're paying attention to you. Think of Howard Stern and Rush Limbaugh – love 'em or hate 'em, people pay attention regardless ... if only to complain about what they've said on their shows.

Think about a politician for a moment. In order to be a strong candidate, he or she **MUST** take a position on every issue. Candidates can't sit on the fence. They must choose a side. And when they choose their position, they'll inevitably drive some people away, while pulling others closer to them.

Take abortion for example. Those who are pro-life offend some and draw others closer. Those who are pro-choice offend some and draw others closer. But those who don't state a position won't get elected because people want to know where they stand.

My point in telling you this is that you shouldn't be afraid of driving people away. In fact, when you do that it probably means that you are speaking even louder to your core market. For example, a site dedicated to making fun of a particular candidate is going to piss some people off. At the same time, it's going to draw those who agree with you right into your site with credit cards in hand.

But is it possible to go over the top? Maybe, maybe not. We could debate that all day. But if it IS possible, some of the following sites are likely to fall into that category!

**DISCLAIMER and WARNING: Some (not all) of the following sites are offensive. If you are sensitive or easily offended, please do NOT visit the these sites. Reading the descriptions should be sufficient to give you an idea of how some marketers nearly go “over the top” to entertain and make sales. Visit these sites at your own risk! I'm not responsible for your reaction. You've been warned...**

**T-Shirt Hell:** <http://www.tshirthehell.com/>

Don't expect to find any “don't worry be happy” t-shirts at this place. Hardcore language, the complete opposite of “political correctness,” and offensive slogans on each and every page. Does this site makes money? You bet it does. Probably hand over fist, too.

**“Bulls Balls”:** <http://www.bullsballs.com/>

Here’s a site offering a peculiar way to “masculinize” your truck, ATV, motorcycle...or even your lawnmower or Segway. Simply hang a set of these “truck nuts” from your truck hitch and you set.

Customer loyalty is a done deal because the webmaster posts pics of customers with their newly mounted nuts.

### **One Person’s Turd is Another Person’s Treasure?**

Human and animal feces is – for whatever reason – apparently a subject of fascination in some circles. Some find it humorous, some find it revolting, some use it as a tool of revenge, and some use it as the material for their artwork. Apparently there’s a crapload of money in this niche...

Don’t get mad, get even... send them a pile of dog doo:  
<http://www.dogdoo.com/Default.asp>

Do you like the person but would still like to send them a gift made from poo?  
Perhaps you’d like to consider gifts made from Bird Turds:  
<http://www.turdbirds.com/>

...or maybe you’d rather have gifts made from Kangaroo turds:  
<http://www.Roopoco.com/>

...or maybe you would just like to give someone a poo-related gag gift, in which the Turd Twister is just what you’re looking for: <http://www.turdtwister.com/>

If those sites aren’t disgusting enough for your tastes, the perhaps [www.ratemypoo.com](http://www.ratemypoo.com) is up your alley. Yes, the site is exactly what it sounds like. People post actual pics of their poo and other visitors rate it. This is the disgusting side of the “hot or not” knock-off sites.

Still not completely revolted? Some people aren't. Some people fall into a particular niche where even rating human waste doesn't give them the slightest pause. In fact, some of these people may prefer to watch wasting humans. That's who sites like rotten.com and seemerot.com cater to. **Warning warning warning** – those two sites are likely to be deemed offensive and revolting to many if not most people – if you have a weak stomach for things related to the dead...or if you want to avoid a few bad dreams tonight, do NOT visit those sites.

Rotten.com shows the most gruesome pics on the planet – from traffic accidents to dismembering and more (I wouldn't know what the "more" is, as I'm afraid I'd have nightmares if I looked much beyond the front page).

SeeMeRot.com is a site where they place coffin cams at gravesites so that yes...you can watch the dead decompose. You can email them to get your own coffin cam.

Over the top? You decide.

## So Where's YOUR Spark of Brilliance?

Have you ever noticed that some of the ideas that make people famous and/or rich are actually relatively simple? Take the MillionDollarHomepage.com idea, for example. The success of this idea was hinged into all the publicity it received since it was such a new – and BOLD – idea.

