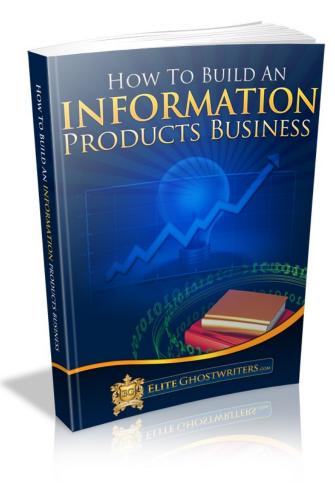# How To Build An Information Products Business

By Alan Cheng
CEO, Elite Ghostwriters
http://www.EliteGhostwriters.com/

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About The Author

Alan Cheng is the CEO of Elite Ghostwriters, a professional ghostwriting company specializing in creating unique, quality information products.

Born and educated in the UK, Alan grew up in the city Newcastle Upon-Tyne. After graduating with a computing degree in Birmingham, he decided to move to Hong Kong and start his career in IT.

Alan worked in the IT field for 13 years and studied internet marketing part time, specializing in article marketing. He eventually took the plunge in starting his own business on February 2008 as a full time internet marketer.

Alan created several information products for himself in different niches and was starting to see how easy it was selling online with his own products. He quickly offered his expertise to clients and became a full time ghostwriter.

After writing for several well known internet marketers, Alan has established himself as a respected ghostwriter who delivers quality.

He has since started his own ghostwriting company with a team of researchers, writers, designers and editors providing complete online business solutions.

Elite Ghostwriters offers the following services:

- [Information Product Packages](#)
- [Ghostwriting Ebooks](#)
- [Ghostwriting Autoresponder Series](#)
- [Press Release Writing](#)

You can read about Alan's internet marketing tips at his blog
http://www.EliteGhostwriters.com/blog

Alan is happily married with 2 children – a daughter and son. He likes to play the electric guitar and chess in his spare time. He is also a known television junkie.

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What Is An Online Business?

To make money online, you need to know the difference between a business and a money making project. The latter has a short time frame. When the craze or idea is finished, so are your profits.

A few years ago, many marketers exploited the Google search engine by automatically generating content using software to create websites. These websites had Adsense on them which was how money was made.

When Google removed these software generated websites, it was the end of the road for these marketers. This is an example of a money making project.

A business is something which you own and build a brand for your products and services. You can continue to add more products and grow your business. An online business will make you money for a long time.

If you have an existing list of customers, with each new product you can market it to them and make quick, easy profits. You'll have buyers waiting to purchase your product.

This works because the people who bought your previous products will trust you and listen to your advice. Provided that they were happy with the product they previously bought.

When your business is well established, you can sell it and make a handsome profit. You cannot do this with a money making project.

This report focuses on teaching you how to create an online **BUSINESS** selling information products. Something that will feed you for life.

What Business Should You Start?

To find out what sort of business you should start, ask yourself what sort of things or hobbies interest you and that you have good knowledge in. Most importantly…"would people pay for the information?".

For example, if you decide to sell a book online on how to set up a blog, you may find that the chances of succeeding with that is hard.

The reason is because there are a lot of information on this topic available for free on the internet. If someone is actually selling such a product successfully, they are likely to be established experts or are very good at marketing. It will be very hard for you to compete with them.

So the rule of thumb is to find something that you're knowledgeable and interested in, and see if it's information that people would pay for.

Here are some steps you can go through to generate some business ideas.

1. List out your hobbies and also anything which you are interested in.

2. Go to http://www.ezinearticles.com/ and look in the section **Article Categories.** Expand each of these categories and look for something which interests you. Spend some time to do this exercise thoroughly. You're deciding your future with this so get serious.

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3. With your list of possible business ideas, choose 3 which you like the most.

4. Now with your topics or niches, go to Google and find what affiliate products are available.
   Type in "<<topic>>> affiliate program"

5. Again, using Google, see if there is free information available on your market. If so decide whether it will affect your profits in selling to this market.

6. Go to Clickbank and see what affiliate products there are in your niche.

7. Look at EzineArticles and see what affiliate products the authors are marketing with their resource box.

Now with all this information, you can decide which market is best for you to have a business in.

If there are a lot of affiliate products for the market, then it means there's money to be made. If the free information that's available on the internet are not very good or doesn't go into much depth, then that's an opportunity for you.

Use your common sense with the research you've done and decide what market you want to sell to.

How To Plan Your Business?

After you have decided what market you're going to sell to, you need to plan out everything in detail on how your online business will work.

