

Making Money From Information

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Creating Your Own Information Products

If you're looking for a way to create an additional stream of income through the business you already have, then creating an information product may be the answer.

No matter what type of business you own, there's always an opportunity to create an added flow of income. Whether you promote affiliate programs, take part in Google AdSense, or market to your mailing list - these are all great and easy ways to bring in some extra money.

However, there's nothing better than an information product when it comes to taking your business to the next level. Here's why:

1. An information product can establish you as an expert in your field, and your readers will continually come to you for answers.
2. It builds credibility because you have proven yourself to your readers, and they know that they can trust you when it comes to matters within your niche.
3. Your product will turn into a passive source of income. Yes, it will take work on your part, but the beauty of information products is that you only have to do the work once and you can make money over and over again.
4. You can promote your main business. By placing your website address inside your information product, readers can click the links to learn more about you and possibly buy other items.
5. Make money on top of money. When you create an information product, you will likely find a need to mention other products, programs, etc., that your readers will find helpful. By signing up as an affiliate for the products and programs that you mention throughout your info product, you can earn an extra income from the commission. So every time someone clicks your affiliate link and buys the item you mentioned, you just earned money on top of the money you earned selling your information product.
6. Even more money and traffic. If you have set up an affiliate program, then others will be sending you traffic and gaining you sales in exchange for a commission.

Information products have exploded across the Internet and people from all walks of life are partaking in this lucrative, online industry. A quick Google search brings up an astounding 1,460,000,000 listings for the term "information products," but does that mean there can't possibly be room for one more product?

Of course not! Surprisingly enough, new information products are sprouting up every day and many of their creators are earning a nice side income, while others are rapidly building up an information product empire.

Keep in mind that millions of people log onto the Internet every day because they are searching for information, and chances are, there will be people willing to pay for what you know.

Write What You Know

One of the unwavering rules that writers live by is, “write what you know.”

Why?

Simply because it’s more enjoyable, easier, and faster to write on a topic that you already know about. For example, if you want to write an instruction sheet on how to make a soy candle, but you have no idea how to make one, then it will be that much harder to write about it. But, if you love making soy candles and you do it all the time, it will be incredibly easy for you to write because you’re experienced and passionate about your topic.

Don’t make it harder than it has to be. Choose a topic that you’re already experienced in, interested in, and excited about; otherwise you may never actually finish your information product.

How To Get Started

The first step to creating your own information product is to figure out what people want to know about your niche. Think back to when you first started your business, what questions did you have?

Let’s say that you own a business selling floral arrangements created from silk flowers, here are a few questions that people may want answers to:

- How do I make my own arrangements?
- Where is the best place to buy the items needed to make them?
- How do I preserve them to last over the years?
- How should they be cleaned?

- How can I start a floral arrangement business?

All these questions can be answered in one information product like an e-book, but they can also be split up into a few different ones.

You can write an e-book using your business knowledge that will teach other people how to start their own floral arrangement business. You can tell them everything they need to know about how to get started, and even provide them with a bonus resource sheet on where they can buy the best items for the best prices.

Write a step-by-step e-course and split it up into different lessons that teach people how to make their own silk floral arrangements. Once you have the course written, the rest is automated. Your visitor can sign up, pay for the course, and your autoresponder will automatically send them the lessons based on the schedule you have set up.

Promote through freebies. If you want to answer the questions about preservation and cleaning, then write up a tip sheet or small report and give it away to people who sign up for your newsletter. A 5 day e-course is another way to do this, and you will benefit in more than one way. First, you've captured your visitor and placed them on your mailing list and will be able to promote your business to them, but you're also promoting your information product within the tip sheet, e-course, or small report that they are reading.

How To Find Ideas

If you have a good idea of what people within your niche want, but you're having a hard time nailing down specific topic ideas, don't worry, there are a few things you can do.

Amazon.com - This website contains a wealth of ideas that you can implement into information products. A search of "silk floral arrangements" in the books category brought up 107 results. The first page listed books with titles like these:

- Decorating With Silk & Dried Flowers: 80 Arrangements Using Floral Materials Of All kinds
- Creative Floral Arranging: How to Decorate With Fresh, Dried, & Silk Flowers
- Fabulous Silk Flowers for the Home
- Silk Florals for the Holidays
- Garden Inspired Silk Florals

- Faux Florals for Your Wedding: Fifty Easy and Original Projects
- Creative Wedding Florals You Can Make

Imagine the ideas that will flow after you use Amazon! Use the titles to create your own information on the same topic.

Search Engines - Head over to your favorite search engine and type in an idea to see what kind of listings come up. Let's say you're interested in silk wedding flower arrangements as a topic, but you're not sure where to head with it.

Do a quick search and scan the listings to see if anything grabs your attention. Perhaps the site that says "Silk Flowers for Your Hawaiian Wedding . . .," will spark an idea. You could create an entire line of how to e-books that will teach brides-to-be, how to make silk flower arrangements for various wedding themes (country, Victorian, medieval, fairy tale weddings, winter wonderland, etc.).