Imagine instead if the creator (Andrew Tew) had simply called the site the “Pixel Advertising Homepage.”

Blah. No big deal. Boring.

Instead Andrew called it the MillionDollarHomepage. With that name two things happened:

1. He set out his intention to make one million dollars. That's important. He had a goal. He put the wheels in motion and gave a “heads up” to the Universe the moment he picked that name. Brilliant.
2. He boldly, confidently told the world to just watch, because this site was going to make one million dollars (hence the name). Now that's gutsy. That sort of bold confidence gets people talking, drives traffic to the site...and sells ad space. Yes, this boldness attracts people.

*(Side note: the “me too” sites didn't have the punch because the idea wasn't new any more. You won't have a traffic stampede coming to view ads on a page – unless you are one of the first people to put a unique spin on it, like Tew did. Otherwise it's best to come up with your own spark of brilliance.)*

But back to the point – Tew's idea, and so many more that we've discussed in this report are simple ideas. They aren't earth-shattering. Most don't even require deep pockets or complex skill levels.

Indeed, if you can build or outsource a simple webpage, there's a good chance that you too can create an entertaining, offensive or revolutionary site or product that will get sales or meet your other goals.

In fact I can take it one step further and say that if you get just the right spark of brilliance, you don't need ANY money to start, nor do you even need to have the skills to put together a webpage.

Like this: <http://oneredpaperclip.blogspot.com/>

That's a site where the creator started with an idea, one red paperclip, and a free blogging account at blogger.com. He's gained plenty of publicity with the site...and he's bartered his way from one red paperclip to some pretty cool stuff.

Earth shattering? No.

Complex and expensive? No.

But it is a novel idea that gets people involved, makes them feel like they're a part of something awesome, AND entertains them.

**Now here's a little something I want to share with you that I want you to take away from this report...**

**You TOO have a spark of brilliance just waiting to get out.**

Yes, you can have one of these insanely popular, viral, and profitable sites. There is no age requirement, gender bias, financial prerequisite, or certain number of years of business and life experience that you need before you too can have a site that will be talked about for months, even years.

All you need is an idea (and as we already discussed it can be a simple idea), a plan to execute your idea, and the ability and willingness to take action.

**Ideas that get left sitting on shelves only get dusty.**

What good does it do to blow the dust off the idea from time to time and dream about how well you'd have done if only you'd tried out that idea?

Stop dreaming and start taking action on your ideas. If an idea doesn't work, tweak it. If it still doesn't work, get busy implementing your next idea.

Ideas aren't one shot deals. That means if you try out an idea and it doesn't work, you're not a failure. It might be a little disappointing, but in the grand scheme of things it doesn't matter. You keep trying out your ideas and you'll learn how to tweak poor results and execute your ideas more efficiently... and soon enough you WILL see success.

Think about a professional basketball player. This person makes millions of dollars to score points. But does he make a basket every time he shoots? Of course not. If he only shot when he was 110% sure he would make the basket,

he wouldn't be playing professional basketball. And what would happen if he stopped shooting the first time he missed a basket during a game? Again, he wouldn't be a pro with this sort of attitude.

You can see where I'm going with this. The bottom line is don't be afraid of your ideas. Celebrate them, execute them, and "shoot to score." If you miss, pick up the ball and try again. In the end it's the overall outcome that matters, not the normal misses and fumbles that we all experience on our paths to success.

But we're jumping ahead – the above deals with planning and executing your idea (take action)...but what if you don't have an idea yet?

Chances are that as you read this report some ideas jumped into your head. Did you write them down? If not do so right now.

In fact, grab a pen and paper and spend the next 20 to 30 SOLID minutes writing (or typing) ideas as fast as you can. Don't break to use the restroom. If there are others in the house, tell them you need an uninterrupted 30 minutes. Walk the dog, feed yourself if you're hungry, grab something to drink...take care of all needs and wants first so that you don't think of them as you write.

If your mind seems like it's not quite ready, spend a few minutes reviewing some of the sites in this report...

