Make Your Knowledge Sell!

by Monique Harris
and Ken Evoy

The Net is Knowledge.

And knowledge is something we all have.

Yes, even you!

You know something that most people don't.
Guess what?...

You can sell it on the Net.

This book shows you how.

All you have to do now is...

Do it!

1. Introduction

First, information products are the one product that anyone can create! Yes, that does mean you. Why do I say "anyone"?

Because everyone really does have at least one great nonfiction book in them. Nonfiction is the key word. No one can teach you to write like Hemingway. But you do have a unique body of knowledge that can be spun in such a way that is of value to others.

Are you a customs agent? Write a book on how to get through customs without attracting attention. The inner workings.. all that stuff. Come to think of it... if you write that book, drop me a line. I'll be your first customer.

"Geez, I'm just a downsized middle manager." Hey, who said that? This is my foreword.

But let's handle that comment... What did you learn during your 18 years on the job and in that industry? How are you getting back on your feet? Are you considering warm, stable countries to retire to?

Any one of those questions (or all three!) provide you with the grist for an e-book or a step-by-step "how to" manual that others would find invaluable.

Instead, let's deal with reality... and with what really can be accomplished. You and every "average Joe(sephine)" just can't duplicate earth-shaking successes. But (and this is a big "but")…

You can, if you try!...

And keep trying hard enough...

Until you succeed!

These case studies are excellent examples of how BAM (Brain and Motivation) really can change your life and achieve your dreams…

http://case-studies.sitesell.com/

Resolve now to try hard enough. Everything you need to succeed lies in your brain.

This book shows how to... **Make Your Knowledge Sell! (MYKS!).**

2. Getting Started with MYKS!

If you've been on the Internet six months or longer, you already know how rapidly things change in the online world.

Take Web sites for instance. Not only are there thousands of new additions everyday, those currently in existence are constantly being updated. So truly it's never the same Web twice.

Internet demographics is another example. One day the market researchers are telling us that seniors represent the fastest growing online segment, the next day it's college students, and the day after that it's kids 8 to 12. You just name the audience, **and they've had...**

... their glorious fifteen minutes of fame in the cyberspace spotlight.

However, throughout the entire history of the Internet, there has been just one thing that has remained 110% consistent. It's never been shaken, stirred, put to the side, or ignored for even one minute.

What is this universal truth?...

The Net has a never-ending need for information.

2.1. Jump Start Your Infoproduct Business

No matter who, what, where, when, why or how, people will **always** flock to the Internet for information. Assumption? No. Guesstimation? Wrong answer.

The Internet has been, and always will be, **a sanctuary for the distribution of knowledge**. And as more and more people make the journey towards Netizenship, the online world will only continue to be a prime information source.

Those savvy individuals who recognize the writing on the wall and are prepared to ride the waves of this mighty trend will clear anywhere from a few thousand, to millions of dollars in sales. And that's easy to understand when you realize...

1) Information never goes out of style.

Fashions and trends may come and go, but information **always runs in classic mode**. There will never be a time when it's not needed, wanted, begged for,

paid for, or immediately consumed. (How can you **not** want to sell a product like that?!?)

2) How simple it is to reach millions of targeted prospects.

If your hot topic is skydiving, there are dozens of hubs where you can reach potential readers. If it's sculpting, there's a niche of Netheads out there with the same strong interest. No matter what you choose to write about, there is a **99.9% chance** that some community-type Web site exists where you can immerse yourself with people who like the same things that you do.

No bookstore or library can deliver such massive potential for on-point attention, in one location. It's the ideal place to promote an information product.

3) Infoproducts can be delivered to the buyer within minutes on the Net.

Information has a built-in mechanism that allows you to give your customers instant gratification. All you have to do is package it in e-book format and buyers can receive it immediately after ordering. This is a great promotional point to encourage impulse buys.

4) Information products will always sell online.

Point-blank fact!

2.2. True Success Stories

Before you start thinking I'm some kind of super genius with a master's degree in creative writing, journalism or marketing, think again. I'm actually a **college dropout** who hasn't kept a regular job any longer than 6 months.

In fact, prior to my current Internet career, I was a genuine **phone-answering**, **paper-filing**, **coffee-pouring...**

... receptionist!

Heck, I'll be the first one to admit that I'm no guru, expert or genius. I'm just somebody who stumbled upon an opportunity to make money from my knowledge—and took advantage of it.

It could've happened to anybody. And it can happen to anybody... including you!

Back in 1996, I wrote a manual titled, "How to Make Your Business Famous in 6 Months or Less." My original plan was to sell it after a big Chamber of Commerce presentation I was giving one night.

Well it turned out that the manual sold really well at that particular engagement. So, feeling like I had run across a salable subject, I decided to do the same speech for a few other business organizations.

Everywhere I went, the presentation itself was always a winner. However, the manual sales varied from group to group.

One night I would bring in $700, and instantly **I'd be...**

 ... sitting on top of the world, thinking...

"**I can do this... this is doable!**   I'll just present this seminar everywhere, sell manuals, buy my house with the white picket fence, and have 2.5 kids, who will run around with a dog named Spot."

But then the next engagement would put me right back in the path of cold, hard reality. Here I'd go, doing exactly the same speech -- probably ten times better than I ever gave it in my life -- and would you like to know how many sales I'd make? Zero... zilch... nada... nothing!

"Sheesh," I sat thinking one night, "I don't like this one-day-on, one-day-off sales thing one bit. Nope—not even half-a-bit."

I realized that I needed a plan to develop a steady profit stream, without having to run from Chamber to Chamber. Something that would allow me to sell a self-published 8.5 x 11 manual, outside the traditional bookstore system.

Well, to make a long story short, I had already been doing business on the Internet, and knew it had consistently helped me make lots of cash. So the next obvious choice in the lineup was to start selling the Fame book online.

I did a little **razzle**...

 ... and a little dazzle -- the same stuff you're learning in this manual -- and sales for the Fame book blossomed to just under $85,000 that first year.

As you probably can imagine, I immediately fell in love with the concept of selling information online. It was so-o-o-o-o easy. I could promote at 3 o'clock in the afternoon, or 3 o'clock in the morning, and without fail, there would always be a fresh group of prospects who wanted to know how to win the Fame Game.

Plus it was cheap. There really weren't a whole lot of e-zines to advertise in, like we have now. And I wasn't a big banner buff back then, because the ones I wanted were prohibitively expensive. So everything I did to market the Fame book didn't cost me anything, except for my time.

In 1997, I came out with "Successful Schmoozing on the Net," which basically explained how I used online discussion groups to grow my infoproduct business.

In all honesty...

... it didn't sell as well as the Fame book. But the problems I encountered promoting it only made me more resourceful, increasing my determination to succeed.

And succeed I did. By year two, I was pulling in close to $150,000, not to mention the speaking engagements and consulting assignments that consistently followed manual sales.

By late 1998, I began feeling the itch to write yet another information product. At that point my online info-selling techniques were producing pretty solid results, and I felt like I had developed enough of an education to pass my knowledge on to other infopreneurs.

However, I was just plain tired of nickel-and-diming it to success. Even if it meant less sales, I wanted try my hand at selling a high-priced information product. I figured this strategy would seriously boost my credibility as a marketer, since people tend to pay more attention to those who have daring price strategies.

My fire was fueled even more as I sat on the cyberspace sidelines, watching the online marketing guru at that time, Corey Rudl, produce mega-sales with his $197 "Internet Marketing Secrets course." **He was like...**

... a superstar in my eyes, and I wanted to do the same thing.

So after 3 months of steady writing, out popped "How to Make $50,000 a Year (or more) Creating and Selling Information Products Online" (later renamed "How to Successfully Sell Information Products Online.")

Up until the last possible minute, I flip-flopped on the price constantly. I was scared to death that sales would be dismal, and everybody would see my prices drop like a tornado in the plains.

"Then what will they think?" I pondered constantly. "They'll think I'm a loser... they'll think I don't know what the heck I'm talking about, and my career will be over!"

Now don't get me wrong, I'm just as much of a "stand-in-front-of-the-mirror-and-do-100-affirmations-per-day" goal seeker as the next person. But the thought of putting my growing reputation on the line, in front of millions of people, scared the spleen out of me. (What a good way to start a sales campaign, huh?)

Fortunately for me, the worst possible scenario never occurred, and I was profitable from the very first week of selling this multi-manual set. In fact, I never had an easier time marketing my brain food. Nearly everything I did produced sales to one degree or another.

The moral of this story?

I was successful without already being a huge celebrity. Nor did I have any insider connections. And I did not have millions to spend on advertising. Big New York publishing houses never clamored to get a piece of my knowledge pie (actually, I have dozens of rejection letters!).

I was successful because each new information product was built upon my previous year's experiences. I took plain, ordinary, matter-of-fact knowledge that was already fresh in my head, put it into a readable format, and took my place on the grandstand. If the universe is sending blessings to a college dropout who never took a single writing course, then I'm willing to venture that anybody has the ability to do this.

We all have some innate skill, some informational gift that we can wield to our advantage. Whether it's a hobby or work-related experience, you ultimately hold the key to creating millions from your brain food.

People from all walks of life are doing it every single day. Just check out a few success stories that I've stumbled upon. These are from ordinary people who took to the information publishing business like fish to water—and it's paying off in some terrific ways.

First, let's talk to an ordinary guy whose "claim to fame" is that he stays in shape...

2.2.1. Greg's Secret to Success

The first one comes from Greg Landry, author of "The Metabolism System for Weight Loss and Muscle Tone."

Q. Greg, I've seen you become quite a Net celebrity over the past few years. Tell me, what have been the secrets for your success?

A. Thanks, Monique! I think providing people with lots of solid information has been key for me. People are tired of fitness and weight loss gimmicks and are looking for real answers to their fitness concerns. I've written numerous articles that I distribute freely around the Net. Other publishers/Webmasters are free to use them in their publications or on their Web sites. This has been fantastic publicity for me.

Q. What made you decide to come out with The Metabolism System for Weight Loss and Muscle Tone? And how long have you been selling it on the Net?

A. This book is just a compilation of my experience over the years... it's what I've seen work for people. Losing weight can be a daunting task, and unfortunately there's lots of misinformation out there. I wanted to give people the right information. I wanted to tell them exactly what I've seen work for hundreds of people. It's not about gimmicks and weight loss "magic," but about losing weight the healthy, permanent way.

Q. How did you initially announce the book to your followers? And what were the sales results?

A. I initially announced it early on in 1995 (as a newbie) by sending e-mail to people on AOL who had listed "fitness" as an interest in their profile. I quickly learned not to do that and started an e-zine. I've sold it primarily through my e-zine and Web site ever since. Sales were slow at first as I learned through trial and error (many errors) what worked and what didn't. I started an affiliate program and I'm excited about the possibilities with that.

Q. Has selling your book online provoked you to think about creating any other information products? If so, what are your upcoming plans?

A. Absolutely! Like many entrepreneurs, my wheels are always turning. Finding the time to create those products is what's tough. I'm working on audiotapes, teleseminars and a fitness and weight-loss coaching program.

Q. Did you notice any rise in e-zine subscribers, customers, speaking engagements, consulting opportunities, etc., once you came out with your book?

A. I've noticed that once people find out that you're an author, they put you on a different level in their mind. You automatically get "expert" status and that opens a lot of doors... it has for me.

Next up? A business coach. Sure there are lots of business coaches. But this one discovered a key road to success...

Turn your service into an infoproduct. Here's his story...

2.2.2. Gary—How to Stand Out from the Crowd

The second success story comes from Gary Lockwood, author of The BizSuccess Strategy Book.

Q. Hi Gary! Can you give my readers the title of your information product, the format it comes in, and a description of what it's all about?

A. My lead product is the "BizSuccess Strategy Book." It's a 175-page workbook, that can be download or shipped printed and bound.

The "BizSuccess Strategy Book" is based on my twelve years of business coaching and seminars. Each chapter is a comprehensive 20-24 page workbook that focuses on one specific Breakthrough Strategy. So it's like a complete do-it-yourself consulting session including how-to instructions, information on the key concept for the specific Breakthrough Strategy, business strategy exercises with examples, our unique Habit-Builder feature, a chapter review and an action plan.

Plus it's packed with practical ideas and thought-provoking concepts for getting all you really want from your business, professional practice or job. I like to call it a "step-by-step blueprint for business success."

Q. How long have you been selling it online?

A. I have been selling the "BizSuccess Strategy Book" from my Web since September 1998.

Q. I'm a subscriber to your biweekly e-zine, and I've noticed that you do use it to promote your book. Have you found this promotional method to be effective?

A. Monique, my newsletter has been my best promotional tool so far. The subscribers are business people who are on the lookout for good business and success-related ideas.

The subscriber base is self-selecting. Those not interested in the business and success-related ideas take themselves off the list pretty quickly. So the subscribers fit my target market.

Also, after doing the newsletter since August 1997, the subscribers have come to know me. We have developed a business relationship through the newsletter.

Q. Are there any promotional techniques that you've dabbled in, and found to be a waste of time, or money?

A. So far (knock on wood), I've been able to stay focused on the few promotional techniques that have produced results for me.

These are...

- My own newsletter
- Ads in other newsletters for my target market
- Cross-promotions at my Web site and in my autoresponders.

Q. What would you say is the toughest part about selling an information product online?

A. For me, the toughest part has been to have the patience to keep promoting and keep experimenting with new techniques. It's really easy to discover something that seems to work OK, then just stay with it, no matter what.

Dealing in a medium as fast-changing and as widespread as the Internet, standing still with the status quo is the kiss of death.

Q. Since beginning your online sales efforts, have you had one month that has really been outstanding as far as revenue is concerned? Why do you think that one month stood out from the rest?

A. I had decided to send endorsements to our respective subscriber bases, with a testimonial about each other's newsletter.

The testimonials were real, deserved, and from the heart. The result was fantastic! Sales up; subscriptions up; Web traffic up. Our best month ever. We'll do this again.

Q. Has selling an information product online led to any additional opportunities career-wise?

A. Sure. Selling the book has open up several speaking engagements and business-coaching clients for me. I've also connected to some great folks in similar businesses and I'm doing a couple of joint ventures now.

Ken's Comments...

Reread this section. Gary has unlocked a big door. If you're a consultant of any kind, the most you can make is your hourly fee. Even if it's a high fee, it's not leveraged. It's just you, one-on-one, one client at a time. Instead...

> Think of a way to do what you do with thousands of people at the same time. Develop an infoproduct. It could be a digital book or a monthly teleseminar or even server-side software. Now you're leveraged.
>
> Supplement that with an affiliate program... so thousands of other people are selling your leveraged product. I guess you could call that... super-leveraged.

2.2.3. You're Next!

Now is the time to take your cue... the Internet's got a special place waiting just for you.

Are you an entrepreneur who can explain your business process? Can you communicate what it takes to succeed? If so, there's money to be made.

Are you a coach or consultant who yearns for more credibility in your field, in addition to a new profit stream? Hey...

... you've hit the jackpot.

Or maybe you're a speaker who wants to double or triple your income by having your own information products. Guess what? Now you can sell them both on and off the platform!

If you're a free agent who already makes money with your wits, take that wit-ology, and brand it...

... into the minds of prospects everywhere. Information products do that so darn well.

If you're a career person who wants to gain more profitable employment, I know a gentleman in Maine who got a ton of hot job offers, because of a booklet he wrote. This manual imparts the same knowledge I delivered to him.

If you're a career person who wants to get off the employment path, I've personally earned 6 figures per year selling information online. And that was

with practically no start-up costs. My secrets are all in "Make Your Knowledge Sell!" for your access.

If you've got a hobby that you love doing, and love talking about, why not share that passion with other enthusiasts? Do what you love, and the money will follow!

If you're a writer who wants to learn how to make money with your skills, without encountering a single rejection letter, MYKS! takes you to a new level of success.

If you're a publisher who needs an in-the-trenches handbook for your staff, this manual should be given to all of your writers, promoters and publicists.

If you're a newbie, just beginning to explore the Internet for ways to cut yourself a slice of the e-commerce pie, this manual will take you by the hand and lead you step by step through the ins and outs of this industry. You don't have to be a Net expert to make money with your knowledge.

2.3. What About All Those Horror Stories?

I understand exactly where you're coming from. And I won't tell any lies. For every one success story, there are hundreds more that don't make it to the gravy train. Sure, it's a sad situation, but there are some very real reasons why these people fail to make financial miracles with their knowledge.

Ken's Comments...
Pay special attention to what's coming—they are all reasons that you can **avoid!**

I've watched hundreds of online infopreneurs from the sidelines. I've noticed 6 main reasons why 98% of all information marketers fail. Don't just skim through these explanations. Etch them into your memory, like visions of your first kiss.

They're going to make the difference between you being on the team with the have's and the have-not's, in this game.

#1) The Information Product isn't well-developed.

Either the writing doesn't flow well, the infoproduct has a look that's not pleasing to the eye, or a little of both. This is a sure-fire way to kill your career fast. People aren't looking for Pulitzer Prize winning prose, but they do want information that's easy to understand and that is packaged well.

#2) There is no promotional strategy.

You can't just put up a Web site, and expect the world to beat a path to your door. If that were the case, we'd all be eating lobster and filet mignon, while wiping our mouths with $100 bills! Successfully selling your knowledge requires some solid marketing and advertising skills.

#3) The Web Site is poor designed

People won't buy from a Web site that looks like their 6-year-old put it together. Yet many Netpreneurs throw together shoddy-looking Web sites, and at the same time expect stellar results. It just doesn't work.

Ken's Comments...

Ahem... this may be the right place to Site Build It!, the all-in-one, site-brainstorming-and-building-and-hosting-and-marketing, step-by-step system of software tools that delivers thriving, profitable business... and more.

#4) The infopreneur is lying to customers, boosting claims.

You can't promise your customers the moon, the sun and the stars, **and only deliver...**

... a few puffy white clouds. First, of course, it's just plain immoral. You'll get a ton of returns.... and no sales of follow-up products.

Ken's Comments...

Funny thing about the Net. Even if you are dishonest by nature, you'd better be straight and honest on the Net. It's the ultimate communication medium. If you're a thief, you'll be toasted in no time.

#5) There are fake testimonials (or at least they look fake).

You know the ones signed, "Steve Johnson—St. Louis, MO." This may have worked in the direct mail industry eons ago, but not anymore. This is a "sure-fire" credibility crusher in the online world.

#6) There is a lack of ordering options

You can't have an online presence and then only provide offline ordering capability. It doesn't make any sense, because 98% of your orders will come from a secure order page. But look around—many online info-sellers do just that.

You see, these things are all so simple. So matter-of-fact. Yet thousands of people, if not millions, knowingly (and unknowingly) take part in these biz-killing rituals every single day.

So what can you do to stop the madness?

2.4. Here's the Winning Game Plan

Don't worry about becoming one of those horror stories. In the following pages, you'll find an abundance of **tips**, **techniques and guidelines for becoming a...**

... master infopreneur.

This manual is like a brain shovel. It'll help you go deep within your mind, to dig out the salable knowledge that's probably been playing hide-and-seek with you. Once this shovel hits the treasure chest, you'll learn how to carefully extract a number of informational jewels, and set them into a lovely profit-making pattern.

But in order to achieve this goal, you must do all of the ACTION STEPS (eight in all) to absolute completion. Even if the exercises don't yield your absolute best ideas and writing, having something down on paper is a greater incentive to continue than having nothing.

So where do you begin on this possibility-filled path?

ACTION STEP #1 is all about pulling profitable ideas from thin air. You'll get an instant education in transforming your innate talents and abilities into topics for profitable information products.

Next you'll be introduced to **ACTION STEP #2,** which is all about packaging your words of wisdom.

ACTION STEP #3 gets you started on the product that follows your first one (i.e., your "back-end information product"). Yes, already! You'll find that knowing how you want to package your information, for both products right away, will make the outlining and development process (coming up) much easier. This section will open your eyes to the wonderful world of residual profits.

ACTION STEPS #4, 5, and 6? You'll outline, write and name your new infoproduct. Never thought of yourself as an author? Not to worry... put your mind at ease. Not only will you learn key methods and tools for activating your writer's spirit, you'll gain access to sample outlines that you can use as a foundation for your information product, plus ideas galore for filling in the skeleton of your outline.

ACTION STEP #7 takes you all the way to a perfect and protected final draft. And **ACTION STEP #8** prepares you to launch to the real world via a powerful **traffic-building and sales-generating plan.**

In the section, **All Roads Lead to Success**, you'll find your way towards fame, reenergized sales, market domination, security and **continuous tenure...**

... on the throne. This is the path of advanced studies for infopreneurs who are already on their way towards success.

Finally... we've saved the best for last. In **The Best Advice We Can Give,** Ken and I put the icing on the cake with some fine and final pearls of wisdom to guide your infopreneurial career.

2.5. One Last Thought Before Starting

I have a core group of customers who I consider to be very successful in their chosen fields. They are business owners and professionals who make at least a six-figure income.

I've come to really understand the difference between the have's and the have-not's. It's not that these people had any more or less of an advantage than any other person out there.

Many successful people don't have college educations. (Although one person does have several medical degrees.) And hardly any of them consider themselves to be marketing gurus.

Yet the difference I see with these people, over other clients, is that they "**take action immediately.**"

They get into the project, and give it all they've got and then some. There's no dilly-dallying around. They're about moving, and moving fast.

And I'm telling you from first-hand experience, every one of these already successful people become even more successful as a result. They almost

always sell more information products, and if they started with an idea, they're the fastest to finish an information product.

Imagine... all that from one little, tiny change in action/attitude.

So take a good hard look at the man or woman in the mirror. **Are you an "Action Taker" or an "Action Faker"?**

Do you soak up a ton of advice, and then let it sift right through your brain cells, without giving it a second thought? Or do you actively use the words of wisdom surrounding you?

Reading books, e-zines and Web sites is no good, unless you're prepared to go to the next level, and put that advice into motion.

Ready? Let's start!

3. Pulling Profitable Ideas From Thin Air

Recently I did a brief survey of my e-zine subscribers to determine the biggest problems among info-sellers. One of the top dilemmas was "**lack of ideas."** Although they clearly know that they want to sell information, many a cup doesn't runneth over with an abundance of ideas.

And the problem isn't a lack of creativity. Because if you realize it or not, everybody has that magical flame within them. Whether that flame is the size of a towering inferno—or dancing on the tip of match stick - is totally dependent on if and how you fan the fire. **But that's where most people...**
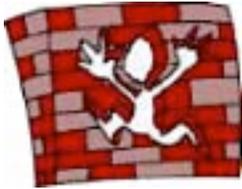
 ... hit the 10-foot brick wall.

If you don't have a specific system for finding and utilizing that spark, then it's almost a given that you'll overlook its presence and power in your life. Creativity is like a muscle... the more you exercise it, the stronger it gets.

This chapter delivers 6 Idea-Generating Exercises, which you can use to fan that creative spark. When you're finished, you'll have more than just a slight crackling—you'll have an entire bonfire engulfing your brain!

These exercises will give you the capability to come up with fresh ideas faster than you ever thought possible. And they work for any type of information products, from articles to keynote speeches.

The ultimate key to success is to practice these exercises on a regular basis. Remember, ideas come to you **when you actively...**

 ... open the door to their presence.

Now once you generate a few ideas using these exercises, you must decide which one of those ideas you care to transform into an information product. The final section of this chapter features a checklist to help you determine whether your chosen idea is something that you really and truly want to pursue, as well as how salable it is. Completing this checklist before moving on to ACTION STEP #2 will assure you that your idea is of Grade A quality.

All set? Let's go flex that fiery creative muscle!

Ken's Comments...

Studies show that most people are too lazy to actually perform brainstorming exercises. They read them, try them for a few seconds, and then move on to the next section.

Here's your first chance to separate the men from the boys (OK, OK... the **women from the girls!**).

3.1. Idea-Generating Exercise #1

Mining the Gold Within You

Your innate talents are activities that are either very easy for you to perform, or things that you absolutely love doing. It could be that you're a great singer. Perhaps your baked goods taste like they came directly from heaven's oven, or maybe you have a knack for organizing things.

So when it comes to choosing an idea/topic for your information product, an excellent place to begin your search is with your own natural abilities. In other words, your infoproduct can be based on explaining the details of a process that you normally accomplish very easily.

For example, writing and marketing are natural abilities for me. So I create information products that show others how to do these things effectively.

If you're a marvel at selling things over the telephone, this talent can easily be translated into an information product. Likewise, if you're a great horse trainer, know how to grow luscious indoor plants, well... you get the idea.

You know that old adage? "**Do what you love...**

... the money will follow." It becomes a living reality when you use this particular exercise.

Here's a list of four questions that will help you discern where your natural talents are. Answer them fast, naturally, almost without thinking. If you get stuck, refer to this list of 64 topics...

Advertising
Aerospace
Agriculture/farming
Antiques and collectibles
Apparel/clothing/fashion
Architecture/buildings
Arts & Crafts
Auctions

Automotive
Aviation
Beverages
Books
Chemicals
Children/parenting
Cleaning
Communications/media
Computers
Construction
Consulting
Conventions/Trade Shows
Design
Disabilities
Education
Electronics
Employment
Energy
Engineering
Entertainment
Environment
Ergonomics
Financial services
Food
Gambling
Games
Government
Health
Hobbies
Home/garden/flowers/plants
Hospitality/entertaining
Information
Jewelry
Law
Manufacturing
Minerals
Music
New Age
Office supplies
Publishing
Real Estate
Religion/spirituality
Research and Development
Retail management
Science
Security

Sex
Software
Sports
Telecommunications
Toys
Trade
Transportation
Travel
Video
Weather

Fuel your imagination. Take it all the way… as far as how the idea can be transformed into an information product.

3.1.1. Build Upon What Comes Naturally

Idea Igniter... What are your 3 top talents?

Create a how-to manual that'll help others perform each of these activities just as effectively. Or have a third party interview you on how you successfully perform a particular talent. Put the interview on audiotape.

a)

_____

b)

_____

c)

_____

3.1.2. There's Gold in Your Daily Pleasures

Idea Igniter... What 3 things do you enjoy talking, reading or learning about?

a)

_____

b)

_____

c)

_____

Ken's Comments...

Passion makes work fun and easy. What is it that you love to talk about? Read about?

A hobby? What do you do for fun and games? What special body of knowledge have you learned from your job? What do you do day after day, without even thinking about it (ex., child-rearing) -- think about what you tend to do in a typical day, and what you've learned from it.

What sections of a bookstore or a magazine shop do you automatically gravitate toward? What kind of TV shows do you tend to like most? Movies?

3.1.3. Make Your Job Really Pay

Idea Igniter... What activities do you enjoy most about your current occupation?

Is it research? Helping customers achieve their goals? Managing other people? Teaching or explaining things to others? Talking/selling on the phone? Organizing things? Making a process easier? Discovering or creating new products or services? Marketing or promoting products or services? Perhaps you can write a how-to manual on how to perform one of those activities more effectively.

a)

_____

b)

_____

c)

_____

3.1.4. Take a Fantasy Job

Idea Igniter... If you had to pick 3 ideal occupations/businesses, what would they be?

If you haven't already, why not actually start a business in your field of interest, and write about your experiences in a diary format. This would be an interesting information product.

a)

_____

b)

_____

c)

_____

3.2. Idea-Generating Exercise #2

Look through someone else's eyes.

Would you like to be in another person's shoes? Who? Look at it **through...**

                          ... the eyes of that person.

What does that person represent? Do you have the thought processes to create an information product within that niche?

For instance, if you think that you'd like to be president for a week, perhaps your true interest lies in leadership. If you'd like to be a lion tamer in the circus, maybe it's because your heart is into animal training. Whatever your response, it could give you an accurate idea of the direction that you'd like to go in.

Write your information product as if you actually are the famous person. Assuming the new identity could give you tremendous new focus on the issue.

Ready to start?…

_____

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_____

_____

3.3. Idea-Generating Exercise #3

Turn lemons into lemonade... and cash!

If you perceive something as being difficult, other people also have an issue when dealing with it. Let's say that you have a tyrannical manager (which a lot of people do have). You can write an information product titled something like *How to Deal With a Beastly Boss Without Losing Your Head or Your Job*.

I have a client who has worked in clothing retail stores her entire adult life. One thing she always excelled at was getting lots of sales (often she worked on

commission, so this was an important skill). However her coworkers weren't always so fortunate.

So she wrote a booklet detailing all of the little tricks and techniques that helped her achieve a $65,000+ income throughout the years. She now sells it in bulk to large department stores, or to audience members of the seminars she gives.

Now with that motivational story under your belt, **think about this...**

... **what are the three biggest problems in your workplace?** Jot down solutions for each one.

If solving a workplace-related dilemma isn't your cup of tea, replace it with any other problem. For example, if you're a stepparent, what were the biggest problems that you've encountered, and how did you conquer them?

Let's say you're an herb gardener. What annoyances do you normally come up against? What can you tell other herb gardeners to help them cultivate a delicious and nutritious crop?

New problem or old, there's always room for greater and better answers.

a)

_____

b)

_____

c)

_____

Ken's Comments...

Think about this one. We all encounter obstacles, problems, nasty people in the course of whatever it is that we do every day. I guarantee you—if you look here long enough, you'll find a book that others will buy.

3.4. Idea-Generating Exercise #4

Let your competition help you!

The basic purpose of this exercise is to create new and more enhanced information products, based on what has not been included in your competitors' works. So the first thing you need to do is **start...**

... reading, listening or watching all of your competitors' information products. As you do so, you're going to write down any questions, comments, or points that you feel should be elaborated upon.

Before I started creating my own series of manuals, videotapes, reports and newsletters for developing and selling information products online, I read through a ton of my competitors' products. This included anything geared towards self-publishing and promoting your consulting services. Here are the main points that always arose in my notes:

• In the self-publishing books, there was no information to help you formulate ideas.

• Many of the self-publishing books didn't have a succinct amount of information about using the Internet for promotional purposes. If they did, most of it was very generic.

• The self-publishing books always talked about publishing books, and no other information products. Yet, as we now see, there are several ways to self-publish one's knowledge.

• None of the consulting books really took an in-depth look at creating and selling infoproducts to one's prospects. Most times all they focused on was self-publishing books and newsletters.

So I took all of this data, and began to fill in the missing blanks. Today my information products fulfill each of these needs, and then some. And it all started with me attempting to figure out what holes my competitors had left open.

The next three questions will help you get a pretty good idea of how to create an infoproduct that's much, much better than what's already out there.

3.4.1. Pick Apart Your Competitors' Weapons

Choose at least 5 information products in your niche.

Read and study them. Write down 5 ways you can make them better. Here are some key points to base your response upon:

What would you elaborate upon?

What would you eliminate?

Which techniques would you change?

What type of format would make more sense? (Audio, manual, booklet, etc.)

What new ideas would you introduce?

How can you make a process easier to understand?

Can the information be explained from another viewpoint?

Can the information be adjusted to fit into another niche?

_____

_____

What Comes Before?

After reading and studying those 5 infoproducts in your niche, think about topics that you would want discussed **before** that subject matter.

In other words, what topics are a prerequisite to what you've read?

What skills or knowledge would a person need to know prior to reading the competitor's information product?

For example, if one of your competitors has written a book entitled *101 Home Business Ideas for Bootstrappers*, a prerequisite to that could be *From Salary Worker to Entrepreneur -- 100 Things You Should Do Before Starting a Home-Based Business*. As you can see, your infoproduct is what the reader should know beforehand.

What Comes After?

What would you want to read after? What information could you talk about that's a little more advanced than your competitors' material?

Again, using the example of the book titled *101 Home Business Ideas for Bootstrappers*, a great follow-up could be *Inexpensive Marketing Ideas for Bootstrapping Entrepreneurs*.

_____

_____

3.5. Idea-Generating Exercise #5

What do your readers want?

A few years ago, I decided to add a few new services to my consulting business. So the first thing I did was compile a list of the services that I thought were going to be the most requested.