Article Directories - By reading what other people are writing about within your niche you can create a large list of topic ideas. A search at ezinearticles.com for "silk floral arrangements" resulted in 428 articles and a few of the following article titles showed up on the first page:

- Silk Flower Arrangements: A Great Way to Spruce Up The Dining Room
- Christmas Flower Arrangements
- Contemporary Flower Arrangements
- Tips for Making Your Silk Floral Arrangement Beautiful
- Silk Flowers: Are They Better Than The Real Thing?
- Silk Flowers for Home Decoration

Magazines & Books - Flip through your favorite magazines and books written about your niche, and make a note of anything that catches your attention. Headlines are particularly interesting and can spark some great ideas.

Remember, when it comes to creating your own information product, you don't have to "re-invent the wheel," find out what others are doing that has proven successful and follow their lead.

I Know What I Want To Do, But Will It Sell?

Yes, it can certainly be intimidating to make the decision to create an information product that you're not sure will sell. Fortunately, market research can prevent this from happening.

As a business owner it's important that you take advantage of market research, and be willing to invest your time, and possibly money, into doing it right. It's the perfect way for you to learn about your customers and understand what they buy and why. The flip side is that if you don't do market research, you may waste your time and financial resources on something that could have been avoided.

As far as the cost that is associated with market research, it really depends on what type of research you plan to do in order to answer the questions that you have. So it can be as inexpensive or as costly as you need it to be.

4 Different Types of Market Research You Can Do

Surveys: This is a widely used form of conducting market research for online products because it is inexpensive (or free), and it can be sent out to your customers through email. If you opt to do a survey, make sure you keep the questions simple and don't list more than 10. Otherwise, you run the risk of overwhelming them and taking up too much of their time. By keeping it short and sweet, your response rate is likely to be much better.

Online Research: By using a keyword research tool like wordtracker.com, you can find out how many people are looking for information on your topic. So if you were to type in "silk floral arrangements," it will tell you exactly how many people are typing that keyword into the search engines. If a lot of people are looking for information on your topic, then it may be worth creating an information product based on it.

Experiment: Test your information product by giving out freebies. You can do this in the form of a free small report or e-course to test the waters before you create a large information product on your topic. Doing so will give you an idea of how many people are downloading your report or signing up for your free e-course. If it turns out to be wildly popular, then an in-depth information product will likely prove to be just as successful.

Tracking: Software programs can tell you where your customers are going on your website, what they are doing, what they buy, and how long they stay. One way to use this method is to set up a category on your site with some information on your topic, and use your software program to find out how many people are going to that section and how long they are staying there. It will give you an idea of how much of your traffic is interested in that topic.

What If I Don't Want to Write My Information Product?

If you want to avoid writing the product yourself, then there are a couple of different ways you can do this.

1. **Hire a ghostwriter:** A ghostwriter will write whatever you need, but they will not take credit for the work. That means their name won't be found anywhere on your product. If you would like to hire a ghostwriter, you can place an ad for your project and set your budget limit on job boards like getafreelance.com or elance.com. Writers will bid on your project (within your budget), and you will be able to select the writer you think will be most suited to the job. The best way to know if they are right for you is to view their writing portfolio, or samples to get an idea of what they are capable of. You certainly don't want to pay a writer to create a shabby product that has your name on it.
2. **Private Label Rights E-books:** There are many sources that offer top-notch private label rights e-books on various topics. If you can find an e-book that fits in with your information product topic, this will be a fast track way to create your own e-book. You can use the e-book as-is with a few edits, to insert your own details - or just use it as a starting point, then add your own content.

For a great source of quality private label e-books, check out our special membership site [here](#)

Time To Get Started

When you're ready to create your first information product, start with a plan.

Outline all the things you want to cover in your product, and jot down your thoughts for each section – then begin to flesh it out from there.

Once you've finished the first draft, leave it for a day or two and then go back and read through it. You'll be able to pick up any spelling and grammar errors, and you'll be able to see how it flows and what you may want to add or change.

In addition to your main content, some elements to be sure to include in your information product are:

An Introduction – Tell your readers about you and why you are uniquely suited to create an information resource on the topic. Also include your goals for the product, what you hope they will gain from studying it.

Table of Contents – An outline of topics contained within the product.

Disclaimer – Information products often make claims about possible outcomes for the student. It is important that you include a well thought out disclaimer that states that while you believe your resources will be helpful you are not responsible for their outcome. Take a look at other info product disclaimers for ideas. If your product involves money or health issues – you may wish to even consult with a legal expert on the matter.

List of Resources – Everything you mention in your content should be condensed into an easy to review list of links.

Happy Profits To You

Many successful information marketers start with a low priced special report or e-book, then move on to create more in depth products with higher prices. Others use information products to promote other aspects of their business.

Whatever best suits your purpose, may your information product efforts bear the fruit that you're looking for.

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Internet Empire, while someone else does all the work!**

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