

# SELLING INFORMATION PRODUCTS



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## Selling Information Products

One of the top reasons people use the internet is to find information. They are looking for information on all kinds of things, from how to make your dog behave better to what to use on your skin to keep it younger looking.

You can use this to your advantage by offering information that people are looking for and earning money in the process.

Selling information products is an ideal business for someone who wants to start a business with a low start up cost and a low risk. Say you choose to write about a topic that turns out people are not willing to pay for. What have you lost? Some time mainly. Now, that is not the end result we are looking for, but worse case scenario, it is not like investing a ton of money into a business and then finding out it is not profitable.

Having said that, you want to do as much research as possible *before* you create a product, thereby increasing the potential for it to be a profitable venture.

Are people willing to pay for the information you have to offer? That is one thing you will want to determine before you go to the trouble to write an information product on a certain topic. There are ways to check this, which we will discuss later on in this report.

Information products can take many forms. Some of the more common are eBooks, reports, ecourses, and audio/video productions. For the sake of simplicity, I will refer to an information product as an eBook in this report.

### What Should You Write About?

You can write about what you know about. That is a great place to start. Do you have some great parenting tips that you could share with other parents and parents-to-be? Do you have some great tried and true recipes for meals when you're in a hurry? Maybe you have some good ideas for family vacations. These are all things others may be interested in and willing to pay you for the information.

If you feel you do not have anything in particular to write about, what are your areas of interest? You could do some research on one of the topics, or hire someone to do the research for you and even write the information product for you.

Let's look at an example. Say you love dogs, but don't feel you have any particular advice to share with dog owners. A good strategy would be to start

frequenting some forums related to dog owners and see what kinds of information people are looking for. Just go to google.com and type in dog owners forums in the search box. What questions are they asking? What problems do they have with their dogs? This can give you a place to start. . Research the answers to their questions and problems. Write the information up and sell it as a report or an eBook.

Possibly, you already have some tips that have helped keep your dog happy and obedient. What dog owner wouldn't want to know that? You can share your information and earn some money at the same time.

The point I am trying to make is that there are all kinds of topics you can write about. Some people think you can only write about how to make money or whatever the popular topic is at the time. You may not have as big of a group of people looking for your information as some of the more "popular topics", but you may find a very loyal and responsive group. That makes for better conversions ("browsers" turning into "buyers").

All this being said, I do want to cover nine topics that seem to always be of interest to people. They are timeless in their popularity.

## **1. Making Money.**

This one will always be popular. You can just go ahead and etch it in stone; it's here for the long haul. We all want to make money (if for no other reason than to be charitable and give it away to someone else) and there's always someone looking for information on how to make money.

If you can show people how to make money (in a legal, moral way, of course) they will buy it.

Internet marketing / doing business online eBooks are some of the hottest information products available anywhere in the world. And for good reason. People want to make more money.

So, show them how to do it.

## **2. Self Help / Personal Growth.**

Another classic topic for writing is what has commonly been referred to as "self help" or "personal growth." People want to improve their lives. Some struggle with addiction and need help in overcoming the struggle. Other people have low self-esteem or feel depressed. Some people don't know how to deal with relationship problems and want to know how to save their marriage. The list could go on and on.

Show people how to better their lives and they'll buy from you. No question about it.

We all have things about our personalities that we would like changed. Whether we're shy in public, have a horrible temper, or don't know when to keep our mouths shut, there are things we'd like to improve.

And that's an eBook waiting for you to write.

### **3. Weight Loss / Fitness.**

People are working hard to reclaim their health and get in shape. Gyms are overflowing with hopeful people and stores are selling out of vitamins. Health and fitness is a writing subject that you can never go wrong with.

The point is this: we, as a society, want to be healthier and we struggle with being out of shape.

It's no wonder that diet and exercise is a multi-billion dollar industry.

**4. Relationships.** What another great topic for an eBook. There are dozens of ideas you could use for this one that could each become best-sellers...

