

# Information Product Basics

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**How Anyone Can Create and Sell a Simple  
Information Product for Profit**

## **Disclaimer**

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Every attempt has been made to verify the information provided within this report, but the author assumes no responsibility for errors, omissions, or inaccuracies.

In other words... I've done my best to provide an accurate and timely report. This is a fast-paced industry so things may change. And since I don't know you I can make no guarantees that you will actually make money by following the guidelines in this report.

There must be a million different ways to make money online. Affiliate marketing, AdSense, email marketing...they're all great. But ask any experienced marketer and they'll tell you that the best way to produce long term income and **big profits** is to create your own product.

Even if you're already earning a nice income online, 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 can 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 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 jumping into this lucrative, online industry. A quick Google search brings up an astounding 183,000,000 listings for the term “information products,” but does that mean there can’t possibly be room for one more product?

Heck no! Surprisingly enough, new information products are popping up every day and many of their creators are earning a nice side income. And 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 in just about every niche imaginable 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 about a topic that you already know about. For example, if you want to write an instruction sheet on how to make candles 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 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 homemade candles. Here are a few questions that people may want answers to:

- How do I make my own candles?
- Where is the best place to buy the supplies needed to make them?
- How can I start my own candle making 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 candle making 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 candles. 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.** 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

You probably have a good idea of what people within your niche want. But maybe 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 "candle making" in the books category brought up 4430 results! Obviously people in the candle making niche are hungry for information and willing to pay for it...



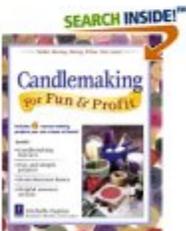
### Books > "candle making"

Related Searches: [candlemaking](#), [soap making](#), [soy candle making](#).

Showing 1 - 12 of 4,430 Results

< Previous | Page: 1 2 3 ... |

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1. **Basic Candle Making: All the Skills and Tool Series** by Eric Ebeling and Alan Wycheck (**Spir**)  
**Buy new:** ~~\$19.95~~ **\$13.57**  
Get it by **Thursday, Aug 28** if you order in the next **1 ho**  
Eligible for **FREE** Super Saver Shipping.  
★★★★☆ (10)  
**Excerpt - page 1:** "... 1 **Candle Making** Materials and Ec  
**Surprise me!** See a random page in this book.
- 

2. **Candlemaking for Fun & Profit (For Fun & Profit)**  
27, 2000)  
**Buy new:** ~~\$19.99~~ **\$13.59** 30 Used & new from **\$10.**  
Get it by **Thursday, Aug 28** if you order in the next **2 ho**  
Eligible for **FREE** Super Saver Shipping.  
★★★★☆ (12)  
**Excerpt - page 3:** "... The Joy of **Candle making** TTTTT  
VALUE OF CANDLEMAKING as a ..."  
**Surprise me!** See a random page in this book.

Just imagine the ideas that will flow after you use Amazon! Use the titles to get ideas 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 candle making as a topic, but you're not sure where to head with it.

Do a quick search for "candle making" and you'll see 3,180,000 results. Scan the first few pages of listings to see if anything grabs your attention. Perhaps the site that says "Candle and Soap Making Ideas" will spark an idea. You could create an entire line of how to e-books that will teach various techniques of candle making and then branch off into a series of soap making e-books.

**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](http://ezinearticles.com) for "candle making" resulted in 4900 articles! Just browsing through the article titles a bit should get your creative juices flowing:

**Web Results 1 - 10** of about **4,900** from [ezinearticles.com](http://ezinearticles.com) for **candle making**.

[Candle Making Tips That Work](#)

Aug 18, 2008 ... **Candle making** is a very soothing and relaxing practice or hobby ... There are a lot of more **candle making** tips you will find on my **candle ...**  
[ezinearticles.com/?Candle-Making-Tips-That-Work&id=1419110](http://ezinearticles.com/?Candle-Making-Tips-That-Work&id=1419110) - [Similar pages](#)

[Candle Making For Kids](#)

Aug 6, 2008 ... While **candle making** is a lot of fun for kids, proper care should be taken. **Candle making** course for kids, reward the kids with the ...  
[ezinearticles.com/?Candle-Making-For-Kids&id=1388753](http://ezinearticles.com/?Candle-Making-For-Kids&id=1388753) - [Similar pages](#)

[Discount Candle Making Supplies](#)

Sep 20, 2005 ... Discount **candle making** supply sellers can offer particular item ... **Candle Making** Supplies Info provides detailed information on ...  
[ezinearticles.com/?Discount-Candle-Making-Supplies&id=73226](http://ezinearticles.com/?Discount-Candle-Making-Supplies&id=73226) - [Similar pages](#)

[Candle Making Instructions](#)

Who says you need to pay for expensive **candle making** classes to learn how to **Making** provides detailed information on **Candle Making, Candle Making ...**  
[ezinearticles.com/?Candle-Making-Instructions&id=210190](http://ezinearticles.com/?Candle-Making-Instructions&id=210190) - [Similar pages](#)

[Candle Making Supplies](#)

Dec 4, 2006 ... **Making** candles is fun and easy to do. In fact **candle making** can be so easy you don't know exactly what **candle making** supplies that you will ...  
[ezinearticles.com/?Candle-Making-Supplies&id=376816](http://ezinearticles.com/?Candle-Making-Supplies&id=376816) - [Similar pages](#)

[Candle Making Kits](#)

There are **candle-making** kits available. There are kits designed for ... There are



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 just put your own spin on it.

### **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.

### **3 Different Types of Market Research You Can Do**



much better.

**Surveys:** This 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 5-10. 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

**Online Research:** By using a keyword research tool like [Wordtracker](#) you can find out how many people are looking for information on your topic. So if you were to type in "candle making" 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.

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

Today's information products rarely consist of just written material, instead you will find audio and video that complement the written portion of it. So even if you don't want to write it yourself, you can still be involved by doing an audio interview with a fellow expert, or creating an instruction video.

If you want to avoid writing the product altogether, 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 [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 Articles:** There are many great companies, like [Fresh Niche Content](#) and [Niche Content Packages](#), that offer top-notch private label rights articles on various topics. If you can find articles that fit in with your information product topic you're all set. Rather than writing the entire thing yourself, you just mix up these articles with your own writing to create an original product.

You will need to read the company terms because they vary from place to place, but typically you can use the articles any way you like. Some will even allow you to put your name on them as the author, while others won't. You can edit them to fit in with your product, or just use them as a starting point to write your own articles. These are also great for putting together in a free report that you can give away as freebie to your mailing list (a great way to experiment with your topic).

## **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 you may want 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 ebook, then move on to create more in depth products with higher prices. Others use information products to promote other aspects of their business.

I wish you luck building your own information product empire!

*Mike Collins*

<http://imiseasy.com>