On a fluke, just before I redid my Web site to reflect those additions, I decided to ask a few colleagues in a business women's discussion group what their biggest online marketing problems were. This was so I could compare the services I was going to offer, to what the market wanted. The results literally astounded me.

After twenty-two e-mails came in, I discovered that only one of the services I had planned to provide was really in high demand. Talk about an instant education in what people were willing to pay for! The direction I had set my sails towards was all-l-l-l-l wrong.

And even though this is an example of doing research for consulting services, this technique works exactly the same way when creating any type of information product. So before you begin typing or recording a single word, be sure to decipher what your potential buyers really and truly want from an infoproduct in your niche.

Here are five techniques I use to extract my readers' wants, before I even begin the outlining process. My recommendation is that you complete at least two of these exercises. This way you'll have a larger pool of results to compare from, and your participants will come from diverse online locations.

Also, keep an ongoing file of the information you collect, so you can refer back to it once you begin the outlining process.

Ken's Comments...

You can do it the easy way or the hard way. What do I mean? Well, you can spend a few months writing something that you later find out that no one wants. Or you can find out first.

Monique's been there and done that—find out what people want first...
Then supply it. Life becomes so much easier.

3.5.1. How to Get Executives to Tell You...

Becoming a member of associations within your niche will give you a pretty accurate view of what a particular industry is like. After all, you have oodles of people who have outwardly chosen to interact with other like-minded thinkers.

Their needs and problems will most likely be defined by the articles that they're currently reading.

To complete this technique you need an easy way to find and join the appropriate associations. This is easy.

Start out by visiting the American Society of Association Executives Web site...

http://www.asaenet.org/

You'll find a directory that features tens of thousands of associations. Join your groups of choice. Then keep a running tab of articles appearing in each issue of their newsletter, magazine, or e-zine. Write down the title of the article, author, and a description of the problem the article attempts to solve. Once you notice a recurrent demand, you've got a topic!

3.5.2. Lurk and Learn

This technique is probably the easiest to perform, but it requires constant attention on your part. What you do is very simple.

First, locate two or three online discussion groups where your prospects congregate. You can find hundreds of Web forums and e-mail discussion groups in directories. A simple search on Google (forum + topic) will uncover many.

Or try **Search It!** (http://searchit.sitesell.com). Select your query in **Step 1** (Under the Advanced Search category, look for "Forums/Discussions/Groups") and then follow the tutorial provided.

Once you find your audience's chit-chat hot spots, it's time to make yourself a permanent fixture in the background. In other words, join these targeted groups, sit back, and listen to all the conversation going on.

Relax… it's OK to eavesdrop on the Net. It's called lurking. Yes, despite that crummy name, eavesdropping really is OK.

Why is lurking so necessary? Because online discussion groups are places where people talk "honestly" (that's the key word here) about anything and everything.

Participants are amongst peers. So they're more likely to speak openly about the topics that mean the most to them. In fact, this is probably the most candid information that potential readers are ever going to release. You can't afford not to be paying attention.

There are two key things you're going to actively look for...

Problems that seem to resurface on a regular basis. For instance, I notice on most discussion lists geared towards e-zine publishers that every couple of weeks the question of "How do I build a subscription form for my Web site?"

always seems to come up. Therefore if I were creating an information product for e-zine publishers, this is a bit of knowledge I would definitely include.

People who apparently know a lot about your topic. Don't look at these folks as competition. Most of them are probably not going to be creating an information product anyway. But they will make great interview subjects once you begin writing your infoproduct.

Keep in mind that you may hit some pretty dead discussion groups. Or maybe you need to obtain some quick facts about potential readers. Then it'll probably be necessary to take the active approach in discovering your audience's needs.

In a nutshell, the best way that I know to do this is by **simply asking...**

... "What hurts?"

Let's say you're in the midst of creating an information product geared towards helping e-zine publishers obtain more sponsors and advertisers, and you need to know the top three problems associated with doing this. You would post a question to the group something like this...

Dear colleagues,

What do you find to be the three biggest obstacles when

attempting to get sponsors and advertisers for your e-zine?

As you can see, "What hurts?" is a direct question, that's going to elicit direct answers. It helps you cut straight to the chase.

3.5.3. Your Visitors Will Tell You... Ask the Right Questions

I've seen this technique used on other Web sites where people vote for specific Web sites, where you can click on a "Rate It" text link.

Not only is this a great technique for enabling consumers to inform one another about sites worth visiting, it can also work very well for helping you decide what interests your Web site visitors the most.

To do it, you must have several of your own articles, each on its own separate page within your Web site. You'll have a short form at the end of each article page, numbered from 1 to 10.

With this form, ask your readers to...

... rate the article from one ("not interesting at all") **to ten** ("great, incredible, loved it"). Instead of the results being tabulated and posted on the site, configure the form so that each vote is e-mailed straight to you. Then keep a running tally of the votes each article receives.

Ken's Comments...

If you generate large volumes of submissions, get your techie to compile results into a password-protected "results page" so that you don't have to do any manual tabulation.

The most popular article topics should be considered as important sections of your information product. So if you're writing about online marketing techniques, and more people vote for your search engine articles, over the ones on Web site design, then it would probably be wise to put a great deal of emphasis on search engines.

3.5.4. How to Run a Survey that Gives You THE Idea

Still stuck? Here's a great idea-generating technique that works!...

Develop a survey with three short, multiple-choice questions. Why short? Because you want a maximum number of replies, which is easier to achieve when asking concise questions. If the survey looks like it takes anything longer than a minute to complete, then you'll have to compensate the survey takers to obtain maximum results.

The questions you choose for the survey should give you a **concise profile of your potential readers.** The following sample survey is geared towards e-zine publishers, and would help an infoproduct creator learn more about this growing target audience.

Question 1 -- "What is the hardest part about running an e-zine?"

Question 2 -- "How long have you been publishing your e-zine?"

(a) 6 months or less
(b) 6-12 months
(c) 1 year or more

Question 3 -- "How often do you publish your e-zine?"

(a) Daily

(b) Weekly
(c) Biweekly
(c) Monthly

Ken's Comments...

> There are two basic ways to pose a survey question. While multiple choice is easier to score, it limits the possible answers. That's why Monique uses multiple choice for Questions #2 and #3 above. But Question #1 is your "money question"—leave it open-ended and see what you get!

Once you have your questions in hand, your next task is to find at least five strategic online locations your prospective readers frequent.

These can be Web sites, e-zines, discussion groups, forums, etc. E-mail the owners of these online properties, and ask them if they can host your survey for a set fee. I've included a sample letter below...

```
Dear John Doe,

My name is Jane Rane, and I'm interested in having my "E-zine Publishers
Survey" featured on your E-zine Directory Web site, for one month.
(You'll find the actual survey enclosed at the end of this message.)

The feedback will be used to compile my upcoming manual, tentatively
titled "The E-zine Publisher's Guide to Profits and Promotional Power."

Please send me a listing of your 30-day rates, as well as the type of
payment you accept, and when payment is due.

Thank you in advance,

Jane Rane
```

It could cost you anywhere from $80 to $500 to implement this technique. However it does allow you to receive a steady stream of feedback, without having to alter your time schedule.

> When you order Site Build It! (http://videotour.sitesell.com), a survey-building tool comes included in this comprehensive site-building and site-hosting package. It also has a step-by-step business-building action guide that will help you build a Web site that works!

3.6. Idea-Generating Exercise #6

Use Monique Harris's personal power-brainstorm tactics.

One of the most frequently asked questions I receive is, "How do you manage to come up with so many different ideas, so quickly?" Besides following several of the other Idea-Generating Exercises, there are things that I do on a pretty frequent basis.

3.6.1. Shake and Bake Secrets...

This is probably the most basic yet almost always overlooked method for generating ideas.

When it's time to create **your information product...**

... voraciously read through everything even remotely related to your topic. Don't spread the process out over several days. Do it in a 24- to 48-hour time span.

Just about every major industry has a place on the Internet where you can find articles and news stories galore on that particular topic.

I use article libraries to create my own infoproducts when I want to see the development of a new trend, find out what new technologies my prospects and customers are using, or just to pick up interesting new ideas. It's like having a bunch of eyes and ears on the scene, constantly reporting important tidbits of information.

Another interesting point about using article libraries, particularly in the small business field, is that you can find and use copyright-free articles. For instance, if you've ever purchased one of those CD-ROMs with 1,001 re-sellable reports, you can use the reports as a springboard to create additional information products. Since they don't have a copyright, they can be used and adapted any way you see fit.

Finished reading? Put all your materials away. This is the period when your mind subconsciously goes to work mixing and matching concepts. Over the next couple of days, ideas will pop into your head. Most likely this will occur when you're doing something trivial like washing dishes, taking a shower, or driving.

When an idea pops...

... write everything down. Don't discount a single thought as being insignificant or unimportant. Now when it's time to create, you have several ideas to work with.

I often get an idea and then I'll put it to the side for a while. During these times, I'm allowing natural incubation to take place, trying to best figure out how to best make the most from the idea. I'm living, breathing proof that it works!

3.6.2. Ask "Why?" 'Til It Hurts and Then Ask Again!

I like to use this exercise when I need to get to the core of a problem relatively quickly, or when I need multiple solutions to a particular problem.

The first thing I do is write down the dilemma on a sheet of paper. Then I ask myself why this problem is occurring. Even if I'm not 100% sure of the answer, I write down what I believe the answer to be. (In other words, don't be critical of whether your response is right or wrong.)

Next, I go through each previous "why?"...

... and ask why again.

This forces you to think outside the box. Every time you ask why, you delve deeper and deeper into the core of the actual problem. Often you'll come up with solutions that might have eluded you before.

Here's an example from my own files...

Problem... Many online shoppers abandon their shopping carts before making a purchase.

Why? Because the ordering process looks difficult to the consumer.

Why? Because the site designer didn't make the Web site intuitive.

Why? Because they didn't understand how to make the site intuitive.

Why? Because there are no educational products that show the designer how to alleviate that problem.

3.7. 50 Really Hot Infoproduct Ideas

Still stuck? Browse through this list of 50 random infoproduct ideas to get your creativity cranking. Feel free to use an idea verbatim, or allow it to give you a spark to something greater.

1) How to Sell Your Printing Services over the Internet
Give specific tips and ideas to help printers and print brokers sell their services online. You might include helpful Web sites, interviews with successful shop owners, and a synopsis of the top-selling print shops/services on the Web.

2) 101 Places to Market Your Software over the Internet
Basically a directory of Web sites, e-zines and other online resources where software developers can promote and sell their products.

3) How to Market Your Specialty School over the Internet
Give tips and ideas that'll enable computer/technical schools, dance schools, beauty schools, and other adult education centers to promote their establishments more effectively over the Net. Pick 5-10 school Web sites, and give a breakdown of why you think they achieve high sales.

4) Create a Successful E-tail Clothing Store on the Net
Include ways to set up a Web site, shopping cart features and options, merchant account options, how to figure out shipping, marketing/promotional ideas, ways to improve your holiday sales, how to get listed in price bots, and so on.

5) Selling Your Arts and Crafts over the Net
This is either well-suited as a directory of Web sites and e-zines where artisans can sell their goods (which you can build either as a subscription-based Web site, or a manual). Or you can also include information on setting up a Web site, how to best show photographs of products, the pro's and con's of arts and crafts malls, etc.

6) How to Successfully Sell Your Professional Services over the Net
A guide like this can include general information for lawyers, accountants, consultants, coaches, or any other professional service provider. You could include general information like Web site development, how to build your credibility, easy ways to get new clients, directories where professionals can get listed, etc. As an extra bonus, you may want to include specific marketing ideas for certain professional niches.

7) How to Successfully Sell Your Music over the Net
This can be developed as a directory that features promotional Web sites and e-zines in several different genres of music like rock, rap, country, classical, and so on. You might even want to try doing profiles of twenty or so different musicians/bands who have sold their wares online. Or you could create topical booklets that offer specific information and resources for each genre of music. For example, "The Grunge Band's Guide to Selling Noise on the Net."

8) How to Market Your New Age Product over the Net

The New Age industry is big online, but there are few if any publications to help its vendors sell online. You could cover a wide range of topics, starting at Web site development, how-to's for putting an e-zine together, places to buy wholesale online, online newsletters that accept advertising, and so on. Include a few profiles of successful Web sites, or interviews with the site owners.

9) How to Market Your Local Biz over the Net

This is a sorely needed infoproduct! There are many localized merchants who want to get on the Net, but don't know how to make it work for their unique situations. You can give a rundown of promotional ideas, how to get current customers involved so they buy more, directories where they can get listed, and so on.

10) Selling Your Business Opportunity or Franchise over the Net

Includes a directory of online directories, opt-in lists they can mail their offer to, how to best use classified ads, setting up an affiliate program, making the Web site sell, and more.

11) How to Market Your Movie Online

There are easily hundreds of places where a bootstrapping filmmaker could spread the word about his or her flick. Why not compile those places into a directory, and market them like hotcakes on the abundance of movie production resource sites out there? I think you'd have a winner.

12) The Home Automation Jump Start Guide

An easy to follow, step-by-step tutorial on how to add a home automation system, to your environment. You can demonstrate the various ways to automate a home, the approximate cost, pitfalls and dangers, top 10 list of home automation devices, etc. This title would make a really great multimedia e-book.

13) How to Find Your First Job on the Net

An infoproduct like this would be geared towards budding and new college grads, who want to use the Net's vast job-finding network. You would include ideas for putting a resume online, what to put on an electronic resume, which job sites are the best for locating entry level positions, which skills are most in demand, how to set up a Web site, and so on.

14) Top 20 Consultant Occupations for the New Millennium

Do a little research by hanging out in a few consulting related discussion groups, and find out which niches are the hottest. You can give a description of each niche, income potential, what you need to get started, promotional techniques and online resources.

15) The Interior Designer's Online Marketing Guide

A step-by-step guide for effectively promoting and selling interior decorating services on the Net. Include details like... how to put up a Web site, the best ways to display before and after shots, directories where interior designers can list themselves, ideas for picking up clients locally, etc.

16) Massage Therapist Start-up Kit

Features everything that a fledgling massage therapist would need to start getting clients right away. This could include sample business card designs, sample advertisements, sales letters, promotional ideas, Web site templates, tips for setting up an office, and so on.

17) Meeting Planner Start-up Kit

There are many meeting planners who are just starting out who need advice and ideas for securing immediate gigs. This kit would have all sorts of forms, checklists, promotional advice, sample sales letters, sample telemarketing scripts, listings of meeting planner associations, etc.

18) So You Want to Start a Moving Company

Explains the in's and out's of running a moving operation. What types of licenses/bonds you need, where to find trucks, training your workers, what prices to charge, where to get inexpensive moving equipment, how to advertise your services, etc.

19) The Cake Decorator's Intro Kit

This set can be a comprehensive introduction to the art and craft of being a cake decorator. Besides a pictorial/video of each technique, you can also include all the necessary tools for decorating the cake.

20) The Flea Market Vendor's Start-up Guide

Everything a person would want to know about becoming a vendor (you could also have a list of flea markets and swap meets around the world), setting up a flea market, how to have a successful booth, hot-selling items according to various geographic regions, where to find wholesale products, things every flea market vendor should have, and so on. You could even throw in a bonus section on how to be a street vendor. Street vendors normally market their goods on the boulevards of various large cities. This would also make a great special report.

21) How to Write an Effective Online Business Plan

There are plenty of books, manuals, and e-books on putting together an offline business plan. But how do you develop one for the fast-paced online world? That's the main question you'll answer in this manual. You may even want to include templates of online business plans from other businesses. And be sure to include some sort of template.

22) From Nobody to IPO in 365 Days or Less

Give a step-by-step account of how to start an Internet business from scratch, build a thriving customer base, and go public, within a one-year time span. You could tell how to develop a killer concept, writing a business plan, developing a management team, how to approach the venture capitalists, how to get alternative financing, and more.

23) How to Plan the Perfect Wedding on the Net

Prospective brides and grooms now have an entire portion of cyberspace devoted to helping them say "I Do." Your job is to get out there and find the best

sites. Include things like... where to find inexpensive designer gowns, vacation sites, sites specifically for the groom, where to pick china patterns, etc.

24) 55 Places to Promote Your Wedding-related Business on the Net
This one can be a booklet of tips that gives various places where wedding vendors can promote themselves. Look for wedding e-zines, wedding-related Web sites, wedding search engines and directories, etc. Then give a brief synopsis of how the vendor can use the resource to promote themselves.

25) The In's and Out's of Selling Food Online
What are the laws for selling alcoholic beverages online? Can fruits and vegetables be freely shipped from any one destination to another? How do you make sure perishable items reach the customers safely and freshly? These are the types of questions you can answer within a booklet of this type. It'll be geared towards people and companies in the food services industry. Come to think of it... this would make a great topic for a speech as well.

26) The Penny Stock Day Trader
Is it possible to day trade penny stocks? I don't know. But I bet a whole lot of people out there with small investment budgets—but risque attitudes—would like to know as well.

27) How to Develop a Successful Fund-Raising Campaign Online
Interview the fund-raising directors of various nonprofit organizations, and find out their secrets to success. Or, if you're adept at this task already, you can compile a publication of your own tips and techniques.

28) Selling to Women over the Net
There are thousands of companies that want to know the secrets for reaching women buyers over the Net. And the best thing about it is that they're willing to pay top dollar ($495+ for a single report of this nature for the information). Your job would be to interview and survey women to learn what their buying habits are. You can also monitor companies that market aggressively to women online, and see what their results were.

29) Selling to Small Business Owners over the Net
I'm sure there's no need to go into great detail about the rising number of small business owners on the Net. But just in case you don't understand the potential, a Cyber Dialogue study estimates that 472,000 small business owners got online between the first quarter of 1998, to 1999. 71% say the Internet is essential to their businesses.

You could create a manual that shows companies how and where to target their marketing efforts online. Include things like e-zines that small business owners read, geographically based Web sites geared towards entrepreneurs, small business directories, discussion boards, and so on.

30) The Insider's Guide to Getting a Webmaster Job
Show techies (and wannabe techies) how to obtain a high-paying Webmaster job. Tell readers what skills they need, which programs they should learn,

where to get a fast education, things you'll be expected to do, plus you can interviews with people who are working within the industry.

31) The Private Investigator's Internet Guide
Show PI's how to use the Net to locate information, search for missing persons, and use the various online databases. You can also include a section filled with specific resources for PI's.

32) Dirt Cheap! The Shopaholic's Internet Newsletter
A weekly or biweekly newsletter that tells where to get the best shopping deals online. You might want to include categories like... clothing, toys, hardware, furniture, electronics, automotive, and so on.

33) Candle Making for the Holidays
If you're in a craft-related business, this could be the perfect item to boost your Christmas coffer. Be sure to explain what the person will need, what safety precautions to take, how to add scent, and other goodies. Also, you may want to include photos for an added touch.

34) How to Successfully Sell High-Priced Items on the Net
What does it take to sell a car, house, heavy machinery, diamond jewelry, and other high ticket items online? This manual would offer specific details on how companies are making millions of dollars selling expensive goods on the Net.

35) The Absolute Beginner's Guide to Software Development
Whoever comes out with this one, please let me be the first one to read it! There's a desperate need for one guide (or a series) that allows a complete novice to learn software programming. You would explain what the current popular programming languages do, which program is best for which application, what you need to get started, troubleshooting, etc. (And when I say beginners, I mean **beginners...** no previous experience.)

36) The Entrepreneur's Guide to Outsourcing
If you need to have a brochure done, who do you call? A graphic designer or a print shop? If you need a customized software program, how do you know what to ask the programmer? And what type of programmer should you be looking for in the first place? In a big corporate office, there are people specifically hired to handle these details. But entrepreneurs are in a different boat.

This manual would help entrepreneurs locate the best providers for their needs, by showing them exactly what to ask when they need to outsource.

37) The Actor's Guide to Finding Work on the Net
This publication can be part directory of resources—where you'll list Web sites, e-zines and discussion groups for job-hunting actors, and part interviews/profiles of actors who have found work on the Net.

38) The Grant-Seeker's Internet Resource Guide
This directory of resources would show readers how to locate and apply for various grants, using the Net. You could even include interviews with people who have successfully obtained grants online.

39) How to Promote Your Arts Festival Online

There are arts festivals in nearly every medium-sized to major city around the world. You could write a publication that would show the producers of these shows how to virtually market their event. You would include details like how to set up a Web site, how to use e-zines to advertise the event, ways to attract exhibitors, and more.

40) The Directory of Home-Schooling Resources on the Net

There's a huge world of mothers and fathers out there who have chosen to educate their children at home. They're definitely information product buyers, so why not have a directory they can use to locate educational resources online? It would be like the Internet Yellow Pages for home-schooling.

41) The Computer Professional's Online Marketing Guide

This manual can be geared towards freelance software programmers, Web site developers, IT people, project managers and so on. It would feature Web sites, e-zines and discussion groups where tech-heads can promote themselves on the Net.

42) The Adult Test-Taking Guide

A friend of mine, who recently returned back to school, says she wishes she had this one! Clearly adult needs and capabilities are different from a 15-year-old high school student. This booklet would show adult students how to cope and thrive in their back-to-school experience.

43) 101 Kid-Safe Web Sites for Your _____-Year-Old

Keeping children safe on the Net continues to be a very hot topic. You could have an entire series starting with "Your 5-Year-Old," and going on up to "Your 12-Year-Old." You could even do a new series every quarter, and have people subscribe for a year.

44) The $1,000,000 Computer Nerd Handbook

This booklet could be geared towards people who are contemplating a job change, or resurgence in the computer services industry. You could give info on how freelance, marketing ideas, money issues, etc.

45) Wholesaling on the Net

If anything can be sold on the Net, it can definitely be sold in bulk. This publication would be geared towards manufacturers, who sell to retailers. You would show readers how to develop and promote a Web site, how to gain international sales, directories they can get listed in, how to deal with consumer shoppers, and more.

46) How to Promote Your Nightclub Online

There are literally tens of thousands of nightclubs around the world. Although you have a share who pack the dance floors consistently, there's still a good bunch that could use some help. Your booklet would show managers what to put on a Web site (like drink coupons, band videos), and how to promote the Web site to international customers. (No matter what city I'm in, I like to know where the clubs are!)

47) Mothers' Diaries

A compilation of year-long diaries from four or five mothers. Instead of being a how-to guide, this would give new moms a bird's-eye view into the pleasures and perils of parenthood. Not to be discriminatory—you can also have one for new fathers!

48) The Tour Guide Start-up Kit

Travel is one of the hottest sellers on the Net. This manual would show novices how to get started as tour guides, including... how to pick your destinations, ways to get the best travel deals for your customers, how to attract buyers, how to promote your trips on the Internet, etc.

49) 101 Internet Business Failures—And What You Can Learn from Them

One of my most frequently read articles talks about the demise of my Connection Bank Web site, as well as what I could have done to prevent it. A manual of this sort would show readers various ways that other Netpreneurs have failed, including interviews with a few brave business owners. After each story you could have a "Lessons Learned" section, where you tell what could or should have been differently.

50) The Virtual Assistant's Start-up Guide

A virtual assistant (VA) is a person who handles all sorts of administrative tasks for business owners. (They're called "virtual" because the location doesn't matter.) Either a manual or a monthly newsletter would show aspiring VA's what services they can offer, what prices to charge, how to market themselves both on and off the Net, etc.

3.8. Ken's Comments...
The Best Brainstorming Book

Wow, Monique. Thanks for some great ideas for getting and judging ideas. Getting a great idea, recognizing it, and making sure that there is a large market for it before you start, is so important. So many of the creativity books are so boring (funny, eh?). But here's a great and fun one...

My favorite brainstorming book, by far, is...

A Whack on the Side of the Head
by Roger Von Oech
Warner Books; ISBN: 0446674559

If you are serious about creating and marketing your own information products, you need this book.

3.9. Ken's Comments...

Give What Folks Love to Collect

People love to collect information products. For example, I love golf. I have studied the swing in great detail. I collect books and videotapes on the golf swing. Hundreds and hundreds of them. I have only read about a third of them. The rest just make me feel good to own.

My wife loves to do cross-stitch and needlepoint. When she sees a big, beautiful, new book in a bookstore, she wants to add it to her bookcase full of these books.

My wife and I do not consider ourselves collectors per se. But we are... collectors of specialized information.

Almost everyone collects information on something they enjoy. But very few consider themselves to be "collectors." You can bet that the person at the cash waiting to pay for "Why Men are From Mars and Women are From Venus" is not buying her first "relationship-improving" book. If she is, it won't be her last!

Find out what kinds of information people collect. Here's how...

Let's say you identify a topic with potential. Go to http://searchit.sitesell.com/ and do a search for the subject. Kill or proceed, depending on what you find.

As a matter of fact, you can use Amazon.com to generate new ideas for infoproducts in any particular area of interest. They have a mind-boggling database, chock-full of great infoproduct ideas. Make that database "your personal topic brainstormer."

In Step 1, select "Brainstorming." In Step 2, select "Amazon Books and Other Products"…

STEP 1: Select Search Category   **STEP 2: Select Search Type**

Brainstorming   Amazon Books and Other Products

Click Here for Information About **Search Type** AFTER Completing Step 1 & Step 2.

STEP 3: Enter 1st Search Term   **STEP 4: Enter 2nd Search Term**

STEP 3: ENTER 1st SEARCH TERM   NO TERM FOR THIS SEARCH

Click button…   (Search It!)   …**not** "Enter" key.

A Site Build It! Resource

And then follow Search It!'s instructions.

Develop a product to fulfill what "collectors" want. People will buy it... if it's good, and if it's marketed and sold well through the Web.

3.10. MYKS! 10-Point "Reality Checklist"

Okay, grasshopper... you've chosen a topic and you've scoped out the competition. You have a pretty good idea of what potential readers are looking for, and you've done some additional brainstorming. You have one more phase to complete before your idea gets the **stamp of approval,** and moves on to the developmental stage.

Yes, it's time for the MYKS!...
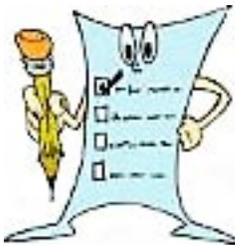
...10-point "Reality Checklist." It will determine if your idea can withstand the rigors of being exposed to the world. You must answer **"yes"** to at least 8 questions to proceed. Otherwise...

... next idea, please! OK, let's start...

✔ Is this a topic that I really have a great deal of interest in? Will I genuinely enjoy writing about it?

✔ Are there at least 10-20 places to promote/market my information product (e-zines, mailing lists, Web sites)? Does it lend itself well to search engine marketing (via gateways—see Make Your Site SELL! for full info on traffic-building via gateways).

✔ Are there at least 5 people that I can interview as part of the infoproduct?

✔ Have I identified at least 3-5 pressing problems that my readers are currently facing?

✔ Can I find at least 100,000 prospects through online and offline opt-in e-mail lists?

✔ Have I read at least 4-5 of my competitors' information products?

✔ Can I find at least 5 distinguishing factors to write about in my infoproduct, that my competitors have not focused upon?

✔ Have I come up with at least 5 benefits of why my infoproduct ideas are better than my competitors'?

✔ Are there at least 5 people from whom I can obtain testimonials or endorsements?

✔ Have I come up with a great domain that is both memorable and applicable to my infoproduct's content? (Check at BetterWhois.com http://www.betterwhois.com/ for availability.)

Now, Ken has a couple of things to say to help you assess your ideas...

3.10.1. Ken's Single Most Important Product Tip

Ken's Comments...

This subchapter is excerpted totally from Make Your Site SELL! It's very important stuff. If you ignore it, your odds of success will plummet.

Most people make the mistake of developing a product that pleases themselves. I certainly made this boo-boo when we invented our first game. This game, called GLOBETROTTERS, took too long to learn and too long to play. Luckily, we licensed it anyway. We went on to license 22 more toys and games into the toy biz.

But that was sheer dumb luck. If we had been unable to get a company to license that game, we were ready to market it ourselves—I would have gone bankrupt on a bad idea that I loved... one that pleased myself.

Please don't make this mistake. Instead...

Make a product that your market wants or needs.

OK, my "podium moment" is over. Please read the following excerpt from Make Your Site SELL! very carefully...

Just about anything can be sold via the Web. But let's focus on the "best fits" for Web sales.

The best products are ones that people want.

Let's say that you are opening a soda fountain. What is the most important advantage that you want to have going for you?

Quality soda and ice cream? Nope.

Superb location? Uh-uh.

Great sign over the door? Who cares?

Nope, you want a large market that is...

... dying of thirst.

Before you develop a product, find out what people are dying for. Then design a product to quench that thirst. (Of course, make sure that your product meets the other criteria that are discussed in this chapter.)

 But develop your thirst-quencher first. If you work the other way around, you will be forever trying to convince people that they want your brand new auto-widget.

Without making any moral judgments, why do you think the XXX sites are thriving? Yup, those companies are selling what people want.

If you develop what people want, your Web effort will become easy. It will be a snap to write a great site that SELLS! And it will be child's play to attract targeted people to your Web site. Follow the "CTPM" (Content, Traffic, PREsell, Monetize) approach and you will succeed.

Of the products that people want, the best are products that can be shipped via the Net!

Hey, did you read that last part? Sounds like we're heading in the right direction! Now let's take a look at what MYSS! has to say about evaluating products. Use this checklist to scrutinize your own new infoproduct ideas...

3.10.2. The MYSS! 16-Point Checklist

Ken's Comments...

The following also comes from MYSS! -- it was originally written for any kind of product... from tractors to software. But, as I reread it again, I realize how much it directly applies to infoproducts.

Between this list and Monique's 10-point list, you've got a foolproof product evaluation system!...

OK, let's start our excerpt...

When considering a product for Web sales, weigh these 16 factors, listed in **approximate** order of importance...

 1) Product Quality -- Does your product solve someone's problem, or deliver a benefit, in a high-quality way? If not, STOP. Kill this product. If yes, read on...

Two extremely effective sales techniques are the free trial download (software) and the money-back guarantee. But if your product is of poor quality, these techniques will actually kill sales.

Great on-site consumer testimonials are another super way to sell your product. But guess what? **Bad product = zero testimonials.**

Everything becomes a lot easier if you are selling a great product.

2) Competition -- Consider the competition. Don't enter a crowded field if you don't have some kind of unique edge (for example, a unique product or a unique approach).

You need more than just a strong product. It should be relatively **easy for your customer to find you before your competitors** (that's tough if you have 80 competitors). And there must a strong, unique reason to **buy it from you.**

3) Market Size -- Wide appeal is great, but the Internet is ideal for niche products. A specialty item that can be otherwise hard to find, particularly if it is a collectible, is a good choice.

Just make sure that the target market for your product exists on the Internet in good numbers... and/or that the product is compatible with what people do on the Web.

And if it's a niche product, it should at least have a wide geographic target market. A niche product for Albanians is unlikely to succeed!

4) Promotability -- Can your product be promoted at low-or-no-cost?

Once you have determined that your customer is indeed on the Web, can you reach him? While doing your competitive and market size research, did you find evidence that your target market will be able to find your type of product by entering keywords into Search Engines (SEs)?

If not, consider one or more of the following...

Kill this product concept. Or do some more SE research to see if your product can be found.   Or determine if your product has some extraordinary feature that allows some other highly efficient, low-cost way of building traffic to your site.

Jump to a test market—testing on the Net is a lot cheaper than testing offline!

5) Profit Margin/Pricing—Even though the cost of doing business on the Web is low, **a product with a great profit margin is still a wonderful product to sell.** If you're selling a product with powerful benefits, you can price **more aggressively** than if you're selling simple "shoppable" items like milk or books.

There's nothing like a product that you can sell high...

... but costs little to make!

6) Supply and Exclusivity -- If you develop your own product, you're 100% sure of your supplier... **you!**

Exclusivity on a product is the next best thing.

Otherwise, make sure that you are protected. Is your supplier reliable? Is the price to you guaranteed? Quality guaranteed? It would be a shame to develop a successful Web business, then have the rug pulled out from under you due to lack of product control.