- How to make your marriage last forever
- How to be keep romance in your marriage
- How to be a great father / mother
- How to be a great husband / wife
- How to raise great kids

There are a number of topics you can write about. Everyone is looking for good and fulfilling relationships. People are willing to buy information because this is important to us all.

### **5. Everyday Problems.**

Let's face it, we all face problems everyday in our lives. And often we don't know where to turn or what to do next.

This can be anything from how to pay off the mortgage quicker to using natural cleaners.

### **6. Hobbies and Crafts.**

Hot selling items in any bookstore or online as e-books, are information products about hobbies or crafts. People love making things themselves and getting the self-gratification of a job well done. You could do some quick research on the

Internet to see what some of the most common hobbies and crafts are and come up with some unique ideas.

Some might include woodworking, door wreaths, stained glass and any type of do-it yourself information. Things like improving your golf game, a guide to stamp collecting, antiques and so forth.

Recreation is a huge part of our lives. We all like to spend time enjoying a hobby. And, we spend a lot of money supporting those hobbies as a society.

Hobby related information products are most always a big hit and certainly warrant consideration when choosing a topic to write about.

**7. Recipes.** This is a HUGE industry. If you do a search at [www.wordtracker.com](http://www.wordtracker.com), you can see that there is close to 10,000 searches for recipes. That's a lot of searches!

Anything that has that many people looking for it is sure to bring in money. Look into the market and see what you can write about.

## **8. Online Shopping.**

What tools are available? Where can you find price comparisons? Are there free trials available? Demos? Where are the best deals? Are there any meeting places for like-minded shoppers? Can I browse?

Shopping is becoming a larger and larger industry online (It already is HUGE) as more and more people are buying online, and as people buy more and more.

Some kind of resource directory for shoppers would be probably be a great eBook. How to find trustworthy merchants online. How to find the best prices. How to get special deals and discounts. etc.

Tips and resources and webpage links -- HOW TO SHOP ONLINE...great idea for an eBook.

You could even get "nichey" and create an eBook on how to shop for "golf accessories" or "fitness stuff" or "Christian materials."

Or, if you're really smart, you'll create an entire series of eBooks on how to shop for just about anything. One eBook at a time, for dozens of different categories.

## **9. Technology.**

Have you ever bought a technical product and didn't have a clue as to how to use it? Then you looked at the 500 page manual and still didn't have a clue?

Technology is great -- but it can be a bit overwhelming. There are many people who would most likely be willing to pay someone to clearly and simply explain something to them.

There are hundreds of software programs, video games, computers, electronics, etc. that folks would love to be able to figure out how to use QUICKLY AND EASILY. So, you write tutorials and show us how it's done.

And you get paid for it.

You could take any one of these topics and choose a “niche” within it. A niche is a specific interest. For example, within the recipes niche, you could write an eBook of “recipes you can prepare in ten minutes.” It narrows down the field and targets a specific group of people – in this case, people who are busy and want to get a meal ready FAST.

Or you could choose the Hobbies and Crafts category, and write an eBook for beginner scrapbookers. Better yet, produce a video showing them how to do it step-by-step.

By choosing a niche within a niche, you are narrowing your market, but are targeting the specific people who want what you have to offer. By targeting a more generalized term such as those who are interested in “crafts” you are going to get people who are looking for information on knitting, crocheting, rubber stamping, etc. But when you get specific and create a product and market it for beginning scrapbookers, you are going to attract people who specifically want what you have to offer. You will have a smaller market, but should have better conversions – visitors or “lookers” becoming customers.

