

The Complete Info-Product Creation Toolkit!



Global Publishing

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Introduction

Thanks and congratulations on purchasing this book. As we progress you will discover that you have made an excellent investment with this eBook if you intend to produce information products for profits. I have tried to make this eBook far more than just a general “how-to” guide – instead I’ve compiled a complete “**info-product creation toolkit**”, even including several other premium ebooks, tools and software as part of the package (you’ll be able to download them from within this ebook). I’ve tried to include as many products as possible for you to download – where I have not been able to secure the resale rights to products/software that I recommend you get hold of to significantly enhance your profitability, I have included them as **recommended resources**. There is also one huge \$49 free gift right at the end of this book!

If you’re new to the info-product game then this guide will really be a valuable way of creating and marketing your first info-product. For those of you who are at the intermediate level there will probably be a lot that you will still learn from the following chapters.

Before starting with the first chapter I’d like to share a couple of things with you to help you succeed (I assume you purchased this product with the ultimate aim of making some money). You see, it’s fairly well recognized that about 95% of people fail to make any money with their online business (and info-product creation most certainly falls into this category). It does not surprise me one little bit – there is serious information overload out there, and it’s possible to read one how to product after another and still not have a clue on actually “how to”! Hence some people try once, perhaps twice and after failing just give up. Do not be one of them – you can succeed but you need two things – action and perseverance. Spend as much time learning about the different aspects of info-product creation and marketing as you possibly can – let these topics consume you. Create outstanding products that will build your reputation then understand how to market them – this simple two step formula is your key to making a fortune with information products. Online marketing is probably the trickier out of the two and unless you have been on Mars for the past few years you already know that there are hundreds of eBooks, membership sites, courses, seminars etc on the topic. I cannot stress how important it is to follow an effective marketing blueprint if you wish to make it to the big-time. This book goes a long way to highlighting a lot of the tactics you can use but after you have absorbed and applied the information it’s worth continuing your education and investing in one or two more of the top marketing references out there. Keep educating and applying yourself and you will ultimately succeed beyond your wildest dreams.

Finally, I really hope you enjoy reading this eBook, and that you find it extremely useful.

Wishing you every success,

Mr. Engineer

Global Ebooks

Why Information Products?

Let me tell you one thing – information products....**GOOD** information products are in **HUGE** demand. If you're new to the game you have chosen a very good industry to learn your trade in. See, once you get this right you're actually going to have a skill that will allow you to tap as much cash from the internet as your imagination will allow. You're going to have the ability to work anywhere you like (be it from home, your garden, a park or a beach facing hotel room with room service at your beck and call!). You're never going to have to face the stress and politics of the usual 9 to 5...more time with your family/friends/pet lizard...and so on. The advantages of perfecting what you're about to start on really are **endless**. Of course, there is also a learning curve – and a pretty steep one at that. This book really will cut your curve down significantly (in fact I would dread to attempt to create an information product without the information and resources in here) – but as we talked about in the introduction, it's **YOU** who has to take the torch and set the internet world ablaze with your new-found info-product creation skills.

Before continuing, let me just say that by “information-product”, we are talking about information that can be downloaded instantly in digital format. There are different forms of information products but for this book we will focus mainly on the creation of **eBooks**.

So why create eBooks? Here's why:

- With eBooks you have instant, digital download. You do not have to ship a physical product and you pay nothing towards printing/material costs and so on. This is a business where you have close to **100% profit margin** and that should be exciting for any business owner.
- It's possible to make money with your eBook in an **automated** way – whether you're sleeping, playing golf or doing other things your eBook can pull in orders from your website without you having to be present. Can you say that about most other types of businesses?
- We have passed over onto the “**information age**” – right now people are willing to pay good money for the information they need. Ebooks satisfy their hunger immediately and there is no end to the number of topics that you can create a profitable eBook on.
- The “**prestige factor**” – let's face it, it's pretty cool to be known as a respected author.

Now let me tell you that creating just one good, well marketed eBook on the internet can put some serious money into your bank account. If you're worried that you're “not a writer” let me tell you, it is not important. If you have a basically good grasp of English and can communicate your ideas onto paper then you have what it takes to write a very profitable eBook. Whether you wish to write fiction or non-fiction, and on whatever topic, you'll find that once you're underway the pages will almost start writing themselves.

Before You Begin - Research Your Potential Market

What do you suppose the biggest mistake most budding, wannabe info-product creators make when they start on their first (and sometimes second/third/eightieth) eBook? If you guessed not researching their topic before writing then you're spot on. Sadly what most people do is think up a topic that interests them, spend an age on creating the eBook and then frantically try to find people to buy their book. Now this can work if they happen to unwittingly pick a popular niche, but more often than not it can result in poor sales. Wouldn't it be better to actually find a red-hot niche that's just awash with potential customers just itching to buy your product? Of course it would be – that's why we're going to see exactly how you should be researching your niche.

Niche Research – Laying The Foundation For Success

Here are the key things you will need to ask yourself before deciding on your eBook topic.

- **WHO** are my customers going to be and **HOW MANY** of them are there? You can discover this by doing a basic search on google and seeing how many results come up. You should also visit **ONLINE FORUMS** on your chosen topic and see what are the hot topics of discussion – jot down the issues (and solutions) that have stirred up the most interest as you'll be including them in your book. Ask yourself, are there enough potential customers in this ebook topic to justify you writing a top-quality information product? We both know you'll come up with an outstanding **product but is it worth your time**? You also must find out if your target customers will be willing to pay for the information you provide.
- Who are your **competitors**? From google find out who they are and go through their websites – what information are they providing and how can you improve on their products. Contrary to what you may think a few competitors can actually be a good thing as it indicates that there is a **waiting market** for your proposed product.
- What potential is there to work in some back-end revenue to your book? Are there some top quality products that you can affiliate with that are complimentary to your book?

Online Forums are an absolute goldmine of information for your research, whatever topics you wish to include. Here are some great forum search engines that will find forums for any niche that you intend to write your eBook on:

[Find Your Forum](#)

[Forum Guide](#)

[Forums Info](#)

[Forumzilla](#)

[Forum Showcase](#)

[Forum Finder](#)

[Forum Directory](#)

[Forum One](#)

[Board Reader](#)

Everything you need to know about the book you want to write is in the forums. Look for problems that you can solve. Look for other common problems that already HAVE been solved by other posters – all of this is ripe to include in your book (obviously you should never just copy things you see on forums directly into your book or you will find yourself in trouble!). I believe in forums so much that we'll be returning to them when it's time to market your eBook.

After researching forums, and search engines you should be aware of whether your book has a future. This key step has not only identified whether a market exists for your proposed ebook, but has also provided you with some key topics for inclusion.

Now I'm going to share with you a tool that I have used for a long time when researching my potential books. It is a special search-term tool provided by Overture (a Pay Per Click search engine). It's totally free to use this so make it an integral part of your research:

[Search Term Tool](#)

How To Use The Overture Search Term Tool – let's say you're choosing between two potential topics for your new book. One is a book on dieting and weight loss and the other is a book on how to build a rat trap. Here's one way you could find out which of these has more potential – use the search term above to find out how many searches were performed on keywords related to your topic – the results will show how many people searched for that term in the previous month.