Think about the guy ([origamiboulder.com](http://origamiboulder.com)) who sells crumpled pieces of paper, or the guys who got the publicity to sell crushed cans ([crushedcans.com](http://crushedcans.com)). What sort of every-day item like that could YOU sell? Can you create a big fad like the Pet Rock?

Think about the guy who turned a mundane item (black socks) into a subscription site centered on an entertaining website. What do people buy that you could sell using subscriptions or some other twist? How can you make the site amusing?

Or how about those controversial and offensive websites. What sort of views do you hold that seem to always offend someone? Do people tend to disagree with you on certain issues and even get hot under the collar when they do so? In other words, what sort of hot-button issues can you touch off online to draw crowds of gawkers to your site?

Another thing to think about is what is hot in the media and in pop culture right now. When Y2K was bearing down, some people jumped on it and made a killing selling survival information and products. Same with terrorism and bird flu and hurricanes.

The above work because they play on people's fear. But if you aren't comfortable doing that, think about hot topics like movies, celebrities, music and

more. These are always popular issues – just look at the lengths people will go to take pics of celebrities, and the fascination with celebrity gossip.

Some marketers like to put a little controversial and offensive content, add a celebrity and stir (e.g., <http://www.punchaceleb.com> ). If done right, this makes for a popular website.

Or just think about all the politician-bashing sites. In the U.S. President Bush has his share of sites poking fun at him (e.g., [www.buckfush.com](http://www.buckfush.com) ). People will either love sites like this or hate them, but – just like the offensive religious sites – it gets people talking...and buying.

Or just look around you and see what sort of things you buy...what sort of sites you visit... what kind of novelty items you have around your house.

Are the wheels turning now? Good. Start writing for at least 30 minutes. Write down anything and everything that comes into your head – every product idea or unique website.

Don't censor anything. Every idea you write down, even if it seems like it's not worth doing or can't be done, is like a seed you plant in your subconscious. The idea grows and eventually blossoms into a bigger, better and more exciting idea!

Now that you have a list of ideas, the next thing to do is to pick your top favorites and start doing some further brainstorming. But first, take a little break. Stretch, get some coffee, go for a short, brisk walk. Give your mind a few minutes to "simmer" the ideas that are already floating around.

Now go back to your brainstorming area, and again get yourself at least another 30 minutes of uninterrupted time. Start by writing your favorite idea down at the top of a page, and then spend the next 30 minutes scribbling down every marketing idea, every twist, every USP, every related monetizing idea that pops into your head with regards to the overall site/product idea.

In other words, you have an overall idea...and now you are brainstorming ways to execute this idea and turn it into the sort of site you've always dreamed about.

Maybe you'll write a controversial book that will drive traffic to the site. Maybe you'll do press releases. Maybe you'll see if you can get your product listed on Amazon. Maybe you'll see if you can get yourself on the morning news. Maybe you'll choose some common every day item (like [crushedcans.com](http://crushedcans.com) or [origamiboulder.com](http://origamiboulder.com)) and charge such a ridiculously high price that people get curious and have to visit the site. Maybe you'll.... Well, you fill in the blanks.

Get writing. Expand on your idea. Let your mind wander to places you rarely let it wander (i.e., no censoring!). Just write...fast and furiously for a minimum of 30 minutes... without editing!

Now you have an overall product or site idea, and you have dozens of marketing ideas to help you launch this site. Excellent. Are you feeling brilliant yet?

Now once again take a break to let those ideas simmer for a while. Go play with the kids or the dog, take another walk, stretch, relax.

After you feel refreshed (perhaps 15 minutes later, or longer if you got tired making those brain cells fire so hard), go back to your paper. Do you like your idea? Does it make you excited? Can you actually imagine this idea taking off big and you getting the publicity and profit you dream about?

If you are really excited about the idea, now it's time to plan and execute. This is where people often stumble. It's fun and exciting to fantasize about a big idea, but it's a lot harder to put the plan in motion. Sometimes it's scary. We procrastinate or we become perfectionists. But the only people who are ever successful are the ones who aren't afraid to try.