## How Can You Tell if People will Buy?

You can do a few things to test the market before you actually start creating your product. We are going to cover researching the market through the following strategies:

- Wordtracker – keyword research
- Amazon and bookstores – are there books written on your topic?
- Google Adwords – are people paying for advertising in this niche?
- Sell an affiliate product that is similar to the one you want to create

# Wordtracker

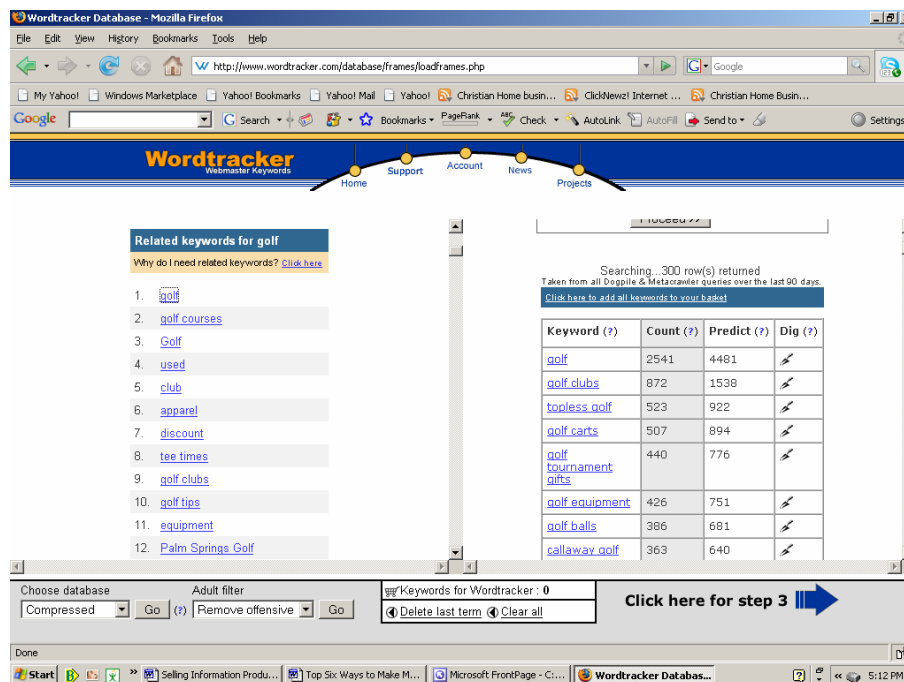
First, go to [www.wordtracker.com](http://www.wordtracker.com), which is a tool you can use to see how many online searches there has been. To do this, you can sign up for their free trial or you can pay to get more detailed results. The free trial only gives results of searches in msn. With the paid version, you get the results in Google, Yahoo and other search engines.

Type your keywords (words you would use to search for the type of information you want to write about) into the search box in wordtracker. A list of phrases will come up. Click on the phrase you want to check out, then you will be shown how many searches that phrase has gotten. You can then select as many phrases as you want (step 2) and click on “step 3.” This will show you your list of selected terms. Then go to Step 4, where you will see your keyword phrases, the number of searches they got, and the number of competing sites there are for that particular keyword phrase.

Let’s look at the topic of recipes. If I go to wordtracker, using the paid version, I see there have been over 10,000 searches.

As you look down the list of keywords given when you type in “recipes”, this will also give you other ideas of topics people are searching for information on related to recipes. In this illustration, you could write an eBook on “turkey recipes” or “vegetarian recipes” or any other number of specific topics.

See the screenshot below of Wordtracker in step 2.



## What is a good number of searches?

There is no specific answer to this. As an example, let's look again at recipes. For the general term "recipes" there are over 10,000 searches. That's a very good amount of searches. There are also many other more specific terms with a good amount of searches within that niche. This opens up possibilities for future information products, so picking a good sized niche is important. You don't want to go with one that only has one or two well searched keyword phrases because that will limit your potential in that niche.

## Narrow it Down

Now, if you just look to market to those looking for "recipes", you are going to get people looking for everything from vegetarian recipes to turkey recipes. The majority will probably be looking for something else other than what you are offering. You will want to pick a more specific market. Look at the possibilities below.

- cookie recipes 1571 searches
- slow cooker recipes 1122 searches
- Christmas recipes 1474 searches
- chicken recipes 1129 searches
- vegetarian recipes 726 searches

By being more specific, you will attract people who are looking specifically for what you have. There will be less searches than a more general term, but will be more targeted. Those are the people you want to bring to your site because those are the people that will ultimately buy your product.

Once you have found a topic with good potential, you will want to check some other things.