First, reserve blocks of time on your calendar to work without any interruptions. If you have 1.5 hours every day to work on your business, then schedule this time on your calendar.

Next, budget how much you need to spend on your business. Include things like cost of web hosting, buying a domain name, software, web designers, ghostwriters, article submission service, a mentor, memberships, stationery etc...

Make your budget as detailed as possible. Looking at the total amount, decide what you don't need and if you have enough money for it. If money's tight then start saving up - common sense.

Now plan out how long it will take you to launch your business and the steps you need to take.

Here is an example:

2nd week December – Research your information product

1st Week January – Register domain name, web hosting, autoresponder service, learn to use HTML editor, contact freelancers, get quotation for ghostwriting, build relationships in forums, decide what the website will look like etc...

2nd week January - Create a squeeze page and start collecting email leads for people wanting to know more on the subject. Outsource or create the squeeze page yourself.

3rd week January – Start to write your ebook and think of bonuses to include and affiliate products to up sell to your customers.

1st week March – Contact people you have built a relationship with on the forums and social networks and ask them to give testimonials, promote your product etc...

1st week April – Launch product, ongoing marketing activities such as article marketing, SEO etc...

The plan above is a very simple one. In practice, you should create a very detailed plan on all the things you need to do and slot in some time for catching up with unexpected events such as being ill or being out of the country.

Create a spreadsheet and predict how many products you need to sell and in how many months to make a comfortable living. Factor in how much you would make if you added another information product to your business.

The purpose of this detailed planning is to get an idea of how much time you need to make this business work. You can also realistically predict how much you will profit from this online business.

There will be difficult tasks that will worry you. Things like writing the ebook, creating the website, uploading the website, creating a video etc...

Acknowledge these obstacles and write them down. Decide how you can tackle them and when. This will make you feel a lot better than thinking about it in your head.

Possible solutions may include outsourcing the creation of the product or take a course to learn it.

When you have a proper action plan in front of you with all the tasks and schedule laid out, you'll be very focused on your business and can reach your goal more easily.

Doing Research For Your Product

Once you've written your action plan, you can start to research on what to write for your information product.

If you have several ideas already and don't know which one to choose, don't worry. I'll show you how to come up with a decision.

When you think of an information product you want to create, start building a simple web page advertising your imaginary product. Use AdBrite or Google Adwords to generate traffic to the web page.

This web page should describe the benefits of your product and also a form for them to sign up for more information and to purchase the product.

Next, study the traffic that is being generated. How many people wanted to know more about the product? How many sales did you get? How many clicks did you get from your advert?

When the customer clicks on the order button, direct them to a page to tell them that the product is sold out but you will contact them later on when you have a newer version.

This is a good way to test whether there is potential in the product you have chosen. So if you're undecided on whether to sell an information product on parenting tips for naughty kids or parenting tips for rebellious daughters, use this method to see which topic your market is more interested in.

I also suggest you to visit forums and look for common questions and problems in your niche. If a question comes up regularly, then you know there's a demand for it.

Compile a list of these questions. Your information product should contain detailed answers to these problems. Remember to specify on your website, what sort of problems your information product will solve.

Another place to do research is EzineArticles which I mentioned before. See if there are lots of articles related to the product you want to create and look at what the authors are promoting.

Make a list of the problems mentioned in the articles and put them in your own ebook and sales letter.

These steps will help you avoid creating an information product that no one wants to buy where you will have wasted all your valuable time and money.

Take this research seriously. Spend time to generate traffic using Adbrite or Google Adwords and see if there is a demand for your product, first.

How To Set Up Your Website

Once your information product is created, your next task is to setup your business website.

This website should be your main website. It should describe what your business does and list out all the products that you sell.

For the information product that you create, put it on a different website. The reason is because when you launch a new product, you will be driving traffic to the information product website only.

When people purchase your product, they will know in the ebook, where your main business website is and will go there to see what other products you have.

If you send the traffic to your main business website, the visitors will have too many things to look at and won't be focused on the particular ebook which you want them to buy.

For your main business website, think how you want it to look like and plan for search engine optimization **NOW**.

Your website does not need to look stunning at first as you can improve it later on. But you must have your website SEO'd right at the start.

This will help the search engines find you easily and show the proper title and description on their search results. If you get the title and description wrong, then it's going to take you quite a while to change it since you have to wait for the search engine spiders update the information.

Once you've decided how many pages your business website contains (it doesn't necessarily have to be a one page website), you can start to design and add content to it.

For SEO, get a list of keywords that you want to be ranked for and decide which one to use and on which particular web page.