7) Advantage for You to Sell Via the Web? -- Evan Schwartz, in his wonderful book "Webonomics**,"** describes information-rich products as being the ideal ones for the Web. By that he means videos or software, but not Tide detergent.

PennyGold is a great example. I can weave tons of good information about penny mining stocks into the selling process of PennyGold, even giving away **part** of the strategy in the process. But if I was selling Tide detergent, well I'm sure there's a lot of information about the chemistry of Tide, and lots of R&D going on, but no one cares—it's what Schwartz calls an **information-poor product.**

If your product is information-rich, you can develop a huge edge over any other kind of sales medium.

Schwartz's book is certainly info-rich—I highly recommend it to anyone serious about marketing on the Web. Its principles are timeless.

> Start writing your site towards the end of product development, **not after completing it.** Your Web site may bring up some practical, promotional issues that you had not considered during product development. You may need to adjust the product to help the Web site do its job. This is especially true for digital and knowledge-based goods.

8) Advantage for Customer to Buy Via Web? -- Is there an advantage to the customer to buy via the Web? For example, availability, price, convenience, or speed of delivery.

9) Sizzle Factor—Does the product lend itself well to some marketing "sizzle." Can you build some romance into the picture?

10) Support Required? -- Is the product basically "plug and play"? If your consumer can use it immediately with no special help, this is a big plus.

Otherwise, either make your product more user-friendly or prepare for tech support expenses and/or returns. Factor this in.

11) Legals/Regulations -- Make sure it's **safe and legal** in every jurisdiction where you'll be selling it.

Verify that you are not violating any **existing trademarks,** at a minimum. Do your own trademark search at Search It!…

Site Legalities (Step 1) > Trademark Check – U.S. (Step 2)

If it's worth the money, and if you own the rights to the product, go ahead and **register the trademark.**

12) Cost of Transportation -- The product must be cheap to ship (as a percentage of the cost of the item). Infoproducts/software are the ultimate, obviously. Free trial downloads of software mean that you have shipped the product, **free,** before it's even bought! If your product is good, the consumer will return to buy a password to release the software from its "trial" status.

13) Cost of Inventory -- It should be cheap to maintain inventory. Infoproducts strike again! But if you want to sell high-end bikes, maybe you can get an Internet exclusive from that snazzy Italian manufacturer. Then just arrange to ship directly from his North American or European warehouse! Hey, your inventory costs just dropped to zero!

14) Potential for Repeat Purchase? -- Your product must have the potential to develop repeat business. Once you have a customer, if you treat her well (see below), she will buy again. It's OK to launch a business with a single product if you can sell enough of it to make money. But that single product must provide a springboard to repeat sales (ex., more soap, or software upgrades), or sales of other **related** products.

15) Community—Does the product lend itself to building community? Perhaps via a newsletter? Or through a Chat Room or E-mail Discussion List?

16) "Fun" for you? -- Does selling the product give you pleasure? Your Web marketing efforts will suck a lot of your time, and will require a lot of creativity. If you enjoy it, time and creativity both come easier.

If you do not feel a passion for your product, consider looking for either...something else that does excite you, or someone else who can get enthused about your product and market it for you.

> I put "fun" last, just because it's such a special consideration that I didn't know where to rank it! For you hard-core sales professionals, "fun" may not matter. But for the husband-and-wife team marketing a "labor of love" based on a long-time hobby, obviously "fun" should be ranked at the top.

OK, that ends the MYSS! excerpt. Now for a critical message...

We're at a pivotal point in your new infoproduct business. You want to rush ahead and "really start doing something," I know. But the most important time that you spend on your entire project will be the time that you spend brainstorming and assessing your ideas!

Take your time and get this part right. It will save you a year (or more) of grief down the road. Why?

Because you'll think up and develop the right product, instead of the wrong one!

3.11. ACTION STEP #1

STOP! Do not pass GO. Do not collect $200. And do not proceed any further with MYKS! until you have brainstormed up a great idea that has passed the MYKS! 10-Point "Reality Checklist" and the MYSS! 16-Point Checklist. Seriously...

The rest of the book won't be as useful as it could be unless you have a solid idea that you are excited to take to market. C'mon back to this spot when you're ready...

Ken and I will be waiting right here.

4. How to Package Your Pearls

Okay, now that you've got an idea for your information product, it's time to decide **how you'll package your...**

... pearls of wisdom. When you sell e-goods, the Net becomes a frictionless, automated distribution channel. No products to handle. No boxes to pack. No courier to ship.

Time to figure out how to bundle and deliver your valuable data. PDF is a standard file format for e-books. Think about your online readers as you set up your content. Use short paragraphs, bullets, text boxes, sub-sections, etc. to make each page easier to read and more visually interesting.

There are many PDF printers available. Start your investigation with these three options (the first two are free)…

Open Office
http://www.openoffice.org/

Pdf995
http://www.pdf995.com/

Acrobat Pro
http://www.adobe.com/products/acrobatpro/

Catch your readers' eyes with an attractive cover and graphics…

KillerCovers
http://www.killercovers.com/

E-Cover Generator
http://www.ecovergenerator.com/

ArtToday

http://www.arttoday.com/

ClipArt.com

http://www.clipart.com/

4.1. Unique Ways to Promote Your Manual

1) Create a sales page on your own Web site.

Deliver the content that your target market seeks, PREsell them, and then convert that traffic into sales of your e-product.

The right e-products can grow a substantial, profitable online business, with many options for adding other revenue sources as you grow.

Don't have a Web site? Use Site Build It! to build your online business.
It provides a proven process and all the tools you need. For more details,
see… http://egoods.sitesell.com/

Investigate credit card processing and digital fullment services…

DigiBuy
http://www.digibuy.com/

Kagi
http://www.kagi.com/

PayLoadz
https://www.payloadz.com/

2) Become a ClickBank publisher. Becoming a publisher allows you to list your infoproducts for sale in ClickBank's high-traffic marketplace and take advantage of itsextensive affiliate network.   See details at…

ClickBank
http://www.clickbank.com/

Or… if you have access to a PayPal account, PayDotCom is an alternative. You can list your first item for free, then for a very low cost you can add unlimited number of products for sale.

PayDotCom
http://paydotcom.com/

3) Send excerpts to targeted online newsletters. No matter what niche you're writing for, I'm willing to strongly guesstimate that there are at least 10 e-zines devoted to your topic. By locating those e-zines and submitting excerpts from your manual, you can dramatically increase your visibility, which will surely lead to more sales.

Here are some starting points…

Article City
http://www.articlecity.com/article_submission.shtml

eZine Articles
http://ezinearticles.com/submit/

Idea Marketers
http://www.ideamarketers.com/writers.cfm

Once you locate the appropriate locations, pick one or two 500- to 750-word passages from your manual. These will be the excerpts you're going to submit.

Now you must have a resource box to place at the end of your articles. Since you don't typically get paid cash for your articles, a resource box serves as payment in the form of a free advertisement for your business.

Within your resource box, tell...

• Who you are
• The title of your manual
• A short description
• Your Web site URL
• Your e-mail address (if you want to receive e-mail).

Your resource box should be no more than 5-6 lines, each line no more than 60 character spaces.

Finally, e-mail a copy of the excerpt to your targeted list. Include a **brief note** to introduce yourself, and give details about your submission.

Here's a sample you can use...

Dear George,

My name is Monique Harris, and I'm enclosing an excerpt from my new manual "Make Your Knowledge Sell!" for inclusion in your "Writing Business" e-zine. Please feel free to use it at your leisure.

If you have any questions, or you'd like for me to change something, please don't hesitate to e-mail. Also, I have additional articles available at <URL>.

Thanks for your time!

Monique Harris

4) Wholesale your manual to Speakers and Teleclass Leaders. Your task is to find speakers, trainers, coaches and teleclass leaders who provide services

within your niche, and offer them the opportunity to sell your manual to their clients and audience members.

For example, a speaker could sell your manual during engagements where back-of-room sales are allowed. A teleclass leader or trainer could promote it to event attendees.

Once you have a selection of names, send each person a letter giving some descriptive information about your manual, including the wholesale cost. You might even want to send an actual sample to really hot prospects.

Here's a sample letter that you can borrow...

```
Dear Mr. Speaker,

My name is David Stewart, and I noticed that you currently teach a
Computer Consultant 101 workshop at the Adult Learners Academy.

I've recently written a 290-page manual titled "How to Make $100,000 a
Year as a Computer Consultant," which I thought you might be interested
in selling to your workshop participants.

It features a wealth of information on topics like: which fields pay the
most, how to market yourself, easy ways to get free publicity, where to
find top-notch positions on the Net, how to write a winning proposal,
stress-free ways to handle billing and collections, plus there are
several worksheets and sample document templates.

The retail cost of the manual is $49.95. For each copy that you sell,
you'll receive a $30 commission. Plus, your students receive a wealth of
additional take-home information—and you won't have to write a single
word!  It's a great additional profit center.

I'm enclosing a sample chapter, order form and a picture of the display
you'll receive to showcase the manuals at your workshop.

If you have any questions, please don't hesitate to e-mail me at <URL>,
or call toll-free <toll-free phone number>.

To a prosperous future,

David Stewart
```

4.2. Short on Time? Publish a Booklet

Booklets are perfect if you're...

... just starting out in the information product business, and don't want to commit yourself to developing anything too intense.

During my seminars, I refer to them as "the bottom of the infoproduct foundation." They're so simple to put together, and you don't have to be a marketing genius to promote or sell them effectively.

But don't let their simplicity fool you. They have some versatile roles in the information product hierarchy. For example, they're great tools if you want to promote an existing business. Or if you're new in business, booklets are perfect for introducing yourself to a specific target audience.

Let's say you're an interior designer. You could write a booklet titled "20 Ways to Beautify Your Bathroom Without Breaking the Bank." An accountant could put together "How to Boost Your Bottom Line—Without Scamming Uncle Sam." A personal trainer could do "Perfect Abs in Only 10 Minutes a Day." You could then give your booklet away to your prospects, in order to demonstrate your expertise and credibility.

They're also great as stand-alone sales items. Corporations and associations are always looking for premium items to give to their prospects, customers and members. Expert written booklets from outside vendors are often used to fill this niche. (I'll give you more details on how to break into this profitable market in the Promoting Your Booklet section below.)

Booklets work well if you want to give quick, short spurts of information, or to expand upon a single topic in particular. For instance, if your booklet topic relates to buying a new home, you could either discuss a few broad segments like... Single person's strategies for buying a new home; How to buy homes in foreclosure; Things to look for when buying a new home, and so on. Or you can zone in on one segment, like "Alternative Financing Methods For the First-Time Home Buyer."

4.2.1. Unique Ways to Promote Your Booklet

• Sell the booklet as a premium item.
Associations and corporations often use booklets as giveaway items for their customers, members and employees. And for the most part, they use outside vendors to fulfill this lucrative niche. So how do you crack this money-making market?

Your job is to visit those association Web sites and locate the **"publications editor."** This is the person in charge of buying/recommending information products for the association's members. **E-mail a pitch letter** to the editor. Give some introductory info about your booklet, and include a pricing structure for buying in bulk. Tell how the booklet is going to benefit their members.

• Allow others to bundle it with an existing infoproduct package.
Find another author who provides similar or complementary infoproducts. You can sell your booklet to them at wholesale cost, and they can **package it as a bonus item** with their materials.

- Sell the rights to your booklet.

There are plenty of wannabe authors out there who are dying to sell a unique information product, but don't have the oomph to write it themselves. You can create a series of booklets for your niche, and instead of promoting them yourself, you sell the reprint rights to other people.

Depending on the topic and the audience, you could get up to $400 from each person who wants to purchase the rights. If you have a maximum of 50 people buying reprint rights at $400 each, that's a quick $20,000 in your pocket.

How do you go about selling the rights to your booklet? Go to a discussion group within your niche, and announce your offer. Include a page on your Web site that gives additional details.

- Give your booklet away as a spontaneous freebie.

If you have other information products for sale, give your booklet away to potential customers who you meet online. This is a good way to get your name known among prospects.

For example, let's say you're in a discussion group and you run across a selection of prime prospects. You go to their Web sites, get their snail-mail addresses, and send the booklet, along with a note. Of course, you should always include a catalog of your other products, just in case they want to order something else.

4.2.2. Spice Up Your E-book and Stand Out!

Here's a tip that will surely boost your sales…

Put some audio and video into them. If you're going to use these media as distribution tools, take full advantage of their many features.

Example? OK... let's say that you have a process that can be explained visually. **Throw in...**

... a small video clip.

Interviews normally done in a textual question-and-answer style can be done over the telephone. Tape the call and include the audio version in your e-book instead.

Remember, much of the population is either visual or auditory in the way they learn. If you include a few elements of both video and audio in your e-book, it

can be a tremendous boon to your sales. The **perceived value** goes up. And you stand out from the crowd.

There are several way to promote your e-book…

Make one or two chapters free to read. The others are sealed off.
If the person wants to read the full version, they simply order access, using a secure server link to your Web site, in the e-book. (And/or you can have a call/fax choice.)

Give it away. Instead of charging a price for your e-book, why not charge others to advertise in it? You could have banner ads from complementary site owners/vendors featured on various pages. Charge $300 for the year, only $25 a month. With 34 advertisers, you'd net over $10,000 a year. Not bad for an e-book that you're giving away!

Offer excerpts via autoresponder. When I first came out with "How to Successfully Sell Information Products Online," I included the introduction on an autoresponder. That autoresponder address was seen both in my sig, and in the resource box of my articles.

This one simple technique led to many, many sales. It shows how powerful something as simple as an excerpt can be.

Do a press release. Your infoproduct deserves attention!

4.3. The Profits of Password Protection

If you're looking for a quick and inexpensive way to sell information, try a password-protected Web site (also referred to as a "subscription-based" site).

What makes this packaging method such a delight for infopreneurs? You don't have to worry about printing or shipping printed products. You don't even have to worry about the fulfillment issues that Ken talks about for e-books.

Your sole monthly maintenance cost consists of your site hosting fee. Another benefit... **information can be added to a password-protected Web site in a flash**.

Successfully selling information via a password-protected site requires **a tight reign on a very specific niche.** Either you must have really exclusive information that can't be found for free on dozens of other sites, or you must have an exceptionally large and detailed collection of general information.

Now if you were curious to know what doesn't sell in this format online, according to research firm Jupiter Communications, onliners are least likely to pay for easy-to-find information like national news, sports scores, music

reviews and fashion updates. This is probably so because stuff like this can easily be found on the Net.

So how to you create a password-protected site? First, find out if your Web site hosting service allows you to place a password on any of your site directories. This way you can virtually cloak any information that you don't want everybody who visits your Web site to see.

This password-protection option is a fairly common feature among many of the larger hosting services. My provider includes it with an $18.95 hosting package.

And don't worry, it's nothing super-technical! In most cases, all you have to do is name the directory you want to protect, and start adding passwords as people subscribe. You can either have one main password for all of your subscribers, or separate passwords for each person.

Second, decide if customers will pay for access on a monthly, quarterly or yearly basis. If it's going to be monthly or quarterly, you might also want to incorporate recurring billing into your plan. This means that the person's credit card or checking account is automatically charged for the access amount, on a specific date each billing period. It's much easier than sending out a bill every month.

Just be sure you state on your order page that you'll be doing this, so you won't have any problems with subscribers wondering why they're being charged.

4.3.1. Unique Ways to Promote the Site

1) Offer a trial run to new and existing customers. Along with each new order, include a certificate that gives the customer a free period of access to your password-protected site. Be sure to include an expiration date on the certificate.

2) Tell researchers about it. Professional researchers must have direct access to specialized information. So they tend to be huge users of subscription-based Web sites.

3) Sell bulk access to associations and other groups. Have an association within your niche pay a certain amount of money so that all of their members can have a subscription to your Web site. This type of deal can also be given to magazine subscribers, or multiple employees of a corporation. Of course you'll receive less money per sign-up, but you'll make up the money in the large numbers of sales.

How do you go about procuring such a deal? If it's an association you're dealing with, send a letter to the director of members' services. If it's a magazine, marketing services is the department you'll need. For a corporation, send the letter to the director of the related department.

4.4.   How to Record Words For Top Dollar

Some people learn well by reading. Others, by watching a process being done. But a large portion of the population learns by listening.

You can transfer existing print information products. Or you can create a fresh batch of information especially for the audio file.

Always go for top quality. The studio ideas is preferable to doing the taping at home. But you can do it yourself if you are careful.

Do not use a regular tape recorder, though. You are not going to have a high-quality product. There will invariably be some humming and hissing in the background.

Keep in mind these 5 key points for achieving good quality…

1) Write out a complete script ahead of time. From beginning to end. It will cost you valuable time. And time **is** definitely money in the studio.

2) Practice your script out loud to perfect your voice inflections. Make sure the script includes notations of where you want to emphasize certain words, go quickly through phrases, or speak in a different tone.

3) Time each portion of your script as you read out loud. This will help you determine how long each tape will be, and whether you need to add anything or take something away.

4) If your voice isn't "audio quality" (I only just learned how to sound "normal" on tape!), you may want to consider...**hiring a voice-over.**

5) Design your tape inserts early in the process. A predesigned cover is sometimes just the incentive you need to complete a project.

4.5.   Video or DVD... Underused Opportunities

I don't know why more people don't use the video format to market information products. Many info-buyers are "auditory learners," but there's another sector who learn by watching.

Videos are the perfect educational tools when you have a process that needs to be visually explained or physically demonstrated. For example, if you were showing how to play an instrument, fix a computer, paint fingernails, bandage a wound, or anything else that requires a hands-on approach, a video is certainly a logical step.

An especially hot idea in this category is the video diary. This is where you tape "A Day in the Life of..." type stuff. If you were an interior designer creating a video diary for new decorating professionals, you would show a day-by-day synopsis of what a typical week is like. They would hear you on the telephone with clients, see you creating advertisements, watch as you make critical design decisions, and so on.

Another idea for a video is a **taped seminar or lecture**. I've seen these being sold for as much as $800-$900 for an entire workshop or conference. It's a very lucrative market, especially if you can capture top names on tape.

If you're not in front of a crowd, and you simply want to do a "talking head" video, don't invest the time or the money. Remember, think "hands-on."

Making your own video can be as simple or as elaborate as you need. Depending on your site's theme (ex., a travel site) and monetization mix…

• A series of 90 second videos taken with your digital camera may be sufficient.

• You may want to use a digital camcorder and your computer's movie editing software, for a more professional feel to your videos.

• You may even want to have your video produced professionally if you're selling a product with a high Return on Investment (ROI) or if you're selling video itself.

> Site Build It!'s video contest produced some prize-winning videos (http://ilovesbi.sitesell.com/) and an extensive collection of articles about the production and marketing of videos.
>
> This video series is just one section of a large free collection of resource articles in SBI!'s Tips and Techniques HQ (password-protected for SBI! owners only).
>
> http://tools.sitesell.com/

4.6 Newsletters Keep You on the Radar

While nearly all of the other info-packaging techniques offer the opportunity for a one-time sale, publishing your own newsletter gives you the chance **to...**

... rake in continuous ongoing profits known as residual income. Month after month, year after year, as long as you keep your promotional prowess going and your product quality high, you'll always have new subscribers, as well as renewals.

What kind of info belongs in a newsletter? **Information that changes**, or that is updated on a pretty regular basis. **Internet information**, **legal or financial data**, and **computer info** are just a small sampling of topics that fall within this realm.

And finally, newsletters present a way to keep your legacy alive forever, or at least as long as you want it to stay alive. Should you ever get tired of running your newsletter, **you can always sell it**.

> Blogs at first glance may seem like a more convenient option, but there are several "cons" to consider as well. These are outlined in a discussion about blogs vs. a theme-based content site…
>
> http://blogorbuild.sitesell.com/

4.6.1. Choose the Format Carefully

Option #1 -- Print

Print newsletters still have a higher perceived value to customers.

Why? Because there are so many cruddy free electronic newsletters out there—it's hard to slap a price tag on one and be taken seriously. Sad, but true. (But I didn't say impossible. See Option #2 for info on publishing electronically.)

Print newsletters are typically 8-24 pages. Four pages can fit on one 11x17 sheet of paper, both front and back sides.

If you're doing the layout yourself, it's best to use a predesigned newsletter template, which is available through most desktop publishing programs/

You'll notice that you can do either two or three columns using these templates. Choose according to your own appeal.

Or you can take the easy and stress-free route, and just do a one-column newsletter. This way you don't have to worry about formatting properly, and all that jazz.

If you want to enhance the look of your newsletter, get it printed with black and one other color. I've noticed that many of the franchised print shops offer a free second color on certain days of the week. Monday it might be red, Tuesday... yellow, and so on. This is a great money-saving tip to keep in mind.

Option #2 -- Electronic

You have a far greater chance to make an e-newsletter sale after your readers get to know you for a while. The final section in this chapter (**ACTION STEP #3** -- creating a back-end strategy) will help you more with developing this concept.

Electronic newsletters come in a couple of different flavors...

Webzine -- As you can probably guess from the name, a Webzine is basically a newsletter that you post on a Web site. With this type of newsletter you can have multimedia capabilities like graphics, audio and video, or anything else that HTML can handle.

E-zine -- A newsletter that you send via e-mail. Most are basic, 60 characters per line text. Nothing spectacular. A hybrid of the e-zine is the HTML-zine, which is basically a Web page in e-mail. More and more people are selecting HTML when offered a choice. So it's a good idea, but not yet necessary, to offer both versions.

4.6.2. Set a Distribution Schedule

If the information in your newsletter changes almost daily, you may want to go with a weekly or biweekly schedule. They're usually around 8 pages long.

Other than that, I would say do a monthly newsletter, which is typically 16-24 pages. (Similar to a booklet, the number of newsletter pages you have should be divisible by four.)

Ken's Comments...

Great advice! My biggest weakness is not getting my e-zines out on time. Only commit to what you have the time to deliver.

In order to maintain a weekly schedule with "The Infopreneur Informer," I use the following techniques:

Get a 3-ring binder, a set of 7 dividers (with pockets), and put the following labels on each section...

E-zines
Web sites
E-mails
Articles

Discussion group posts
Promotion
My ideas.

Now each time you're online, and you come across a piece of info that you feel could be used in your newsletter, you print it out, three-hole punch it, and file it in the binder. If there are loose pieces of information, put them in the corresponding folder.

Ken's Comments...
Also a nice idea. But I prefer to do this electronically, using outliner software.

Then I have another identical binder for data that has already been used. I date each transferred item, so if I ever want to reuse it, I'll know how long ago it was used.

I also give each paper a brief headline, and highlight important sections of the document. This way when I'm scanning through each file, I have a basic idea of what's there.

Here's the bottom line…the more organized you are in collecting information, the easier it is to actually write your newsletter. If you are constantly grazing for and storing information, the actual writing becomes a snap.

What did Guy Kawasaki call it? Ah yes..."Graze like a hummingbird... poop like an elephant."

Gosh, I'm not sure if you deserved that!

How do you get the latest product announcements, without having to scour the Web every day?

1) Sign up to receive press releases from vendors within your niche.

Here are two examples of press release distribution services that will send you announcements via e-mail:

InternetWire

http://www.internetwire.com/

PR Web

http://www.prweb.com/

Another way to get product announcements is to call or e-mail the PR departments of vendors within your niche. Briefly tell them who you are, the

type of projects you work on, and ask to be placed on their press release distribution list. Sometimes you'll even receive free product samples!

2) Market research firms often distribute industry summaries, in the form of press releases, whenever they have a new report they're trying to promote. This is a great way for you to pick up valuable and timely information to put into your newsletter.

Associations also provide a wealth of data on industry facts. If you call or e-mail the PR departments of associations within your niche, you can request to be placed on their press release distribution list.

3) Get constantly updated information about trade shows, conferences, workshops and seminars within your niche.

Be sure to print information about upcoming events **at least 2 months in advance**. This way your readers have ample time to decide if they'd like to attend.

4) In each issue you can include tips on how to do a certain process. For instance, "How to Get a 12-15% Response on Your Next Direct Mail Campaign," or "How to Knit a Baby Blanket in 7 Days or Less."

If you don't want to write the article yourself, ask an expert in your industry to contribute his or her ideas to your newsletter. You'll get an informative article, and they'll get free publicity. In fact, you could even create a special section where you exclusively feature outside experts' articles.

Ken's Comments...

Careful with this. Your best voice is your own. If you have a guest writer, it should be someone of high stature, or the article must be of exceptional quality. Most importantly, you must have an exclusive on it.

While it's OK for you to shop articles around to other e-zines in search of more publicity, be careful of making this a two-way street. Mistakes can cheapen your product.

5) Include case-studies, if you provide consulting services within your niche. In this way, **you can relay your own client stories** (changing names to protect the confidential nature of your work) and show how you solved the problem -- good content, and a great credibility-builder at the same time.

6) Create a checklist article. It can consist of...

... 10-20 questions or statements that readers use to monitor their progress of a specific task. For example, if you were to publish a newsletter for party planners, you might create a checklist titled, "50 Essentials For Planning

the Perfect Bridal Shower." A person publishing a newsletter for shareware authors could do "25 Must-Know Marketing Strategies for Software Producers."

7) Highlight resources. In each issue you can include a list of vendors, directories, Web sites, e-zines, databases, and other helpful tidbits, in a special Resources section within your newsletter.

You might even want to devote each issue to spotlighting a new segment of resources. If you were doing a newsletter geared towards soccer moms and dads, in one issue you might feature a list of soccer camps, in another soccer videos, then protective soccer gear, and so on.

4.6.3. Unique Ways to Promote Your Newsletter

Mail a copy to editors and journalists in your niche. It's a fact that journalists will often use data from newsletters in their articles.

They especially like tips, statistics and surprising facts. So if information is ever borrowed from your newsletter, your publication will receive the credit for the contribution. That's free publicity, without having to do any work.

In addition, journalists often need interview subjects for their stories. If you continuously remind them of your expert status through your newsletter, you'll likely be featured and/or quoted in a few articles.

But be careful—e-mail for permission to send it first. After you get the OK, send your most up-to-date e-zine and offer to subscribe them for free.

Exchange ads with complementary newsletter publishers. If you were the publisher of a newsletter for entrepreneurs, you could team up with the publisher of a marketing newsletter, and the two of you can feature each other's ads in your publications.

You might even consider giving one another a personal endorsement. Subscribers are more likely to pay attention to a marketing message that has received an okay from the editor, than a plain, ordinary advertisement. Send an issue with each piece of client correspondence.

Each time you mail out a new order, include a sample issue of your newsletter. If you're sending a brochure to a new prospect, throw in an issue. Send a sample to prospects and colleagues that you meet in discussion groups. Newsletters make a better impression than the average sales letter, because of their informative nature.

Post sample issues on your Web site. If you want to increase your database with names of potential subscribers, you can make each prospect register with their contact information, before they can access the samples. In this case, you

must provide access to at least 3-5 issues, in order to make it worth your while in registering.

4.7.   Talk Ain't Cheap With Teleseminars

This is the absolute new wave of distributing information. It's already paying off big time for many info-sellers. What is a teleseminar, you ask? In very basic terms, it's a teleconference where participants call a central phone number, known as the "bridge line."

And why do they all do that? Why, silly, it's to hear an expert discuss a predetermined topic and then ask questions.

Yes, just like a real seminar, except no plane fare or hotel!

Depending on your particular situation, you can either elect to give everybody speaking privileges, or you can completely silence the audience. The most popular method is to give everybody the ability to participate. It creates a more interactive feel, plus your audience members are bound to have questions. In addition, it's often less expensive to rent a bridge line where everybody can speak.

Teleseminars are typically one hour long. And the long distance cost is absorbed by the participants. But in situations where attendees are paying for the teleclass, you may want to have them call in to a toll-free line. It's a nice value-added touch, but you'll have to charge a high fee to cover all costs.

You can easily use teleseminars to supplement your print information products. For example, if you have a manual, you could hold a weekly session that explores the information within each chapter.

You can also host brainstorming sessions, where everybody throws various ideas back and forth. Or, bring in other experts within your field, and interview them. This makes a nice information product if you tape it.

GoToMeeting.com and ReadyTalk.com are two applications to investigate.

Important advice…

I strongly recommend that you make it publicly known that your teleseminars are recorded. Put it on your Web page, mention in your confirmation e-mails, say it in your ads.

When the teleseminar is ready to start, turn on your recorder and say, "I'm taping this teleseminar, does anybody have an objection to that?" I've never been to one where a person objected. But if someone does, tell that person to hang up and that you will refund the money immediately. Then tape the seminar.

How do you offer a free trial session?

If you want to fill a fee-based teleseminar, one of the best things you can do is provide a free one. The freebie can be a basic introduction to topics discussed in the fee-based version. Plus it gives prospective attendees a chance to see whether they'll like the full version or not.

4.8. Selling Your Information as a Service

If you want to get paid for your knowledge, but you don't want to package it as an information product, the next best thing is to sell it as a service. Consulting or speaking services, to be exact.

But remember one thing—you become an hourly wage-earner again. Yes, there's some up-front preparation and marketing and building before you start to see great results from your infoproducts. But once it starts to build, it's leveraged. Each new customer does not require an extra second of your time.

Still, let's look at all the options...

Consultants get paid to analyze a specific situation or problem, and give their professional opinion on how to change or improve it. As a consultant, you must be very knowledgeable within your given field, and you should be a results-oriented person. Lack of good results is a sure-fire way to kill your consulting career very quickly.

Almost any topic that you are proficient in can be sold as a consulting service. If you were once the advertising director of an auto repair chain, you could sell your consulting services to owners of other auto repair shops. If in your previous life you were a top corporate CEO, you could coach other up and coming CEOs on the various do's and taboos of being in a top position. A person who is skilled at selling by telephone could provide private consultations to employees of telemarketing companies.

The varieties of services you can offer are limited only by your own skills.

While consultants normally work in a **one-on-one situation...**

... speakers present their knowledge to groups of people.
Associations hire speakers for trade shows and conferences. Corporations bring in speakers to educate their employees. Schools and educational facilities hire speakers to teach classes and workshops.

Speaking engagements range from keynote presentations (which are less than 90 minutes), to half-day presentations, to full-day presentations, to panel

appearances with multiple speakers. And just like consultants, speakers are hired to give presentations on just about any topic imaginable. Where there's a major gathering, there's probably a need for a speaker.

Ken's Comments...

Between consultants (one-on-one, totally interactive) and speakers (one-to-many, pretty rigid apart from limited Q&A), there lies **workshops** or **coaching sessions.** I guess you could call this one-to-several, with fair flexibility.

Still, if you position yourself well and offer true value, you can charge a fairly high fee to 10-20 people at a time.

Where can you promote yourself?

1) Take advantage of free directories.

2) Name drop. If you've worked with major corporations, be sure to list which ones on your Web site and other marketing correspondence. Even if you haven't worked for any larger companies, if you list the ones you have done work for, including a Web site link, it still builds your credibility. The whole point is to show happy customers.

3) Make yourself available to the media. I seek out every editor and journalist within my field, and snail-mail them...

... **one of my Rolodex cards.** This card includes... My name, address, URL, e-mail address, telephone/fax numbers, and a brief list of topics I can be interviewed for.

Whenever they need a source for a story, they always have my card on file. Does it work? Hey...

Using this technique has landed me on the pages of several publications, including the Washington Business Journal and Home Office Computing magazine.

4.9. ACTION STEP #2

Well, that's about it... just about every possible way that you could package your information. Complete this step only after you have completed...

ACTION STEP #1 -- Choose a topic for your information product.

Ready? Time for **ACTION STEP #2...**

Review the preceding sections of this chapter and decide how to package your pearls... e-books, video, e-zine, teleseminars, etc.? Think it through and choose carefully—it all depends on your topic, your customers, your time pie and your abilities.

And while you're doing that, before you go any further, think ahead to the next step...Your next product. No, it's not too soon. It's exactly the right time!

STOP! Do not pass GO. Do not collect $200.

And do not proceed any further with MYKS! until you have completed this ACTION STEP.

4.10. When to Build Your Back End...

When to build your back end product? **Now!** Here's why...