## Amazon and Bookstores

Check amazon.com to see if there are books and magazines published on your topic. If people are paying to publish books, we can assume that it is a profitable topic.

Also, check your local bookstore and look in some of the magazines published on the topic. If people are paying to advertise items related to your potential niche in these magazines (which is not cheap!), then there must be a buying market for it.

We all know there are many cookbooks published, so check on the specific niche you want to target, such as vegetarian meals. Are there already books published on that? Yes!

This is all information you want to gather before starting your information product. It is so helpful to know beforehand what is going to sell.

## Google Adwords

Go to google.com and type in your search phrase, meaning the words you would put into Google to search for your product. Let's stick with the vegetarian recipes niche. Put that phrase into Google and check to see if there are ads down the right side of the page and on top of the page. You bet!

This shows that people are paying to advertise in this niche, for the type of product you want to create. People do not continue to pay to advertise if it is not profitable for them. That is why this a good tool to use to research what the market is buying.

## Another example

In another example, let's look at the general term "golf." At the time of this writing, there are 2807 searches for the term. That is a decent amount. You want to look at the other terms searched for to see how many other more specific niches are available.

Here are some of the results given:

- golf clubs                    284 searches
- golf carts                    535 searches
- golf equipment            458 searches
- golf balls                    432 searches
- golf travel cases        344 searches

And so on. As you can see, there are many niches within "golf" that you could capitalize on. So, the niche seems to be a good one as far as how many people are searching for golf related items.

The next step is to check amazon.com to see if there are a good number of books written on the subject. Again, if people are paying to have books published, there is most likely a market who is willing to spend money on your topic.

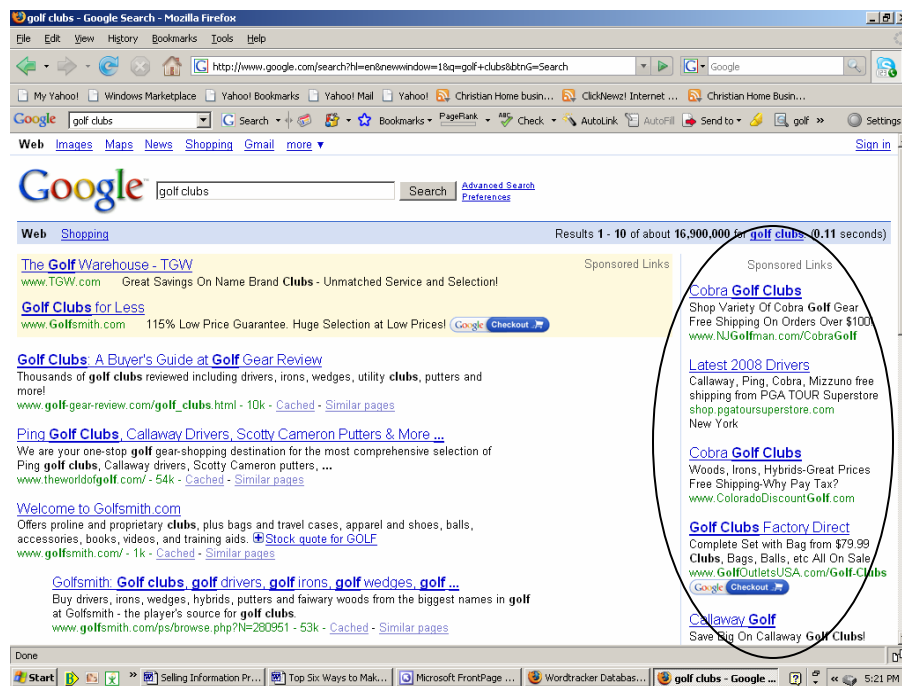
I know there are books and magazines written on the topic of golf, so that's also a green light. If you picked a niche that you weren't sure about, again, go to amazon.com and your local bookstore. Check out the books written on the subject. Take note of the topics the books cover. Are any of these topics ones

you could expand on and write about? **Do not copy the information from the books, but get ideas on what topics to write about.**

Are there Google ads for the phrase you type into Google? Again, if people are paying to advertise for this type of product, that is a good sign there is a potential “buying” market for your product.