Before uploading your website, make sure of the following:

- Keyword are in the title tag of each relevant page
- Description of web page is entered correctly which tells the visitors what your page is about
- All pages are linked to each other, especially the home page
- <h1> and <h2> tags are used in relevant web pages for SEO purposes

Once these elements are set up, you can concentrate on improving the look of the website. If you are not familiar with designing a website, I seriously recommend you outsource this part.

I created an information product for a client once and he got no sales for several months. The sales started to pour in after he got a professional looking website created.

Appearances do count. If you look unprofessional, the visitors won't even bother to read your sales message.

Once you have a good looking website, you need to start implementing other important elements.

Important Elements For A Website

1. On your web page, place a photograph of yourself and an image of your name in handwriting fonts. This gives the website a personal touch and makes the visitors trust you more.

2. Put a disclaimer, privacy policy and terms and conditions on your website. This will protect you and give you that corporate image.

3. Mention that visitors can contact you via email or Skype if they have any questions. This is very effective in building trust. Interested prospects would appreciate the opportunity to email or Skype you for more details.

4. Install a PayPal button and a 2Checkout button for people to purchase your product. Offer 2 forms of payment so that you won't lose customers who can't use Paypal or vice versa.

5. The payment button should direct them to a thank you page where you need to capture their email address. Mention that they need to sign up so that you can email them whenever you update the ebook. You should treat this list of buyers like gold.

6. The thank you page should of course, contain a link to download your product. The link to the download page should also be complicated so that people cannot guess what it is.
For example, /42357dfff/product.pdf

7. Your business website should link to all of your products. It is a place where people can find what products your company has released.

8. Create a web page where people can subscribe to your list. Offer a free report for them to sign up. Focus on promoting this squeeze page, so that you can build your list of prospects.

9. Get a professional ecover made for your ebook and place it on your web page. This is very important. An ecover increases conversion as you make an intangible product somewhat seem tangible.

Driving Traffic To Launch Your Website

After you have set up a website to market your ebook, you're now ready to drive traffic and launch your business.

There are several ways to launch a product and here's a blueprint for one of them:

1. Set up an affiliate program for your information product. You can get one setup quickly using Clickbank.

    With an affiliate program, people promoting your product will get commissions every time they make a sale for you. If you have many affiliates promoting your product, you will get an avalanche of sales. The amount of sales you'll get would be far more than if you promoted it by yourself.

2. Contact people that you know in the forums or anyone that can help you market your product. Ask them to promote your product for a 50% commission. If they refuse and you know that they have a huge list of targeted buyers, then offer them 75% commission.

    What you need to understand is that you're trying to build your customer list. The more people that buys your product the bigger your buyer list will become.

    When you launch your next information product, you will have a list of buyers you can email the offer to. So don't worry about not making a profit at the beginning. The real money is with your next ebook :-)

3. Next, get ready to submit a press release for your information product. This will get you visitors and will do wonders for your website's search engine rankings. I suggest you use http://www.prweb.com for distributing your press release.

    In your press release, make sure that the keywords appear as anchor text and that they are the same ones you use in the Title tag

for your release. This method will help you rank higher in the search engines for those keywords.

4. After submitting your press release, do some social bookmarking with your website. Submit it to Digg, Reddit, Delicious etc... This will get backlinks to your website and some visitors.

5. Write articles and submit them to article directories to get the word out about your information product. If you don't know how to write an article you can download the book **Article Marketing Strategies** at http://www.eliteghostwriters.com/go/ams.html

6. With your written articles, submit them to:
http://www.ezinearticles.com and http://www.goarticles.com

7. Search for blogs that are related to your information product and start to reply with good comments to the posts. Place a link to your website but don't do any sort of advertising with your comments.

   If the owner sees you're commenting on the blog for the purpose of marketing your product, your comments will not get approved.

8. Go to forums and start threads on a popular topic. Make sure that your forum signature has a link to your website with a call to action on it. eg. "Download this book on dog training at...."

9. With every new customer you get, tell them a that they can be an affiliate for your product and direct them to Clickbank. This will explode your affiliate army and generate more traffic and sales for you.

Growing Your Online Business

After you've launched your first product, you can now concentrate on growing your online business. This is where your main profits come from.

Here's a checklist on what do to:

1. With your customer list, make sure that you follow up with them a week later using your autoresponder. Ask them to give you feedback on the product they've bought.

   If their feedback is good, ask if you can use it as a testimonial on your website. Testimonials increase conversion rates so make sure you automate the part of asking for testimonials.

2. With your information product website, track the conversion rates and see how you can improve it. Use Google Analytics or other traffic monitoring software to see how much traffic you're getting and compare that to how many sales you're making.