If you've never created an information product before, there's nothing like the initial thrill of seeing your words of wisdom emerge for the world to see. It's like seeing a beautiful sunset with a loved one in your arms. Indeed, that taste of beginner's excitement is something that most of us will never forget.

But believe it or not, that's not even the biggest thrill of being an infopreneur. It doesn't even come close to being the icing on the cake!

What does make being an infopreneur so wonderful is a simple process called **"back-end" sales.** Your back-end infoproducts are basically going to be the follow-ups to your first information product. **They continue to educate the customer on topics within your niche.**

With my own infoproduct career, I started out with a manual set for infopreneurs, and then created a back-end arsenal of special reports, audiotapes, a newsletter, consulting services, and workshops, to further help budding info-sellers.

Back-end sales give you the luxury of selling to the same customers over and over again, which is considerably easier and cheaper than hawking your wares to new prospects. And whenever you come out with a new information product, you'll have a pre-established database of bona fide buyers. Simply announcing new products or services to them will create additional revenue.

I have a core group of customers who have purchased every single one of my information products. So no matter what I come out with, I know I can count on making "X" amount of dollars from this particular group.

This is how many of the top infopreneurs make their fortunes. It's not necessarily with the initial infoproduct, but through second, third, fourth, and other additional sales.

And besides that, if you're looking to seriously advance your professional position, or you intend on making info-selling a full-time gig, you'll definitely want to consider creating back-end products for more leverage within your field.

Now, although it's called a back-end product, this does not mean it should be created second. On the contrary. The best time to start thinking about and developing your back-end product is while creating your first information product.

This way you'll know exactly how to divide your ideas, what you're going to expand upon, and so on. Trust me, from personal experience, planning this way makes the creation process a thousand times easier.

Now that you have completed **ACTION STEPS #1 and #2** for your first product, **it's time to answer...**

... the 4 P's of your back-end. This is ACTION STEP #3.

4.10.1. What's The Purpose?

What will this second information product do?…

Will it expand upon a single major point contained in the first product? For example, if you've written a general parenting guide, your back-end might be a booklet on how to discipline a child, without spankings. It's a much more focused topic.

Will it provide a multimedia explanation of a major point contained in the first product, like audio or video? Another way to elaborate upon a specific point, is to use audio or video to tell the story. Using the parenting guide as an example again, you could create a video on how to bathe a baby.

Does it offer an advanced explanation of the points contained in the first product? In your first information product you give the basics. And in the back-end product you offer more advanced details.

If you wanted to have a front-end and back-end on the topic of creating an e-zine, you could start off with a manual that shows readers how to pick a list

host, ideas for getting subscribers, and how to format an e-zine. All very basic topics. The back-end product could then detail how to build a subscriber list with offline methods, how to personalize your e-zine, and attracting advertisers. This is a little more meat-and-potatoes for the veteran e-zine publisher.

Will you offer a directory? Depending on the niche, you could compile a fairly large and detailed information product that consists of nothing but resources.

Provide a customized explanation/report to the customer? This is a great way to enhance very basic information. A bird training manual featuring basic tips and ideas could be back-ended with a customized report that gives the reader specific ideas based on the bird's age, type, the owner's training experience, etc.

Offer consistently updated information? There are certain topics in which facts and data are constantly being changed. If this happens to be your case, you might want to look into doing a back-end product where you can constantly supply updated information. A newsletter is an excellent packaging choice here.

Give the same generic advice to a new niche? Marketing advice is a perfect example of generic information, which can be delivered to several different audiences. Perhaps the basic premise of your advice can be altered for additional industries.

Write down your choice for your back-end product...

4.10.2. What's The Packaging?

How will this new information product be packaged?

Here are several product combinations to spark some ideas…

E-booklet and audiotape
Video and workbook style manual
Print newsletter
Yearly/semiannually/quarterly directory of resources
Video series
Audio series
Consulting sessions
Manual with consultation
Teleseminars

Ongoing teleclass and print newsletter
Password-protected Web site
Yearly/semiannually/quarterly workshops or coaching sessions
Your own creation (mix and match any of the above)...

Here are a few working **examples** of a front and back-end information product hierarchy.

1) TOPIC -- Golf for women
Front-end -- An e-book titled "The Women's Guide to Mastering Golf"
Back-end—A video that demonstrates golf swings, a monthly newsletter for semiprofessional women golfers.

2) TOPIC -- Fine art collecting
Front-end -- A booklet titled "The Art of Collecting Fine Art for a Living"
Back-end -- A monthly newsletter called "Professional Fine Art Collector," a video that shows collectors how to spot a fraud, a directory titled "Art Collecting Around the World," which features all sorts of resources for professional art collectors.

3) TOPIC -- Stock market investing
Front-end -- A manual titled "The World's Most Unusual Stock Market Advice"
Back-end -- Audiotaped interviews where unusual investors tell their secrets, a newsletter featuring the latest unusual investment tips, a video of unusual investors at work, a password-protected Web site where customers can talk to one another about various techniques.

Ken's Comments...
I really like this last example. Think of ways to put an unusual, bold spin onto your product. You have to **stand out.**

4.10.3. What's The Promotion?

How will I let people know about this back-end information product?

It's been said that 80% of your sales typically come from 20% of your existing buyers. So the best thing you can possibly do is **keep your previous customers up to date with all of your new products**. Put sales letters in all of your orders... send bonus coupons to existing customers... include samples and excerpts with all orders. You know the routine.

Of course, you'll want to promote **all** of your information products on your Web site and e-zine. In two chapters, I will help you do just that.

4.10.4. What's the Price?

You will only set the price for your infoproduct a bit later. But you should have an idea at this stage of what both your first and your follow-up product will cost.

Together with the other 3P's, this will help you during the development of both products, especially in terms of how much and what goes into each.

Ken's Comments...
Pay special attention here... the street fighter speaks from a position of experience. You can learn this the easy way... or the hard way.

4.11. ACTION STEP #3

Decide upon your follow-up infoproduct now. **Outline the 4 P's.** Start development **right now, alongside your first product.**

STOP! Do not pass GO. Do not collect $200. And do not proceed any further with MYKS! until you have completed this ACTION STEP.

5. You Can Write, Too!

It's true. There **are** some people who can sit down at a computer, and crank out page after page of word-filled wonder. But most folks need a **mini brain explosion** to get moving in the "write" direction.

Perhaps this is you. If it is, **get your brain...**

... ready to sizzle. I'll try not to explode it, OK?

You're well aware of the fact that there's an idea floating around in your brain. You know that it wants to make its grand debut to the rest of the world. But the hindrance is the thought of sitting down in front of that keyboard and monitor, then freezing up from a sudden lack of words.

One minute you've got ideas dancing in your head like sugarplums. The next, you can't even remember your own name!

I believe a huge portion of this problem has to do with lack of an easy-to-follow writing formula. One that'll work whether you're doing an audiotape, a manual, booklet, or whatever packaging method you choose.

Formulas offer a plug-and-play template for development. When you have clear guidelines, the writing process becomes far more straightforward.

So in this section I've compiled a list of sample outlines that you can use to actually write your information product. They'll make your life a lot easier if you use them as a foundation for your project. You'll also find a selection of "brain jump-starting" techniques that'll help you find your writer's muse.

All right... put your fears and writing inhibitions to the side. Throw on your creativity cap, and get ready to go to the next level of infoproduct creation!

5.1. Tools of the Outlining Trade

Not every information product is going to be created the same way. So instead of giving you a set outline, I've put together seven different writing/outlining tools that you can use either separately or together. Each element lets you add a different form of content to your information product.

Following are the basic elements that you'll find in any information product. Use the ones that fit to start your outline.

1) Foreword

This is an introduction to your information product, by another person. If possible, choose one of the top names in the industry.

2) Introduction

Give surprising statistics, and then reasons why you think these statistics exist
Tell about another person's story/experience
Tell your own story or experience
Dispel typical myths in the industry
Basically, let your readers know where they're going and how they'll get there.

3) How to get the most of this infoproduct (manual, booklet, etc.)

Give a rundown of each chapter
Tell readers what to expect
Tell readers what tools/time they'll need
Who should use the information product

4) Problem/Solution

Give a basic description of the problem/solution
Give a list of 5 or more solutions
Do a before-and-after case scenario
Briefly reiterate the problem and solutions at the end of the section
Let other people tell their story on how they conquered the problem

5) Tips

Give a description of the problem
Offer the tip as a solution
If you have space, offer an example of the tip at work

6) Essential Tools

A list of must-have tools for completing the job
Include a description of each tool, where to find it, how much it costs, etc.

7) Typical Rules of the Game

Do's and taboos
A list of each step, detail-by-detail

8) Graphical Explanation/Demonstration

Either have a picture, or example of something within the subject matter. For example, if you were writing a section on press releases, you would include a few samples, along with an explanation of how you created it.
Use video if something demos well that way.

9) Terminology Directory

Include a dictionary type of list containing buzz words and their definitions within the industry.

10) Final Chapter

A summary of major points within the information product
Predictions
Final motivating message. It's so important for your readers to go beyond reading.

What about the other pages?

The first page inside of the printed cover should remain blank (blank page not necessary for electronic publications).

The second page is your title page, copyright notice, name of your publishing company, contact info, ISBN number, and the Library of Congress number.

The third page is your dedication, and the fourth starts your Table of Contents.

There is, of course, room for some variation. If you're doing a booklet, leave out the dedication page or squeeze a brief version onto the second page.

For the last four pages, here is one recommendation. Start off with a blank page marked "NOTES" at the top. Next is your promotion page, which gives a bio about you and/or your company. And the last two are your catalog pages, describing other products and services that you offer. Be sure to include ordering information.

Additional tips…

Got a whole bunch of random thoughts or great ideas about a subject? Great! Keep writing them down whenever you get them. Either compile them into a small infoproduct (ideally, a booklet) or seed them throughout a larger work.

First, let's talk about compiling them into a booklet...

It's a very simple approach where your information product is compiled from multiple tips or ideas. For example, "101 Ways to Buy a Home With Alternative Financing," "30 Money-Saving Secrets the IRS Doesn't Want You to Know About," or "55 Techniques to Help You Make Your Next Training Program a World-Class Affair."

Using this element, you can either include a single tip on each page, or do two on a page. If there are a few really outstanding tips in the bunch, you can devote a single page to each one of those.

In order to differentiate your special tips from the rest of the bunch, you might want to make your page borders a little more ornate than the others.

If you are working on a larger product, like a full e-book...

Scatter special Tip Boxes in all chapters. These Tip Boxes would contain additional notes to help the reader. Calling them "Tips" would be rather boring, though. So develop a special concept for these random-but-valuable thoughts. Work them in as "special guidelines" or "cutting edge techniques." For example...

We thought it would be a good idea for Ken to add his thoughts on important areas throughout MYKS! So you'll notice in this e-book there are several highlighted areas containing Ken's Comments.

This is a great approach for a Tip Box. It breaks up the copy, makes the text more pleasant to read, and adds a second voice that comments on what you have just read.

5.1.1. Do the Legwork For Your Readers

This element is a lifesaver if you feel shaky about your writing skills. Basically all you're doing is organizing a list of places, vendors, Web sites, etc., within your niche. Sort of like the Yellow Pages, except the type of information you'll be including is totally dependent on the purpose of your directory.

Directory of resources are relatively easy to compile if you're building the info from the Internet. The only thing you must decide is what key points you want to give about each resource.

You could decide to include all the info any aspiring infopreneur would want to know...

The name of the resource
Web site URL
Street address
Telephone/fax numbers
Contact person

E-mail address
E-zine offering and if they accepted articles from outside sources
Whether they had a links page, and if so, how you got listed
Whether they ran any discussion groups, and if so, what topics were discussed
Whether they did book reviews on the site
etc., etc.

Ready for an example? Let's say you wanted to compile a directory entitled "The First-Time Bride's Resource Guide." Simple challenge, right? What does the bride want to know? You could have data like...

Reception locations
Wedding dress designers
Limousine companies
Caterers
Flower shops
Everything else a first-time bride needs for a wonderful occasion.

There's value in this, of course. You've done all the legwork for the bride. She's in no mood to do all this work. She just wants to plan her wedding!

5.1.2. FAQs... Convert "??" into "$$"

Although Frequently Asked Questions (FAQs) can be adapted to all types of information products, they are best suited for booklets and audiotapes. Here's what to do...

Type up a list of 10-50 of the most commonly asked questions within your niche. Then you're going to answer each question, in as much depth as you feel necessary. There are countless ways to spin this basic idea...

If you decide to add this element to a booklet, you can include a single question and answer on each page. By the way, this makes a great...

 ... giveaway item for new prospects and customers.

If you're going to do the **audio version,** you can **have another person ask the questions, and you answer them**. This "interview format" makes it sound a lot more professional.

Or you could publish an e-zine that answers a new question by a different expert in your field every week.

5.1.3. Checklists Make It Foolproof

When you write a "how-to" for someone, you're the one who's been there. And your reader has not. While you were figuring it out, I'm sure you left out a step here and there, causing a lot of lost time. Save your reader that bother. **Provide her with...**

... a checklist. Or better still, lots of checklists.

Most people just don't get organized. So if you organize them, you're providing true value. Of course, they are not just valuable, but they're easy to do. No Hemingway talent needed here!

All you have to do is assemble a list of things that the reader will need, and/or actions that she will have to perform, in order to achieve a certain goal.

For example, I could create a Jump Start Kit that includes comprehensive checklists for designing Web sites, checklists for creating e-zines, checklists for creating an information product, etc. Each checklist features a series of 10-50 different questions and statements. Believe me, if you work through those checklists, there's no way you'll overlook anything important.

Depending on the number of checklists you have, and the length of each list, you might want to build your checklists into a stand-alone booklet (if your checklists are short), or include them as part of a manual if you have bigger quantities of information.

Should you decide to package your checklists in manual, "to be really checked" format, it'll probably be better to place them in a three-ring binder. This way your readers can make copies of checklists for use later.

5.1.4. Sprinkle with "Interview Spice"

Interviewing others is a powerful and "no-writing-skills-needed" way to build valuable content for your customer. I recently did a similar project, when I audiotaped *"How-did-you-become-successful"* interviews with 5 online info-sellers who were profitable at their trades.

Choose people who are well-known within your niche, as they will add to the strength and validity of your infoproduct. Also, when choosing potential interviewees it's best to locate more people than you think you'll need. It

always happens that people will decline your invitation. So the more back-ups you have, the better.

As far as a particular interviewing technique, I basically do **e-mailed interviews**. I simply send the person a brief message explaining who I am, a description of my forthcoming information product, and a request for an interview. In the same e-mail I include 5-10 questions that they can answer.

Here's an example:

Dear Matt Trimony,

My name is Monique Harris, and I'm working on a new book, titled "How to Make Your Marriage Last." I noticed that you run one of the top marriage sites on the Net, and was wondering if I could interview you to be included in my new book.

For your gracious time, I'll of course send you a finished copy of the product, as well as a link to your site within the book and on my Web site.

If you choose to do the interview, I've included the questions below. I'll need them back no later than December 12, 2000. Either way, thank you for your time, and keep up the great work with your site.

Regards,

Monique Harris

5.2.   Lead by Example...

OK, time to use the outlining tools to create two actual sample outlines...

The first one is for an upcoming manual I'm doing, titled "The Online Bookstore Owner's Profit Guide." The second is for a topic that everyone can relate to.

Let's see how we incorporate the outlining tools to show you how they all work together to start the outline. I'll let **you** complete each!...

Outline #1...

The Online Bookstore Owner's Profit Guide

Foreword (Given by Jeff Bezos, founder of Amazon.com)

Introduction

Reasons why most online bookstores fail

Chapter 1
What You Need to Start an Online Bookstore

Chapter 2

Outline all nuts and bolts issues

Chapter 3

50 Ideas for Promoting Your Online Bookstore

Include interviews/profiles of bookstore owners who use these techniques.

Chapter 4

More Online Bookstore Owner Resources

Affiliate programs
Discussion lists
E-zines
Web sites
Other books
Consultants
Web site designers

Flesh it out. What have I left out? Add some new ideas. How would you finish it? Add at least five ideas, using the outlining tools above.

_____

_____

_____

Outline #2..

How to Become a Millionaire in 3 Years or Less
Introduction

Checklist on how to choose your path towards riches
Statistics on how most people create their wealth
Tips to keep in mind when creating wealth quickly

Chapter 1

Wealth Begins in the Mind

Ideas for creative visualization

Chapter 2

Wealth-Creating Real Estate Strategies

Interviews/profiles of successful real estate investors

Have a checklist of all the essential tools you need to invest in real estate
Frequently asked questions about investing in real estate
Directory of resources—Web sites, e-zines, and publications for real estate investors

Chapter 3

Climbing Your Way to the Top of the Entrepreneurial Ladder

Interviews/profile with entrepreneurs
Tips for creating a profitable business
Directory of resources—Web sites, e-zines, and publications for entrepreneurs

Chapter 4

Become a Stock Market Mogul

Typical rules of the game for investing in the stock market
Checklist to determine what type of investor the reader is
Graphical explanation of how to read stock charts and financial pages
Terminology directory featuring buzz words used in the stock industry
Directory of resources—Web sites, e-zines, and publications for investors

Chapter 5

Advice For Your Travels

There is plenty of room for **you** to grow this product. What have I left out? Add some new ideas. How would you finish it? Add at least five ideas, using the outlining tools above.

5.3. ACTION STEP #4

Complete this step **only after** you have completed...

ACTION STEP #1 -- Choose a topic for your information product.

ACTION STEP #2 -- Pick a packaging format for your information product.

ACTION STEP #3 -- Outline the 4P's of your back-end infoproduct. Start work on it now.

Ready? Time for ACTION STEP #4...

Still feel tongue-tied, errrr.... pen-tied, err... keyboard-tied? No, I didn't think so. You already have a ton of great brain-popping tools to get that keyboard clacking at the speed of light. And remember... they are just starting points. Build upon them and combine them with the other tools—adapt them to fit the many different packaging formats that we discussed earlier... you've got an unlimited number of stimulating options!

OK, here's your next ACTION STEP...

Make an outline that contains what you'll cover... from the first four pages to the last four and everything else in between, from Foreword and Introduction to the Final Message.

Use the "Outline Components" to start. Then lay out the content chapters in a logical progression. Subdivide that into logical smaller parts.

Make a note when you get a great concept for how to work in a "Tips Box" or a set of FAQs or a checklist. Think of a high-profile person for an interview. E-mail him or her right away. Review the "Tools of the Trade" and work out **where** you'll include **what.**

You don't have to put flesh onto your outline yet. That comes next. But please...

STOP! Do not pass GO. Do not collect $200. And do not proceed any further with MYKS! until you have completed this ACTION STEP by having a fairly complete outline for both your primary product and your back-end products.

5.4.   Put Some Meat on Them Bones!

You've come to...

... the last great hurdle for writing your information product. If you've followed the previous steps (and you have, right?), you should now have an outline for the content of your infoproduct.

All you have to do is add meat to the bones. Add the precise words and substance to make your product complete. As you do this, the sequence of "hard content" chapters and subchapters (i.e., your outline) will grow/change due to all the great content you add.

This is normal. Just go with it. You really only finish your outline when you finish your content. Here's how...

Research and data collection become easy now that you have a good idea of what type of content you're going to have in your infoproduct.

And Search It! will help you with your research. For example, are you looking for the answer to an obscure question? Check out Answers.com…

See Search It! (http://searchit.sitesell.com/) for its other searches within the Reference Library for Content (FindArticles.com, Google Book Search, etc).

If you ever need to know the exact mechanics of...

 ... how something operates, try How Stuff Works at (http://www.howstuffworks.com/). They have dozens of categories to choose from, including: computers, automotive, electronics, food, and so on.

So what do you do with the reams and reams of data that you collect? I buy several inexpensive folders of different colors. Each folder is designated to a different chapter/section of the infoproduct.

As I scan the Internet and find relevant pieces of information, I print them out, and put them into the appropriate chapter folder. Often I'll highlight sections of the printout, so I know exactly what to refer back to once I begin the writing process. This way you'll have a continuously growing file of ideas to work with.

OK, now for the final step… **Add filler to your product.**

Filler is the content that...

• adds depth to your material

• helps make your product flow in terms of the way it reads

- makes the important points of your infoproduct more understandable.

Here are six filler ideas that will enhance your information product...

1) Statistics -- Numbers, facts and figures are great for validating a point, showing a trend, or expanding on a concept. So where do you find specific statistics? You can start out by locating market research firms in your niche. They can be found in any search engine/directory by simply typing in market research company as your search term.

One thing you'll notice is that these types of companies produce lots of press releases to announce the results of a survey they'd been working on, or to promote their market research reports. You can get up-to-date statistics through these press releases, which can be used in your information product.

And because the information in press releases are meant to be used by the media, you don't have to obtain permission to use these statistics, as long as you attribute them to the company.

2) Your Personal Experiences -- If the information product you're creating is compiled from a topic on which you have hands-on knowledge, be sure to incorporate your own personal stories and experiences.

People love stories and they learn well from stories so stories are a double-winner way to transmit information. Tell exactly what happened in your particular situation, as well as the end result, how you were affected, what and why you did, etc. Most importantly, make the lessons clear.

If you tell your stories well, your customers get tremendous value. They can "get the lesson" without "paying the price!"

3) Other People's Experiences -- Of course, everything can't happen to you (I hope!). So you'll have to locate other people who can tell stories for you!

As you've read throughout this manual, discussion groups are excellent tools for more than one reason, when creating an information product. And here comes yet another idea for using these communication hubs.

While creating your information product, scan relevant discussion groups to find stories and comments that appropriately match whatever you're writing about.

For instance, if the topic of your book is "How to Rebound from a Broken Relationship," you would first join relationship-related discussion groups. Then you'd look for participants' stories, explaining how they survived their own relationship situations. Print out these posts and keep them on file.

While you're writing, you'll find natural locations where these stories would fit right in. (You might even want to write the general content first, and then add the stories when you're finished.)

In order to add other people's words to your information product, you must obtain permission from the person who posted. This is done by e-mailing the person a brief note. Explain... who you are, the purpose of the information product you're creating and how you intend to use their post.

Here's a sample letter you can use...

```
Dear Mr. Collins,

On September 19, 1999, you posted a message to the Aspiring Professional
Chefs discussion board, explaining how you've managed to secure three
chef jobs at top-notch restaurants.

I'm currently writing a booklet titled "Secrets For Becoming a World-
Renowned Chef," and I wanted permission to reprint your message in the
booklet. It would fit in perfectly with a section I'm working on called
"Job Search Tips From the Pros."

Of course I'll send you a review copy, once the booklet is complete.

If this is agreeable with you, all I need is your okay.

I'm enclosing a copy of your actual message below, in case you wanted to
elaborate or eliminate something.

Thanks for your time.

Regards,

Peter Colleti
```

4) Examples -- Throughout this manual, I've included several examples of the information I'm explaining. For instance, I have lots of sample e-mails and discussion group posts that were designed to save you time and help you better understand the theories.

Include similar types of examples and samples within your information product. Don't just tell your readers to write a letter, give them a sample letter. Don't explain the details of a negotiation, give a sample dialogue of two people actually negotiating. Instead of giving step-by-step details of a process, show how a company has successfully implemented this process.

Take your reader out of the "Land of Theory" and into "Reality" by using examples. It's a far more powerful way to learn.

5) Pictures -- There's an old saying that a picture is worth a thousand words. This is especially true for an infoproduct. For e-books, pictures also break up the monotony of the screen. So...

 ... **make the subject matter** a little more fun to read, even if it's a cute little "nothing" picture like this one.

Charts and graphs can be particularly instructive, of course. They quickly give the reader a more accurate understanding of what they're reading.

6) Article Clips -- I subscribe to several newsletters within my niche so that I can keep abreast of upcoming trends and ideas. Often times I'll run across a few paragraphs within a news story that would fit in perfectly with an information product I'm working on.

If I decide that I want to use a particular clip, I simply e-mail the writer of the article and ask for permission to use it. This is a necessary step even if it's just a brief sentence you want to use. (Otherwise you could be sued for copyright infringement!)

Here's a letter that you can borrow for a similar arrangement...

Dear Article Writer,

My name is Steven West, and I'm working on a manual titled "101 Tips to Make Your Marriage Work."

I would like permission to use the following two paragraphs from your article "Everlasting Love in the 90's":

"Paragraph 1... blah, blah, blah.

Paragraph 2... blah, blah, blah."

Of course I will send you a copy of the finished work. Plus I will include a link to your Web site within the manual.

Please let me know if this is agreeable to you.

Thank you!

Chris Johnson

Depending on the writer, you may be asked to pay a fee for reprint rights.

5.5. How to Turbo-Boost Your Output

There's nothing more empowering than being able sit down at your computer and effortlessly crank out page after page of valuable information. Sometimes you can work for 5-6 hours straight. And because you're in "the zone," it has barely felt like an hour.

I get moments like that. Times when I'm writing, and the words come out so perfectly that I have to stop for a few seconds, stand up, and blow kisses to the heavens for allowing me to weave the English language in such an empowering way. It's like my brain has become a super computer, and the thoughts are never-ending.

Being able to create like this will give the stamina you need to break through writer's block, conquer the "I don't have any ideas" blues, and keep your energy level flowing.

The wonderful thing is that I've learned some simple techniques for kick-starting and sustaining this level of writer's euphoria. The following six exercises will guide you easily through the process.

Free that muse!

Ken's Comments...

Monique's an exciting, and excited, person. It comes easily to her. There are times when I sit in front of my monitor, writer-blocked, screaming up to the skies... "How can it be so easy for Monique???" Now I know! Try these power drills to get that keyboard clacking. They work!...

1) "Talk" Your Information into a Tape Recorder

I sometimes find that when you don't have the gumption to sit down and type something out, the next best thing is to audiotape your thoughts. For instance, sometimes I imagine that I'm giving a presentation, and I just start rambling about a specific topic.

You're not striving for perfection, just enough to get your thoughts flowing. This rambling is often just the fire you need to get the blaze going.

You can either use your audio notes to create an outline for a specific chapter, or sometimes you can transcribe them directly into your information product, as is. Or sometimes, your "out loud" thoughts will spark new ideas... even whole new chapters.

2) Find Your Magic "Peak Writing Hours"

We all have different biorhythms. Which means that **you have a peak...**

... time. This is the time of day when you soar, when you are able to output both quality and quantity. Your mind is sharp and clear (or at least not as fuzzy as other times!).

I find that when I write after 6 P.M., I tend to work a lot faster and more efficiently. Around 10 P.M., I really get super-intense. And then around midnight to 2 A.M., I start getting sleepy-eyed. So I know I can normally count on 6 good writing hours per day. (Morning? What's that? I always thought morning was a bad rumor!)

Once you start your infoproduct career, strive to **discover those few kind hours** during the day (or night) when you feel like the writer's muse is resting on your shoulder, whispering ideas galore into your brain. Once you do, save these times for creating your infoproducts. Save the off-peak hours for the mundane stuff (answering e-mail, accounting, etc.).

3) Work on Two Projects at a Time

This step has multiple benefits to your writing spirit. For one thing, it prevents your brain from getting too oversaturated in any one thing. A little diversion every now and again is good to help you refocus.

Secondly, it lets you transfer ideas. For example, there may be something that you're doing with one project that may fill a missing link on another project.

And finally, working on two projects makes you a faster writer. You'll learn how to put out twice as many products, in only half the time. Imagine what this is going to do for your income and for your writing self-esteem?!?

4) Save Your Intro for the End

So many people waste time writing their introduction at the beginning. They labor and struggle. Then they sulk because they're not really happy with the intro. My advice?

Skip it and save it for the end. Why?

Introductions are basically summaries of the information product, or a chapter. Your infoproduct will take on a life of its own as it grows, probably even taking a new direction or two. So if you want to have something to summarize, **do it last.**

5) Keep a Recorder on You at All Times

If you haven't already noticed, ideas and brain explosions strike during the weirdest times. Water must do the trick for me, because I get some of my best ideas when I'm in the shower, or washing dishes.

You may discover that million-dollar idea while you're watching television, riding the train, cooking dinner, brushing your teeth, or doing some other "non-thinking" task.

I asked Ken (he's a doc, you know) about this. Here's what he said... while your conscious mind isn't focused on anything in particular, your subconscious

is constantly at work putting little thought pieces together. And your subconscious mind can "pop" that great idea out at you at any time.

So it's vitally important to keep...

... a **small notepad** of some sort in your purse or pocket. If you don't have the space for a notepad, keep a few lined index cards with you. You don't want to miss any of those brain droppings!

Ken's Comments...

I wish "water" was my "weird time." No, it's 3 A.M. So not only do I keep my mini-Sony on me, I keep it by my bedside at night. So do most serious info-creators.

Don't leave home without one. Actually, don't stay home without one either.

6) Here's a Good Way to Plug the Holes...

Almost everybody comes to a certain point when writing, where they feel like all thought has ceased to exist. In this case, **stop, scroll up to the top...**

... and start reading aloud.

Invariably, you'll find holes to fill in, non sequiturs that need "sequitting," and other errors (including grammar) that need to be corrected. It's a good way to get an "outsider's look" without calling anyone!

Ken's Comments...

This really works—I do this all the time. It works for two reasons...

1) When you read aloud, it's as if you can hear someone else reading it. It's not the same as when you "thought-read."

2) Reading aloud forces you to slow down and read every word. So you can't brain-skim past weak parts—instead, they pop right out at you.

5.6. ACTION STEP #5

Complete this step **only after** you have completed...

ACTION STEP #1 -- Choose a topic for your information product.

ACTION STEP #2 -- Pick a packaging format for your information product.

ACTION STEP #3 -- Outline the 4P's of your back-end infoproduct. Start work on it now.

ACTION STEP #4 -- Make a fairly complete outline for your infoproduct, including the back-end one.

Ready? Time for ACTION STEP #5...

Showtime! Put it all together. Using everything you've learned, finish the first draft of your infoproduct. Yes, completely. It's do or die time. I hope you choose to... **Do it!**

STOP! Do not pass GO. Do not collect $200. And do not proceed any further with MYKS! until you have completed this ACTION STEP by completing your first draft of your first infoproduct. You should also at least have completed a good outline of your follow-up product.

5.7. Your Title Can Make or Break You!

Make the outward appearance of your information product as tempting as possible. Why?

Because there's no way a prospect can thumb through your works as if they were in a bookstore. **Your title is a major part of that outward appearance.**

There are several ways that you can develop a title...

Create it from scratch. Use one of my seven title-creating formulas. Or improvise with one of the templates below.

You may even mix **a "dash of a formula"...**

 ... with a pinch of template to help you come up with an original idea.

Ken's Comments...

Neat stuff. Use the techniques that follow to create chapter and subchapter titles within your information product, too. These will form your Table of Contents (TOC). And, as you'll see in a bit, your TOC will help you drive sales. So every title of every chapter and subchapter should be created with that in mind.

One more thought... The first name that you fall in love with is probably not the best one possible. So don't stop there. Fall in love with at least 10 names. Then test with as many friends as possible. Don't stop creating and testing new titles until a clear winner emerges.

Here are my secret formulas for creating sales-getting titles…

1) Place a major benefit in the title. You've probably heard people say the same thing about headlines, but this also holds true for titles. Here are a few examples... "How to Break Your Current Sales Goals in 90 Days or Less," or "How to Build a Million-Dollar Investment Portfolio—With $25 a Week."

2) Use "How to _____" or numbers as part of your title. For example...

"How to Win the Las Vegas Slots, Without Losing Your Head"
"How to Find the Perfect Private School for Your Child"
"25 Ways to Find Vital Information Online"
"101 Ideas to Make Your First Dinner Party a Smashing Success"

3) Use alliteration.
People remember titles that have **similar-sounding words or phrases**. For instance...

"52 Success Strategies for the New Car Salesperson"
"How to Build a Billion Dollar Business on a Bootstrapper's Budget"

4) Mention the intended reader. This is an especially good strategy for marketing purposes. It immediately lets a potential customer know who the book is geared towards. A few examples include...

