Guide To Successful Information Marketing

When it comes to making money online, one of the easiest ways to penetrate some of the most profitable niche markets, while minimizing costs is by creating a high quality information product.

Information products come in various formats, including:

- ✓ Ebooks
- ✓ Reports
- ✓ Video Tutorials
- ✓ Courses
- ✓ Multi-media Presentations and Training

Depending on your niche market, and the current demand for specific products, you will want to consider multiple formats for your product, in order to cater to your target audience and maximize sales.

Since people prefer to learn in many different ways, compiling a video guide based on the transcription of your ebook or report can ultimately increase sales and ensure that you deliver exactly what your customers are looking for.

Let's take a look at what you need to do to create and monetize your next information product!

The Advantages Of Creating Information Products

Unlike traditional business, when it comes to selling information products, you have the advantage of lowering costs as well as limiting your workload.

For example, with information products you never have to worry about inventory, as your digital product will always be available for instant purchase. In addition, you don't have to worry about shipping costs, packaging, or setting up a physical business location as your website serves as your main storefront.

There are many other benefits to building your online business on the backbone of information products, including the fact that you can develop your first product yourself, minimizing costs associated with outsourcing, or hiring employees.

In fact, you can create your first information product within just a few days, and develop a sales process to accept payment and automatically deliver your product each time a sale is made.

Choosing Your Products Focus & Topic

The first step in developing an information product is in choosing the topic and overall focus. To do this successfully, you will want to evaluate your niche market and determine what is currently selling and how you can take a different approach to deliver increased value to your customer base.

When it comes to market evaluation, the easiest way to test the viability of an information product is to browse through info product marketplaces, and

investigate what types of products are in demand, and selling successfully.

The largest digital marketplace online is found at http://www.ClickBank.com where you can instantly search for existing products that are relevant to your niche market. Then, take your research a step further, by reviewing the different products as well as the merchant's sales page to identify whether they are catering to a specific segment of your niche, and how you can improve upon existing material.

It's important to have a USP (Unique Selling Proposition) when creating information products so that you can produce a quality product that is different from what is already on the market.

The best selling information products always offer distinct value, such as by presenting information in a new way, taking a new route or angle, or in improving the comprehensibility of existing products and offering clarity in areas where potential customers may struggle.

Choosing Your Information Products Format

As I mentioned in the introduction segment of this report, the format of your digital product will depend on your markets demand and overall preference.

You will want to survey existing products to determine the methods of distribution they are using, so that you can include those delivery options with your own offer.

Consider including:

PDF formats, readable on every operating system

Audio Files

Transcripts

Video Tutorials

Companion Handbooks

Reports

Not only will you be able to increase the perceived value of your information products by offering multiple format options, but you will reach out to your entire customer base, by catering to different preferences.

Creating Your Information Product

Not everyone is born a gifted writer, and if you struggle to write a few lines of text, you might want to consider outsourcing your information product to qualified freelance writers. You can place an advertisement for your project on any of the following marketplaces:

http://www.Elance.com
http://www.Scriptlance.com
http://www.Guru.com

If you aren't able to outsource your information product, you can still develop a high quality release by either combining reports and articles into a complete ebook, or in using quality private label content that you can modify to feature your own style.

Here are a few of my personal favorite private label providers:

http://www.PrivateLabelTreasury.com

http://www.PushButtonReports.com

Another affordable and easy way to develop your information products without paying the high costs associated with hiring freelancers is by purchasing custom reports and then melding them together to form a complete and comprehensive ebook.

You can do the same thing with articles, by collecting quality articles from private label distributors and compiling them into seamless ebook products.

Setting Up Your Sales System

In order to begin selling your information product, you need two things:

1) *Website with Sales Copy Reflecting The Benefits Of Your Info Product*
2) *Payment Processor To Accept Payments And Deliver Your Product*

When writing sales pages, you want to clearly outline the benefits of your product by breaking down the information into bullet-point format, and using highlighted text to emphasis the important areas of your sales page. You can also bold or italic segments of your copy using the following HTML commands:

<b> - Bold

<I> - *Italic*

<u> - <u>Underline</u>

When it comes to writing high converting copy, you need to focus on a

compelling headline to initially attract attention from those visiting your site.

Consider the most important question that your niche market is asking themselves, or focus on the strongest benefit of your product.

Your sales page also needs a strong *«call to action»* which clearly instructs your visitors as to what their next move should be (**Click Here To Order!,** etc)

Writing compelling and effective sales copy takes time, but if you split test your sales pages and continue to improve the weak areas of your site, you will be able to develop a high converting sales page in no time at all.

You can create a Google Optimizer account that will provide you with the tools you need to quickly split test your sales pages at:
http://www.Google.com/websiteoptimizer

The final thing that you will need is a way for customers to purchase your information product. You also want to take advantage of a system that will automatically deliver your products after purchase, eliminating support issues and manual delivery.

One of the most affordable, user-friendly payment processors is available at www.e-junkie.com where you can integrate 'Buy It Now' buttons or a checkout system into your website within minutes, just by creating your payment links and pasting in a snippet of code.

E-Junkie works with many different payment processors including www.Paypal.com and www.2CheckOut.com

You want your sales system to be fluid and easy for your customers to understand, so that they can purchase your product and receive access within minutes.   The less convuluted the process is, the better.

If you are interested in collecting leads based on those who purchase your products, consider integrating an opt-in box on your products thank you page so that customers can subscribe for updates, while giving you the opportunity to communicate with your customer base in the future.

Recruiting Affiliates

The easiest way to jump-start your information products launch is by recruiting active affiliates who will promote your website to their lists and website visitors.

If you plan on showcasing your product within the ClickBank Marketplace, you will be able to quickly recruit affiliates by highlighting your commission offers and incentives within your marketplace listing.

You will need to pay a one-time payment of $50 to become a ClickBank vendor, however once you have paid this fee, you will be able to submit as many different information products as you wish, all under the one account.

When creating your marketplace listing, make sure you specify the commission amount you are offering, so that potential affiliates can quickly determine whether your product is something they would be interested in promoting.

I recommend offering 50% commissions, if possible as to attract a greater number of affiliates. Remember, every sale generated as a result of an affiliates

referral is FREE money to you, as they have done the work in recruiting business.

Another important component to building an active team of affiliates is in providing your affiliates with promotional material. You should consider setting up a private page that offers a variety of tools including:

Email Copy – copy and paste copy that your affiliates can use when promoting your product to their lists.

Animated Banners – in various sizes.

Blog Posts – that affiliates can use to introduce your product on their own blogs and websites.

Free Reports – that your affiliates can give away to their list to generate exposure and interest.

Landing Pages – pre-created landing pages that showcase your offer. Affiliates use this to generate leads and funnel customers to your sales page.

The more promotional material you provide, the better!

Final Words

Building an online business with information products is an exciting and profitable opportunity that takes very little time and money to explore.

Start by choosing your topic, evaluating existing products in the marketplace, and then create a rough outline of your product so that you can begin writing, outsourcing or utilizing existing content to create a stunning information product that will appeal to your market.

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Make sure to spend time proofing your product so that you are able to deliver a high quality information product that you can be proud of.

Remember, it doesn't have to be perfect! You can continue to improve your product over time. Just get it out there!

To building your information empire,

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