3. On your main website, consider installing a blog in one of your directories. Then post to your blog whenever you have time.

   This will get the search engines to visit your website regularly. Plus you're creating content on the internet and will have more chance of people finding you.

4. Email valuable content to your list of customers weekly. Try to keep it down to one promotion email a month.

   Also stay in regular contact with your subscribers who signed up from your squeeze page so that they remember you.

5. Think of another information product to add to your business. Do the research and start writing. Once you're ready to launch, you'll already have a customer and prospect list to promote to where you don't have to pay any affiliate commissions. You'll keep 100% of the profits.

6. Make sure you have the list of affiliates who helped you promote your product and stay in contact with them. Tell them about your new product and ask them to promote for you.

   Your affiliate list is very important. You need to maintain a good relationship with them.

   Do you see where this is going? The more information products you create, the bigger your customer list will be and the more profits you'll make.

7. Contact other webmasters that are in your niche that don't compete with your product and ask them to be affiliate partners. You should continuously make new friends to expand your reach to prospects. This is the main task of a business owner.

8. Once you have all the operations of your business worked out, you can start to outsource different parts of your business.

   For example, hire someone to do the market research and come up with ideas. They will then pass on the ideas and research to the ghostwriter to create the product.

   The details are also forwarded to the website designer to create the website.

   The finished product gets checked by a senior member of staff and then it's passed on to marketing for promotion.

   This is how you run a proper business. You cannot possibly do everything yourself. At the beginning yes, but not if you want to grow and launch many products.

Summary

I've shown you a model of how you can build a business with your own information products. I've not gone into detail with the technical stuff. Doing so will make take hundreds of pages.

It is possible to make a living online and creating information products is one of the best ways to do it. It can set up a business that will take care of you and your family, for life.

Here are some important things you need to remember:

1. **Research.** You need to spend a considerable amount of time doing the research before you start creating any information product. Avoid creating a product with no buyers.

2. **Hard work.** Creating information products is hard work and takes time. If you're not comfortable with the task then outsource it or take a course to learn the skill.

3. **Quality Products**. All information you place online such as your website, press release, articles, ebook etc.. should be of good quality.

   The online business model I have explained will only work if your customers enjoyed reading the ebook they bought from you. If not, then they will not buy from you ever again.

   And as you know, the bulk of the profits comes from the repeat business of happy customers. The affiliates' purpose is to build your customer list so that you can sell to them more than once.

   Release one poor product and you'll ruin your reputation.

4. **Relationships**. This is very important to the success of your business. You need to have a good relationship with your customers, prospects and your affiliates.

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If you maintain a good relationship with these 3 parties, you can't fail.

5. **Outsourcing**. If you want to produce several quality products then you need to outsource.

You don't see Bill Gates doing everything himself. He hires people to do things which he is not good at such as designing graphics.

Start to outsource your work that is taking up a lot of your time. If you know a person who is capable of producing quality work, get him on your team and don't let him leave. Build a team of smart workers so that your company runs without you.

I wish you every success.

Alan Cheng
CEO, Elite Ghostwriters
http://www.EliteGhostwriters.com/

Want To Create Your Own Information Products Business?

Get a complete information products business created for you.
Have everything set up and ready to sell.

This tailor made, business package includes:

- a unique ebook written in your name with the niche you want
- a sales letter to sell your product
- a professionally designed website to market your ebook
- a squeeze page to capture the email addresses of your visitors
- a short report to persuade visitors to sign up to your list
- thank you page, disclaimer, terms of use, privacy policy web pages
- a full featured affiliate center to attract affiliates and help them promote your product
- 7 part autoresponder series that follows up with your prospects, asking them to buy
- premium support service with detailed training and to answer any questions you may have
- 10 * 500 word articles to submit to article directories to generate targeted traffic to your website
- a press release to announce your new product to the media
- one year of web hosting and installation of your information product
- submission of your product to Clickbank with guaranteed approval
- 30 minute intense Skype consultation on your online business

This is a complete online business solution that virtually guarantees your success

For details, go to ==>> Information Products Business

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Resources

Domain Registration
http://www.namecheap.com

Autoresponder Service
http://www.eliteghostwriters.com/go/aweber

Brainstorming Domain Names
http://www.domainsbot.com/

Keyword Research Tools
http://freekeywords.wordtracker.com/
https://adwords.google.com/select/KeywordToolExternal

Article Submission Services
http://www.thephantomwriters.com

Article Directories
http://www.ezinearticles.com
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http://www.isnare.com
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