

HOW TO BE AN INTERNET INFO-PRENEUR



Hi. I'm Dr. Mani. Over the last 10 years, I have sold information products worth over \$250,000 on the Internet - and this short report will teach you how you too can start doing it.

This is NOT a 'get rich quick' guide.

Or a 'magic pill'. Or a 'scam sheet'.

It is an outline to give you an exciting glimpse into the limitless possibilities of being an **INFO-PRENEUR** - an *entrepreneur who sells information*.

Yes, YOU can be an info-preneur!

PLEASE READ THIS RIGHT NOW!

If you put it down for 'later', you may forget... and a year from now, you'll be doing EXACTLY what you have until now. At most it will take you **15 MINUTES** to read - and will **DRAMATICALLY impact** the level of your success. That's a promise!

Do you find that hard to believe? Have you been convinced you don't have anything valuable to share? Are you quite sure you can't write, talk or demonstrate things others will think worth paying you for?

Maybe this report will open your eyes to a whole new world of opportunity. Because the truth is, no matter who you are, no matter what you do, no matter where you live - you can be an info-preneur!

Let me tell you about a few info-preneurs, so you can see how you stack up.

Lori Marshall wrote and sold thousands of copies of a guide on golfing. Not surprising, right? Golf is a popular sport, after all. But Lori's info-preneuring profits came from writing a book on improving your golf swing - but specifically for women golfers... who are LEFT-HANDED!

I have written - and sell - a manual that shares statistical data on outcomes after a particular special

kind of operation - that's done fewer than 5,000 times every year... all over the world!

Then there's this guy who sells piano lessons over the Internet. Nothing unusual there - except he teaches only those who want to learn to play 'by ear' (without 'reading' a single music note)... and only GOSPEL MUSIC, to boot!

And my wife's short booklet sharing laptop computer care tips sells briskly from her website. A friend sells information about growing bonsai trees. And one of my clients, a senior administrator, wrote a book on time management that became the launch pad for a series of information products and lucrative consulting contracts.

All these people have one thing in common. **They sell INFORMATION** - a kind of specialized information they possess, which others want, and that they could package to meet their needs.

That is exactly what an INFO-PRENEUR does - and you too have specialized information that can become the core of your info-preneuring career.

The Internet Info-preneur Revolution

The World Wide Web is all about information. Or rather, DATA. The difference between data and information is this: **Information Is Usable**

If you, as an info-preneur, can compile, condense and creatively assemble data that you possess, or research, or discover, and present it in a form that saves people time, energy or money,

They Will Gladly Pay You For It

With the right idea, a well-thought out plan and some persistence, ANYONE can build an information marketing empire on the Internet alone... yes, you too.

You do NOT need expensive tools or equipment. You do NOT need a big marketing and advertising budget. You do NOT need an office, staff or employees.

You can launch your information business with a story - one based on your own experience, education or expertise. By finding an audience that likes, wants and needs what you know, and telling them your story, you can quickly and easily launch an info-preneuring career that will set you up for life.

FOR MORE DETAILS AND A STEP-BY-STEP GUIDE TO INFO-PRENEURING, VISIT: <http://www.InfoProfitz.com>

The only two ingredients you contribute are:

- * **EXPERTISE**
- * **PASSION**

Are You Worried That You Don't Have Any Expertise?

Think again. Have you gone to school? College? Held a job? Learned a skill (any skill)?

Do you have any hobbies? Interests? Play (or even watch) games or sports? Love TV? Know cooking or painting?

Can you wiggle your ears? Can you tell jokes, write short stories, or even little articles and snippets?

Do you have children, or elderly parents, or relatives who are ill and need special attention?

Do you live in an interesting country, city or neighborhood? Do your friends say you do something well - or goof up? Do you travel, sing, play an instrument, volunteer, get involved in fundraisers or charity?

Have you made a lot of money, or been deep in debt? Have you bought homes, sold real estate, built businesses, taught entrepreneurs, climbed mountains, created software?

Any - and ALL - of these are things you could build profitable info-preneuring empires upon!

Whatever Happened In Your Life Is Worth Money!

Let's take some specific examples.

Cooking. Got a delicious chicken recipe your family raves about? 245,179 searches are done every month on the Internet for the word 'recipe'.

Or take 'dog training'. Is your pet well-behaved, trained, groomed? There are over 125,000 people wanting to know how you do it.

How about investing? Are you a stock-picking whiz? Every day, thousands of folks are scouring the Net for that 'killer' edge.

There are kids looking for video game cheats or 'tricks' to win at chess. And shy men seeking tips to

land hot dates, become charismatic and sexy, gain more self-confidence. There are geeks hunting for a bug-fix in a complex sequence of code in the newest version of Windows or Linux.

There are literally **MILLIONS of things** you can sell information about - if you have PASSION and EXPERTISE.

No, scratch that. You don't even need to be an expert. *Just be able to LOCATE one.*

There are dozens of top experts who do not have a clue about being an info-preneur. With your passion for turning data into useful information, you can find these 'experts' and interview them, pick their brains, ethically convince them to share their wisdom... and package their knowledge into your information product - to sell and profit from!

But Why INFORMATION?

11 Reasons You Should Be An Info-preneur

1. You need only your own experience. No extra resources necessary.
2. Work from home, only in your available spare time.
3. Low start up cost. Affordable for anyone.
4. Plenty of guidance available from role models and fellow info-preneurs.
5. Powerful, intuitive, easy-to-use technology available to help you.
6. Can be set to run hands-off, on auto-pilot.
7. Scalable - you can take it as high as you want.
8. No time limitations. Grow your business as fast or slow as you like.
9. No geographic restrictions. All you need is a computer with an Internet connection.
10. No barriers to entry like language, social status, physical handicaps or anything else.
11. Potential for passive income - for the long term.