Here is the result for “build rat traps”:

Get suggestions for: (may take up to 30 seconds)

build rat traps 

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in March 2005

Count	Search Term
-------	-------------

66	how to build a rat trap
----	-------------------------

Now compare this with “diet book”:

Get suggestions for: (may take up to 30 seconds)

diet book 

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in March 2005	
Count	Search Term
2565	diet book
2052	south beach diet book
1038	south beach diet cook book
785	atkins diet book
490	diet book author
393	book diet maker
348	the abs diet book
345	the zone diet book
328	diet cook book
196	ab diet book
137	the 3 hour diet book
132	new diet book
123	dr phil diet book
108	low carb diet book
107	the negative calorie diet book

You can see that far more people were searching for books related to dieting (2565 for “diet book” alone) than for rat traps (66 on “how to build a rat trap”). You’ll also notice that Overture gives related search terms too – and that there were several of these for the topic of dieting.

Now of course there will be far more competition on diet books than if you wrote a book on how to build a rat trap – but this should give you a good idea on how to scope the potential size of your target market for research purposes.

Finding Niche Topics That Sell Well

It’s not the object of this book to tell you what to write about...but I want to give you a flavour for the kind of subjects that may have good potential.

One thing that is worth mentioning on the topic of...topic...is that if you already are an expert or have knowledge of a popular topic then that is an ideal first niche for you to pick. Perhaps you have a passion for something that a large group of other people also have an interest in. Sports, Star Wars or Traveling for example. If this applies to you then creating an information-product on your field of expertise is something you can certainly consider (although you should still always research the market using the methods above).

If you feel that this does not apply to you don't panic - ask yourself....**WHAT SELLS?** Go to your local bookstore and browse the best-sellers...a sure-fired way of telling you what people are buying. Beyond that, here are some timeless topics that people will always buy information about:

- Health & beauty.
- Saving or making money.
- Creating/saving time.
- Being more comfortable.

These are some of the subject categories that always seem to sell...and probably will continue doing so for a long time.

Recommended Resource – One excellent way of getting a lot of content for free is by using works that are in the Public Domain. These are books, information reports, pictures and even movies/music that are out of copyright that can legally be taken and used as your own content. This is an excellent resource for Information Product Creators and you can use the outstanding [Public Domain Profits](#) book to show you how you can use the Public Domain to quickly create an instant stream of information products. I must admit I read this thing from cover to cover in a few hours, non-stop and I urge you to grab a copy.

Writing Tips For Compiling Your eBook

While this is not meant to be a book to teach you writing the following chapter will provide you with the hard-hitting basics to help you write your info-product in the quickest and most effective way. I always write up my documents in Word.

1. **Create A Brief** - A brief simply is an overall plan for your book – what do you plan to achieve with it, what the general subject will be, who it is aimed to help and how long it is going to be. This will prepare your mind and get it ready to deliver the outstanding content that's going to be in your book.
2. **Create An Outline** – You will begin the writing process only after identification and research of the topic. If you're at this stage pat yourself on the back because you have got hold of a topic that has good potential. Before actually writing the book you should mark out an outline with the points that you wish to include. I usually do this on a pad and at this stage I include absolutely anything that I could potentially include in the info-product. Here is where your snooping about at forums really pays off – you should already have a hot list of topics to write about.
3. **Create An Outline For Your Sales Page** – This may seem strange but as you compose your outline for the book you may also want to draw one up for your sales page. Why? Because you can jot down the main benefits of your products now, one by one, while they are fresh in our mind. Remember, we're just concerned about the outline right now so don't worry about getting the wordings just right – just write!
4. **Pick The Final Topics You Are Going To Include** – Now you're ready to finalise your topics list – ask yourself what of your listed potential topics would YOU most want covered if you had just purchased your book.
5. **Now Start Writing** – Using your identified topics start writing your book. The key thing at this stage is not to worry about formatting or editing, spelling and so on – that will all be done at the end. For now get the bulk of the material in.
6. **Edit & Format** – Once you have finished writing the bulk of your book you will have to go back and edit/format it. The chances are that your book looks a bit rough and untidy. Here's where you organize the content into the best format. Read over your work and catch any sentences that look odd. Decide if there is anything you can add or remove from the book. Run the spellchecker.

Including Screenshots For Your Work – And A Useful Tool To Download Now

If you've read the whole book so far you'll notice that some screenshots have been included above. This really is a great feature, not only for your book but also for your salespage. Below, I have included the same software that I use to create my screenshots – it is dead simple to use and takes about 1 minute to learn!

ScreenShoot costs \$9.95 ([here](#)) ordinarily but you can download this free as part of your package.

[Download Screenshoot Now](#)

Screenshoot is not only great for your eBooks and sales pages but depending on your subject topic you can even use it to create picture tutorials. A very useful tool for info-products!

Recommended Resource - Only the basics have been covered here, but if you feel you need more guidance on the specifics of writing styles then check out the [7 Day Ebook](#) by Jim Edwards and Joe Vitale. It goes into detail on how to write best selling books that you can market for huge profits within a few days. An excellent resource for any eBook creator.

Converting Your Book Into PDF Format – The Professional Choice

Once you have finished writing up your Word document you will need to decide upon a format to sell your finished information product in.

As you may already be aware, the preferred choice of formats for your information eBook is “PDF”. There are several reasons why PDF’s are so popular – they can be read from any PC or MAC anywhere in the world, they have a very neat look and they are very easy to create. Aside from this they are secure and your document will look the same in PDF as it did in your Word document – all the characters/fonts and even graphics are actually embedded into the created PDF file so there are no further adjustments that you need to make.

So it’s not surprising that they have taken the info-product world by storm. The downside to using PDF? It can be very expensive to get a copy of the Adobe Writer software (a couple of hundred dollars).

The PDF Publishers Toolkit – Yours To Download & Create Stunning PDF Ebooks

Now there are some other formats for your info-product - .exe is the most popular alternative but I strongly urge you to use a PDF format. I used to create .exe books and I can tell you there is no comparison when it comes to the finished product – both in terms of presentation and ease of production. If you don’t have the \$250 or so to get a copy of Adobe Writer then don’t worry – I’ve included a **PDF Creation Toolkit** with this package that will help you to create superb PDFs for free. The package usually sells for \$19.95 ([here](#)).

Download The PDF Creation Toolkit absolutely free with this eBook. You can go directly to the download access page [here](#). I have also included “**The Self Publishers Knowledge Base**” as a further free gift for you. Also included is the sales page for the entire package as you also get the resale rights if you wish to make money from this neat little package.

Another point of note is that from within the above package there are **100 Word templates** that you can use as the basis of your PDF product. Simply pick out the template you like and plug in your own content. Good stuff.

Creating Graphics – Info Product Covers, Folders, CD Cases And More

Whether it's right or wrong, your potential customers will judge the perceived value of your product based on two major factors. One is your sales page (more on this later) and the other is your **eBook cover** and graphics. They do make a difference – in fact if you go to any bookshop, very often it's the design and packaging of a book that sometimes grabs your attention. Similarly, A poorly designed eBook cover can really wreck your chances of creating a good first impression (and ultimately lose you a lot of sales). A tacky cover may be associated in your potential customers mind with a tacky product – even if yours is the best eBook in it's particular niche. Put simply, it's worth having a good looking, presentable cover.

If you're a bit of a whiz with programs such as Photoshop or other graphics packages then you should be able to create eBook covers by yourself without too much difficulty.