What you are doing here is taking advantage of the testing that has already been done for you. People who are advertising usually have already tested the market and concluded that it is worth their advertising dollars to reach this market. Just research what has already been tested to work and go with it.

Screenshot of Google ads.



This is all called doing market research. It is essential you do this before you engage in creating your information product. One thing you do not want to do is spend a lot of time creating a product that no one is looking for or willing to spend money on.

## Sell an Affiliate Product that is Similar

One last thing you can do to “test the waters” is to find an affiliate product that is similar to the one you would like to create, targeting the same market and covering the same topic or a similar topic. Become an affiliate and run a Google adwords campaign to see how the product sells.

Running a Google adwords campaign means YOU would be the one paying to advertise down the right side of the page of Google. **\*\*\*IMPORTANT\*\*\*** Be sure to set a daily limit of how much you will spend in your campaign, so you do not overspend what you intended. The money can go rather quickly so this is essential.

A good place to find affiliate products is at [clickbank.com](http://clickbank.com). There are all kinds of digital products offered there in MANY different niches.

## How to get Ideas on what to Write About

Once you have decided on a topic to write about, how do you generate ideas on what to write?

You may have some ideas of your own, but how do you really know what people want? Here are some suggestions.

- **Ask them** – talk to family members and friends. Tell them your topic and ask them what they would like to know about it.
- **Draw from your own experience** – past and present.
- **Survey** – set up a survey page that you can send people to. Offer them a valuable “freebie” for filling out your survey.
- **Make a list** – just start jotting down your thoughts. At this point, you do not need to be concerned about what order they are in. Write down everything you can think of that pertains to your topic.
- **Listen to people** – wherever you are, keep your ears open as to what people’s challenges are. Find answers to those challenges and write about them.
- **Visit forums that relate to your topic** – observe what questions and problems are being discussed. Find answers.
- **Read books and magazines on the topic.** This should give you ideas on what to write about. Do not take someone’s content. This is just to give you general ideas for you to write your own content
- **Locate experts in the field of your topic.** Ask them for an interview. Use the information as part of your book (with their permission).
- **Freewriting** – set a certain length of time (10-15 minutes). Write down anything that comes to mind on the topic – use word phrases, stories, poems – anything that relates. This will allow your mind to express itself without limitations. You can come up with some great ideas in sessions like these.

## Are Information Products Difficult to Write?

No, it is not difficult, but is time-consuming. It does take time to research, write, revise, and proofread. That is where you have to decide what you would rather do. You can either spend the time yourself or pay someone else to do the work for you.

EBooks should be written in average-level vocabulary. Do not try to impress by using words that most people will have to look up in the dictionary. People are looking for information that is easy to read and clearly understood.

### **Get Organized!**

Whenever you decide to write an information product, sit down and decide:

- What is the focus of this book, article, newsletter, etc.?
- What is the message that I want to get across to the reader?
- What makes this writing different or special?
- What is the order in which I need to divide categories?
- Is this a believable idea and if not, how can I make it believable?
- What kind of research do I need to perform?

The best way to start is by making an outline. Write out the topics you want to cover. Then expand on each of the topics, researching them and writing good, informative content.

It is always good to include stories when you can. People love reading stories and can relate to them. A story that depicts the point you are trying to make will speak volumes.

**IMPORTANT:** Write out your mission statement before you begin. Why are you writing this information product in the first place?

- Do you want to earn money?
- Do you want to experience a sense of accomplishment?
- Do you want to be recognized as an expert?
- Do you want fame or credibility?
- Do you want to share your knowledge and experience to help others?
- Do you want ALL OF THE ABOVE? (And then some!)

It is essential that you write down your mission statement, so that when you need motivation, you can go back and read it. It will help you remember what you hoped to accomplish by creating this product.

## Why Should They Buy from You?

Determine how your product will be unique from everything else out there in your field. What makes you DIFFERENT? Why should someone buy from you instead of your competition?