The Poodle Owner's Guide to Pampering Your Pet
The Infopreneur Informer
The Book Lover's Guide to Shopping on the Net

5) Create a brand. If you intend on producing an entire line of books with the same theme, then create a brand to increase your titles name recognition. A brand would be something like the Dummies or Idiot's series. Let's say you want to do a line of booklets that show readers how to do things fast. You could call your line the "Instant Series." And it would consist of "The Instant Web Site Design Book" and "The Instant Dinner For Two Book," etc.

6) Brainstorm with keywords. This is an exercise to use when you've already come up with a title or two, and you want to create a few additional ones.
For each main word in your title, you're going to pull out your thesaurus, and list a couple of **alternative words**. Now you can mix-and-match the words to develop new titles. Here's an example:

TITLE : The Publisher's Promotional PowerBase
```
           |            |           |
        Writer       Market      Kit
        Author       Advertise   Set
      Infopreneur     Sell       Tools
```

7) Use subtitles. If you can't squeeze everything you want to say into the main title of your information product, you can always create a subtitle to **further elaborate your point.**   Here are some samples to get you going...

TITLE : How to Successfully Sell Information Products Online

Subtitle: Tips and techniques to help you make thousands by selling your knowledge on the Net.

TITLE : Healthy Mind, Healthy Body
Subtitle: How to harness your brain power to rid illness from your body.

Templates are great tools for igniting ideas. Use these templates by themselves, or together with the preceding formula to modify in whichever way you can brainstorm! And don't forget… use them, too, as **titles** for your chapters and subchapters...

101 Ways to

_____

101 Ways to _____ With Your

_____

50 Tips and Techniques For _____ Who Want
to_____

50 No-Fail Strategies For

_____

How to _____ in Less Time

How to Improve Your _____ in 90 Days or Less

How to Improve Your _____Without Having to _____

101 Questions Answered About _____

Questions and Answers for _____ Who Want to _____

101 Questions to Ask When You're _____

The 10 Fundamentals of _____ For _____

_____ Rules For Overcoming Your Dependency on _____

Eliminate Your _____ Without _____

_____ Success Strategies For _____ Who Want to _____

16 Secrets to Create a Successful _____

Essential Forms and Checklists for Today's _____

How to Make the Most of _____ For Under $_____

The Underground Guide to _____

The _____Action Guide to Making More Money with _____

The New _____ Guide to _____

Rules for _____

Secrets for _____ Who Want to _____

New Millennium Guidelines for _____

The Idea Book for _____

The Beginner's Guide to _____

How to _____ Even If You Never _____

Winning the _____ Race

Winning the _____Race, Without Losing Your _____

The _____ Toolkit for Improving Your _____

Improve Your _____ in _____ Months or Less

Make Your _____ Last _____

How to Master the Art of

_____

Mastering the Art of _____ Even When You
_____

Just add water (i.e., your brand name or title) and mix. Presto, great newsletter
title...

The _____ Informer

The _____ Hotline

The _____ Bulletin

The _____ Newsline

The _____ Spotlight

The _____ Wire

The _____ Examiner

The _____ Announcer

The _____ Gazette

The _____ Telegram

5.8. ACTION STEP #6

Complete this step **only after** you have completed...

ACTION STEP #1 -- Choose a topic for your information product.

ACTION STEP #2 -- Pick a packaging format for your information product.

ACTION STEP #3 -- Outline the 4P's of your back-end infoproduct. Start work on
it now.

ACTION STEP #4 -- Make a fairly complete outline for your infoproduct, including
the back-end one.

ACTION STEP #5 -- Finish the first draft of your infoproduct, and (at a minimum)
a thorough outline for your follow-up product.

Ready? Time for ACTION STEP #6... Ahhh.. the fun and easy step. Name that
infoproduct! Test different names until you're sure you have the best one
possible.

6. From First to Final Draft

Feels great, doesn't it? The creation part of your work is complete. Your knowledge has been transformed into an actual information product, and it feels oh-so-good to finally get the job done. Kudos to you!

Before you take your first tottering steps into the marketplace, **here's how to...**

... strengthen your information product...

Ken's Comments...

We'll run through these steps using **e-books** as the example—this is the most common format for infoproducts, and also the most involved. If you are producing a differently formatted infoproduct (ex., videotape), simply "translate" the details to your own circumstances.

6.1. Polish It 'Til It Shines

No matter how intensely you're into a topic... no matter if you sit at the computer day in and day out talking, thinking and writing about it... I've come to the conclusion that the first draft of your information product is almost never your absolute best quality.

You will certainly think it is. (Because all new infoproduct parents do!) But I'm willing to bet my big toes that once you go through it again, you'll realize that there's still some work to be done.

I know about this one firsthand. When I came out with "How to Make Your Business Famous in 6 Months or Less," I thought it was the best thing since fried rice. That is, until I decided to do some updates a few months later. After an hour of revisions, tears almost fell from my eyes. There were dozens of holes that I hadn't seen the first time around.

So here's what to do...

After you finish your first draft, take a few days off. Put it down and don't look at it for at least a week. Take a mini-vacation with the family. Play some golf. In short... give your brain a rest.

Feel better now? Headache all gone? Bright and bushy-tailed? OK then... get back to work!

Print it all out. Get a red pen and a drink of your choice. Then find a nice, comfy sofa. Ready?...

Read it. I guarantee that you'll find lots of holes... non sequiturs, spots that are unclear, gross typos, etc. You'll also get several ideas, some about how to improve and others that are brand new. Take notes with your red pen, right on your manuscript. All done?...

Great, go back to your computer. Use all those red notes to complete your second draft. Then do a spell-check. I'm not so keen on grammar-checkers, since the idea is to communicate, not to worry about the future-imperfect tense. Still, if you're writing a more scholarly tome, grammar-checking is a good idea.

Now that you've got your second draft done...

Ken's Comments...

I can't emphasize enough how important it is to get away from the computer when you review your first draft. You'll spot much more on paper. You'll be more patient because you're more comfortable. You'll look at it and read it from a different angle, opening your mind to new approaches and allowing you to see things that you missed before.

Printing 250 pages is a pain, so I know you'll be tempted to skip this step. **If you want to become a pro, don't skip it.**

6.2. How to Get the Last Kinks Out

Guess what? You are now officially **too close** to your product. **You need...**

... help. Help in the form of some **outside** eyes.

Borrow the services of a few good friends. Or hire a person within your niche to critique your new creation.

One of my customers got several people to willingly review her new computer-buying manual, by simply posting a message to an entrepreneurs' discussion board. The feedback helped her greatly improve what she had already written.

If you need to hire somebody, just be sure that your reviewer has a decent amount of experience in the field that you're writing about. You want somebody who can catch goofy grammatical errors, as well as help you formulate a complete information product.

Ken's Comments...

I use friends and my wife. Ask them to write their comments down, and not to be shy or considerate of your feelings. I guarantee you that they'll spot problems that you never thought of. They'll ask questions that you assumed everyone knew.

6.3. Polish It One Last Time

Time for your third and final draft. **This is...**

... nausea time. By now, you really don't feel like "one last read-through." But it's important.

Integrate your reviewers' comments. Then give your infoproduct one last onscreen read-through. Read it from your customer's point of view...

Are there areas that assume too much knowledge? Does anything need clarification? Are some spots too thin? Most importantly, does the entire effort hang together?

After that, there are no more changes, text or otherwise, to your infoproduct. It's time for final formatting and cleanup. Here are your final prep steps...

STEP 1) Final spell-check and proofread (and perhaps a grammar-check, depending on your needs and writing style). If you have typos all over the place, I can tell you one thing, I won't take you seriously at all!

STEP 2) Style and font review -- Consistent throughout? Ken has 30+ style rules for the "Make Your" series of books. Making and following rules like these (punctuation, spacing between headings, colors, page breaks, etc.) result in a fine, finished product.

STEP 3) Graphic review -- Clear? appropriate? Any others necessary?

STEP 4) Pagination -- Page layout OK? No funny page breaks, please.

STEP 5) Table of Contents -- A must, along with a good index. Make your reader's life as easy as possible.

Ken's Comments...

If you can afford it, hire a professional copyeditor to do the above STEPs. It's tedious, tiring work.

6.4. The Index

An index helps your reader to find what he wants quickly and easily.
Unfortunately...

A good index is not that simple to produce. While indexing software does exist,
it simply won't produce a productive index. Software basically produces string
results. But it can't evaluate context or make judgment calls. Your index will not
have the usability that your reader requires—it may actually increase frustration!

So... two possibilities. Either you do it. Or hire a professional indexer.

6.5. Fending Off the Info-Bandits

Now that your information has been so eloquently produced, your next order of
business is to **make sure that those valuable pearls are...**
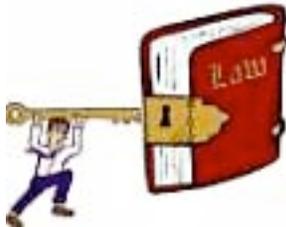
... safeguarded from theft. How?

Copyright your information product. Copyrighting allows the creator of the piece
to produce or reproduce it in any way that she sees fit. The owner may also
grant others the right to use the work, and say under what conditions they want
it to be used. It basically protects your "right to copy."

You do not have to formally file a copyright registration once your infoproduct
has been created. In most countries, copyright protection begins as soon as
you create an original work. No forms need to be sent in, no money paid, no
copyright notice needed on the document, and you don't have to mail yourself a
copy of your infoproduct, to prove that you're the one who created it. (That's an
old tale that has been circulating forever!)

According to international copyright law, a citizen or subject of, or a person
ordinarily resident in a Berne Copyright Convention country, or a Universal
Copyright Convention country, or a country that is a member of the WTO, shall
receive automatic copyright protection. Investigate which countries currently
have at least one of those criteria.

OK, so if it's not necessary to formally register your copyright, why bother? Ah
ha! Great question...

In the case of a legal dispute, a formal copyright certificate makes life a lot
easier than not having one. If a copyright is filed within 3 months after
publication of the work, statutory damages (no need to prove damages) and

attorney's fees can be available to the copyright owner in case of infringement/theft. If you file outside of 3 months, you will only be able to recover damages that you can prove.

For these reasons, I strongly recommend that you take the time and use your government facilities to copyright your work.

This section is not intended to provide legal advice. If legal advice is required, the services of a competent professional person should be sought.

How Long Does Copyright Protection Last?

In the U.S., once your work is copyrighted, protection lasts for the life of the author, plus an additional 70 years. If it's a co-authored project, protection lasts 70 years past the last surviving author's death.

According to Canadian copyright laws, protection lasts for the life of the author, plus 50 years.

That 50-year stipulation is pretty standard around the world, although a few countries do have the 70-year extension.

What Types of Infoproducts Are Not Protected?

Some material just does not deserve a copyright...

Works that have not been put into a tangible form of expression—for example, improvisational speeches that have not been written or recorded.
Works consisting entirely of information that is common property, containing no legal authorship. For example, standard calendars, height/weight charts, or lists or documents taken from public documents.

Other information might be better covered by trademarks or patents...

Titles, names, short phrases, listings of ingredients or contents -- short phrases, like slogans or taglines, can be protected under trademark law. You can get more information about obtaining a trademark at the U.S. Patent and Trademark Office or the Canadian Intellectual Property Office. Ideas, procedures, methods of doing something, concepts, principles, discoveries or devices—normally covered by patents. Patents protect an idea or a process.

For most infopreneurs, there is no need to worry about trademarks or patents. You can spend thousands (on trademarks) or tens of thousands (on patents) for little tangible benefit.

What is the Correct Way to "©"?

Actually, a label is not absolutely necessary. But it's still a good idea to document your copyright wherever possible. So yes, let others know who the copyright owner is. Include it at least once on the infoproduct itself, and on every major page of your Web site.

Here's the single best format to use...

Copyright [year] by [name]. All rights reserved.

You can use a "-c-" or "Copr" or "©" instead of "Copyright." Writing "Copyright" in full is best.

For more information about the latest **U.S. copyright laws,** go to
http://www.copyright.gov/

The **Canadian Intellectual Property Office** (http://www.cipo.ic.gc.ca/) has a comprehensive copyright section which lists frequently asked questions, registration forms, and other important details.

The **World Intellectual Property Organization**
(http://www.wipo.int/copyright/en/) features a wealth of international copyright information. You can even apply for an international copyright via WIPO (provided you already have a copyright within your current country).

6.6. ISBN and Bar Code... Made Simple!

What is ISBN? It stands for "International Standard Book Number."

It's the 10-digit number that wholesalers, distributors and other info-sellers use to uniquely identify books (and other book-like products like booklets and manuals), audiotapes and videotapes. Open an average book, and you'll see it listed either on the copyright page, or on the bottom of the back cover. ISBN ensures that ordering, inventory control and accounting are executed more efficiently.

Getting an ISBN number is an optional task. But it could definitely lead to more sales. There are quite a few advantages...

If you have a book, manual, audio or videotape that you want to sell in a major online bookstore like Amazon.com or BarnesandNoble.com, you must have an ISBN number.

If you have a book, audiotape or videotape that you're considering selling in an offline bookstores, you must have an ISBN number. If you intend on trying to get your information product featured on the shelves of libraries across the land, you must have an ISBN number.

In the United States, **R.R. Bowker** (http://www.bowker.com/) is the agency that distributes ISBN numbers.

In Canada, **The National Library of Canada** grants the ISBN (http://www.collectionscanada.gc.ca/index-e.html). You can't do this via the Web yet, but they are very efficient and the process is free.

ISBNs outside the U.S. can be obtained through the International Standard Book Agency (http://isbn-international.org/).

An ISBN granted in any country is recognized by all other countries. So you only have to get one ISBN per infoproduct.

The ISBN is also used to generate your bar code. If you are planning on offline sales, get your bar code, too. Use a local bar code generating service (see your Yellow Pages), or buy the software and do it yourself.

It's so easy, yet so silly, to think about your ISBN and bar code after your production run. Please...

Don't forget to include your ISBN and your bar code on your infoproducts before you go into production. Or you'll be sorry!

Copyright notification taken care of? ISBN and bar code too? Great!...

Now you really are finished the creation part. So far your "baby" is in a word-processed or page layout format. It's time to convert your "creation format" into your final e-book format.

Congratulations, budding infopreneur. You are now the proud parent of your first infoproduct!

6.7. ACTION STEP #7

Complete this step **only after** you have completed...

ACTION STEP #1 -- Choose a topic for your information product.

ACTION STEP #2 -- Pick a packaging format for your information product.

ACTION STEP #3 -- Outline the 4P's of your back-end infoproduct. Start work on it now.

ACTION STEP #4 -- Make a fairly complete outline for your infoproduct, including the back-end one.

ACTION STEP #5 -- Finish the first draft of your infoproduct, and (at a minimum) a thorough outline for your follow-up product.

ACTION STEP #6 -- Give your infoproduct a strong, sales-getting title (and subtitle). Test it.

Ready? Time for ACTION STEP #7...

Polish, test and polish some more. Complete whatever remains to be done, depending on the nature of your product... index, copyright, ISBN and bar code. Now... push the production button! Congratulations!

7. Preparing to Sell

Time to make your new creation **earn its keep.** Yes, I know that you love it and you want to **keep it all to yourself.** But that's **not** the point, remember?

It's time to start generating income. Let's market, sell and ship thousands of copies of your brain-driven product. Here's how to get this stage up and running...

Don't sell only your single infoproduct, lonely and unadorned. To sell on the Web, you have to build an offer that has a value that is 10 times greater than your price. You have to make it so good that your target simply can't resist. So...

Increase the value of your product by **combining it with other complementary items**. These items should be of high value, of true genuine quality, but should not cost you a lot. The items can include...

Coupons from vendors.
For example, let's say you have an information product titled "How to Sell Your Home Without a Real Estate Agent." You could include coupons from various publications and Web sites, where homes can be advertised for sale.

You might also want to include coupons for other authors' information products, or consulting services. In fact, do a trade with another author where you include coupons for their book, and they include coupons for yours with their orders.

1) Charts. I once created a laminated chart that listed every possible Internet marketing technique. It was included with my manual set to help infopreneurs come up with quick promotional ideas.

Perhaps you can create some kind of chart that offers a quick list of definitions, remedies, ideas, etc. Be sure to print your chart on heavy card stock paper, and laminate it for greater value and sturdiness.

2) Special reports. I've created a selection of three 10-page special reports that I include as freebies with every order over $200. If you decide to take this route, be sure your special reports don't overlap any of the material already included within your main information product.

3) Software. One of my customers created a manual for buying and selling via online auctions. Included with the manual was a CD-ROM containing various shareware products for tracking auctions, creating your own auction, and so on. She simply visited several shareware directories on the Web, located compatible titles, and e-mailed the developer, asking permission to include the title on the CD-ROM.

There are all types of **shareware products** that authors can bundle with their infoproducts, if you just take the time to do a bit of searching. For example, if you're writing a book on how high school students can make a successful transition to college, there's a freeware program called ClassMate that helps college students plan their curriculum, etc.

Forms. Along with "How to Successfully Sell Information Products Online", I included a manual that was entitled, Legally Protecting Your Information Product. It featured a selection of copyright forms and instructions. (Fortunately U.S. documents like these are copyright-free, so I was able to include them as bonus items, and it didn't cost me anything extra.)

If your information warrants the use of any type of forms, you can either consider creating your own, using copyright-free U.S. documents, or requesting permission to use previously created forms from other authors or companies.

Sample newsletters. Locate print newsletters within your niche, and send an e-mail to the editor, asking if you can include a few issues of their publication, with your infoproduct. Nine times out of ten they'll say yes, because it's free advertising for them.

Please note... You must review the Reprint/Resell Agreement with your own attorney. Laws vary from place to place.

7.1. Pricing to Maximize Income

Information is an intangible commodity. So pricing can be a very tricky process. **Too many people just pull a...**

... price tag out of their hat!

But you need a better system. After all, if you charge too much, you'll lose sales and open yourself up to competition. But you don't want to go so low that you barely make a profit. The question is… how do you find that happy medium?

Consider these key factors...

1) Who Is Your Target Market?

The most important price-determining factor is...

... **your audience.**

If the information you're selling is something that would or could be sold in a bookstore to general consumers, then you've got to stick to the low to medium end of the scale. Or at least within the same range as a comparable bookstore book.

An exception to that rule is investment and technology information, which even when geared towards consumers, can still carry a very hefty price tag.

Trade, professional and technical information can be priced at the higher end of the scale. This type of data would be geared towards lawyers, doctors, computer/software specialists, accountants, consultants, insurance agents, real estate agents, and so on. Some of the most expensive information products I've ever seen have been geared towards professionals.

If you're selling to the corporate market, likewise the price can be very high. That's because an individual isn't footing the bill, a business entity is. So if your infoproduct is geared towards marketing managers in Fortune 500 companies, heads of research and development departments, or even administrative assistants, it can almost always have a higher price tag.

Do a little research—examine similar information products that your potential readers have purchased, to see how the price structures have fared.

Most important piece of advice? Become your customer—get in her shoes and into her brain. What is your infoproduct worth to that customer? Now let's modify that number based on further considerations...

2) What Do You Think the Product is Worth?

I'm certain that the reason why a many infoproduct creators don't make more money on the Internet, is because they're scared to charge what they really think their knowledge is worth.

I'm reminded of this in Jaclyn Easton's book, "StrikingItRich.com - Profiles of 23 Incredibly Successful Websites You've Probably Never Heard Of."

One of the profiles is that of a company named Practical Online Weightloss Clinic. They create customized menus for people who wish to shed a few pounds.

This company has raised their prices four times, with no negative effect on sales. The pricing changes went like this (from the first to most recent)...

First month free, $19.95 for the next two months
$19.95 for three months
$19.95 registration and $9.95 a month
$9.95 registration and $19.95 a month, with a three-month minimum

Imagine how much money they could have made, had they gone with the current pricing strategy first!

There's also an interesting pricing story that totally drives this point home in Robert Cialdini's book "Influence—The Psychology of Persuasion." It all centered around **a pair of...**

... earrings. They weren't selling well. So the owner discounted the earrings little by little, but they still continued to sit on the display. Then she went out of town, leaving a note for one of her employees, stating that she wanted to discount the earrings by 50%.

When she came back, the earrings had sold out. To the shopkeeper's surprise, it wasn't because the employee had discounted the earrings. The person had actually read the note incorrectly and...

... raised the price by 50%. Obviously people perceived the earrings to be much more valuable with a higher price tag.

And that "higher-price-means-better-quality" thought process goes way beyond earrings. In my personal experience, I've found that the more I charge for my infoproducts, the more sales I make. In fact, I sold considerably more $269 sets of "How to Successfully Sell Information Products Online" than I did my $9.95 special reports.

I believe part of the reason is because online consumers make considerably more than their offline counterparts. So if there's any place that you want to be a little daring and experimental, the Internet is definitely it. And with the ability to switch your rates at the drop of hat, testing a variety of prices could give you a valuable and profitable education.

So carefully examine your infoproduct. Think about the amount of time and research you put into it, as well as how specialized the information is. The more niche-oriented, the more you should charge for it.

Ken's Comments...

Careful with this one. Monique makes a good point—don't be afraid to charge high. But...

Don't fall in love with your product—**don't overvalue your "baby."** Don't think of all the time that you have put in to justify an extremely high price—remember, you can buy a blockbuster movie that cost $200 million to make for $20 at your local video store.

Pricing for high perceived value works if your infoproduct **breaks new and valuable ground in a unique way** (or if you can position it there!). But be ready—high price points invite low-priced competitors, especially for digital products.

3) How Do You Plan on Presenting It?

Your marketing efforts play a huge role in how your product is accepted by prospects. Let's take an extreme example to prove this point.

Suppose your Web site is on some freebie hosting service, with all kinds of typos and dead links floating around, and with a look and feel that is strictly "amateur night." Visitors will laugh and flee!

One final point -- imagine Amazon.com with a cheapie domain like 4youreyes.com/Amazon.html? 'Nuff said.

Your site's copy will also play a vital role in this process as well. The more expensive your infoproduct, the longer your copy should be.

If need be, hire a copywriter who specializes in writing for Web sites, autoresponders and the such. Remember, you don't get a second chance to make a first impression online. So be sure the first impression is stunning.

Keep in mind that graphics and look-and-feel may set the stage, **but it's the words that sell.**

See "Make Your Words Sell!," a free book from SiteSell.com, that shows you how…

http://myws.sitesell.com/

4) Where is the State of the Competition?

Are you launching something that is brand new that will pop eyeballs wide open due to its sheer value and originality? Super! Pioneers will pay high prices for your product. But be prepared to offer "special discounts" when competitors enter.

Or are you launching into a mature market with many other competitors? A high-quality product at a low price is the answer. Or find a strong way to differentiate your product and market that strongly. This would allow somewhat higher pricing.

The bottom line? **Assess your competition,** and more importantly... assess your target market's knowledge of the competition.

5) What is the Cost of Production?

Most infoproducts usually cost very little (or zero) to make (on a per-unit basis) after the up-front work/costs have been completed. So usually, you will base your final cost on...

"What the market will bear" issues like value to customer, state of the competition, etc., and strategic issues such as "maximize income" or "maximize customers."

Still, if you are producing a 250-page printed book, you'll have to factor in all your costs of production. (Don't forget to amortize the capital costs of the print run across the number of units that you make.)

Ken's Comments...

> Net buyers **are** price conscious. If you price high, you must have a strong way to break through price resistance.
>
> It's tempting to price infoproducts high and if you're the "first to market" with something original or if you have a truly original, high-value positioning, go for it. But watch for competition and be prepared to change your model.
>
> Price, product, and site design are seamlessly intermingled. Here are your major pricing considerations...

What is the nature of your products and the value of their benefits? Are you selling a commodity that can be price-shopped by your customer? Or does your product deliver unique, powerful benefits? Obviously, two completely different pricing models... two totally different Web sites!

Who is your target market and what are they willing to pay for your product's benefits? How strong is the perceived value of your product?

Who are your competitors? At what price are they selling similar products? How well have you established your credibility?

What is the format of your digital or knowledge-based product?... Software, infoproduct, consulting service?

Remember, there is a general belief that the Web can offer product cheaper.

7.2. Traffic-Building & Site-Selling

Marketing and sales on the Net is an almost overwhelming challenge. Let's break your approach down to 2 steps, **steps that you can follow and do...**

STEP 1) You must have a **solid knowledge of the key techniques of traffic-building and site-selling.** What's the point of building traffic if your site does not sell? And vice-versa. Site Build It! is your solution…

http://buildit.sitesell.com/

STEP 2) Earlier in this e-book, we discussed unique ways to promote you infoproduct formats. Review these highly specific ideas now.

In the next section, I answer every infopreneur's most important questions about marketing and selling infoproducts. Consider it a remote one-on-one session with me.

7.3. ACTION STEP #8

Complete this step **only after** you have completed...

ACTION STEP #1 -- Choose a topic for your information product.

ACTION STEP #2 -- Pick a packaging format for your information product.

ACTION STEP #3 -- Outline the 4P's of your back-end infoproduct. Start work on it now.

ACTION STEP #4 -- Make a fairly complete outline for your infoproduct, including the back-end one.

ACTION STEP #5 -- Finish the first draft of your infoproduct, and (at a minimum) a thorough outline for your follow-up product.

ACTION STEP #6 -- Give your infoproduct a strong, sales-getting title (and subtitle). Test it.

ACTION STEP #7 -- Polish, test and polish some more. Index, copyright, ISBN and bar code. Now... push the production button! Congratulations!

Ready? Time for ACTION STEP #8...

Bundle to deliver super-value, price to maximize income, and write out your traffic-building and sales-generating plan. From the general down to the super-specific, write out all the techniques that you will use to build traffic and get sales. Convert that into a "to-do" list. Put each item on a timeline. And then**...** yup, do it!

8. One-on-One With Monique

OK, time for me to play the part of...

... that masked magician on television, who reveals all of magic's most cherished secrets to the rest of the world (to the dismay and anger of the rest of the top magicians!).

While it may look like some infoproduct creators have all the luck in this industry, luck has nothing to do with their success. **Their awesome power comes from effective marketing and promotion.**

The techniques and methods you'll be learning during the course of this chapter will give you a bird's-eye view into the hidden tricks of the info-sellers' trade. This information took me several years to figure out, and now you have it at your very fingertips.

And I can almost guarantee that when you follow the steps below, you too will be able to partake in the money-making festivities as well.

QUESTION #1 Why is a promotional strategy so important?

There's a saying among publishers that a successful book is built from 5% inspiration...

... and 95% perspiration. In other words it takes a lot of guts, and sometimes a little blood, sweat and tears, to transform your words of wisdom, into a hot selling information product, beyond the actual writing process.

When I promote heavily, sales are often outstanding. If a day goes by where I don't receive a few sales, it's definitely the exception, not the rule. But when I decrease my marketing magic, so does the amount of money coming into my bank account. Promotions mean the difference between, "Now you see the money"... and "Poof! -- now you don't."

So a promotional strategy is going to be the lifeline to your success. The more people see your marketing message, the greater the chance they'll buy from

you. In fact, it normally takes 7 or more times for a prospect to see your marketing message before they'll finally make a purchase.

This means you've gotta be out there in order to be known.

QUESTION #2 What's the best way to put a promotional strategy together?

There is no right or wrong answer here. I use a very simple formula for promoting my own information products. I simply do 5 promotions per day, per product, 5 days a week.

For example, here's my...

 ... day-by-day schedule to promote my electronic newsletter…

Day 1

Identify 5-10 complementary Web sites that I can exchange links with. Send them an e-mail asking if they'd like to do so.

Day 2

Submit the Web page that promotes **my newsletter to the Search Engines…**

Day 3

Submit a new article to 10 or more targeted e-zines. In the resource box, provide a link to my newsletter.

Day 4

Post at least 5 helpful messages to targeted discussion groups of choice.

Day 5

Find and submit to 5 niche directories.

Using this formula, you spread your marketing message to several different segments of people and places, over the course of a week. The more places you're featured, the better your chances for making a sale.

And because your schedule is created on a weekly basis, you can be very flexible with your marketing efforts. If one technique is working exceptionally well, you can put more emphasis on enhancing it. If something isn't working, you can eliminate it right away.

QUESTION #3 What are the 4 marketing activities I should start with?

The top **four things** you should be thinking about are...

1) Creating a Web site.
2) Producing an e-zine.
3) Obtaining testimonials and reviews.
4) Finding other places to promote your Web site.

QUESTION #4 How do I get testimonials before my infoproduct hits the Web?

It's great that you want to get testimonials beforehand. When potential buyers see that others have given your infoproduct positive feedback, they'll be much more likely to purchase it. They're a very influential marketing tool.

Basically, make friends with potential testimonial givers before your information product is launched.

Hang out in discussion groups where both colleagues and potential customers congregate. You're going to do the usual schmoozing thing, where you answer other peoples' questions and offer helpful information to the group. You'll begin to notice that group members will contact you privately to ask you questions, add to one of your comments, or give you some other type of kudo. Write down the names and e-mail addresses of these people, as they're going to be valuable allies in your great testimonial search.

Also within the group, you'll notice certain names that stick out as top contributors. These people are permanent fixtures within the group, and they do a majority of the postings. Again, write down the names and e-mail addresses of these folks. Because they're common faces in the crowd, their testimonials will prove to be the opening to plenty of sales.

Now when your infoproduct is just about finished, send a brief e-mail to your compiled list, telling them about it, and asking if they'd like a review copy. If you've been schmoozing on a regular basis, you'll definitely get a lot more yes's. People will support you, when you're willing to support others.

In your e-mail, make sure that you tell them that if they give you a review, you'll include a link back to their Web sites. This way they'll be getting free publicity by giving their opinions.

Here's a sample letter...

Dear Jimmy,

My name is Jody Reed, and I'm a participant in the Roving Chef discussion list. Perhaps you've seen some of my posts here and there.

I've recently recorded an educational, 2-part audiotape set titled "World Cheffing 101." It helps new chefs learn how to get international jobs quickly and easily.

Jimmy, since you're one of the top traveling chefs on the list, I wanted to know if you could listen to the tapes, and give me your opinion/review of what you think of them. It would really be an honor to know what a top roving chef thinks!

```
All I need is your snail-mail address, and I can send you a free review
set. In exchange for your review, I'll also give you a link from my Web
site.

Thanks in advance, and I look forward to seeing more of your insightful
posts on the list.

Regards,

Jody Reed Author,

"World Cooking 101"

Learn how to get international cooking jobs!

www.world-cooking.com
```

Ken's Comments...

Here's a similar technique that I have used.... Offer it for free to the entire group as a "thank you" for all their help. Limit it to three days and then remove the download URL. I guarantee that you'll get some great comments without having to ask. When that happens, ask for permission to use their kind words on the site.

QUESTION #5   What 4 elements must my infoproduct Web site have?

The four main elements are...

A) Sales Letter

Contrary to popular belief, an online sales letter has completely different elements than an offline one.

From my own experience, and from observing other successful online info-sellers, I've found that the more expensive your information product, the longer your sales letter should be. I've used 2-3 paragraph blurbs to describe a $9.95 special report. But that won't work for a $269 complete study course, which in my situation needed 16 pages to do an adequate sales job.

Here's the formula that I've established and used to sell the majority of my own information products...

• Headline
This should come directly before you greet the reader. You want the headline to grab attention right away. It should be something catchy. Issue a benefit, or give the reader some surprising statistic. Here are a few examples...

Promotes a booklet titled "Give Your Child a Healthy Smile"

"86% of children under ten have at least one cavity. Here's what you can do to protect your child's beautiful smile."

Promotes a manual titled "How to Land Your Dream Job Online"

"25 People -- 25 New Jobs. Learn how newcomers to the Net are getting their dream jobs online."

Promotes an e-book titled "How to Invest $1,000 to Earn $10,000"

"Stock market guru will show you how to make every $1 investment turn into a $10 profit."

