

# Information Product Creation

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Dont Settle for Trading Hours for Dollars. Get Out of Your Rut and Kick-Start Your Information Product Empire when You... Learn to Quickly and Easily Create Your Own Information Product There are dozens of ways to make money online. Youve probably tried a lot of them. I know I have. And youve probably been successful at some. Most anyone can make some money online, if they focus and stay motivated. Thats the beauty of Internet marketing, after all - the ability for almost anyone to make a profit. But if you really want to take your income up a notch or three, you need something more than just affiliate commissions and pay for services. After all, there are only so many hours in the day, right? You need to be earning income even when youre not working, and that means developing your own products. Information products have been around for centuries, but with the Internet explosion of the past few years, its become easier than ever for entrepreneurs just like you to find an audience and make money just by sharing what they know. And believe me, you know plenty! And in Information Product Brainstorm, youre going to learn how to leverage that knowledge for a much-needed income adjustment. Instant Expert Status Aside from the profit potential, information products are fantastic vehicles for growing your online (or even offline) business. Once you put your name out there as the author of an eBook, or a presenter of a teleseminar, suddenly youre an expert. And experts are worth more. Not only will you be adding to you bottom line by selling the actual product, but service providers can increase their hourly rate, speakers will get invited to more events, and retailers will find they have more orders than before. Why? Because people listen to experts. With your name on the cover of an information product, your knowledge will instantly be perceived as more valuable than that of your competitors. Hows that for an ego boost! Whats Holding You Back? Sure, youre saying. But I dont know how to make an information product. I was in the same boat. I knew I needed to put myself out there with an authoritative guide in my niche, but I was clueless about where to start. Of course, I started anyway, but quickly lost steam and never completed anything. Sound familiar? But with my guide, Information Product Brainstorm, youll have me to lead the way. Ill walk you through the entire process, show you how to stay on task, and even share with you how you can get your product completed with virtually no money. Okay, youre thinking.

But I don't have any special knowledge. Of course you do! Remember, to an 8-year old, a teenager is a genius. So just because you don't know everything doesn't mean you can't teach something to someone. Of course, I'm not going to leave you hanging with just that. I'm also going to show you how you can produce a fantastic, fact-filled information product without spending years doing research. I've broken this guide down into sections so you can work at a pace that's comfortable for you. Tackle the whole thing head-on, or slow it down and absorb everything before you begin. The choice is yours, but whichever you choose, you'll find a great deal of instruction and insight in this guide. For example, you'll learn to \*

- \* Discover your perfect product - because no one wants to spend time working on something they hate!
- \* Create your product - with easy to follow, step-by-step instructions that will work in any niche and for a number of different formats. I know that sounds too good to be true, but you need to know that this isn't some black-hat system of scraping content and selling it as your own. This is a proven method for creating valuable information products you'll be proud to put your name on, but I'd be lying if I said there isn't any work involved. Let's Get to Work! You're an entrepreneur, so I know you're no stranger to hard work. But I have broken this guide down into easily manageable steps that you can literally do in your off hours. You don't have to worry that your business will suffer while you chase the dream of information marketing. In fact, I'm going to share with you exactly how I \*
- \* Quickly discover exactly what my market needs and wants. This one trick will save you hours of research!
- \* Repurpose existing content, saving myself countless hours of work. Those are just two of the time-saving techniques you'll learn in Information Product Brainstorm. So while there is work involved, it certainly doesn't have to be all consuming. In fact, the way I work, it's even fun!

**The Bottom Line** Your business needs information products to stay competitive and to stay profitable. There's simply no two ways about it. Without them, you'll reach that invisible income cap and get stuck there. With them, the sky is truly the limit. This quick-read guide will teach you everything you need to know to get your first information product off the ground fast.

- Choosing a subject - Never assume you know what your audience wants. I'll show you how to find out for sure!
- Choosing the format - and what to do when your market demands a format you hate!
- 5 ways to get your product finished - including two that won't cost you a thing!
- 3 information product business models - knowing which type you are can mean the difference between profit and failure.
- How to herd cats, er, freelancers - and the simple technique that will keep you from tearing your hair out.

You'll also quickly learn the technical side of information products, including: Selecting a distribution method -

Not all shopping carts are created equal, so be careful! Managing affiliates - and why some affiliate programs might actually cost you sales. How to have total control over every aspect of distribution - and why you might not want it! Listen, producing an information product - or better yet, several - should be on every entrepreneurs must-do list. An information product grants you instant expert status in your niche, helps improve sales, and can increase your profit margin in more ways than you can count. But figuring out how to plan and produce your first product is a daunting task. Take it from me, I've made all the mistakes! But now, with my handy guide in hand, you don't have to. You can move forward with planning and production knowing you're following in the footsteps of one who has been there, done that and learned from her errors - so you don't have to! And remember, you don't have to take my word for it. Your purchase is backed by my unconditional ...

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