Here are the different ways that you can get eBook covers and graphics for your information product:

First Way - Creating Graphics By Yourself

You can learn how to create graphics by yourself, from scratch – but in honesty it will probably take some effort before you start producing covers that can be deemed presentable. If you do go down this route then you can download **Instant Cover Graphics** for free and start creating your own graphics. The Instant Cover Graphics package is included with the PDF Publishers Toolkit that you should already have downloaded – in case you have not done it yet, it is available [here](#).

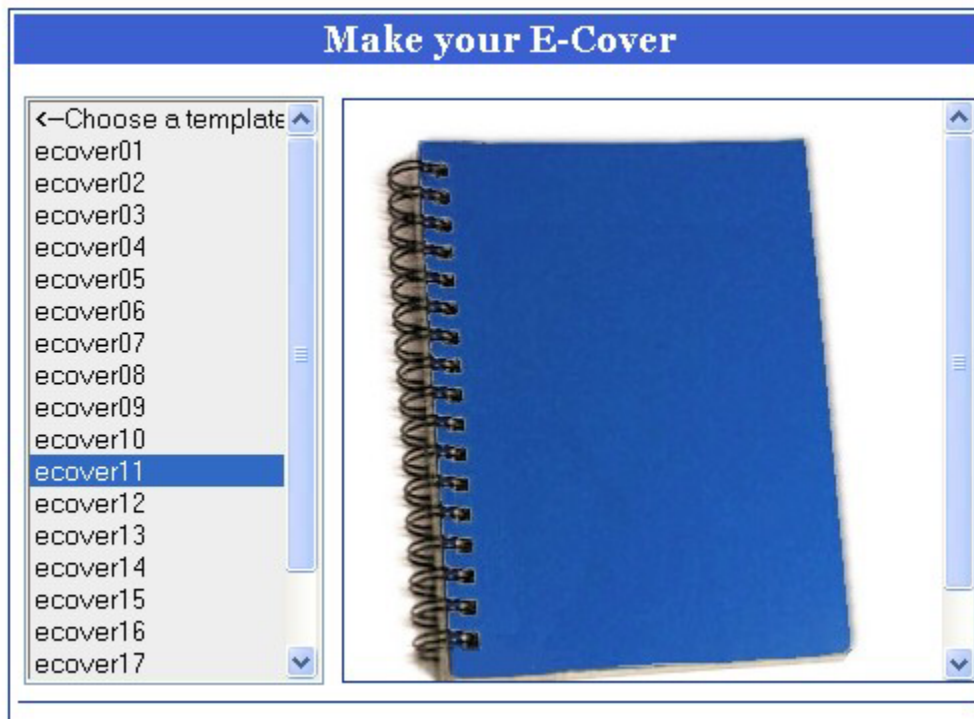
Remember that Rome wasn't built in a day – while this is the most difficult route it will ultimately provide you with the skills to create good looking graphics from scratch.

Second Way – Using Software To Create Your Own Unique Covers In A Few Minutes

This is the route I recommend if you are totally new to info-product creation and you have no eBook design skills. A software program such as [Instant Cover Magic](#) will be able to create unique covers for you in literally 10 minutes or so. It works because several “perfect” ecover templates already exist within the software – you can then customize these with your own words and pictures to create a cover that is completely unique yet “perfect”. There is practically no end to the number of different covers you can create and each one takes just a few minutes.

If you go down this route I have included a tutorial below for how Instant Cover Magic actually works:

1. - Choose A Template



First you have to decide what kind of template you're after from a huge variety. There are a variety of eBooks, notepads, folders, CD covers, binders and more to choose from.

2. Plug In Your Desired Text

Create a headline to put on your ecover. Select a headline text, font and size.

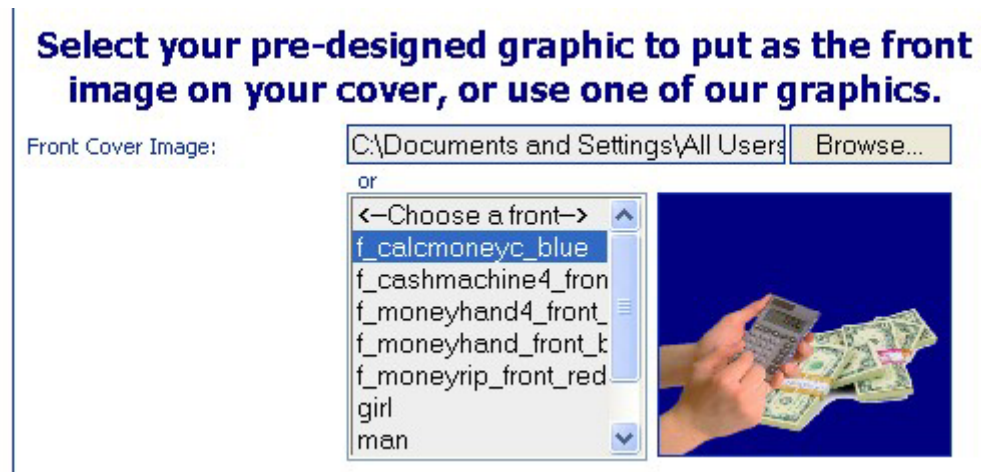
NOTE: For best quality we recommend creating an front cover image with your favorite graphic program, and insert your text in that graphic.

Headline Text:	<input type="text" value="The Profit Powerpack"/>
Headline Text Font:	<input type="text" value="ARIAL_BOLD.TTF"/>
Headline Text Color:	<input type="text" value="Black"/>

Choose the text you want to add to your eCover.

The next step is to type in the text that you want your eCover to display on your book. You can choose text for both the main eBook cover as well as the spine of the book and have control over the colour and font.

3. - Pick Out A Front Cover Graphic



Pick a front cover image to use from the software database or use your own

You then choose an image for your eBook cover – it's up to you whether you use a graphic from the software's database or if you go with your own image. If you do have some images you want to use it's better as it makes your cover even more unique. Finally you click on the "Create" button and your cover pops out – simple, easy, professional looking and neat.

I do recommend that you get hold of a copy of this software. In case you decide to do so, you can get a special **50% discount** using this [Special Offers Page](#) for customers of this book.

Third Way – Using A Professional Graphics Designer To Create A Cover For You

This is probably the second best way to go if you're too busy to create your own graphics or if you plan on only writing one eBook. There are professionals who will create a beautiful looking cover for you – you just pay them a one time fee for the service. Some excellent covers can be created [here](#).

Again, there are advantages of using a professional – your cover will be absolutely perfect and designed just the way you like it.

Putting Together Your Website & Salespage

Obviously, you will need to have a website to host your info-product. A place where customers can view your sales page, order and then be taken to a thank-you page to download their eBook.

Hosting – Here's where you must decide on your website host. Let me give you a hint from experience. **Cheaper is not always better!** My first website host (whom I shall not name) was absolutely awful – the server would go down very often and sometimes for great lengths. I dread to think of how many sales this cost me but I realized that having a cheap web-hosting service does not always pay dividends. My advice is that you shop around and find something that suits your needs. I will make one recommendation for a [good host](#) and leave it at that.

Accepting Payment Online – If you're just starting out then I would recommend two ways of accepting payments – [Clickbank](#) or [Paypal](#). Paypal is very popular on the internet and is cheaper to service than Clickbank (no fees and a smaller commission). Clickbank has an advantage because it has an in-built affiliate program where others can promote your eBook in return for a commission of your choosing.

Personally I use both of these depending on the product and marketing strategy that I am applying. It is worth signing up with Clickbank simply because once you have a team of affiliates promoting your eBook, it can get very popular, very fast and can add money to your bank account even faster.