- **The Salutation**

Dear Online Info-seller; Dear Dog Lover; Dear Mountain Bike Enthusiast;

Always target your salutation directly towards the potential buyer, instead of using something generic like Dear Friend.

- **Bonding**

Although traditional direct mail theorists say that you should put the strongest benefit first, I've found that in the online environment, **the first thing you should do (after the salutation) is...**

 ... bond with the reader. Establish some sort of **camaraderie** with them. Tell them what their problems are, and then show that you've been there too.

The more they feel like you're somebody who they can connect with... who understands their problem and needs... the more likely they are to buy the product.

Here's an example...

```
Dear Penny Stock Investor,

My name is Neal Johnson, and I've been investing in penny stocks for the
past 15 years. Even though penny stocks are inexpensive investment
options, sometimes my decisions haven't been so great, and I've lost
thousands of dollars on the market.

Perhaps you've been there too... knowing that you can easily turn $500
into $5,000, but not understanding everything it takes to make it
happen. Sure you're not losing a fortune, but who wants to lose
regardless?!?
```

- **The Offer**

People know you're going to sell them something. So now that you've begun the bonding process, get right down to business. Tell them what you have to improve their lives.

You've covered the benefits. Now hit the features. **Tell them...**

... what they'll find in your bundle.

Give a bulleted rundown of all the major points highlighted in your information product. You can mix features and benefits here. You may also want to list your Table of Contents.

- **Credibility Booster**

Okay, you've given them your grand song and dance. Now it's time to establish a little credibility.

Show readers that you are the top dog in your field. Post your testimonials and endorsements galore. And make sure that each testimonial is followed up with the person's full name, and preferably an e-mail address or URL.

Presenting case studies of how you helped a client achieve a goal is another way to show that you know your stuff.

For example, these video case studies illustrate how Site Build It! changed their lives…

http://ilovesbi.sitesell.com/

- **Guarantee**

List your return policy.

- **USP (Unique Selling Proposition)**

If there are no other information products like yours in the industry, tell the readers. If there are no other Web sites, let them know. If you go into subjects that other authors haven't touched upon, this is where you want to give that pertinent information. It helps to solidify the guarantee.

- **Payment Options**

There's really nothing left to say **except...**

... "Check or Charge?" This is where you list your **payment options**, as well as links to the appropriate **order pages**. Make sure you clearly distinguish which one is the secure server.

- **Closing and Signature**

"I look forward to helping you achieve your goals," "Hope to see you on the winning team," and so on.

B) "Remember Me" Mechanism

A newsletter/e-zine that you write yourself keeps you on your visitors' radar.

C) Oft-Overlooked Credibility Boosters

Not only do you need credibility boosters in your sales letter, they should also be sprinkled liberally throughout your Web site.

In a bookstore, potential customers are able to flip through the book... see if they like the writer's information, style, etc. Online this isn't possible.

So to make up for the deficiency, it's important that you include other things that demonstrate your abilities. A few other credibility-boosting options include...

• RealAudio seminars
• Video clips
• Free downloads of book excerpts
• Articles, white papers, transcripts of speeches
• Free introductory e-books.

Another credibility booster that a lot of people forget about is their address and telephone number. It's better if you use a street address, instead of a P.O. Box. I've been using my home address for the past 5 years online, and so far no weird infoproduct guru stalkers have been sitting outside my door!

D) Secure Ordering System

It's a definite necessity to have a...

... secure ordering system. Without it you could lose anywhere from 50%-90% of sales. That's nothing to toy with!

If your Web site hosting service offers secure ordering space, it will probably be listed as **SSL**, which means Secure Sockets Layer. SSL is a pretty basic feature among many of the larger hosting companies, and it means that part of your Web space is safe for monetary transactions.

E) Optional -- Virtual Community

If you're already well-established in your niche, this is the next logical step in completing your winning Web presence. Virtual communities allow you to have a continuous forum for market research, learn about new trends, and answer questions from potential buyers, by simply observing people communicate on a specific topic.

They come in **3 different flavors**. Throughout this manual, I refer to them as "discussion groups."

1) E-mail discussion list. As you can probably imagine from its name, all corresponding among participants is done via e-mail. If you send a message to the list, it's automatically distributed to all members.

2) Niche-related forums. Instead of messages automatically coming to you via e-mail, you have to visit a specific Web page to read the messages in a Web forum. This is a terrific way to generate traffic to your site.

3) Real-time chat. Although e-mail is a very rapid form of communication, chat rooms allow people to "talk" with one another in real time. In other words, as you type words onto your computer screen...

 ... the other person can see it as it happens.

F) Ken's Comments... My summary of a site that sells infoproducts...

1) **Set the MWR (the Most Wanted Response)** -- Carefully decide **what you most want your visitor to do** after visiting your site. It's not always the most obvious thing. It must be reasonable (i.e., possible), measurable, and easy to do for the visitor.
2) **Write your opening paragraph** -- This is the hardest, and the most important, paragraph that you will ever write. Hit with your **#1 benefit,** your biggest gun. Keep your visitor reading.
3) **Connect the dots** -- Lead your visitor from Opener to MWR through a well-thought-out pathway. If you do this well, the visitor feels like she has options to go elsewhere... but she won't use them!

One special point -- Your Table of Contents (TOC) must, in fact, be a Table of Headlines. Design your site to practically force your visitor to see that TOC. If you've done a good job, your TOC will generate a lot of sales.

One point differs from Monique -- I save my offer for the end, my Closer page, the one with the MWR on it. That's where I pull out all the stops, the incredible value of my offer, etc.. It closes with my "call to action"… to order now by filling in the form, calling 1-888, etc.

QUESTION #6 How do I develop a memorable URL?

Want to start building an online brand that can be uniquely yours forever? I have two words for you... domain name. **Nothing says "this-is-my-company" like a good URL.**

I don't care if you've created **the** infoproduct to top all infoproducts. You could be sitting on the Yahoo! of all information products. If your URL looks like a run-on sentence you're essentially killing your sales.

I'm not trying to be crass, or rain on anybody's parade, but let's face facts here. **Most people don't remember long, complicated URLs, or even short, semi-complicated ones.** Freebie, community-type sites (which are most often the

culprits for issuing run-on URLs) are good for hosting personal Web pages, like your favorite pictures of Aunt June and her 39 house cats. The URL is no big deal in this case.

But they wouldn't be my first, second, or even my tenth choice for actually trying to sell something. I'm not saying that people won't visit your site if you have a long, freebie URL. That wouldn't be true.

However, be forewarned that you will curb your sales opportunities by not having your own domain.

So if you want to be taken seriously 100% of the time, then please get your own domain name. (Just two dollars a day for a month and a half.) Not only is it an inexpensive image-builder, it's a good secret tool to use when trying to rank high in the search engines and in potential customers' minds.

Think back to the sites whose URLs you remember off the top of your head. I bet several of them contain **keywords related to that particular industry.** Keep this in mind as you create yours.

The important point to remember is that the keywords you choose should be **totally related to the industry you're in.** So if your infoproduct is sports-related, then a URL like "www.sportsinfo.com" or "www.sportsbook.com" might be appropriate.

Another important factor to consider is **how your URL is spelled**. A friend of mine chose "www.4achievement.com" as her domain, and she says that people sometimes have a hard time remembering the **"i before e"** spelling rule. My suggestion in this situation was for her to also **secure the misspelled version**, which is "www.4acheivement.com" and simply have it point to her main home page.

Also, unless your personal name is pretty well-known in your industry, using it as a URL isn't an extremely hot idea. This also applies to getting a domain named after your company.

Now if you really want to go for the gusto, **simply purchase every domain that has relevance to your infoproduct**. This means keywords, company name, your name… do it all. If you separately promoted each domain, you could seriously increase the traffic to your main site.

All you would have to do is...
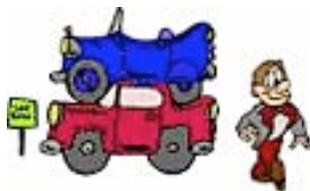
 ... "park" your domain with your Web site hosting service, and have it redirected to your main site. This way you don't need an entire Web site devoted to each domain. Every URL simply leads to one main site.

And it doesn't matter what your prospects type in when they go to the search engines. With 5 or 10 domains pointing towards your site, at least one of yours is bound to be in the top 20.

Ken's Comments...

No matter how you cut it, you only get your money's worth with free sites. Actually, you don't even get that. They damage your efforts.

In a real world with a real business, you'd pay thousands per month for rent. Anyone who won't pay for a domain and a full site should probably not be in business. Sorry, but this is fundamental.

Also, on a side note...

Anyone who shops for a Web host on the basis of price is also making a serious mistake. What difference does it make whether you spend $20 per month or $40 per month? **Go for speed, reliability and support.**

http://videotour.sitesell.com/

QUESTION #7 Should I put excerpts on my Web site? How?

You've got to remember that potential buyers can't pick up your information product and start thumbing through as if they were in a bookstore. Having an excerpt posted on your Web site is a great way to pique interest, and excerpts give prospects a taste of what you have to offer.

An excerpt can range anywhere from a single 500-750 word article, to several articles. (I've found that the more articles you have, the better. Five is a good number to start with, though.)

You can also give visitors access to one full chapter at once. Or you can break down a chapter, and have each section automatically e-mailed to visitors, on a timed schedule, over the course of 4-6 weeks.

Ken's Comments...

Use the word "free." I like the whole phrase, actually... "Free Trial Download." Be generous—give them two chapters of great material that delivers solid knowledge. Include your TOC in the free trial. Like I've said, it should really be a Table of Irresistible Headlines. Write a strong page that stresses the specific benefits of this download.

QUESTION #8 How do I convert first-time visitors to on-the-spot paying customers?

Before I give you the answer, let me clear up a few things. **Many of your sales will not occur the first time a person visits your Web site...** especially if your infoproduct is priced **over $100**.

"How to Successfully Sell Information Products Online" sold for US$269. On average, it took a person from 2.5 to 4 months before they finally decided to

order. On the other hand, when I was promoting my $49 e-book, "The Web Site Hosting and Designers Promotional Guide," I usually got orders without any hesitation.

Here are several techniques that can be used to increase your first-time visitors' Conversion Rate. It should be easy to adapt any of these principles to your own Web site.

1) Give your first-time buyers...

... a free gift. This can be something basic, like a **free booklet** or an **audio file.** Make sure you highlight somewhere on your Web site, or sales letter page, that first-time buyers receive the free gift. Make it noticeable to the newbie eye.

2) Give verifiable proof of your claims. Netpreneur Andrea Taylor illustrates this point perfectly. She wanted to show other Webmasters that the One and Only affiliate program was a good one.

So she scanned a copy of the check she received from One and Only and posted it on her Web site. This way, Webmasters could see that the program really paid big bucks, and it encouraged them to sign-up. (Andrea received a commission for each person who joined the program.)

Whatever claims you make on your site, be sure to show your visitors **proof** that you do indeed practice what you preach. Site Build It! dedicates a full page to this element… http://proof.sitesell.com/

3) Present a limited-time offer. Throw in some sort of freebie, if they order...

... within a certain time span. You must adhere to your offer. Don't push the date back when you get close to the expiration, or you'll lose credibility.

4) Sell an inexpensive infoproduct. (But make it info-packed.) My co-author Ken Evoy has shown the world that this concept works like a charm. His first manual, Make Your Site SELL!, had 800+ pages, but it was priced below US$20. That's a very tough offer to dismiss!

Ken's Comments...

Recite the following 17 words as your e-business mantra. If they become as natural as breathing, your site will SELL!

1) Feel customers' needs.
2) Make navigation clear.
3) Load fast.
4) K-I-S-S.
5) Write actively and clearly.
6) Ask for "the order."

Seriously, if you write the above 17 words on a Yellow Post-it and stick it to your monitor, you'll do just fine...

Now let's push it one step further. Reread the above 17 words. Think about them. Notice the last 5 rules/14 words? They all spring from the first rule...

Feel customers' needs.

Easy? Nope. It's natural to lapse back into your own viewpoint. Remember this... the best way to make your site SELL is to...

Make Your Customer BUY!

Become customer-obsessed. Remember just one thing... your customer. Actually, "remember" is too weak a word. Become your customer.

Many copywriters just pound out the same style over and over again. **Bad.** They're writing for themselves You'll do a better job if you **become** your customer.

If you get **deep, deep** inside your customer's head, you'll realize that all the principles outlined here **remain the same.** But your site will **adapt,** depending on **who** your customer is, and depending on how your customer responds to the benefits of your product, its price, etc.

Here are a few examples of what might change...

The look and feel of your site… that "across-the-table talk" might occur across a kitchen table, a laboratory counter, or a Fortune 500 conference table, depending upon your audience.

The tone of your copy… I obviously would not choose SiteSell words and tone if I was selling my theory of cold fusion to nuclear physicists.

The length of your site… if you want your visitor to download a free trial of a relatively cheap piece of shareware, you might even be able to condense your site to a single page.

Bottom line?...

Get into your customer's head. What does she **want?** What are her **worries?** Why **won't** she buy? If you become your customer, this becomes easy to do. It becomes a snap to **adapt** everything you learn here.

To paraphrase Vince Lombardi...

> **Your customer is not everything... she's the only thing!**
> I can't tell you anything more important than that.

QUESTION #9 How can I generate a sales force as soon as my infoproduct hits the Web?

Give away 50 copies of your information product for free. Or… go to a discussion group within your niche, and announce that you're seeking feedback for your new booklet, manual, or whatever. Not only will you get several testimonials, users go on to tell others about your infoproduct. That's free promotion for the taking.

Make sure your customers are very happy with their shopping experience. **After each order, send a confirmation e-mail that also says...**

... loud and clear. Throw in a couple of **free bonus items** not mentioned in the sales letter. **Send an e-mail after 30 days** to make sure the customer is still happy with their purchase... ask if there's anything else you can do to make their lives easier.

These are the simple things that make customers recommend your goods to others. And a single recommendation on the Net can have far and wide results, beyond your wildest imagination.

When I first came out with "How to Make Your Business Famous in 6 Months or Less," a few customers on a business women's discussion list began recommending my manual to others. One person said something nice about it. And then the other buyers piped in to agree with her comments. One of the main things they all mentioned was the personal attention they received as customers.

Talk about a snowball effect! Sales were outstanding for the next week, simply because people were happy with what they bought, and how it was presented. So simple, yet so rarely used.

QUESTION #10 How can I cut down on returns?

Two ways...

First, create a superior information product. One that's aesthetically pleasing, explains the topic well, and is as free as possible from typos and grammatical errors.

Even if the product turns out to be not quite what the reader expected, he'll be less likely to ask for his money back if the product is of high caliber.

Second, build likability into every part of your site and product. If you do that, the only way that 99.9% of people would ever return your product for a refund would be if you had a stinker of a product. And in that case, you deserve what you get!

QUESTION #11 What's a good, cheap way to "repeat-message" my site visitors?

I'll go one step better than cheap by giving you the free way. **Produce your own e-zine -- the "Remember Me" mechanism of the ages.** If you only choose one marketing technique (besides your Web site), **your e-zine should be...**

...on the top of your list.

The fact of the matter is that every online info-seller needs a way for prospects and customers to constantly remember him or her. Expecting people to come back to your Web site, without any prompting from you, is crazy. Unless you're consistently giving away the six winning lottery numbers, it rarely happens so easily!

An e-zine is sent to readers via e-mail, so you get to actively stay in touch with your prospects. The only thing you'll need to do is come up with content that enlightens readers, compels them to visit your Web site, and generates sales. What are the things that do that?

Credibility Boosters. Listing an address, phone number and e-mail address. Having original articles. Having material that can be used right away. Using a personable voice. Not mentioning your information product in every single issue. Giving special discounts to e-zine readers only.

What makes readers hit the delete button before they're through reading?

Ten pages of sales material on your information product. Having a bunch of affiliate/reseller links for unrelated products and services. Sending out special mailings (one big ad) without your subscriber's permission. Too many classified ads. The limit is four ads per issue, max.

When most people begin producing an e-zine, they run really strong for the first couple of months. And then they run out of steam. No more articles, no more interesting content.

Here's an **outline formula** that I use to combat that problem. Feel free to adapt it to your own e-zine situation...

A) Choose Your Brain-Tickling Components

Using the following list, choose **1 or 2 components** for each issue of your e-zine. This way, you'll always have interesting content, instead of the same generic articles.

- Checklists

- Interviews

- Listings of resources

- Question-and-answer section

- Readers' tips

- Press releases

- New product announcements

- Guest columnists

- Event announcements

- Event diaries

- Book reviews

B) Quick 'n Easy Outline

Come up with **10 immediate article ideas** for your e-zine. These ideas can be based on the components given above.

C) Fill in the Outline

Choose **the five top ideas** and write down **four tips** or other pieces of info that you can use to develop the article.

IDEA #1
4 Tips

IDEA #2
4 Tips

IDEA #3
4 Tips

IDEA #4
4 Tips

IDEA #5
4 Tips

D) Develop Additional Article Ideas

Take the other five ideas, and using The E-zine Mix-and-Match Content List below, develop additional articles for your newsletter.

✔ Checklists

✔ Interviews

✔ Listings of resources

✔ Question-and-answer section

✔ Readers' tips

✔ Press releases

✔ New product announcements

✔ Guest columnists

✔ Event announcements

✔ Event diaries

✔ Book reviews

IDEA #6

Can be developed as

Additional concepts

IDEA #7

Can be developed as

Additional concepts

IDEA #8

Can be developed as

Additional concepts

IDEA #9

Can be developed as

Additional concepts

IDEA #10

Can be developed as

Additional concepts

E) Write Your Articles

Now write the articles based on the outlines you've just created. Each article should range from 500-750 words.

QUESTION #12 How do I find other places to promote my infoproduct?

Very good question. If you're seriously looking to expand your online presence, I would strongly suggest that you find at least 20, and as many as 100 or more, alternative promotional outlets in addition to your Web site.

Remember a prospect normally has to see your marketing message several times (some say 7+) before buying from you. So the more you're able to evangelize your word, the higher your chances for sales.

Your five ultimate goals are going to be...

1) To locate targeted e-zines and Web sites where you can submit articles.
2) To find as many reciprocal link opportunities as you can.
3) To locate related prospect-rich discussion groups to participate in.
4) To identify affiliate bookstores that carry titles within your niche.
5) To locate Web sites that review infoproducts in your niche.

Seems like a tall order. But I've developed a basic system to find these outlets, without losing your sanity. Be forewarned, it can often be a time-consuming process, but the results you'll achieve will be phenomenal.

Here's what to do...

A) Search Using "Promotional" Terms

Go to Google and combine your most important keyword with the terms, "directory," "resources," "information," "publications, "e-zines," "discussion groups," and "bookstores," as part of your search.

B) Fill Out Your Promotional Database Builder

Once you find an appropriate location, pull out your handy-dandy **Promotional Database Builder.** Just fill in the blanks.

When you're finished, you'll have a complete **biographical sketch** of each outlet, which you can refer back to as you're promoting your infoproduct.

Promotional Database Builder

Name of site

Site URL

Description of site

Webmaster/Site owner

Street address

Telephone number

Fax number

E-mail address

Opportunities for Promotion

Do they have an e-zine?   YES_____ NO_____

Do they accept articles from outside sources?   YES_____ NO_____

Do they accept advertising?   YES_____ NO_____

Are e-zine archives posted on the site?   YES_____ NO_____

Do they have a links page, or a directory?   YES_____ NO_____

What type of link do they offer?

Plain text link
Button or banner
 Short description (1-2 sentences)
 Long description (3-5 sentences)

What link categories do they list?

How do you get your site listed?

Do they accept articles from outside authors?   YES_____ NO_____

Who do you submit your articles to?

Do they have any of the following?

Discussion board
 E-mail discussion list

Chat room
What is the topic matter discussed?

Are they affiliate bookstore owners? YES_____ NO_____

If YES, for which bookstore?

How do they describe each book? (check all that apply)

a) Link to the affiliate page
b) Short description (1-2 sentences)
c) Medium description (3-5+ sentences)
d) Long description (several paragraphs)
e) Graphic of book's cover
f) Table of Contents

What types of infoproducts do they carry? (check all that apply)

a) Books
b) Audio
c) Video
d) Newsletters
e) Manuals
f) Booklets
g) Other _____

What is the subject matter/topic of infoproducts they carry

Do they have a book/infoproduct review section? YES_____ NO_____

What types of products do they review? (check all that apply)

a) Books
b) Audio
c) Video
d) Newsletters
e) Manuals
f) Booklets
g) Other _____

How can you submit your product for review?

QUESTION #14   How do I get my infoproduct into online bookstores?

Don't let the name fool you. Online bookstores normally carry far more than just books. They have audiotapes, videotapes, booklets, e-books... just about any information product you can think of. And they present a direct opportunity to gain an entirely new level of exposure for your title.

You'll find that many online bookstores specialize in specific topics, which means your product will be marketed to a very targeted audience.

And even better, you'll find that several of the stores do author interviews, reviews and provide excerpts to their sites' visitors. Those are additional promotional opportunities for you. And you don't even have to pay for them.

Your job is to learn how to get your title featured, so you can reap these benefits. There are four basic types of online booksellers you'll want to know about.

They are...

A) Independent Online Bookstores

Independent online bookstores are similar to mail order catalogs, in that they have no physical storefront locations. Within this category you'll find superstores like Amazon.com, as well as smaller vendors who specialize in specific genres. (These are not affiliate or reseller bookstores.)

Payment is often a lot faster than conventional real-world bookstores, and most times they're very open to any promotional efforts you may want to provide. For instance if you have an article to donate, most wired bookstores are willing to post it on the site, because it helps to hype your title. Offline bookstores don't offer this luxury.

A definite plus is that independent online bookstores tend to feature less titles than their physical counterparts, which means decreased competition for shelf space.

How to Get Your Foot in the Door...

Many independent online bookstores have **submission guidelines listed on their Web sites**. If not, you can either **e-mail a request to whoever runs the site**, or locate a physical address and send a review copy of your book, including your wholesale terms.

Superstore Amazon.com, for example, has a formal application process for independent publishers called the Amazon Advantage program. You can get more information by going to the "Books" home page of the Web site.

B) Affiliate Bookstores

Better known as resellers, affiliate bookstores sell books on their Web sites for some of the larger independent online bookstores. Amazon.com has hundreds of thousands of affiliates helping to sell books for them.

Most affiliates specialize in a specific niche, and many use their bookstores as a value-added service to enhance the content already on their Web sites.

Because it's so easy to set up shop, new affiliates pop up daily. Depending on the types of books you sell, you could have dozens of sites selling your title every day.

But this also means that you'll constantly have to keep an eye out for new ones. (And of course you'll be using the Promotional Database Builder, featured in QUESTION #13.)

How to Get Your Foot in the Door...

Since affiliates sell the books that their parent company carries, you must first get listed by the main site.

C) Offline Bookstores

Offline bookstores have physical locations that showcase some or all of their inventory online. Offline bookstores with Web sites are typically one or two store independents. However, you also have your larger operations like Borders.com and BarnesandNoble.com.

Usually, if they already carry your title in their physical store, it's easier to convince them to promote it online as well. Thus you double your reaching power.

How to Get Your Foot in the Door...

Some sites list their guidelines and directions for submissions, especially the smaller stores.

D) Other Publishers

Other publishers range from the big publishing houses to the independent presses and the self-publishers. Typically, the big publishers will only sell their own authors' works. Independents and self-publishers are often more open to selling other publishers' books (especially those from other independents and self-publishers).

How to Get Your Foot in the Door...

Send a brief letter describing the books you'd like them to carry, as well as the terms for sale. Negotiate as usual.

QUESTION #15   How do I generate at least one new order a day?

I have three different techniques that I use to achieve this goal. You can do just one, or all three. The more you use, the better your chances of creating additional sales.

1) Include a bounceback offer with each order.
A bounceback offer is basically a product or service that you provide to the customer, at a special price, if they purchase within a certain number of days after their initial order. For example, if you recently sold the customer a manual, you might want to send them a bounceback offer for an audiotape set. With your offer, you could provide a 40% discount if they order within seven days.

2) Do 5 marketing activities every single day.
Do 5 postings to discussion groups... make 5 search engine submissions... submit a new article you've written to 5 different e-zines... send review copies of your infoproduct to 5 influential people in your niche.

I know this sounds like some hard work. But try it for one full month, and I guarantee that you will see a surge in the number of sales. That's because again, the more you spread your name... the more people see your marketing message... the more likely they are to buy from you. Remember, people like to purchase from vendors whose names are familiar to them.

3) Come out with a new information product every other month.
The more products you have to sell, the more back-end sales you can make. For example, I know that whenever I come out with a new information product, at least 20% of my previous buyers immediately pick it up. Plus it generates sales to new customers as well.

Following the techniques in this manual will in fact give you the power and speed to produce a new information product within that time span. During my last creating frenzy, I developed five new infoproducts in a six-week time span.

On the other hand, the pinnacle of my writing career, this very book, took me 6 weeks just to make the first draft. When I got all of Ken's comments back on that draft... well, there went another 6 weeks!

QUESTION #16 Do you have any strong post-sale ideas?

Yes, I do -- **the post-sale consultation.**

I have used this technique to add thousands of dollars to my bottom line, especially when selling my information products, priced $150 or higher.

What I do is offer a free 30-minute consultation after the person orders. In other words, I include a certificate with the order, which tells them about their free,

bonus consultation session. Automatically you've made the customer feel more confident about the purchase, and you've raised the value of your offer.

I've found that normally only 2% of your buyers will actually take you up on the free consultation offer. And out of that group, about 40% of them will go on to pay for additional hours. That's significantly more income for you, and all it cost you was a few 30-minute sessions on the telephone.

QUESTION #17 Should I ever give away my infoproduct?

If you're just starting out, and you want to develop a quick following, giving your words of wisdom away in mass format could help to build your credibility as an expert. And once you do come out with a for-pay title, people will already be familiar with your work.

The key to a free e-book is to include just the right balance of content and subtle sales pitch for your main product.

Should you choose to take this route, I would suggest that you come out with an e-book containing a few short chapters (about 1,000 to 1,500 words per chapter) and give it away to people in your target niche.

Be sure to allow other complementary sites to distribute the e-book as well. Simply send the site owners an e-mail giving details about your publication, and how it would fit in to their audience's needs.

Sometimes I even offer to include a few links or banners from the complementary site owner, in exchange for their carrying the e-book. Whenever I've made this proposition to site owners, they most likely end up agreeing to the deal.

If your free e-book is a business, reference or computer-related title, get it featured in the dozens of shareware directories out there.

So, as a promotional tool that leads into your real infoproduct, this could be a valuable technique. If you have an affiliate program and if they can customize the book so that the links go to their identifying URLs before linking on to your site, this could become powerful.

QUESTION #18 How do I use a press release to help me market my infoproduct?

A press release is a 1-2 page document that promotes a person, product, service or a cause. It can be e-mailed or snail-mailed, depending on the recipient. In the infoproduct world, their most common use is to announce a new title.

Journalists and editors use press releases to generate article ideas. In fact, some of the articles you read in newspapers, magazines and newsletters are

simply press releases reprinted word for word. And that includes both major and minor publications—consumer and trade.

The key point? You must position your article so that it is bona fide news for the reader of the editor who receives your release. **If you just talk about yourself or your new infoproduct...**

 ... welcome to the round filing cabinet.

Press releases that are used by the media can bring notoriety, fame and profits to the sender. I'll never forget the tremendous response I received after sending a press release that offered some tips from my "How to Make Your Business Famous in 6 Months or Less" manual.

I sent it via...

 ... snail-mail to 60-70 different small business/entrepreneurial-type magazines and newspapers. Three months after I sent it, a magazine ran it, word for word. That month sales literally went through the roof. And each time thereafter when another publication featured the release, sales would spike dramatically.

For what it cost me to write (4 hours) and to print and mail (under $50) that press release, I earned more than **200 times** my original investment. Since then I've been hooked on the extraordinary power of press releases to generate sales.

QUESTION #19   Why do some infoproduct press releases get picked up, while most get deleted?

Because most people haven't realized how to make the journalist's job easier -- until now, that is. Most press releases are written solely to announce a new infoproduct. Big deal.

Hundreds of thousands of new books are published in the United States alone, every year. So common book announcements can begin to look like one big blur in the journalistic world. Another day, another twenty new books.

In order to make your press release stand out from the crowd, it's vital that you make the release relevant to the audience of the publication that receives your release.

For example, give some helpful, relevant tips excerpted from it.

I'm including a press release that I did for client/colleague Kimberly Goodwin's booklet, "How to Achieve an Honest College Degree," as well as one that I did for my own manual, "How to Achieve Immediate Sales With Your Web Site."

You'll notice that I use the same format for each one. Small blurb in the beginning... some kind of catchy introduction. A quote from me, so that it reads like a journalistic style article, 3-5 quick tips or ideas, a blurb on how to order, and contact information. Feel free to adapt this template to your own press release.

Some publications will not always reprint your ordering information, or even the entire press release. But if they use it, they'll almost always include your Web site and/or e-mail address, which could definitely produce some sales.

Sample Press Release #1

New Booklet Shows How to Earn a Legitimate

College Degree... Without Attending a Single Class

Most working adults who are striving for a college degree struggle to fit a full-time job, kids, homework, and a million other activities into a single day. It's arduous work, but often necessary to compete in today's volatile job market.

However, according to Kimberly Goodwin, author of "Earning a Legitimate College Degree," there are a few little-known tricks of the academic trade that actually allow you to bypass the traditional classroom setting, and still have a degree to place over the mantle, or on your office wall.

"Although many people in the workplace realize how important, and profitable, it can be to earn a higher degree, lack of time and financial resources often defer them from pursuing one," says Goodwin. "The problem is that most of these folks don't know how to take the back-road to earning a college degree. And universities tend not publicize alternatives, since they would take away from their more popular offerings."

Among the degree-earning tips Goodwin outlines in her booklet...

Use life experience to earn credits.
Things like awards, copies of speeches made, testimonials, samples of work, and even the official description of your job can be used to create a life experience portfolio. Goodwin says it can take some time to map out and document your background, but it can save you from dozens of hours in the classroom.

Find out which tests will give you credits towards your degree.
There are a few basic standardized testing programs that one can take to earn college credit. The amount of the credit awarded varies based on the test, the school, and how well you scored.

Challenge a class.

"Challenging" is when you take a test similar to a final exam, to get credit for the course, without having to attend the class. According to Goodwin, not all classes can be challenged. But if you do decide to try, your local community college may provide this less-expensive option.

To receive a copy of Goodwin's booklet, "Earning a Legitimate College Degree," send $9 ($7.95 plus $1.05 shipping and handling) to... Kimberly Goodwin, 5325 Elkhorn Blvd, Suite 248, Sacramento, CA 95842. To order by credit card, call (800) 431-1579, or visit the 4Achievement Web site at xxx. Com.

Sample Press Release #2

Why Do Some Web Sites Make Big Money, While Others Just Linger?

Even though a whopping 60% of the Internet population sells something online, a recent survey by Giga Information Group, reveals that less than 5 percent of Internet enterprises will generate a profit in the next 12-18 months. Why?

Because many wired vendors automatically equate marketing to sales. In reality, though, good marketing just gets prospects to the well. An effective selling strategy gets them to drink the water," says Monique Harris, author of "How to Achieve Immediate Sales From Your Web Site.

Harris's 30-page special report outlines dozens of ideas that struggling Web merchants can implement in just hours. Some of the ideas presented in this report include...

When building a Web site, it's easy to get caught in developing the aesthetic value, and forget about the actual words on the page. However, the copy on your site represents one of your biggest selling points. "All 'write' Web sites should have personality, words and phrases that motivate, and be audience specific," says Harris.

Create customer bonds by building a virtual community. According to Harris, "Getting like-minded people to communicate with one another on your Web site is an easy way to find out what should be added to your product inventory, various ways to improve what you currently offer, plus it enables customers to help one another better utilize your product."

Offer a safe way for prospect to order online. Harris says, "Although there haven't been any reported credit card number thefts in the past year, people are still very leery about purchasing online. You can subdue their fears by making sure your order page is housed on a secure server—and by letting them know that it is, somewhere on your Web site, before they order."