So let's start with easily manageable bite-sized chunks so that the task ahead of you isn't so overwhelming.

First have a look at your list. The first task for you to do is to organize this brainstorm into things that you want to pursue. In other words, work on fleshing out your idea. This may take a few days – and in fact that's good, because at night while you sleep your subconscious mind can work on this seed of an idea.

Once you've fleshed the idea out a little bit and decided what sort of site you want to create and how you plan to market it, write your plan down. Write down how you plan to create the site and product (e.g., yourself or outsource?), write down your USP (unique selling proposition – the thing that makes your site different), write down the aspects of your site that will draw people to it (controversy, humor, offensive, entertaining, etc), and write down what marketing and advertising methods you will use to get people to the site.

Finally, write down the tasks that need to be done in order to launch the site – from the small things like selecting a domain name to things like setting up a payment processor, to writing a press release.

Now you essentially have a plan and a to-do list, although it's likely your to-do list may seem a little overwhelming. Here's where you break it up into bite size chunks.

Let's suppose that you decide to start working on your new idea first thing tomorrow morning.

First thing to do again is to remove all distractions. If you absolutely need to check your email or visit your favorite forums, go ahead and do so...but set a time limit (say 30 minutes). Once that's done then close the browser window and shut down your email so that you can't procrastinate and waste time. This morning you are taking action.

Now write down what you are going to accomplish today specifically. These don't have to be earth shattering steps. If taking action is hard for you, then definitely focus on micro-steps.

For example, one thing on your list can be "choose a domain name," and another thing can be "buy a domain name." Yes, these are essentially part of one step, but you will feel more accomplished when you can cross two things off your list.

Now you'll notice that you often are excited and that momentum can keep you going through the first few days or weeks. But sometimes the excitement wanes and you don't work on your project as often. In fact, you may even find yourself completely losing enthusiasm. You may have a nagging little voice telling you that actually it's a stupid idea and that you shouldn't even bother going through with it.

That's absurd.

An idea that a week or two ago got you so excited you could barely sleep at night suddenly turns sour over night... is it YOU, or is it the idea?

That's right, it's you. The idea is still good. It's just that you might be getting a little scared about the outcome.

Sometimes the closer we get to making our dreams come true, the more resistant we get to completing our projects. You need to break through this wall, even if it feels like slow going. Just keep putting one foot in front of the other. Keep following your to-do list, one step at a time, and push back that nagging voice of self-doubt that's trying to get you to quit.

**Abraham Maslow said, "You will either step forward into growth or you will step back into safety."**

This is your moment to step forward. It may feel a bit like stepping out onto a high wire with no net. Most people will take a few steps out, realize they are all alone in a very high place, and retreat to safety...to a familiar life. Familiar is

safe. That's why people keep doing what they've always done (and thus keep getting what they've always got...because on some level they want that for safety's sake).

But those who keep moving forward the rewards are great. And you won't know these rewards until you commit to keep moving forward.

Eventually there comes a point where you will again get excited about your project and will move forward almost effortlessly. Think of the high wire analogy – once you've past the midway point, it's easier to reach the end of the wire than to go alllll the way back to where you started.

The same is true of your project – at some point you will have gone far enough that it's best to just keep going...and your enthusiasm will return because you can see you're almost done and ready to launch.

Unfortunately for many people that point never comes, and they “choke” right at the end, on the last step of the project. For example, if they're writing a book they finish it, but they never proofread it. If they're building a site they complete it but never put any marketing wheels in motion. Their sites and products sit stagnant and the idea fades and dies.

It's fear taking hold. The cure? Continued execution of your plan. Keep taking steps. Outsource it if you need to. Bring in a partner or at least a friend to keep you motivated and on track (e.g., someone to hold you accountable). Hire a coach if need be...but keep moving forward.

There's more that could be said about the topic of fear and taking action, but that's not the focus of this book. Besides, I don't want to carry your mind off to divergent places. Right now it's time for you to put this report down and go seek out your own spark of brilliance...