As you will discover, Clickbank is really huge and entire books and software packages have been created to help you get the most out of it. If you do register with Clickbank I'd like to provide you with a neat little CB Script that is very useful for anyone using Clickbank. It allows you to do a number of things such as automating thank-you messages to your buyers automatically, sending sales reports to you instantly and adds your buyer to any autoresponder system that you may have set up. You can download the script directly from [here](#).

Creating Your Sales Page – OK, here we go. This is one of the most crucial parts of your info-product creation process. Why? Because it is on the strength of a sales page that sales are made. Pure and simple. I really cannot stress this enough – *“A well written, compelling sales page that is neat and well presented can make your eBook sales soar!”*

I'm going to try and ensure that your sales page is as mouthwatering as it can possibly be. I have included all the resources and links that you need to produce an excellent sales page, but you must use these tools and knowledge and learn how to craft delicious sales letters by yourself. The key is practice, practice and even more practice. Next time you browse the web look at sales pages that grab you. What have they done to get your attention? How have they made their eBook attractive to viewers? This is one of the most important aspects of info-product creation so spend some time getting it just right!

So what are the major, super-charged tips that you absolutely **MUST** apply when writing your sales letter? Apply the following techniques for sales letter success:

- Follow the rules of **AIDA** – Attention, Interest, Desire and Action. So what does this mean? Well you must first grab your readers Attention by creating a **KNOCKOUT** title and some good graphics. Now these are important because if the title fails to hold your readers interest then **BANG** – you’ve lost your visitor and the sale, probably forever. You then need to stimulate the readers interest. Can you think how you could do this? Well you can start by highlighting the main benefits of using your info-product. What problems will your eBook solve for the reader? Why should they spend time continuing to read your copy let alone following it all the way down to the order link? Then you need to create desire for your product – demonstrate how easy your readers life will be if they purchase your eBook. What trials and heartaches are you saving them? What joy and prosperity will you bring them? Testimonials and bonuses can both add to the desire element of your salespage. Finally, you must urge the reader to take action. Impose a time limit on your price or include some time-sensitive bonuses to achieve this.
- As we saw above, the **headline** is crucial to the success of your sales letter. You must try and communicate one or two of the biggest benefits within the headline to compel the reader to keep watching.
- The spacing out of your sales letter is important – use an **uncluttered format** and break paragraphs down into smaller chunks to maintain your readers interest. Using bullets are a good way of communicating the benefits and advantages of using your product.
- Talk about your customer – always communicate what your customer gains by purchasing your product. Do not rattle on about yourself or your achievements (except maybe a little bit for proof that you know what you’re talking about).
- Make your writing style **PERSONABLE** – You do not have the luxury of seeing or talking to your prospect so it’s very important that you add energy to your writing. Use energetic words and phrases (without overdoing it). One good way is to pretend that you’re writing to your best friend – you’d be surprised how natural your writing will come out if you try doing that.
- You can create the appearance of **reliability** quite easily by applying a few easy techniques. Prove your **contact details** (a physical address and number are desired) and detail your privacy policy (for example, stress that all emails collected for newsletters will be kept strictly confidential). If you have read the part about accepting payment you will have chosen **secure servers** such as Paypal or Clickbank to accept payments.
- Include your **Unique Selling Point** – that is the thing that makes you different from all the other providers out there. If you have competition for your eBook for example, your USP may be a **free bonus that is only available through you**.

- Tell them **WHY** – studies have shown that you can significantly improve the conversion rate of your product simply by indicating WHY you have made such a special offer. Is it a marketing promotion? A special low pricing trial? If you have too low a price and no reason as to “why” the bargain, it may deter some customers from purchasing from you.
- You can really force your customers to order by reminding them of the pain they will face if they do not order, and the benefits they will gain if they do. Use this **psychological reminder** close to your order links and your sales conversion can significantly improve.
- Talk in **comparative terms** about how valuable your product is. For example if you have a book costing \$29 you can state all your benefits and then remind the reader that the full cost of this amazing, life-changing resource costs less than a casual meal in a standard restaurant.
- Have a method of capturing your prospects **email address**. Good ways are by offering bonuses/newsletters with **high perceived value**. It has been proven that it usually takes between 7 to 10 contacts with a prospect to establish trust so most of your prospects may not buy until then. By capturing their emails you are showing that you have valuable solutions to their problems and they are likely to buy from you again in the future. This is a key part of your marketing so ensure that you collect their email addresses (legitimately of course).
- Develop a habit of testing your sales letters and headlines – then improve on them.

How To Get Hold Of Your Subscribers Email Addresses – Some Cool Tools For You To Download Right Now

It can be difficult understanding exactly how to create forms where prospects can just leave their email addresses in exchange for a bonus etc. You can use the **Subscriber Snatcher Software** below to do just this. The software is easy to use and once set-up the email addresses of all your subscribers will be sent to you. A nice little tool. The Cool Tools software also includes some other neat little software packs that will help you with your website.



Download [COOLTOOLS](#) Now for free.

Adding Some Neat Special Effects To Your Site – And Some Software That You Can Download Right Now To Do This For You

Once you have mastered the guidelines above on how to write effective sales copy you are ready to add some more dynamic effects onto your website. There are actually no end of ways to make your site look more presentable and professional.

By downloading the following software (**Tranzitionz**) you're going to be able to customize your sales page with almost any feature you would want. These include:

- Special effects on entry and exit.
- Create “presentation style” webpages.
- Add TV-Presentation styled special effects on your site.
- You can rotate different effects.

The different possibilities are endless with **Tranzitionz** – you can download the software right now [here](#).

Recommended Resource – If you still believe you need more assistance creating perfect sales letters then I strongly urge you to pick-up a copy of [Push Button Sales Letters](#). The beauty with this product is that there are several pre-written sales letters (By Marlon Sanders – a legend in the copywriting business) that you can simply adapt with your own information. Well worth the investment as it creates perfect sales letters for you in very little time.

How To Add Audio To Your Website For Free

Thanks to advances in technology it is now pretty simple to add **good-quality audio** to your website.

For someone who has never done this before it can feel like a daunting task – but with some simple instructions all you really need is a PC and microphone. You will have to decide for yourself if you really want to add audio to your website – if you’re a newbie then perhaps you could attempt this in a future project. The advantages are quite clear however – statistics have shown that **people generally tend to remember 50% of what they both see and hear**, compared with only 10% of what they only read. Adding audio on your website has the potential of increasing your viewers attention span by **almost 50%**. Multimedia is likely to form a part of the future (and this includes info-product creation) so at some point it is certainly worth looking into creating audio content for your website. The below resource shows you how you can add high quality audio to your website – and how you can do this without spending a cent.

Download “How To Add Audio To Your Website For Free” - Some audio how-to resources cost as much as **\$97** but you can download the excellent **“How To Add Audio To Your Website For Free”** eBook for **free**.

Download the .zip file directly [here](#).

Add Video To Your Website – If you’re interested in adding video to your website or creating video based information products I suggest you check out the best Video tool out there – try the [free version](#) demo.

How To Profit With Info-Products...A Crash Course In Online Marketing Techniques

If you have been on the internet for some time you're probably very aware that internet marketing is one of the most expansive topics you could ever write about. There are literally an endless sea of internet marketing books, courses, audios, seminars, software products and more. It would of course be impossible to detail everything you would ever want to know (I'm not sure I or anyone else actually knows that much) so what I have done is to create a **crash course of internet marketing techniques** that you can use immediately to start selling your eBook. I have also provided several very good resources for you to download and use that will help your efforts.

