



The Divine Seven

There are no magic formulas, but the odds of having a hit are highest when your product is:

1. UNIQUE

It must be different and new. That means it must be something most people haven't seen it before, or something most people think they haven't seen it before.

2. MASS MARKET

It must appeal to a large enough market. Niche products seldom succeed.

3. PROBLEM SOLVING

It has to solve a perceived problem that doesn't already have a good-enough solution. Aspirational products just don't play on DRTV.

4. PRICED RIGHT

It should be \$20 or less. Since DRTV purchases are impulse purchases, it's very hard to make anything priced above \$20 work. The price should also meet or exceed the perceived value of the product. DRTV buyers demand a bargain.

5. EASILY EXPLAINED

People need to be able to understand what it does quickly. The best way to accomplish this is to select products that are simple and highly demonstrable.

6. AGE APPROPRIATE

It should appeal to people over the age of 50, or at least not exclude this group. That's because the typical DRTV buyer is in this demographic.

7. CREDIBLE

People must believe it works as advertised. Many DRTV items that meet the previous six criteria fail here because the promise they make just isn't believable.