From the beginning, you need to find some way that you separate yourself from your competition, something that makes your eBook more advantageous to the potential customer than anyone else's. You want them to buy from YOU, so you need to give them a reason to.

If you have some exclusive content, then they will need to buy from you to get a hold of that content.

If you can create an eBook that is structured in such a way that no one else is offering it, then you force folks to buy from you if they want the information. That's a powerful concept, so don't take it lightly. One of the most important things you can do is determine WHY someone should buy from you, and then work on solidifying that as you write.

- Exclusive information? Then write only content (at least portions of it) that no one else is sharing.
- Exclusive format? Then structure yours in such a way that can only be found through you.
- Exclusive offer? Then put together something that is yours and yours alone.

You separate yourself from the competition by eliminating the competition.

## Choose Your Title Wisely

You will need to choose a title that describes what the product is all about. All the information in it should support the title. Some people like to write the eBook first, and then put a title to it. Others prefer to come up with the title first, then proceed to write content that relates back to the title. It keeps you on track if you do it this way, as you can always check back and ask yourself: is what I am sharing supporting the title of this eBook?

You can also use the TITLE to help you create your actual chapter headings. For example: If you are writing an eBook on becoming a better golfer, you might entitle it "How to Become a Great Golfer." Your organization for the eBook might include chapters such as...

Great Golfers aren't afraid to take risks.  
Great Golfers develop their own unique style.

Great Golfers invest in their game.  
Great Golfers blah blah blah

The TITLE of your eBook, in addition to helping you stay focused towards the theme, also helps you to organize the subheadings/sections of the eBook by incorporating it into the actual chapter titles themselves.

### **Thesis.**

A thesis is one or several sentences that state the audience's main problem and then how your book is going to solve it. Go ahead and write your book's thesis, knowing that doing this before your book is written will help keep you on track much better. In this aspect, the chapters will all need to support the thesis so as you write, you will have that in your mind.

Basically, you are expanding upon the title of the eBook. In "How to Become a Great Golfer", your thesis statement might be "How to become a great golfer in less than an hour a day by following 7 strategies of other successful golfers."

Everything you write works toward accomplishing what you state as the purpose of your eBook. If it doesn't work towards that, then get rid of it. It doesn't belong in there.

### **Use The 4-Step Writing Formula.**

Closely connected to writing your objectives down and then seeing if you are achieving those objectives (particularly in reference to WHAT YOU WANT TO SHARE with your readers) is to use the 4-step writing formula...

**Step One: Write Out A List of Everything You Want To Share.** That's right, just write down everything you want to share in your eBook. I'm talking just start rambling on paper (or your computer screen). Everything you can think of that relates to the subject of your eBook. Just a list of "ideas" you want to share.

**Step Two: Write Everything You Can Think Of For Each Entry.** For each entry on your list (i.e. each "idea") write down everything you can think of. Explain each idea as thoroughly as you can. Share research, examples, case studies, quotes, tips, resources -- everything you can find for each section.

**Step Three: Organize Your Thoughts.** Take everything and put it into a logical order. If it's a tutorial, organize it chronologically in order of which steps come first. If it's a "tips" eBook, categorize the tips. Put things in a logical order for your readers to be able to understand as they begin reading.

**Step Four: Edit And Pad The Sections.** Go back to each section and edit. Take out what doesn't need to be in there. And add more content to the sections that need further explanation.

Congratulations. You just wrote an eBook. :-)

Here's an example.

### **Ways to Research a writing project**

Original outline

- Interview experts
- Research the keywords at Google and other search engines
- Read about the topic

Now take each point and expand it.

Interview Experts

- A. Determine what information you want to find out and form questions
- B. Identify experts who could answer your questions
- C. Prepare a contact letter, asking for the interview
- D. Send the contact letter
- E. Conduct the interview

Now you take each subpoint and break it down to specifics.