Create A Marketing Plan – it does not matter how big or small your information product, you must, must, **MUST** create a marketing plan. A marketing plan simply details what you want to do with your eBook, how and where you intend to sell it and for how much. It will cover issues such as affiliate marketing, paid and free advertising sources and so on. Each marketing plan will be unique based on what you hope to achieve from the product. Here are the main factors that you must include in your marketing plan:

- Identify your goal and targets. Will your results be measured in terms of dollars produced, books sold or some other target?
- Decide on your pricing model. It's important to get this right – don't appear cheap but make sure that you give your customers more than their value for money.
- Who are your target purchasers and how will you reach them?
- What incentives will you use to entice people to purchase your new information product? There are several ways of doing this – a special report highlighting some of the good information in the book, perhaps a sampler chapter or free bonuses.
- What paid advertising methods will you use if any? Will you use a Pay Per Click campaign and put adverts in newsletters for instance? If newsletters will you be able to afford a solo advert? Which newsletters will your prospects subscribe to?
- How will you approach potential website owners who may be interested in your information product? What Joint Venture offer will you propose to them to get them to promote your new eBook.
- What about Search Engine Optimization? Will you have the ability to create a keyword rich site that will rank high in the major engines?
- What forums will your prospect visit?
- What methods of free traffic will you be using to get visitors to your website?

- If you plan to use affiliate marketing how will you recruit

Once you have created a marketing plan you're ready to get out there and sell your great new information product. The following methods are all proven and sure fired ways of attracting top quality, targeted traffic to your website. Get this right and you will do very well but as with most things, **results can take time!** Do not get discouraged if you do not see instant results.

The following strategies can all be used as part of a strong marketing plan – they are seven places that you simply **MUST** expose your info-product to in order to maximize your sales.

Online Forums – I have given this resource first, because quite frankly this is one of the best “secret” methods that a lot of gurus use to deliver targeted prospects to their site – prospects that often go on to buy from them. If you look up any subject on the internet, from gardening to weight loss to internet marketing you will probably find buckets of forums where pools of prospects gather to share their views and ask and answer questions. You already used forums while researching your topic – for convenience I have given the forum directories below:

[Find Your Forum](#)

[Forum Guide](#)

[Forums Info](#)

[Forumzilla](#)

[Forum Showcase](#)

[Forum Finder](#)

[Forum Directory](#)

[Forum One](#)

[Board Reader](#)

The great thing is that forums are places where people with similar interests and passions gather to discuss with their fellow enthusiasts. Some forums have several hundred thousand members, while others may only have a few hundred but the point is that here you have **HIGHLY TARGETED** prospects, all in one place. There is a way to generate a lot of profits from forums, and when it boils down to it they are a great chance for you to gain publicity for your product/service 100% free. Most forums do have rules that you need to follow so do not just jump in and start placing blatant adverts – they will be deleted and you will almost certainly be banned from making future posts.

Generally, the main thing that you should be careful on forums is that you do not “spam” – as a general rule, try and leave your signature file (one that points to your website or newsletter signup) whenever possible – but try and contribute something when you do this. For example if you ANSWER a question that helps someone at a forum – go ahead and leave your sig file. If you’re just asking a question then it’s best not to. You’ll quickly discover (like all the gurus that are making fortunes online) that forums are a great source of free advertising, knowledge and more.

Some Forum Resources – Now you’re in for a real treat as I have included **two superb resources** that will really boost your profits with forum marketing.

The first is called the **Big Black Book Of Forums** – now this super little resource is barely a few pages long, and a very easy read. It also contains a **LOT** of powerful information on making money with online forums – very useful for promotion of information products and I suggest you download and read this immediately. You also receive **master resale rights** to this package. It sells for \$19.95 ([here](#)) but you can download this for free below:

[Go To The Big Black Book Of Forums Download Page](#)

The second resource is a very useful one – a **HUGE** list of online forums for practically every subject. Very useful indeed and you can download the .zip file directly from [here](#).

Listen, I really cannot tell you enough how many targeted visitors, subscribers and ultimately customers your efforts with online forums can bring. The best thing to do is get started as soon as possible and get yourself organized. I also really suggest you take a good look at the recommended resource below – it is in effect a **forum “secretary”** and if used correctly will probably pay for itself within one day and generate a great deal of profits for you far into the future.

Recommended Resource – Recognized as the best piece of forum software ever invented, take a look at [Forum Fortunes](#). A masterpiece for anyone who is serious about using forums to gain targeted visitors and increased profits.

Special Discount – If you do decide to purchase Forum Fortunes don’t use the above link. You are entitled to a **50% discount** as a purchaser of this eBook. Visit the special offer Forum Fortunes site [here](#).

Articles – Have you noticed the number of article directories that have cropped up in recent times? Is there a reason for this? You bet there is – because all over the world, in every niche you can imagine, ezine publishers, ebook authors, website owners etc are all searching for fresh content that they can publish for free.

So why should you let go of your valuable content for free? Because when you write an article and send it out to various directories and ezine publishers, it will begin to circulate around the internet. Think about it – your article containing **your reference box and sales page** will ultimately be seen by thousands (maybe even several thousands) of people. These people are interested prospects – if they enjoyed your article they are also very likely to click on the sales link in your resource box. Suddenly hundreds of highly targeted prospect are all clicking on your sales page. What effect do you think that will have on your business?

Of course it can be daunting to write out an article – it must be well crafted and have a high informational content. While different article directories have their own length rules it's usually a good idea to keep your articles in the 800 to 1000 word mark. When writing your articles remember that it will be a showcase for your information product. As such you really need to deliver the same level of high quality that is inside your information product.

When writing out your articles keep the following in mind:

- Think of your article as you would your sales page – make sure you have an attention grabbing header and keep the paragraphs short, interesting and easy to read.
- This should go without saying but ensure that your article contains no grammar or spelling mistakes. These mistakes can crush your credibility.
- Keep the resource box hype-free. Try and entice your viewer to your website without making it seem like a blatant advert.
- Create a plan for your article when you're writing – what will you include? How will you start and end the article? How many words do you want to write?

Once you're finished writing your article you should submit it to as many relevant directories and newsgroups as possible. Remember however that you should only submit articles to places where they are wanted – posting an article on weight loss to an internet marketing site is a waste of that site moderators time as well as your own.

Having said that here is a huge list of article directories and newsgroups that you may potentially wish to submit to:

<http://www.goarticles.com/cgi-bin/add.cgi>

<http://amazines.com/>

<http://www.ideamarketers.com/>

<http://www.netterweb.com/>

<http://www.freesticky.com/stickyweb/submitarticle.asp>

<http://www.howtoadvice.com/>

<http://www.webmomz.com>

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

http://www.zinos.com/f/z/author_area/main_menu.html?