To receive a copy of Harris's special report, "How to Achieve Immediate Sales From Your Web site," for $23.95, call toll-free (877) 34-BOOKS, or visit her Web site at xxx.com.

QUESTION #20   Where do I send my press release?

There are both online and print-based media directories that feature thousands of publications, radio and television shows. You want to find...

... the relevant **journalist or editor,** if you're sending to a print publication, or the **producer** if you're mailing to a radio or television show.

You can find more options by going to your favorite search engine/directory, and typing in "media directory" as your search term.

QUESTION #21 How can I make the most of e-zine ads?

Although there are thousands of freebie classified ad Web sites, their combined strength will never be able to compare to the power of an e-zine ad.

Simply explained, an e-zine classified is almost identical to a newspaper or magazine classified ad, in the way they're built. The difference is that e-zine ads are normally run more quickly than their print counterparts.

Sometimes you can order an e-zine ad and have it published in just a few days. I've never had to wait more than a month. So e-zines give you the capability to know what works and what doesn't, very quickly.

But with many major print publications, especially magazines, you have to submit your ad 3-4 months in advance. If you're looking for a quick test, this isn't the way to do it.

Also, e-zines can be much more targeted in regards to the readers they attract. So your ad will reach a more precise audience. And finally, e-zine ads tend to be a lot cheaper than their print counterparts.

You can't ask for more in any advertising venue.

Before you begin your e-zine ad campaign, find a list of e-zines within your niche that accept advertising.

Once you compile your list, **subscribe to each publication**. Examine back issues if they're available. You'll quickly discover that not every e-zine in your

category is a "quality" publication. Or perhaps the focus isn't quite what you're looking for. Subscribing eliminates costly trial-and-error advertising mistakes.

Now that you've whittled down your list, choose 3 of the top publications, and commit to running an ad in the next 3 issues.

QUESTION #22   What makes people respond to e-zine ads?

From my own experience, the **best-pulling e-zine ads** usually have the following features...

✔ **"Notice me" headline, without the dancing showgirls**

Don't write generic headlines like these people did...

"*****BIG BUCK$*****MAKE $1,000,000 IN TEN DAYS*****" (Yeah, right.)

"Quick Cash for You! Right Now!"

(Quick delete for you, right now.)

"New Book For Teachers. Click Here."

(What type of teachers? D-uh!)

These headlines stick out about as much as plants in a greenhouse. Plus, they scream "Look at me! I'm an amateur boob-head who's got the same ad headline as 10,000 other saps." I'll bet you a million bucks that even the people who write these types of ads don't click on other ads headlined this way.

If your headline is too vague, like "New Book For Teachers" or "Listen to My New Audiocassette," you'll be lucky if you can get a total of five click-throughs. Nobody has the time to play guessing games.

The ideal headline should... be straightforward, solve a problem, and offer a benefit. Use the words "free" or "new" if they fit.

Remember, you only have a second or two to capture the reader's attention, so use keywords that offer clues to what your infoproduct is. It's important to get your point across immediately.

Here are a few samples...

Learn the Basics of C++ Programming in 48 Hours or Less

New Booklet Reveals 213 Ideas for Promoting Your Web Site

You'll Never Get Another Cold Again... New Book Shows How

to Improve Your Health Naturally

FREE E-book Reveals the Secrets of Millionaire Stock Investors

✔ **Key benefit statement in the body**

Most of your classified ads will have two sentences or less. So you have to make your strong "what's in it for me" point **immediately** within the body of the ad.

Here's an example...

Headline...

"New Booklet Reveals 213 Ideas for Promoting Your Web Site"

BODY...

"Feeling lonely out there in Cyberspace? You know what

people who gets lots of traffic say? "I have no time to

answer all my e-mail! I'm just too busy." Get "too busy"

now by discovering the REAL secrets to long-term traffic.

✔ **Call to action**

No classified ad is complete without telling the reader what to do next. Whether they visit your Web site, request information from your autoresponder, or subscribe to your e-zine, your goal is to get them to move closer towards knowing you and buying from you.

The most compelling offers will almost always include the word "free." Phrases like "right now" and "immediately" tell readers that their needs will be taken care of quickly.

Use the following examples to get you brainstorming...

Visit this site and receive 10 FREE IDEAS right now…

Subscribe to my weekly e-zine, and start getting new Web site promotion ideas immediately.

Send a blank e-mail to y@m.com, and you'll get a free list of my Top 20 Resources right away.

QUESTION #24 When do I need a merchant credit card account, and how do I get one?

Getting to the point where you're ready to handle your own fulfillment? Tired of paying a 10%-20% commission? It's time to look into obtaining your own merchant account.

There's a wide and varied selection of providers out there. So the best thing you can possibly do, is ask for recommendations from other online info-sellers.

Acquiring your own merchant account remains a major stumbling block for first-time infopreneurs.

So you have two choices...

1) Start with a third-party fulfillment house, or an infoproduct publisher -- they take the order and ship your product (or may ask you to drop-ship). A publisher actually does more -- they do the entire marketing and selling, and pay you a royalty. So you only worry about creating and producing your infoproducts.

2) Start with a third-party provider of merchant accounts if you want to take and fulfill your own orders. For example, ClickBank (http://www.clickbank.com/) for digital goods and for hard goods... CCNow (http://www.ccnow.com/)

QUESTION #25   Do I need real-time credit card processing?

If you had real-time credit card processing, a customer would be able to place an order for your information product on your Web site, and the task of verifying the credit card information would be done automatically. For you, the vendor, it means not having to type in credit card number after credit card number, plus no worrying about making mistakes typing numbers in.

But since there is an additional fee to have real-time credit card processing added to your merchant account, the only reason why I would say you needed the service is if you're getting at least four orders a day. If you're getting less than that, don't worry about it.

QUESTION #26 Which online promotional techniques are sure losers?

The so-called gurus out there are going to hate me for this one. But there's no way I can sit on the sidelines, **knowing there are bogus...**

 ... for-the-birds techniques being circulated like a 5-year-old fruitcake. I'd be doing you a serious disservice if I didn't point you away from the time-wasters.

So here's a rundown of the **three biggest...**

 ...quicksand pits out there. Remember, when approached to use one of these techniques...

Just Say No!

Free-for-all pages

A good idea at one time, but automation has killed their beauty and charm as a viable marketing tool. Don't get sucked in to those services that enable you to send your ad to hundreds of free-for-all (FFA) pages. Although they're really and truly meant to generate Web site traffic, the most you'll get is dozens of spam messages, and ads from the owners of these FFA pages. (Great... just what we all need, more spam!)

Banner ads

Unless you've got $4,000-$5,000 burning a hole in your pocket, banner ads are not of huge significance in the initial scheme of promoting your information product.

The truth is that it's much better to advertise on highly targeted Web sites, versus a $25 per month spot on an untargeted site. And the price you have to pay to test is typically more than most budding infopreneurs are willing to spend.

Ken's Comments...

My blunt recommendation. Banners are a total waste of time now. "Way back" in 1995, they were novel and people clicked. Not any more. They may be useful for the big guys who want to build a brand. But for direct marketers who want to get sales... forget them. I even try to talk the **5 Pillar Affiliates** out of using them!

But here's an idea... if you find a site that caters to your target market. Offer to sign him up to your affiliate program (if you have one) as a test. Link banners to the program so that you pay a commission. Tell the banner vendor that if it works well, you can switch to a pay-per-impression model once you know the likely yield! Or perhaps the vendor will be happy to be an affiliate, if it's paying well.

Classified ads

If you've been on the Net for at least a year, then you've probably clicked your way to one of those huge ad directories, where you can find thousands of classified ad Web site links. Or perhaps you've seen one of those submission software products, that allows you to submit your ad to thousands of sites within minutes.

Whether you sit there for 96 hours submitting your classified ad to all of those sites, or 5 minutes, the bottom line is... they really don't work, given the time, effort and perhaps money that you'll have to expend.

The one exception to this rule is classified ads in targeted e-zines. One good ad in the right e-zine can create sales galore.

QUESTION #27 What are the biggest marketing mistakes made by Infopublishers?

1) They make themselves visible only when they have a product to sell.
You can't just hide in the background, and then become a marketing wizard once your infoproduct hits the street. Well, in all actuality, you can. But I don't recommend it.

As an info-seller, especially if you're just starting out, it's important to immerse yourself within the communication centers of your niche. And discussion groups present a great way to do just that.

But the key is to not silently hang out in relevant groups -- participate.

Freely and willingly help your prospects and colleagues to learn. Give of your knowledge by answering questions and offering insightful comments. Show that you know your stuff.

And when you finally come out with your information product, people will have already begun to acknowledge you as a guru. It's a whole lot easier to try to sell something when others know about you, then when you're the new kid on the block, hawking a bottle of snake oil.

2) They make their e-zine just one big ad.
I know you want to sell your infoproduct. And it would seem so right to make your e-zine an "undercover" sales letter. But beware... you'll be speeding like a runaway train headed towards a big steel wall, if you do this.

The most frequently read, respected, and purchased-from e-zines are those that are heavy on the editorial and light on the advertising. Use your e-zine to demonstrate your expertise through tips, articles, interviews, and that sort of thing.

Showing others that you're an expert at your trade is a much more credible maneuver than all the hidden sales pitches in the world.

3) They make their Web site just one big ad.
Again, the same rules that apply to your e-zine also apply to the Web. Make sure that your site has attractive **editorial data,** like articles and newsletters, so that potential buyers can "sample" your style and knowledge.

4) They're behind in the times.
I can't stand it when I go to a Web site for details on advertising, and not only do they not have their ad rates listed, they actually want you to pick up a telephone, and call some account executive for more information!

Or, as I've seen on a few infoproduct Web sites, if you want to place an order, you have to physically snail-mail your check or credit card information. And

another one... if you want details about the infoproduct (like a description), you have to e-mail the author.

When you operate as if you're still offline, you will significantly cut down on sales. If you're committed to doing business on the Net, and you want to encourage as many sales as possible, you can't be half-on and half-off with your efforts.

Make your Web site an information and ordering emporium. Look at other infopreneurs' Web sites. Borrow good ideas, modifying them appropriately for your own site.

And while going through other sites, ask yourself "What's missing here?" or "How can this be improved?" Make sure you include these details on your own site.

And... by all means, you must have secure ordering. It's also a good idea to be able to take checks over the Web (some of the above third-party fulfillment companies offer this). You will never be taken seriously if you don't show that you're a merchant who knows how to make the customer feel comfortable about purchasing online.

5) They let sleeping dogs lie.
You clearly see that something within your promotional campaign isn't working. But you neglect to change anything. **Hey! Wake up that...**
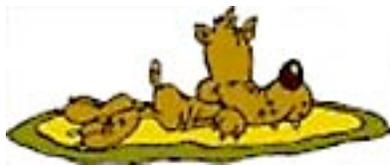
... sleeping dog!

For instance, you notice that a sales letter you've written is only pulling one order a week—and you don't bother to revise it. Or you see that the e-zine ads you've been running for the past 3 weeks aren't giving you a decent click-through response—but you keep running them because you don't want to look for a potentially better or more targeted publication.

I'm always mixing and mingling different elements of my promotional strategy. When you're on the Net, you can easily determine whether something is working or not. And you can usually make that decision within a couple of days or weeks. So take advantage of this amazing advantage of doing business on the Net.

If, after 2-4 weeks, I see that one of my marketing tricks isn't doing the job, I either alter it or retire it to pasture. You'll never meet your profit goals if you're not willing to rapidly adjust your means of getting there.

6) They run a classified ad once, and expect a 70% response overnight.

Whenever you dabble with classified ads, have enough capital to run the ad at least 3-4 consecutive times.

I know from experience that one-time ads can pull in orders, but multiple ad runs tend to yield better results overall. Give yourself a little room to test with classifieds.

7) They duplicate every one of their competitors' marketing techniques.
And then they sit back with a furrowed brow wondering why sales are so slow!

While you should closely examine what the competition is doing, emulation should be done in small quantities. It's important that you hand-pick your own marketing techniques, so that you're less likely to overlap, as far as your audiences are concerned.

If you find it necessary to duplicate somebody's marketing techniques, then **choose a segment outside your niche**. This method, in fact, is something that I do to keep a fresh perspective in my industry. You can learn a lot from watching people outside your business perform a certain task.

Ken's Comments...

OK, let's take a step back and look at the bigger picture. Most infopreneurs run out and try a whole bunch of "marketing stuff." They work their you-know-whats off, but...

Most infopreneurs fail to build a strong personal brand.

Think of the leaders in your own field of interest. I'll bet they stand for something—I'll bet they stand out in some unique and strong way.

Here are just a few ideas for building your own personal brand...

Speak and write in your own unique voice.
Be original. To do this, take some time to think!
Be consistent, day in and day out. The only way to do this is to be consistent with your true personality. Don't try to create a brand that is not "you."
The worst news of all? Work hard—it's not easy.
The best news of all? It's worth it.

You're thinking... "That's fine Ken. But these people are all well known."

Yup, but you've got the chicken and the egg mixed up. They are successes because of the personal brand that they have established.

Right now... decide on your personal brand and how you'll build it. No one gets to the top by looking like everyone else.

Use your unique voice/style **and** SBI! to get Top 1% results!

http://results.sitesell.com/

9. Take the Right Road to Success!

If you read and follow the information in MYKS!, you can't help but start out right. You'll proceed at a nice pace, steadily driving up a wonderful...

... winding road towards success. But I guarantee you one sure thing. You'll come to forks in that road.

In this chapter, I point out five key forks—taking the right fork is your long-term key to success. (**Gentlemen...** don't be afraid to ask for directions!)

9.1. The Fork to Re-energized Sales...

You've picked a topic that resonates with your likes and current knowledge. You know the product is great—customers tell you so. You thought that your promotional plan was of primo quality. But sales suck!

You've come to a major fork in the road....

You can either stay paralyzed with fear and dread and a "I did it right but it did not work" attitude—get mad at the world and give up on e-commerce. Or you can say...

"OK, I've got a great product. But something is killing this project. Let's find it and fix it."

I sure hope that you pick the latter when it happens.

I'll be the first one to admit it. There are times when even the best-laid plans turn out to be the biggest flops! Out of the 15 information products I've done, two of them have needed...

... some serious CPR to stay alive.

But you'll never know which ones bombed, because I followed the regimen you'll be reading about in the next couple of paragraphs.

When dealing with a rapidly dying information product, the key point to remember is that **you already have something completely put together**. It's

not like you're starting from scratch, **so your reconstruction job is going to be a lot easier.**

Also, don't feel so terrible about the experience. It could be that you're ahead of the time, or that something has to be added, perhaps there's a need for a price change, or maybe your marketing strategies must be beefed up. Rarely is it a poor quality product, or your lack of skills. As I said above...

Let's just fix it! Apply this...

... Emergency Plan after 30-60 days of less-than-satisfactory sales.

Start using this plan as soon as you realize that your sales are in danger. Don't change your product just yet. **First,** see if the fatal error lies elsewhere.

If you answer "no" to any of the check points below, fix that first. Ultimately you want to answer "yes" to every question, prior to altering your information product.

✔ Am I keep a running tab of what people are saying about me and my infoproduct(s)?

Ken's Comments...
This is valuable. It just takes one strong, nasty competitor to hurt you.

✔ Have I checked to see how many people are linked to my site?

✔ Am I doing at least 5 marketing activities a day?

✔ Do I distribute an e-zine at least once every two weeks?

✔ Have I changed a few elements in my Web site's sales letter, and then tested the results?

Add/delete/modify a Table of Contents
Add more bullet points
Include another bonus item
Change/enlarge the headlines
Add/delete copy
Add testimonials

Adjust the price.

✔ Does my Web site have any credibility boosters, such as articles, excerpts, transcripts of speeches, testimonials or case studies? **The more you have, the better.**

✔ Are all of my Web site's pages loading quickly?

Ken's Comments...

Not getting the sales? Three possible reasons...

1) Product -- You may have to change this. Monique talks about this next. But first, let's examine the other two possibilities.

2) No traffic -- This will be obvious. There is a ton of infoproduct-specific traffic-building techniques in this book. Or the most efficient and profitable solution is Site Build It! (http://infopublishing.sitesell.com/).

3) Site not selling -- Generally, you should expect a Conversion Rate (CR) of anywhere from 0.25% to 5%, depending on...
Product and price
The nature of your target market
How targeted your traffic is
How powerful your site is.

The way to multiply your CR is to increase your site's sales power! Quadruple your CR by improving upon one or more points in this...

... list of critical site-selling features...

✔ **The Opening Page,** especially...the opening paragraph… does it stop visitors in their tracks? Key headlines… Do they keep visitors on the site, wanting to know more? The joint to the next page… does it pull through to the next page?

✔ **The Most Wanted Response (MWR) Closer Page, especially...**

The offer package (price, bonus, time).
The call to action—does the site tell your customer what to do?
Effectiveness of the MWR Response Form.
Key headlines.

✔**Use of Backup Response**—long-term, this will increase the **CR.**

✔**Other Content Pages...**

The guarantee -- people read your wording carefully. Is it solid, honest, and simple? Does it reassure?

Testimonials -- letters from happy users, product reviews.

Headlines and joints for each Content Page.
Look & feel -- warm and trusting? Or does your visitor see a loud, shrill effort? Or a big, cold, couldn't-care-less multinational?

Other site content -- does it add to the selling effort?

✔**Usability**

User-friendly, overall?
Readability and scannability -- clear and easy to read/scan?
Navigation -- can your inexperienced visitor navigate easily?

Remember... for every buyer, there were 10 who came very close. They were so close, they took out their credit cards. But that final barrier of trust/doubt/inertia kept them from hitting the Order button.

Put yourself in that person's shoes and ask yourself...

"What do I have to add or remove or change **to get the Most Wanted Response?**"

Figure it out. There is an answer!

Keep a backup copy, though. If your experiment lowers your CR, just put the previous version back up!

Also, always keep notes in a "Site Log" of what changes you made to your site, and when. One week later, measure your CR. Has it gone up, down, or is it flat?

It's impossible to know what the market will respond to, or what the best approach is -- so you have to **test, test, and test some more.**

Don't prejudge anything -- not the best price, not the best headline, not even the best MWR. The marketplace will vote with their pocketbooks. All you have to do is measure it via the CR.

So, test to be best. Review your site critically—what could you improve in the checklist above?

Then do it.

Here's an example...

Headlines are easy to test -- the ones on your **Opening Page** (especially the very first one) and the **MWR Closer Page** are critically important.

Let's say that you receive 5 Most Wanted Responses per day. Try a radically different headline on your Opening Page or MWR Closer Page. If that doubles your CR to 10 per day, keep it. If it kills your sales, drop it and replace with your backup copy.

Let your customer's response to your site tell you whether your site is working. Always try to outdo the current "best" approach.

Let your customer's response to your site tell you whether your site is working. Always try to outdo the current "best" approach.

Once you have a site that is working, only change one thing at a time, or else you won't know which change is affecting the CR.

Your Web site is a process in constant evolution. Keep fine-tuning to find the most effective selling elements. The Web truly is an electronic experiment in Darwinism -- it's "survival of the fittest."

If you know that you have a great product that offers true benefits, if you focus on your target, then keep going until you find the hot button that sells.

What if you've answered **yes** to all the questions in the checklist, and sales are still less than favorable? Then **it's time for...**

 ...infoproduct surgery.

There are **four different steps** that you can use, in order to activate or revive your sales. Sometimes it only takes **one or two** of the steps in order achieve your goals. Other times, it could take **all four steps**. Put on your creativity scrubs and let's go!

STEP #1

Revise. Change the audience you target.

Perhaps your focus is **too broad**. For example, if your information product is geared towards **entrepreneurs** in general, whittle down that niche and **retarget on a**

 ... tighter bull's-eye like "women entrepreneurs" or "work-at-home entrepreneurs." If your niche has traditionally been salespeople, try "insurance salespeople" or "advertising people."

If you take this direction, go back to your outline and see where to add target-specific information to bolster it for the needs of this market.

STEP #2

Repackage

I've seen first-hand how a packaging method can either make or break your sales cycle. Back in March 1999, I decided to turn my "How to Successfully Sell

Information Products Online" manuals into e-books. No longer would I be promoting the print version. It was bits and bytes for me and my buyers.

Well, the crowd spoke... and what little they had to say! Sales during my "e-book only sell-a-thon" were horrible. I'm not going to give you any raw numbers. But let's just say that you could count the number of sales for one month, on two hands. Now that's bad.

However, when I repackaged it into manual and free e-book as part of the deal, sales went even higher than they did when I just had the manual alone. Customers wanted the combination the most.

Perhaps you could change a manual into an audiocassette series, or change a booklet into a video. A subscription-based Web site can be turned into an e-book. (I did this with my "Web Site Hosting and Designers Promotional Guide," and it sold really well.)

STEP #3

Re-educate

Maybe you haven't been showing your information product in the best light. The benefits you're providing may not be the ones your potential customers are looking for.

Write down a list of all the current benefits you have for buying your information product. Go to a few discussion groups within your niche and pose a question, asking which of the benefits are most important to them.

Here's an example...

What ultimately prompts you to buy a dog training book?

The author
Amount of pictures/diagrams
Length of the book
Other people's recommendations

Thanks for the feedback!

Regards,
Peter Marshall

Stress whichever benefit is most important to them in your Web site copy. This means a total rework, right from your opening paragraph, where you build a brand new USP (Unique Selling Proposition).

Ken's Comments...

This is a great tip. So many entrepreneurs create and market infoproducts that they themselves would like to buy. We've already said that you should create products that your market wants. Well, that goes for marketing, too...

> Don't assume that what turns you on turns everyone on. You may very
> well **not** represent the core of your target market. Find out what turns
> your customer on. **That key will unlock the door to sales.**

STEP #4

Rename

Now that your information product has a new outer body, a new name is
needed to totally complete the transformation. It's a known fact that titles are
very important for achieving high sales. Sometimes this adjustment alone, can
give your profits a serious boost.

So change your title. This is especially important if you have refocused to a
different major benefit.

STEP #5

Resuscitate

Now it's time to turn your information product back over to the marketplace.
Your debut should be marked with a new **Web site**, **new URL**, **new sales letter**,
the whole nine yards. As far as the naked eye can tell, this is a totally new
product.

9.2. The Fork to Market Domination...

Key fork in the road? Affiliate program, to be or not to be?

If you have a single product that aims at a nice, tight niche, you probably don't
need one. For example, Ken simply set out to win the search engine wars for
his penny mining stock program, "PennyGold."

Ken sold 1,000 copies in less than two years... all through the search engines.
And he currently has over 100 people on a waiting list (at $1,000 per product!),
should an existing owner ever want to sell his serial number back.

The point? You may not need one.

But if your product has a wide-ranging market (like Ken's MYSS!, or this book),
affiliate programs are great for reaching out into every nook and cranny of the
Net. You can use ClickBank (http://www.clickbank.com/) and have their
affiliates spread the word about your product. **Or start your own.**

What's not to love about having your own affiliate program? It enables you to gain hundreds or even thousands of additional sales outlets... you get a ton of free advertising (because your affiliates do the marketing)... and you make additional revenue that you would not have received otherwise.

The concept itself is sheer genius.

The problem is that most people don't understand what it takes to effectively run an affiliate program. You can't simply get some software installed, make a few banners, and get your program listed in the affiliate directories. If it were that easy, every affiliate program owner would be living like Bill Gates.

Running an affiliate program requires commitment and dedication on your part. Because once you begin to enlist the help of others, your responsibility level suddenly surges.

It's no longer merely about taking care of the customer. You have to do more than take care of your affiliates. Remember, this is the team that's out there singing your praises to the world. They are your "partners-in-sales," as Ken would say.

Give them all the information and traffic-building tools possible to help them succeed.

The most important tip that I can give you is this... join Ken's 5 Pillar Program (http://affiliates.sitesell.com/). You do not have to actually do anything to "work the program," although Ken says he'd be honored if you like this book enough to tell others about it.

Instead, take a look at how the entire program is set up. From the unparalleled Affiliate Report newsletters, to the real-time, auditable accounting, to the amazing and unique traffic-building tools, there really is nothing like it.

Most importantly… **it's the attitude.**

If **you** are not ready to totally support your partners-in-sales, if you are not totally committed to working to help them succeed, don't bother with an affiliate program. If you are, read on...

Before you announce your program to the world, you have to decide **how you want to run your program...**

How you're going to sign up affiliates
How their sales are going to be monitored
How affiliates check their sales stats
How you're going to pay affiliates.

You can get a rundown of several affiliate management options at **Associate Programs** (http://www.associateprograms.com/).

Ken's Comments...
You have three choices when you first set up your program...

> **1) Write your entire affiliate management software yourself.** This is far more expensive, but it gives you total control and flexibility. If you have big plans, consider this. It's the direction that we chose.
>
> **2) Install somone else's software.** This is Monique's choice. It's a good cost-effective choice. You still have to cut the affiliate checks. The big advantage? Your affiliates are not exposed to other programs, as they are in the next choice...
>
> **3) Run someone else's server-side management software.** Befree and Commission Junction (CJ) are the big players here. I like CJ's setup. They're focused on helping affiliates, and they're the most economical.
>
> As I noted above, since these companies run the programs for hundreds of other companies too, your affiliates are **exposed to the programs of other companies.** If you have a high-traffic site and can get lots of affiliates sign-ups on your own, I would not go this route.
>
> On the other hand, if you have a low-traffic site, it might be a great way to get your program exposed to hundreds of thousands of affiliates.
>
> And if you want to generate more targeted traffic, check out Site Build It!. Review how its suite of tools gets results…
>
> http://tools.sitesell.com/

Here are some simple yet effective sign-up techniques…

1) Create a Mouth-Watering Offer.
If you wish to attract the better-established sites, which will often give you wider exposure to your audience, then give potential affiliates **an offer they simply cannot refuse**.

Beat your competitors' offers. If they are...

... paying a 15% commission, you pay 20%. When affiliates reach a certain level in sales, tack on another 2% or 3% for good measure. Your profit margin per product will be lower, but you'll make up for it with an increased number of sales.

2) Maintain a List of Frequently Asked Affiliate Questions.
Instead of making potential affiliates search all over your site for information about your program, **gather all the...**

... who, what, where, when and why's into a list of Frequently Asked Questions.

Here are some points you should mention...

✔ Complete description of your infoproduct

✔ Requirements for joining the program

✔ Commission you're offering

✔ When affiliates get paid

✔ The type of tracking mechanism you offer

✔ Marketing materials you provide

3) Get Your Program Listed in the Appropriate Directories.
Probably the most popular listing of affiliate programs is Allan Gardyne's Associate Programs Web site.   New programs are always being added.

4) Advertise the Opportunity in Your Sig.
Hopefully you're participating in at least a few targeted online discussion groups. If so, don't forget to include a brief blurb about your affiliate program in your signature.

Depending on the number of participants within the group, you could get a good number of sign-ups this way. Remember... go where your affiliates would be.

5) Include Sign-Up Information With Each Order.
Many people get into network marketing companies because they try the product, see tremendous results, and decide they want to sell it to other people. **You can secure affiliates the same way.**

Simply enclose information about your affiliate program along with each order. Offer details on how the program works, commissions received, and marketing tools. It will only cost you a few cents extra for the paperwork.

6) Offer Current Affiliates a Small Incentive to Get Recruits.
Several affiliate programs pay on a two-level approach, also referred to as **two-tiered** programs. In this case, you would also pay a (smaller) commission (to the first-level affiliate) for each sale the **sub-affiliate** makes. (This is **not** the same as multilevel marketing (MLM). The payment structure does not extend to the third tier or deeper—those are called multi-tiered programs—they are the same as MLM.)

Two-tiered programs are powerful because they provide your affiliates not only with an incentive to sell, but also to grow their own personal sales team. The affiliates are happy because they get to earn on something besides regular sales.

Bottom line? Your program will grow faster.

Ken's Comments...

The six most important features to build into your program are...

1) A strong commission… but not so strong that you have to price too high. Do not turn your affiliate program into a legalized form of bribery. This is the dark side of affiliate programs. Paying people 60% commissions to recommend $500 products that are worth $50 borders on fraud. These kinds of practices should clearly be labeled as ads, but often are not.

2) Expanding, high-value product line… if you have a single infoproduct, it will be hard to attract the attention of some people.

3) Protection for your affiliates… your goal is not to blanket the world in affiliates. None of them will be able to make any money. Your goal is to build a professional, Web-based sales force. Close your program when you have achieved that—protect those who helped you build your company.

4)Two tiers -- Monique said it well.

5) Lifetime commission… include all future products in your program. Tie each new customer to the referring affiliate. Pay a commission if that customer buys from you again, even if not referred directly by that affiliate this time. There is a strong way to build this into a mutually beneficial incentive program.

6) Affiliate Agreement… make it non-terminatable and non-modifiable (within reason). This is a strong sign to serious people.

Build these features into your program. It will give you a strong, competitive edge. And it will form the basis for a respectful relationship with your affiliates.

My top tips…

1) Allow only a certain number of affiliates into your program.
Amazon.com can afford to have well over 350,000 affiliates in their Amazon Associates program. After all, they do carry the world's largest selection of books. Most programs, though, should limit the number of affiliates they allow, and still make a good profit.

Why limit? If potential affiliates see that you're only permitting a certain number of resellers, they're more likely to push your product harder, knowing that there's less competition and more opportunity for profit.

2) Offer a selection of marketing content.
Whether you have an unlimited or a finite number of affiliates, don't put everybody in the position to use exactly the same marketing spiel.

Give your affiliates the opportunity to choose from a variety of different marketing tools, and constantly update them so there's no overload. Here are my general rules of thumb to help make your affiliates' marketing tools more productive.

For every 100 affiliates you should have at least...

Five different banners
Five sample classified ads
Ten different testimonials from satisfied customers
Two or three reviews from noted authorities in your industry
At least five ideas for using the marketing materials (so everybody's not doing the same thing.)

Ken's Comments...
Take it even one step further. **Train and educate** to the point where your affiliates can use their own brains and write custom articles that fit with their own sites, e-zines, etc. There is **true power** in this.

3) Enable your affiliates to sell off the Net.
As somebody who does a considerable amount of marketing offline, I can attest to the necessity of hard-copy marketing tools for your affiliates. For instance, when I sell my own books at a seminar, I always include a catalog of additional products from other publishers.

This means I need sales letters and marketing copy for my print catalog. However, most online marketing materials don't fit the bill for what I need offline. And many publishers don't provide this type of stuff, because they don't think that many affiliates will sell off the Net.

If it costs you a few extra hours, produce a sales letter, and a couple of sample ads for offline use only. It could add considerably to your bottom line.

4) Hire a marketing expert to work exclusively with your affiliates.
I believe this is only a necessity when you sell high-priced items. However, it can considerably raise the success level of any program.

A marketing consultant can help your affiliates develop Web site copy, advertising strategies, and so on. This person can also keep track of where each affiliate advertises, so they can offer other affiliates more accurate promotional recommendations.

When an affiliate signs up for your program, that person receives an appointment with the marketing consultant to ensure that they receive the best possible start-up tools. Follow-up sessions can be at the cost of your company, or at a discounted rate directly from the consultant to the affiliate.

5) Offer affiliates bonus incentives for outstanding sales.
My mother used to work for a popular beverage distribution company in the Washington, D.C., area. A few years ago, one of the beer companies offered to send all the salespeople who sold a certain number of cases of their product, on an all-expenses-paid trip to Ireland. Every salesperson met the quota.

Every once in a while it's good to toss a little extra excitement into the game with a juicy incentive. As you probably expected, cash is by far the best and most favored choice. But you can also try electronics. Hey, I'd try harder for great vacations or jewelry. If you really want to get their motors going, try offering a new car to your top yearly reseller.

An alternative to giving one prize per affiliate is to make everybody a winner. Create a "Commission Plus" month (or week) where all affiliates make an extra 5% on top of every sale they make. Even though you'll gross less money, this type of promotion will most likely generate an increase in sales.