As an Internet entrepreneur, the best thing you can sell is information. Here's why...

Global Market - With your information product available over the Internet, audiences from around the world can get access, and pay you for it.

Low Cost - In contrast with traditional publishing models, creating information products and packaging them for sale online is extremely cheap and affordable.

High Perceived Value - Information that solves a problem, relieves pain, offers a benefit or advantage, or is simply exclusive, entertaining or educational has a very high perceived value - and buyers willingly pay for it.

High Mark-up - Because information is highly valued, you can sell it at a proportionately high price - which may be many times more than it cost you to create the product. Still, it will be considered good value by owners.

Mobility - As an Internet info-preneur, you are not tied to a geographic location like a brick-and-mortar business. You can sell 'on the move'

Residual Income Potential - To me, the biggest advantage - and one that is often overlooked - is the potential to work once and get paid over and over again.

You write a report or book once - and yes, it can be hard work. But guess what? You get paid for that work a year later... 4 years later... even 10 years later, or more! That's FUN.

One of my speciality info-products was created in 2002. Four years later, I have sold 205 copies at a price of \$39.95 each - without lifting a finger, doing nothing except renewing the website domain name every 2 years! That's over eight thousand dollars in PASSIVE income. Sweet.

But What If You Cannot Write?

A huge mistake many people make when talking about information products is thinking 'BOOKS'.

Yes, books are one form of information product. But not the only one, or even the most popular one.

Information can be presented and packaged in the

form of seminars, tapes, CDs, video, newsletters, infomercials on TV, speeches, or consulting sessions. Any smart infopreneur will try and package information in many (or even all) of these forms - and maximize the impact of their knowledge.

And if you cannot write, but are determined to have a book, you can always contract out the work to experts for hire - called 'ghostwriters'. These talented authors will write your book for a fee - and let you put your name on it as the writer! The same goes for audio, video and other forms of content presentation.

No longer are your technical abilities a limitation. Only your expertise and passion matter.

So, Is That All You Need To Be An Infopreneur?

Almost. There's one more thing - and it's critical to your massive success.

Marketing

You've got expertise and passion. You have a good idea for an information product. But without great marketing, your info-product will either fail miserably or under-perform your potential.

Marketing your info-preneur empire starts with planning your product. And it involves asking some tough questions - and seeking out the right answers.

1. What do you know? How well do you know it? Are you an 'expert'?

2. Who else wants to know about it? Where are they, and how can you reach them with the message about your product? How badly do they want your information? Do they have a problem? Are they desperately looking for a solution? Do they have the money to afford your solution? Are they willing to spend that money on buying your information?

3. How many of them are there, and is this number increasing, static or decreasing over time? Do they keep wanting more and more information about what you are teaching them?

For example, information products targeting parents, teenagers, retirees, hobbyists, travellers, video game fans and such 'evergreen' niches will ALWAYS have a steady, even growing audience.

4. Can you teach others what you know? Can the principles of what you know be taught to an even wider audience, beyond those who are within your target niche?

5. Are there other things you can sell to your buyers, after they have purchased your information product? Or other ways to monetize your database?

Your Marketing Funnel

With the answers in hand, you can proceed to build your 'marketing funnel'. This is a concept to explain how you attract a wide audience with some interest in your knowledge into sampling your information (just like you are now reading this Hotsheet about info-preneuring).

Of these 'curious prospects' some will want more details, and buy your information product, going deeper into your funnel. And a few of these buyers will want to acquire even more advanced information - or other related information - from you, becoming your best long-term customers and loyal clients.

To steer prospects through your marketing funnel, you must plan and formulate a specific sequence. Begin by building a 'contact list' so you can stay in touch with prospects and offer more value. Survey them to identify their needs and wants. Study your competitors who provide these products - and see what they are doing, how you can do it better, and what they are missing out on that you can provide (filling a 'market gap')

Craft your own 'Unique Selling Proposition' that clearly defines how you are distinct and superior to everyone else in your field. Then run ads and marketing tests to grow your prospect list and slowly progress them through your 'funnel' to buy more, grow closer and become loyal evangelists for your business and brand.

Follow this plan and you will soon become a successful, wealthy, happy info-preneur - and impact the lives of your clients, make them better, wiser and richer.

How To Get Started?

Write 1,000 words - DAILY. Or the equivalent in audio or video product creation. On average, I make \$5 over the long term from every word I write. This HOTSHEET is around 2,000 words - Nice :)

THREE THINGS TO DO

#1 - Take a hard look at the TONS of ezines, email lists and forums you visit, read and follow regularly... and RUTHLESSLY cancel them off your 'to-do' list for the next 3 MONTHS. I promise you, when you come back later, they will still be around ;)

#2 - Draw up your ACTION PLAN. Post it to the forum. Accept feedback and suggestions.

<http://InfoProfitz.com/forum.htm>

Then finalize your BLUEPRINT... and follow it. **Stick with it. Achieve it. Ignore all else.**

#3 - Make your POSITIVE PROMISE (<http://PositivePromise.com>). It will energize everything else you do - and give new meaning to your guaranteed success.

What Next?

For more detailed, step-by-step coaching on the individual steps to be an info-preneur, visit our blog, "**The Internet Infopreneur**" - or better still, get your own copy of my book,

"Think, Write & Retire - Insider Secrets To Being A Successful Internet Infopreneur"
<http://www.InfoProfitz.com>

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As a 'Thank you' gift for requesting this Info-preneuring HOTSHEET, I want to give you a copy of a powerful special report worth \$27 - absolutely FREE. To get your download link, please go to:

<http://InfoProfitz.com/free.html>

Please share this report with anyone you think will find it helpful. They can download a copy from our website at

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