<http://www.article-announce.com/>

<http://www.vectorcentral.com/articles-form.html>

<http://www.jogena.com/articles/articleform.htm>

<http://www.connectionteam.com/submit.html>

<http://www.home-based-business-opportunities.com/>

<http://www.certificate.net/wwio/ideas.shtml>

<http://www.certificate.net/wwio/ideas.shtml>

<http://www.ebooksnbytes.com/articles/submit.shtml>

<http://www.zongoo.com/submit.html>

<http://www.family-content.com/articles/submit.shtml>

<http://www.link-promote.com/wlmonth/contributors/index.html>

http://www.weeno.com/Pages/submit_user.shtml

<http://www.allnetarticles.com/submitarticle.asp>

<http://www.boconline.com/sub-art.shtml>

<http://www.smartads.info/articles/submit>

<http://www.zinos.com>

<http://goarticles.com/index.html>

<http://www.articlecity.com/>

<http://articleresponder.com/>

<http://www.expertarticles.com/>

<http://ezinearticles.com/>

<http://www.ezineannouncer.com/>

<http://www.jvmarketer.com/articles/index.html>

<http://www.smarteremarketing.com/>

<http://www.optimizelifenow.com/index.htm>

<http://www.mailbiz.com/mailbiz/magcat/>

<http://www.marketing-seek.com/index.shtml>

<http://www.dime-co.com/articlesub.html>

<http://www.webmasterzine.com/newsletters/>

<http://pages.sssnet.com/ohiobar/writershaven.html>

<http://www.articlecentral.com/default.asp>

<http://advertisingsecrets.com/submissions/>

<http://marketing-resources.com/>

<http://www.addme.com/nlsubmit.htm>

<http://marketing-resources.com/webdesign.html>

<http://thewhir.com/find/articlecentral/default.asp>

<http://www.articlesthat sell.com/articlepage.htm>

<http://www.certificate.net/wwio/index.shtml>

<http://www.ebusinesshelpsite.com/Articles/submit-article.htm>

<http://www.bpubs.com/cgi/add.cgi>

<http://www.ebooksnbytes.com/articles/submit.shtml>

<http://www.freesticky.com/stickyweb/submitarticle.asp>

<http://www.promotiondata.com/index.php>

<http://moneywonders.bizhosting.com/articles.html>

http://www.stickysauce.com/articles/webarticles_index.htm

<http://www.powerhomebiz.com/termsfuse/articlesubmission.htm>

http://article_depot.50megs.com/

<http://www.webmarketingezine.com/web-marketing-articles.shtml>

<http://www.link-promote.com/wlmonth/contributors/index.html>

<http://www.adultbizresource.com/submitarticle.php>

http://www.all-4-all.co.il/article_add_form.asp

http://www.thewebpages.com/articles/article_submission.asp

<http://www.articles911.com/>

<http://www.businessnation.com/cgi-bin/library/articles/add.cgi>

<http://www.bytesworth.com/articles/default.asp>

<http://www.ibizresources.com/contact.html>

<http://www.delmedia.com/submitarticles.php>

<http://formmail.hotplugins.com/cgi-bin/showformmail.cgi?fmid=1050>

<http://www.emoneymonthly.com/submit.html>

<http://www.first-business-systems.co.uk/articles/submit.php>

http://growingco.com/article_add_form.asp

<http://www.seoconsultants.com/articles/instructions.asp>

<http://www.lilengine.com/submit.php>

<http://www.chiff.com/business/marketing.htm>

<http://marketingaces.com/>

http://www.websuccessmaker.com/community_forms/article_&_e-book_submissions.htm

<http://www.promotionworld.com/>

http://transcend.btrd.ab.ca/article_add_form.asp

<http://www.searchenginespy.co.uk/submit.html>

<http://www.search-insider.com/submit/>

<http://www.businessknowhow.com/newsletter/articleguidelines.htm>

<http://i4net.tv/marticle/submit.php>

<http://www.themanager.org/Content1/Submit.htm>

<http://www.theukwebdesigncompany.com/articles/article-added.php>

<http://www.bizstrat.com/contact2.html>

<http://www.allmerchants.com/submit-article.php>

http://www.workoninternet.com/Submit_Article.html

<http://www.addto.com/articlesubmit.shtml>

http://www.smallbusinessoutpost.com/forms/submit_article.htm

http://www.maestroawards.com/EN_art_submit.shtml

<http://www.moytura.com/internetmarketing/submit-article.htm>

<http://marketing-of-training.com/motoarticles/submityourarticle.htm>

<http://www.newsletter-directory.com/articlesubmit.htm>

http://www.emarketingassociation.com/article_submit.htm

<http://www.forleaders.com/submit.html>

<http://www.patrickjgavin.com/web-hosting-articles.html>

<http://www.webpronews.com/submit.html>

<http://www.webproworld.com/article.html>

http://www.weeno.com/Pages/submit_choice.shtml?submitButtonName=Accept+These+Conditions

<http://www.digital-women.com/submitarticle.htm>

Yahoo Related:

<http://ca.groups.yahoo.com/group/SmartAds/>

<http://www.web-source.net/articlesub.htm>

http://groups.yahoo.com/group/publisher_network/

<http://groups.yahoo.com/group/Reprintarticles-paradise/>

<http://groups.yahoo.com/group/aainet/>

http://groups.yahoo.com/group/article_announce/

<http://groups.yahoo.com/group/articlepublish/>

<http://groups.yahoo.com/group/ArticlePublisher/>

http://groups.yahoo.com/group/articles_archives/

<http://groups.yahoo.com/group/Free-Content/>

<http://groups.yahoo.com/group/free-reprint-articles/>

<http://groups.yahoo.com/group/FreeZineContent/>

<http://groups.yahoo.com/group/netwrite-publish-announce/>

<http://groups.yahoo.com/group/The-Article-Depot/>

<http://www.certificate.net/wwio/index.shtml>

MSN Related:

<http://groups.msn.com/SmartAdsInformationCentre>

<http://groups.msn.com/Smartads/welcome.msnw>

<http://groups.msn.com/Smartads1>

<http://groups.msn.com/Smartads2>

<http://groups.msn.com/Smartads3>

<http://groups.msn.com/venturecon/designpromotips.msnw>

Other Related Site:

<http://www.naturalhandyman.com/submitarticle.shtm>

<http://www.freespiritcentre.info/submissions.html>

<http://www.isixsigma.com/submit/>

One thing to remember is that article directories at times do come and go so these listings may become outdated over time. However there is no shortage of article directories and this is no way a complete list. Search for “article directories” in Google and you will find an endless supply.

Recommended Resources – There are two tools that I have used to seriously improve my profits using articles. The first is the [Directory Of Ezines](#) which is a huge database of ezines covering every possible niche. The good thing about this one is that aside from containing an endless list of places for you to submit your article to you're also able to get discounts on ezine advertising.

Another tool that I have used for a while now is the **Ezine & Article Announcer tool**. Article submissions while being very profitable in the long term can be a full time job. The Article Announcer automates the whole process so you can upload all your articles to it's database of thousands all within a few clicks. Well worth checking out [here](#) although I would get [Forum Fortunes](#) before this one.

Crafting Joint Ventures – Creating win-win **Joint Venture deals** with your fellow online info-product/website owners is a very good way of substantially boosting your profits at practically zero cost. The great thing with JV's is that you only ever pay a commission when a sale is made – you do not face advertising costs with the risk of making a loss as is possible with unsuccessful PPC or Ezine campaigns.

It really is up to you to structure a JV proposal as you see fit but remember that even with a good product you will have to really urge a potential partner if he or she is a respected and established figure in your niche. Everyone knows who the top gurus are as such they may already get several JV proposals on a daily basis.

What To Look For In A Joint Venture Partner - Before we go on to decide what you should include in a good JV proposal let's first figure out what you should look out for when choosing potential JV partners:

- Someone who is directly in the niche you have a product on (or a related niche).
- Someone who has a good sized opt-in list which would allow a large amount of your product to be sold in a relatively short space of time.
- Someone who is well respected in the niche your product is in, and who has a website with a good search engine rank and high traffic.