6) Encourage the use of your product for both front-end and back-end sales.
Some of your affiliates may have their own information products in the same niche. Therefore you should mention the option of using your goods for either front-end or back-end sales. I'm sure you'll get quite a few people who will take advantage of it.

7) Create a special "affiliates only" newsletter.
This newsletter could be distributed weekly or monthly and might feature...

Affiliate success stories
Marketing, advertising, and sales ideas
Info about new products in the works
Motivational tips
Web site development techniques
New reviews and endorsements
Surveys
Classified ads

A newsletter like this offers an excellent opportunity to keep affiliates motivated. It promotes camaraderie among affiliates, and generally helps to maintain steady sales efforts.

8) Allow affiliates to post excerpts from your infoproduct.
I read an article a few months ago about an author who published his entire book on the Web, making it available to the Internet public for free.

The response was overwhelming. Tens of thousands of people downloaded it, read it, and loved it. Soon after, one of the major publishers swooped down and signed him up (and might I add, with a healthy advance on his next title.)

Excerpts work in a similar fashion. They give potential customers a brief glimpse into your words, thoughts and ideas. Think about it like this... if your title was on a shelf in a bookstore, people would most likely browse through it before buying. Since they don't have the luxury of doing this online, an excerpt at least gives them a simulated effect.

Usually the more expensive your infoproduct, the more likely they'll want to see an excerpt.

Choose 3 or 4 sections to use as excerpts. If the content isn't organized to take excerpts out to stand on their own, repackage as tip sheets or articles.

From my manual "How to Make Your Business Famous in 6 Months or Less," I created an article titled "6 Steps to Making Your Business Famous Online." That one article pulled a lot of sales.

9) Send checks promptly, on a regular basis, and with a thank-you note.

Affiliates who sell only one of your product are just as important as those who sell dozens. That's why I can't understand an affiliate program withholding an affiliate's commission check if it hasn't reached a certain amount.

If it costs you an extra 50 cents a month to send an affiliate his or her check regardless of the amount, then build that cost in from the beginning. After all, your company didn't hesitate to accept the orders they generated, or their help!

Never forget that you are lucky to have people who believe so strongly in your infoproduct. The least you can do is make the situation as accommodating as possible for them.

It's a simple equation, Happy Affiliates = Big Sales.

10) Tell them why most affiliates fail.
Even in the most ideal situation, you're probably going to notice that less than 20% of your affiliates generate 90% of the sales. If your affiliates understand why failure occurs, they'll be able to formulate a stronger strategy.

Here are three things I've seen causing this malady in the affiliate worker world. Feel free to pass this information on to your resellers...

Lack of Focus. Lots of affiliates don't fully understand that you can't mix-and-match all different types of affiliate programs, call your Web site an "online mall," and sell thousands of dollars worth of merchandise. Jumping on any and every opportunity just because it pays big money is a serious time-waster.

Those in the affiliate scene who focus on promoting products within a single niche, rather than diversifying this way and that way, always have a higher income.

Banner Fever. Even though I offer my affiliates banners to advertise my manuals, I must admit that after much testing, banners pull the least amount of sales when used by themselves. In other words, plastering banners all over a site will rarely generate super profits.

What works is when you combine the banners with things like personal endorsements, third-party reviews of the product or service, articles teaching others how to use the product or service, and in my case, excerpts.

Affiliates should use banners as a stepping stone or a branding technique, not as the exclusive selling tool.

Lack of Traffic. Sites that have very little traffic tend not to yield many sales. On occasion, there are a few surprises. But in general, it's the...

 ... traffic-jammed sites that get the biggest commission checks.

9.3. The Fork to Fame

Modest? Self-effacing? OK, recognize that. But you still have to build **"Your Brand of You."** Long-term, if you establish yourself as the authority, as the guru, as the expert in your field...

... OK, OK, you get the picture.

Bottom line? There are huge benefits once you build your brand.

Your fork in the road? Stay in the background **or** build your personal brand? Below are 10 key steps to building that brand.

Ken's Comments...

These are **great** steps below. Read them carefully.

As Rob Frankel says… "Branding is not about getting your prospect to choose you over your competition; it's about getting your prospect to see you as the only solution."

1) Start in a Competition-Free Environment or Carve Out Your Own Uniqueness. Don't just jump into a niche. Scan the marketplace to see how

your information can be created **differently** from everybody else's out there. Differentiate yourself. What's the **one special element** that you can add that'll make you **a few watts more...**
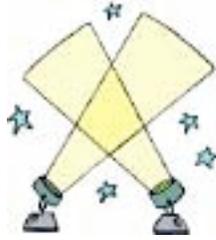
 spectacular?

2) Build Your Credibility Base Right Away. As an information provider, it's important that you **constantly demonstrate your expertise in front of your target audience**. Be prepared to do a lot of free articles, as well as posting to plenty of the appropriate online discussion groups. This is just one of those rules that you can't overlook.

3) Always Think "Low, Medium and High." In order to make sure your words of wisdom are always in demand, I strongly recommend that you have some sort of strategy mapped out, as far as having products with low, medium and high price points. Some people will always buy lower priced products, others will always buy the mid-priced product, and still others almost always go for the higher priced version. If you can cover all three basis, you'll definitely appeal to a larger audience.

Most importantly, one of the keys to a solid brand is to offer overwhelming value no matter what the price. Amaze every price-point segment of your target audience.

4) Make Your First Information Product...

 ... a Serious Eyebrow Raiser.

Don't wait to dazzle the crowd. Do it immediately, up front, with your very first information product. It doesn't matter how elementary the information is. Explain your points with eloquence. Expand the topic as it has never been expanded before.

If you capture the audience hard and fast, as soon as you come out of the gate, you'll almost always have a powerful customer base on your side. And super-high name recognition.

5) Promote and Defend Your Territory. When it comes to promotion, you should make it a **priority** to stay in the forefront of your target audience. If for no other reason than to keep your competitors a little "concerned" about stepping into your arena.

6) Let Your Personality Shine Through. If you don't have an online personality, get one. In my e-zine, "Stories From a Brain Food Saleswoman," what people like the most is my honesty and candor.
Unlike other marketing people who scream about how perfect they are, and how they're making millions of dollars every single day, I tell about my failures and fears, in addition to my successes. People like this type of realness.

7) Honor Thy Customers with Overdeliverance. No matter what you promise your customers, always go at least one step above and beyond the expectancy threshold. I know you hear this a lot. But the truth of the matter is, it works!
Yes, customers remember vendors who do their jobs. But they really put their faith and recommendations into those vendors who do their jobs... and then some. Where do most companies stop overdelivering? Customer support. Keep dazzling, well after the sale.

8) Deliver Joy and Wisdom and Honesty to Noncustomers. Would you like to know what prompted many of my current customers to buy from me? My semi-daily online newsletter, "Stories From a Brain Food Saleswoman." In it, I give valuable information about what I'm doing to promote my own information products and services. It's been a great way to educate my prospects, and give them a bird's-eye view of what it's like to sell information online.

9) Reward Your Affiliates Generously and Honestly. If you want to keep your resellers happy and dedicated to promoting your cause, it's vital that **you pay them...**

... very, very well. (Notice I put two very's so you know it's important!)

Remember, there will always be somebody waiting in the wings, to take your place in the sun. If you don't take care of your affiliates, somebody else will. (And they'll end up making the big money, and getting all the prime attention.)

10) Treat Everyone with Honor and Honesty and Consistency, Whether Big or Small. Whoever asks to carry and sell your information products should be given a fair and square opportunity, no matter how known or unknown they are.

Small Web sites sometimes develop into some of the biggest and best. The key isn't to ignore them while they're small. Treat all of your resellers with equal treatment. From Web site to post-sales support, you must act with... honor... and honesty... consistently.

9.4. The Fork at the Top

Your prayers have been answered. **You've reached...**

 ... the pinnacle of success. You're at the top of the game, and the competition has been left in the dust.

Problem... there are zillions of small guys trying to knock you off. Many people would not even see them coming. If they did, they'd ignore them. They'd rest on their laurels and just keep on doing the same old things that got them to the top.

Which fork will you take?

How do you keep your throne from being overtaken? How do you seal your name into the minds and hearts of prospects from now 'til kingdom come? There are four key steps that you can take to achieve your goal...

1) Go Out into the Real World and Continue to Capture Attention.
One of my agendas for the new millennium is to do more real-life speaking engagements. It seems that the offline audience is voracious for the online marketing information I provide, especially when I walk in the door with plenty of information products to sell.

What can you do **offline** to continue your reign?

Write articles for offline newsletters and trade magazines. **What I do is take a few articles that I've done for my Web site, adjust a couple of things, and submit the new product to various publications within my niche.**

I normally stay away from consumer publications (the ones you find on the newsstand) because they almost always want 100% original material. This makes them a lot harder to get into.

Newsletters and **trade** publications, however, tend to be easier to approach because of their niched audience base.

Network. Almost every city has some sort of Chamber of Commerce, local business organization, or leads club, where you can mix and mingle with other business owners. Many larger cities, have around ten or more of these types of associations. Call up a few, and get a calendar of their networking mixers. Attend at least 4-6 of these sessions every month, preferably within the same group of organizations.

This gives you a good prospect and referral base off the Internet. It also offers you the opportunity to gain some serious notoriety offline, perhaps find a few clients, and snag some fabulous references.

I used this technique when just starting my business and the results were absolutely amazing. The first week, I attended three different networking mixers. The second week, I attended four. And by the end of the month, I had nearly all the new business I could possibly handle.

I'm not promising these results for everybody. The key to succeeding in this game is to be consistent with your presence.

Do presentations.   And getting started in the speaking biz is actually very easy. If you don't feel like your skills are up to par, then start off at your local **Toastmasters.** This organization helps both novice and professional public speakers better their skills. It's a terrific way to get your feet wet, gain additional experience, test out new topics, etc.

Once you feel proficient enough, the best place to test your new skills is through the local Chamber of Commerce, or other organizations. (Local business groups have so many versatile roles for promotional purposes.) They're nearly always in need of presenters for various functions.

Give the event coordinator a call, to see where your speech could fit in to their roster.

And if you'd like to get into public speaking as a profession, the book I mentioned a few paragraphs ago, "Speak and Grow Rich," is a fabulous primer to get you ready for the limelight.

2) Develop an International Presence.
Even though English is the most widely spoken language in the world and on the Net, international people still like to read in their own native tongue. If you'd like to just test the concept, have an information product, e-zine and Web site **translated into one other language.**

In fact you, what you could do is make a proposition to your affiliates. E-mail a notice saying if any of them are willing to translate your materials into their native language, you will give them exclusive rights to market your product to people within that country. In other words, you will not permit any other persons within that country to sell the special language version.

Another alternative is to simply **pay a translator** to provide the service.

Either way, you're opening the doors to a brand new market. Give it a try.

3) Give Your Seal of Approval.
You've probably gained your stature because other higher-ups have been kind enough to say a few swell things about you, and your information product. The very least that you can do is return the karmic favor by **giving somebody else in your niche a boost**.

Be forewarned though -- do this sparingly and carefully. When you do decide to give your thumbs up, really and truly know to whom you are giving that okay. Read the other person's information product. Read their articles and e-zines. Put some of their proposed techniques to the test, to make sure they work. Talk to their current and previous customers, and find out what their experiences have been.

Some people put forth a really good game. But when it comes to delivering a worthy product or service, they fall short of the glory. You don't want your seal of approval being pasted on a person or an information product that really isn't up to par. **Not being selective could cost you your reputation.**

4) Create Alliances.
It's lonely at the top. The Net is all about partnerships, networks and alliances. Who can you find of a prominent stature that you can team up with? The alliance, of course, must make both of you stronger. Do it now, before an up-and-coming competitor (you do see him coming, right?) does it!

Ken's Comments...

Wow, terrific big-picture stuff. I'd add **one more key step to stay at the top...**

5) Keep Experimenting.
One thing for sure... You got to the top because you did a lot of stuff differently. You thought "out of the box." You executed in new and original ways. You kept breaking the rules and ignoring conventional wisdom.

But now you're getting kind of comfy, not so experimental. Consider this your wake-up call. Keep "starting all over again," looking for new and exciting ways to grow your lead in your field.

9.5. The Biz-Saving Fork

Serious about your new infoproduct business? Great! Have you ever thought about where your entire business resides? Your products, your research, your spreadsheets, your database, your e-mail, etc., etc. **Yup, it's all on your hard disk!**

You insure your house, right? Your car? Your life?

Well, it's time for the **most important, and easy-to-take,** fork in the road of all. Take a little insurance to protect your digital business.

A few years ago an Internet marketing consultant/author took the wrong fork. He **suffered...**

 ... a fire in his home. Unfortunately, he didn't take the proper precautions to safeguard his finished work, so he ended up losing tons of important files. Basically, he lost his infoproduct livelihood.

While I was putting the final touches on "How to Successfully Sell Information Products Online," my computer broke down. Not wanting to halt progress, I took the master disk to Kinko's one evening, to work on the book. When I got home later that night, I realized that I had forgotten the disk at Kinko's.

Talk about an instant anxiety attack!

My entire body immediately became ice-cold as I heard the worker at Kinko's gently explain to me that my disk could not be found. Three months worth of work was gone in the blink of an eye.

Okay... the next morning some angel of mercy turned it in. But there's a big lesson here. Always store a copy of your infoproduct files in a safe location, no matter what stage of development you're in. Every time you add something new, save the files on a floppy or two, and lock that file away somewhere safe.

Never, ever, ever, ever keep your one-and-only master set on your computer's hard drive. **No system is totally immune...**

 ... **to the rare, but possible, total crash with loss of data. Or to an obliterating virus.**

I make 3 master sets of backup files for each of my information products. One set goes into a 500-pound fireproof safe in my house, the other set goes into a safety deposit box at the bank, and the last set is in my immediate work area. You can never be too cautious when it comes to keeping your hard work safe from mishaps.

Ken's Comments...
It amazes me how little backing up otherwise serious Netrepreneurs do. If you do **not** have a total backup plan, don't do anything else until you do. Here's what we do to make sure that we don't lose our data **and** to be

sure that we're never down (our servers, of course, have a far more involved system)...

1) Battery BackUPS -- all the hardware plugs into backup batteries in case of a power outage. The BackUPS also protect our hardware against power surges, lightning strikes, etc.
2) If the power failure is prolonged, we can switch to generator power. We literally cannot afford to be down for more than a few hours.
3) We do total duplications of the master hard disks to backup hard disks every Monday morning. The backup is stored in a fireproof safe in a cement room. We should store a second backup off-site, but we just never get around to it.
4) Every important file is copied to a zip drive in between weekly backups. So if we lose everything on a Friday, we only lose as far as the last file copied to the zip.

Do it. This is life-and-death stuff.

10. Our Very Best Advice To You

I hope the education that Ken and I have given you will prove to be on-point for both you and your readers. It is my sincere wish that you fulfill all of your infopreneurial goals from what you've learned through our combined years of experience.

I'm going to depart from "Make Your Knowledge Sell!" with a few final pearls of wisdom that will help you make the most of your business building experience in this new millennium. (They're like the Five Habits of Highly Effective Infopreneurs!) Incorporate them into your writing life, and you'll always have a foundation for success.

1) Don't be afraid to try new or unique topics.
One of the reasons I wrote "How to Successfully Sell Information Products Online" was because I saw a niche that hadn't been explored yet. At the time there were no other information products that taught info-sellers how to market their goods on the Net. So along with my own personal experience, I saw an open opportunity to go where no other author had gone before.

Fearlessness will make you a lot of money. You won't ride on anybody else's coattails. **Pioneer your own path...**

... lead your own army.

There are all sorts of untouched topics out there, just waiting to be discovered by some inventive thinker like you.

2) Move quickly if you feel strongly about an idea.
One thing I've noticed about my more profitable clients is that **they're not afraid to act rapidly on an idea.** If they see anything that looks even remotely like an opportunity to make money, they're on it. They take the advice received in my consultation sessions and implement it almost immediately.

As a result, they make more money than my clients who listen but don't react. Their sales levels reach pinnacles which **others...**

... merely dream about.

It has nothing to do with the amount of money they have, because much of the advice I give doesn't require a huge investment. They rarely have more experience than the rest of my clientele.

What's the biggest distinguishing factor that separates the have's from the have-not's? **Movement** -- you move, do something, get started... you'll already be on your way.

Don't be afraid to take the necessary steps to achieve what you want. Have the guts to take giant leaps instead of baby steps. Remember, you can't stand in one place and expect to end up in a different spot.

3) Never take more than 6 months to fully complete an information product.
Unless you publish a newsletter, it's best to crank out your information products as quickly as possible. The problem with taking much longer than that is that **analysis-by-paralysis** sets in.

You'll find continuous revisions to make. There will always be just "one more thing" to research. And basically you'll never get done.

If you set a 6-month timeframe for completion, then you know you have a deadline for all words of wisdom to be set in place. And thus you conquer the analysis-by-paralysis bug.

Remember... there's always time for V.2.0!

4) Be prepared for imperfections.
As you travel along the infopreneurial path you'll notice that it's not always easy. Sometimes the road is little bumpier than you originally anticipated.

There may be a few...

 ... stormy moments along the way. But remember, **rain cleanses**. It brings fresh air, growth, a renewed sense of life.

So even during the times when it seems like all sales have ceased... when you get more returns than usual... or when 5 customers in a row commit credit card fraud, it's all a part of continuous process of becoming a stronger infopreneur.

Allow difficulties to turn you into a better problem-solver.

5) You determine your own success.
Every choice that **you** make in your infopreneurial business is either a nail in your coffin or another step towards cyber-success and independence.

When you choose a freebie Web hosting service instead of getting your own domain, you've determined the level of your success. When you don't put love and care into your information product, you've determined the level of your success. Nobody put a gun to your head to do these things. So you can't blame the rest of the world for your lack of sales.

If you work smartly 'til midnight for a year... if you create an original, needed infoproduct... if you market well... if you create a site that sells... you've **again** determined the level of your success—this time a very high level of success.

The beauty of this business is that it really is all under your control. So decide to succeed. **When you do...**

... there's only one place to look to discover why!

Good luck...

... Goodbye. Here's to many profitable infoproducts.

Ken's Comments...

Phew! Monique, I'm inspired! What can I say? What can I add?...

You, dear reader, are in a unique place... **the right place at the right time with the right concept.** You really **can** do it. It really **is** under your control.

Guess what? In five years, **I won't be able to say that.** We'll look back to these days and say, "Remember when the average person could build a business on the Net?"

Why do I say that? Great, great question...

In five years, everyone will have **high-speed access.** We'll be steadily advancing towards TV-quality Web sites. Everything will be faster, richer... and far more expensive to develop.

We'll look back at today the way I look back at my first Mac... 128K of RAM and no hard disk. It seemed fantastic at the time, but now I wonder what all the fuss was about.

My message?... Don't just do it. Do it **now.** Do it **with passion.** Do it **with all your energy.** Do what Monique did.

Get up. Get going. Thrive.

Those who succeed **now** will have a business that **will indeed** be able to compete in five years... unless you've sold it for $250 million to Bill G.

See you on the Net.

P.S. Don't miss the bonus chapter. Just scroll to the next page…

11. Bonus Resource Report

Knowing how to promote your information product is the single most important skill for successfully generating sales galore. It's like the match that you drop onto lighter-fluid-soaked coals...

Promotional strategies get the blaze going. How hot you want to make that fire is entirely up to you.

Use this resource list to get your promotional fire burning…

General Resources

The Authors Registry
http://www.webcom.com/registry/

The Authors Registry is a service that facilitates royalty payments and small re-use fees between authors and content publishers.

Alternative Bookshop
http://web-star.com/alternative/books.html

Each book is given a description, reviews, excerpts, promotional material and a scan of the cover.

The Book Room
http://www.thebookroom.com/

The Book Room specializes in how-to books and special reports. Each title is given a multi-paragraph description.

Literary Leaps
http://literaryleaps.com/

Submission is not automatic or immediate. They carefully review each one, and upload new sites as soon as possible.

2) Business

AllBusinessBooks.com
http://allbusinessbooks.com/

They carry every possible category of business books. (I guess that's why they call it All Business Books!) There are no descriptions given.

FutureU Bookstore
http://www.futureu.com/

Each title is given a one-paragraph description, and then a link to the appropriate Amazon.com page.

Home Business Research
http://www.homebusinessresearch.com/

Some titles are given a one-paragraph description, and others just link to the appropriate Amazon.com page.

The Business Start Page
http://www.bspage.com/

Everything needed to run a business, including telephone directories, community centers, joint venture arrangements, bookstores and book reviews, business tips and more. If you've written a business-related book or booklet, this is a good place to get listed.

Working Solo
http://www.workingsolo.com/

Terri Lonier is the author of a book entitled Working Solo, as well as a consulting company -- and this Web site, appropriately called Working Solo.

All Business Books
http://www.allbusinessbooks.com/

This site offers readers the opportunity to leave reviews, which can be searched by ISBN or author.

FriendsMall Bookstore
http://www.friendsmall.com/Businesssubjects.html

Each book title is given a 4- to 6-paragraph description, including an "About the Author" section.

Money & Success Publications
http://www.twpbooks.com/

Each title is given a one-paragraph description.

Traders Press Bookstore
http://www.traderspressbookstores.com/

Features a multiple paragraph description of each title, as well as the table of contents.

RadioNet Talk Radio
http://www.radionet.com/

An online audio talk show featuring interviews with various Netizens in the business world.

3) Computers/Technology

Computer Book Express
http://www.computerbookexpress.com/

Each title is given a multi-paragraph description, and a scan of the cover.

Discount PC Books
http://www.discount-pcbooks.com/

They carry book in every computer category imaginable. Each title is given a one-paragraph description and a cover scan.

BookCafe
http://www.bookcafe.com/

They carry books on programming, platforms, Web & Internet, graphics & design. Most titles have a direct link to the appropriate Amazon.com page.

DVD Digital Domain
http://www.dvddigital.com/

Devoted to the progress of digital technology. Covers stories that will impact all of digital technology. Has an articles section and news/press releases. Cover stories that will impact all of digital technology.

Computer Literacy
http://www.cbooks.com/

According to the New York Times, Computer Literacy has probably the most comprehensive collection of computer specific titles. This is the place where IT professionals go for the newest and best technical books and training. Each title is given a two- to three-paragraph review.

MacCentral Online
http://www.maccentral.com/

It provides its readers with news, reviews, software updates, industry information, an events calendar, and more.

Book Outlet
http://www.bookoutlet.com/

Books are listed by title, author, ISBN and price. There are no descriptions.

4) Health

Wellness Books
http://www.wellnessbooks.com/

Each title contains a link directly to the appropriate Amazon.com page (affiliate).

Health Remedy
http://www.healthremedy.com/

Each title has a link to the appropriate Amazon.com page.

Health and Fitness Online
http://www.healthandfitness.com/

There is a one-paragraph description/review of the title, a cover scan, and a link to the appropriate BarnesandNoble.com link.

Live Brighter
http://www.livebrighter.com/

All books are given a cover scan, and most have a brief one-paragraph description. Some titles have excerpts featured on the site as well. They also accept articles written by experts, and there's a message board to flaunt your knowledge.

HealthWorld Online
http://www.healthy.net/

Do you have a health-related infoproduct? HealthWorld has several promotional opportunities for you to take advantage of.

HealthWave Directory
http://www.healthwave.com/

The HealthWave Directory features resources for both consumers and health professionals.

Natural Health World
http://www.naturalhealthworld.com/

Post a free classified ad in their "Marketplace" section. Submit an article to their "Articles" section. Or, suggest your site to be featured on their "Links" page.

5) Motivational/Self-Help

PeopleSuccess
http://www.peoplesuccess.com/

Each title is given a one-paragraph description, a rating, and a link to the appropriate Amazon.com page. (So make sure your title is already listed with Amazon.)

Resources for Success!
http://www.newdreams.com/

Web site for coach Philip Humbert.

Lifescope
http://www.lifescope.com/

Each "zone" features a selection of books geared towards that particular topic. There's a one-paragraph description of each book. At the bottom of each zone page, there are links to appropriate Web sites.

SagePlace
http://www.sageplace.com/

Supporting individuals who are committed to working on issues related to emotional, physical, spiritual and environmental well-being.

6) New Age/Spirituality

Tempel Books
http://www.tempelbooks.com/

Each book is given a multi-paragraph description, and a cover scan.

Life Now Books
http://www.lifenow.com/

Each title is given a one-paragraph description, and some have a cover scan.

Access New Age Bookstore
http://www.accessnewage.com/

Each title is given a one-paragraph description. They also have an Esoteric Web Link Index, where a variety of New Age topics are featured. Each link is given a 1- to 2-paragraph description.

Wizard's Window
http://www.wizardswindow.com/

Each title is given a one-paragraph description. They also have a links page.

7) Newsletters

Newsletter Access
http://www.newsletteraccess.com/

A basic listing will feature your newsletter's name, frequency, price, and contact information, including telephone and fax numbers.

ARL of Electronic Journals, Newsletters and Academic Discussion Lists
http://www.arl.org/scomm/edir/

Each listing includes the title, description, URL, subscription information, ISSN, costs, first issue date, frequency, and contact information.

The Newsletter Library
http://pub.savvy.com/

Over 11,000 print and online newsletters in more than 500 categories.

8) Videos

Video Learning Library
http://www.videolearning.com/

If you're the producer or distributor of a special interest and/or how-to video, you can get it added to their electronic database.

Internet Business Video Network
http://www.infoonline.com/videos2.htm

Most titles are given a one-paragraph description, and several have a scan of the box cover.

Instructional Video
http://www.insvideo.com/

Instructional Video is a retailer that sells videos to public libraries, schools, military bases, and other government agencies. They have represented thousands of special interest, "how-to" and children's videos, since 1984.

9) E-book Publishers

Publishing Online
http://www.publishingonline.com/

They will feature your e-book on their site, do a basic cover design, and you get 40% of the sale. (Checks are issued quarterly.)

ebooksonthe.net
http://www.ebooksonthe.net/

They publish books in the following fiction and nonfiction categories. There is no limitation on the word count. You'll need to mail a copy of your manuscript, as well as your autobiography.

DiskUs Publishing
http://www.diskuspublishing.com/

Publishes and sells e-books in PDF, HTML and Palm Pilot formats. They currently have books in the following categories: Action/Adventure, Children's, Historical, Inspirational, Mystery, Paranormal, Science Fiction, Western, Young Adult and Nonfiction. (No erotica.)

1stBooks
http://www.1stbooks.com/

The 1stBooks Library is the world's leading international distributor of virtual books, with over 150,000 pages viewed at their Web site each month, and more than 100 books downloaded every day. Authors who publish at 1stBooks retain all rights and control of content, remaining free to publish elsewhere at any time. 1stBooks does not edit the text. The author decides what the public reads.

EBook Central
http://www.ebookcentral.com/

Electron Press
http://www.electronpress.com/

10) Expert Sites

Expert Central
http://www.expertcentral.com/why/

Experts from all sorts of categories can answer questions, either for free or for a fee. Each expert receives a personal profile page where you can list relevant information about you and your services, including links. You can even sell your information product.

All Experts
http://www.allexperts.com/

You sign up as an expert and answer people's questions. You can choose whether you want to be available or unavailable, determine the number of questions you want to answer in a 24-hour time period, and if you want to charge for your services.

Ask an Expert
http://www.askanexpert.com/

One of the smaller expert sites, meaning a lot of the plum categories haven't been taken already. They prefer that experts have their own Web sites, and they do review credentials and/or references. A great point about getting listed here is that they do give you a link directly to your Web site.

11) Children/Parenting

Cherry Valley Books
http://www.cherryvalleybooks.com/

Cherry Valley is one of the top children's/parenting bookstores on the Net.

Parenting Today's Teen
http://www.parentingteens.com/

Some titles receive a one-paragraph description. Others receive just a link to the appropriate Amazon.com page. If you'd like to submit your book for review, send an e-mail to the above-listed editors e-mail address.

ParentedhoodWeb
http://www.parenthoodweb.com/

They have an "Ask the Pros" section, featuring columns and articles from several different parenting experts and authors. This is a good place to locate experts who may be willing to endorse your information products. (In fact many parenting Web sites I ran across had a similar type of section.)

Parent's Place Pregnancy Book Club
http://boards.parentsplace.com/messages/get/pppregbookclub1.html

A message board where parents review various pregnancy/parenting titles.

FamilyFirst Newsletter
http://www.familyfirst.com/

A weekly online newsletter featuring links to family-friendly Web sites. It reaches over 40,000 readers.

Parenting Today's Teen
http://www.parentingteens.com/

Some titles receive a one-paragraph description. Others receive just a link to the appropriate Amazon.com page. If you'd like to submit your book for review, send an e-mail to the above-listed editors e-mail address.

12) Travel/Recreation

Travel Reference Library
http://www.travreflib.com/

Books are categorized by title, publisher, region, topic and reviews. The publishers directory includes address, telephone and fax numbers, and distributor. They even include a link to the publishers Web site.

Nations! Travel Mall
http://nationstravelmall.com/

This offline bookstore has over 100 brands of guidebooks for most major regions in the world.   There's a complete description of all titles. Books are categorized according to country, and series.

Ecotravel.com
http://www.ecotravel.com/

Get your site listed under the categories of: destinations, conservation, activities, gear, and global services. Very small directory so far.

Booksites
http://www.booksites.com/

The hip cyberspace meeting place to trade tips and stories about those off-the-beaten path places.

Globe Corner Bookstore
http://www.globecorner.com/

There's a very good organization of categories and subcategories on this site. Descriptions of books are very detailed.

Adventurous Traveler Bookstore
http://www.AdventurousTraveler.com/

Books are listed by keyword, activity, new titles & editions, location and narratives. Each book has a one-paragraph description. Excerpts are taken from some titles.

13) Women

WomenWriters.com
http://www.womenbooks.com/wwriters/

You can receive a free link, if your site meets the criteria. Banner ads on the home page are also available.

Women, Ink
http://www.womenink.org/

Women, Ink. is a service provided by the International Women's Tribune Centre (IWTC) to market and distributes the latest and best books on women and development.

The Next Generation of e-Business Building… "SBI! 2.0"

Launch Date: October 22, 2009

Site Build It! leverages the e-business-growing efforts of its owners by adding the ability of their site visitors to add genuine, full content Web pages that deliver long-tail search traffic, build community and spread virally.

Typical sites and blogs "tell" in a one-to-many voice, and are all about the author. SBI! 2.0 sites "listen," are many-to-many, and are all about their visitors.   Combine the best of Facebook, Youtube, and Twitter on a small e-business scale and you have **SBI! 2.0!** This business-leveraging module is included, at no extra charge.

Up until now, true Web 2.0 technology was financially out of reach for small business owners. Blogs became their sub-optimal default choice. The most business-related interaction these owners could hope to generate was a comment here and there on a blog post. The problem is that the majority of people who follow a blog, which equates to a stack of newspaper clippings that age rapidly, just want to read the latest post and they usually don't bother to comment or read outdated posts.

SBI! 2.0 is unique. It's not the 'one-to-many' type of content-building, like blogging, where you still do all the content-creating. It's 'many-to-many' where your visitors want to share information, while others comment, rate and spread the word. Not only does your site grow with true content, you learn more from your visitors by liberating them to share what they want instead of merely commenting on what the author has chosen to write.

You can creatively engage your by inviting visitors, for example, to either ask questions, share best/worst experiences, post photos and videos, rate and review products related to the Web site's theme, enter contests, or create directories, etc.   A guide, filled with lots of user-tested strategies, from simple to advanced, is available for free to spark additional content and monetization ideas.

SBI! 2.0 takes everything SiteSell has done to date and puts it to the power of 2. Or should we say the power of 2.0? It pushes way beyond blogging. **It is true Web 2.0 for the small e-business!**

SBI! 2.0 is available in 3 versions: 1) do-it-yourself 2) earn as you learn during a structured 12 week e-course or 3) have it done for you with its turn-key site-building service.