Where Will They Be? That's great – but **where can you find them?** One great source of potential JV partners is through Ezine directories. You're looking for partners with their own newsletter so these are ideal places to find them. You can look up your niche keywords with "newsletter" in front of the search term (eg Dieting newsletter if you have a niche on weight loss for example). Alternatively here are a list of good and free ezine directories that you can use:

[Free Ezine Web](#)

[Email Universe](#)

[Go Ezines](#)

[Ezine Links](#)

[Inkpots Ezine Directory](#)

Generally, if you're just starting out you're more likely to have more success with some of the smaller, less known ezine owners. They may still have highly responsive lists but are more likely to give you a positive response to your offer.

I highly recommend that you first subscribe to any ezines that you intent to contact the publisher with. Get a feel for the newsletter content, the style and also the owners website. This will be very handy when it comes to crafting your actual JV proposal.

How To Craft Your JV Offer – The main thing to remember when putting together your JV proposal is that you need to make the offer irresistible to the potential partner. Are you busy? I bet you do not have enough time in the day to get everything done (I don't) – well your potential partners will be exactly the same. You need to really grab their attention right from the start and **make your offer outstanding**. How can you do this? Here are a few ways:

- **Pay Large Commissions** – Even if you have the best info-product ever created, and everyone in your niche would want a copy you need to offer high commissions to your partner to get them to promote. This will vary depending on the niche but why would anyone respond to a 10% commission offer? If the average is 50% then you should be looking to pay out 60%, 75% or even more. This will more than compensate for the profits you initially miss out on as you'll be adding highly targeted customers to your own newsletter list.
- **Give Your Potential Partners A Reduced Price** – This makes them look good in front of their own subscribers.
- **Let The JV Partner See Your Product & Let Him Have Any Other Information Products You Have** – A good product is more likely to have him agreeing to your proposal.
- **Include Statistics** – All the sales testing that you may have done should be shared with the partner. Include proof of your numbers where possible.
- **Make Your Letter Targeted** – By this I mean never send out a template letter to a JV partner. Your basic information may be the same but always personalize the offer with his/her name and include some specific reasons why you like his site and newsletter.
- **Include Your Full Contact Details** – Your name, telephone and fax number along with address & email should all be provided.
- **Consider Sending A Fax Or Personal Letter Instead Of Email** – Why? Because your chances of being seen as a professional are much higher – not to mention your email may just be lost in a sea of other unopened emails if you go down that route.

Joint Ventures are certainly a tool that every info-product creator should be using to get (effectively free) advertising, build profitable relationships and, ultimately, improve their sales and revenues. A successful Joint Venture partnership is likely to continue long into the future as both parties build their businesses and add additional products to their portfolios.

Advertising In Newsletters & Ezines – Ezine advertising is a very good way of reaching a large number of targeted visitors at a relatively low cost. With the increased use of spam filters some have recently questioned the effectiveness of Ezine advertising but no doubt it still has a part to play in the online marketing arena.

The point is, similar to forums, ezines represent a medium to reach between hundreds and thousands of highly targeted prospects within your niche.

So how do you reach your target audience? You can find a list of newsletters that publish within your niche using the article directories given above. But finding suitable newsletters is one thing – putting together an advert that the subscribers are going to respond to is quite another thing. You will need the same level of **high-impact writing** as you came up with when creating your sales page. Depending from whether you choose a classified advert or go all out for a full solo listing you'll have between a few lines to a whole page to get your message understood. Obviously a solo advert would be much preferred as you're more likely to get far more responses – but they can also be quite pricey, especially in the more popular ezines.

As you develop your presence online you will also be **building your own newsletter list** – this is going to be your future so go to a lot of trouble to build this list and keep it happy. You can and should build your newsletter subscribers by offering bonuses in exchange for people signing up to your newsletter. As you build up a responsive and highly targeted list of prospects you'll be able to not only deliver useful information to them but any offers you believe may interest them.

Set-Up A Blog – The popularity of blogs seems to have soared, with no end seemingly in sight. This isn't too surprising as many Blogs provide a high information content and of course are free for the reader. Used properly, a blog can be a useful tool to channel highly targeted traffic to your sales-page.

Setting up a Blog for the purposes of marketing your info-product can take a bit of work but it is well worth the effort.

Download Your Blog In A Box Resource - To learn exactly how to do this download the Blog In A Box ebook right now. This usually [sells for \\$37](#) but is included with this eBook. You can **download the package from [this page](#)**.

Using Pay Per Click Search Engines – Pay Per Click search engines allow you to gain instant, targeted traffic to your website but some campaigns can be quite expensive. This is a huge topic in itself and many books have been written on profiting from the PPCs.

With a PPC program, such as Google Adwords or Overture, you bid on certain keywords that you believe your potential customers may use in the search engines. The higher your bid (a few cents to several dollars) the higher you will see your advert displayed in the search engine. When perfected, PPCs are a very cost effective way of getting targeted traffic and sales for your information product. PPC campaigns can become quite expensive so it's important that you derive as much benefit from the traffic it yields – not only in terms of sales but by ensuring that you capture the email addresses of interested prospects. For PPC to be worthwhile you must have a website that converts viewers into buyers – here are some strategies that you can employ to do this:

- Consider setting up a “**Landing Page**” – a page that is setup to capture the persons email address before they go on to the ultimate site. You can do this by perhaps offering a free gift etc for newsletter sign-up.
- Your page should be **specific** – that is directly to the information product that your customer was interested in...not a general page that makes them work to find the product they came for.
- Make your keywords **highly specific** - more keywords may generate more clicks but those that are not specific to your product will just lead to a more expensive campaign without yielding additional sales. This is not what you want.
- Decide beforehand what your **bidding limit** is – come up with an advertising budget and stick to it. It's all too easy to create loss making campaigns because you have not created a plan.
- **Do not get obsessed with a number one ranking** – generally, as long as your advert is displayed within the first couple of pages, you'll get a lot of exposure and clicks. You'll have to see if paying the extra amount for a first ranking is worth the expense – if bidding gaps are tight then it may be so. However if there is a massive gap in price for you to get displayed a couple of places higher, ask yourself if it is worthwhile.
- Are there **any mis-spellings or alternative keywords** that you may be missing out traffic from? People generally all go for the same keywords in a particular niche.
- Can you breakdown your search into **more specific keywords**? For example an info-product about pet illness remedies may be broken down into more specific searches such as “how to cure a dogs cold” and so on. Scour your product for keywords that may be used – and these highly targeted keywords will probably cost you less than the more popular ones.

- There are some niche areas that have whole search engines dedicated to them. It is worthwhile finding out if there is such an engine set-up for you. [Visit Pay Per Click Search Engines](#) to find a list in your area.
- In my opinion, Google Adwords is the best engine for information products – Overture has a much higher minimum bid although many still use it. However there are other PPC engines that you may wish to experiment with such as:

[Looksmart](#)

[Find what](#)

[Kanoodle](#)

[Espotting](#)

Done right, a good quality Pay Per Click campaign is a very effective way of getting instant, highly targeted traffic to your site at a reasonable cost. There are literally hundreds of books and reports on creating profits with Pay Per Click search engines. However, I strongly suggest that for information products you start with Google Adwords.

Recommended Resource – If you do set-up a Google Adwords campaign, I strongly suggest you pickup a copy of [Google Profits](#).

Recruiting Affiliates To Sell Your Products – Affiliate marketing is a very powerful tool when handled correctly. Here, you set-up an affiliate program for your information product (Clickbank already has an automated affiliate program all set up so this is a good payment processor to use if you want to have affiliates). You offer your affiliates a commission, a percentage of the sale price whenever they send you a customer. This is a good way of increasing your sales and your bottom line profits without risk – after all you only pay when a sale is actually made.

Finding quality affiliates is very important – think quality over quantity and try and seek out the super-affiliates who will really be able to sell your products in vast quantities. So how exactly can you find affiliates for your program? Here are the best ways:

- There are some **forums** that are set-up exclusively for affiliates. These can be a valuable source of quality affiliates and many will allow you to post details of your affiliate program for free.
- Scour the internet for websites that may be a perfect fit for your product – then write a very **personalized letter** to the website owner and invite them to be your affiliate.

Specify exactly why you feel their site would be ideal for your product and what you can offer both the affiliate and their customers.

- **Pay Per Click** campaigns can be set-up specifically to recruit your affiliates. Draw up a list of keywords that your potential affiliates may be seeking.
- Do not be afraid to use the **phone/fax and direct mail** to approach potential super-affiliates. Remember that your message will appear far more serious and professional if you use one of these methods to establish first contact.
- Submit the details of your affiliate program to **affiliate directories**. There are many of these and listing is usually free.

Once you have your affiliate program underway you will notice that if your program is good, details will probably spread via word of mouth. Make sure that you provide your affiliates with plenty of sales tools – these can include banners/pictures, sales emails and classified adverts. The more tools you supply your affiliates with the more likely they are to promote your program with enthusiasm.

Recommended Resource - Each of the marketing methods we're talking about have entire books written about them and finding super-affiliates to market your info-product is no different. The best resource I've seen on recruiting super-affiliates in a flash is the [Internet Success Spider](#). It's designed for beginners but has some very powerful features for finding practically every affiliate who would want to promote your program.

We have covered a lot of ways that you should be using, collectively, to market your new information product. This should not be seen as the end of your education – far from it in fact. You should be looking to constantly build on your marketing knowledge to build your abilities. As you do this you will discover that you will really be able to **squeeze profits from your information product as and when you feel like it** – all on autopilot. If you are serious about then get the best one out there - Corey Rudl's ultimate [Internet Marketing Course](#) – probably one of the best investments you will ever make.

Using Other Products With Resale Rights To Increase Your Profits

Now that you have a solid understanding on how to create and market your very own information product from scratch we're going to make things slightly easier for you. We'll look now at ways that you can sell other people's information products with resale rights for additional profits.

I would always urge anyone to create their own information product before taking this route because this way they have full control over everything – from pricing to receiving all the backend commission. However, selling quality products with resale rights in addition to your own product is **a fantastic way of boosting your income** even further.

If you have a list of highly targeted newsletter subscribers who have already purchased your information product, perhaps there is a complimentary product in the same niche that would interest them. It's worth remembering that people with interests often do not stop with just one product. They may buy three, four or more items in the niche that interests them. For example I know of one fellow who has spent several thousands of dollars on his particular interest – "Star Wars". This fellow attends practically every convention, buys all the collectibles, reads every book and so on. Chances are he will never stop buying Star Wars related items. He is not alone – and the example I have given applies to a lot of people over a wide range of niches. You can capitalize on this by purchasing other quality information products with resale rights. I have underlined quality because it is sensationally important – make sure you have read and reviewed the product you sell – in your customers eyes it is as if you have written the product yourself so it is not worth losing your credibility for the sake of a few ill gotten sales of a poor product.

One thing you have to remember about resale rights products is that you are probably not the only person with the rights to sell the eBook. Chances are that the resale rights products you came for had a sales page with it. Remember, that 95% of all the resellers out there will be using the exact same sales page to promote the same book. You do have an edge on getting your own newsletter subscribers to buy from you (after all they know and trust you), but beyond that why should anyone buy from you if your product is exactly the same offer as every other reseller? The way around this is to develop your own **Unique Selling Position** . You can do this by:

- **Changing The Sales Page** – Often products with resale rights come out with standard to poor sales page. You can use your own copywriting skills to revamp the whole sales page from scratch (if allowed by the author). This is something that most resellers are just not prepared to do and this gives you a real edge over everyone else. Potential customers see your product and sense an exclusivity about it – they've not seen it before, even though practically everyone else is promoting it too.
- **Offering Exclusive Bonuses** – Here's the clincher. While 95% of the resale rights crowd are offering the package exactly as it is, with the bonuses that came

with the package...you'll be creating your own exclusive reports and adding them as bonuses. This really is a supremely effective tactic in selling your resale rights products. You know how to create a whole information product from scratch – now you'll easily be able to put together a relevant and interesting special report that is 10 pages or so long of quality content. Using your graphic design skills or the Instant Cover Magic package you can easily create a fresh, unseen cover graphic for your special report. Suddenly people want the exclusive report almost as much as they do the book – **it's only available from you**. Who do you think they will buy from?

- **Try And Get Hold Of Master Resale Rights Whenever Possible** – Master resale rights allow you to pass on the resale rights to your customers. This has two huge advantages – first, people simply love resale rights. They can read the information and then resell the product to create a profit for themselves. Ultimately this means more sales for you. Secondly, you can think about offering a higher price if you offer resale rights with your book.

The other thing with resale rights products is that they are always handy, especially if the author allows you to repackage them as **bonuses for your own products**. Get one or two highly relevant resale rights products that go seamlessly with your own information-product and you have seriously raised the perceived value for your offer. Again, the more unique you make the resale rights bonus product, the higher your chances of making the sale.

Resale Rights Alerts – New Unseen Resale Rights Books For \$9.95

Now a bit of a plug - You can get a stream of **premium eBooks** (like this one) for as little as **\$9.95 with full resale rights**. If you would like some more information on this exclusive resale rights offer please email me – tukshad@global-ebooks.com with “**resale rights alert**” in the subject and I will let you know the minute one of my new resale rights products is out – you'll also be **the first to get to sell it**, not to mention purchasing it at a **huge discount** (my subscribers have enjoyed discounts of upto 90% on my premium resale rights products).

Here are two premium Niche eBooks that you can get hold of at a 90% discount with master rights:

[Niche 1](#)

[Niche 2](#)

A Few Last Words

I really hope you have enjoyed reading this book and that you are now at a stage where you have the knowledge, tools and confidence to start creating and profiting from **your very own information products**. The learning curve may be steep, but you have everything you need right here in this book to make a very good start – and the rewards once you have perfected the art of product creation and marketing are **endless**.

Thank you once again for reading this book and I wish you every success.

Saving The Best For Last...

Finally, before leaving you I would like to give you a **\$49 resource for free**. As a thank-you for purchasing this book, I'd like to give you **The Complete Plug In & Profit Advertising Toolkit** absolutely free! The package costs \$49 ([here](#)).

To download this neat little package [click here](#)!

Kind regards,

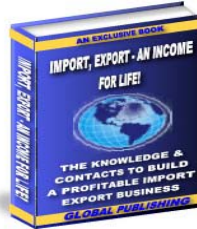
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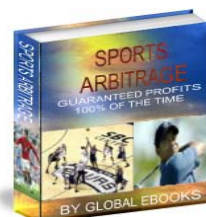
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