- A. Determine what information you want to find out and form questions

*Then you would list the information you are looking for and the questions you prepare.*

- B. Identify experts who could answer your questions

*List ways of finding experts and how to contact them*

- C. Prepare a contact letter, asking for the interview

*List things to include in the letter and develop a way to make it worth their time.*

- D. Send the contact letter

*Determine how to contact them – mail, email, fax, phone, etc.*

## E. Conduct the interview

*Determine what equipment will be needed to do the interview, day and time, etc.*

You will want to continue to expand each point and subpoint until you feel you have given your customers the information they need to know to solve their problem.

If you start off with an in-depth outline, the writing is not hard. You are, basically, writing paragraphs around each point.

Don't feel like you have to write the entire eBook in one sitting. Write a few chapters, then celebrate your accomplishment before you move on.

## Packaging the Product – the Cover

Now that you have finished writing your eBook, you want to put a professional cover on it. This will instantly increase the perceived value to your customers. Think about it. If you are trying to sell your house, and have repainted the inside, gotten new rugs, and cleaned it thoroughly, would you leave the grass outside uncut and messy looking? Would you have a messy looking porch? That is the first impression someone gets of the rest of the house. You want it looking neat well-kept, and *inviting*.

The same is true with your eBook. The first impression someone gets of it is the cover, so you want it to look professional and to portray the theme of the book. It should make someone want to open it and read it.

I recommend either you make it with an eBook cover program or hire a professional to make one for you. It is worth the money to give your product a good first impression. Think of it as an investment.

## Overcoming Writer's Block and Staying Motivated

Everyone, at one time or another, finds themselves sitting staring at the paper or computer screen, not knowing what else to write about. Here are some tips to get you past the "stuck" stage and motivate you to keep writing.

- Try a new style of gathering information – conduct an interview, write a "tips report", write articles (then you can put them together in an eBook format), write a question/answer format. Just changing up your format can help get you thinking differently.

- Write every day – break your project down into tasks that you can complete in a day. This helps keep your motivation up.
- It may help you to work on more than one project at a time. This keeps you from getting bored with writing just on one topic.
- Take some time to do some research. The internet is full of information, so is the library. **Only use it to get ideas, do not copy someone else's content. Write your own content.**
- Take a walk or a drive. Taking a break and getting into some different surroundings can help you feel refreshed when you come back.
- There are many folks who have ALREADY WRITTEN materials that they would be willing to contribute to your eBook. For example: A writer might have published a newsletter article that they would allow you to compile into your eBook material (they receive a FREE link to their website in the eBook in exchange for use of their article). **Make sure you ask their permission to use their information.**

## Proofread and Edit

Once you have finished your eBook, make sure you proofread and edit it for corrections, additions, deletions, etc. It helps to have someone else also proofread it for you for grammatical errors as well as the content being understandable and arranged in a logical manner.

Again, your reputation is very important. You do not want to sell a product that has misspellings and other errors in it. You need to maintain a professional image. It is worth paying someone to proofread your document for you.

## Convert eBook to a PDF document

Once your eBook is finished and edited, you will want to convert it to a pdf document. This is the form that is easily accessible to almost every computer owner.

I personally purchased a pdf converter from Adobe. If you are going to be writing numerous eBooks, you may want to invest in this. Look for it on ebay for a good price. There are free pdf converters you can use. If you do a search in Google, you will find several free ones. I cannot make a recommendation on these as I have not used any of them.

## So...Your Product is Finished, Now What?

Marketing your product well is as important as doing a good job at writing it. You need to get the word out about it, or no one will know it even exists. How do you do this?

1. **Promote it** in a prominent place **on your website or blog**.
2. Put a link to the page where you promote it in your **signature line** to use in all your emails and to use in forum postings.
3. **Write articles** that would pertain to the market that would be interested in your product and submit them to article directories. One of the main directories you should submit to is [ezinearticles.com](http://ezinearticles.com).
4. **Run an affiliate program**, allowing others to promote your product to their subscribers. This means others will sign up to be able to sell your product and you will pay them a commission on each sale they make. There are several places that will run an affiliate program for you. I personally use [wahmcart.com](http://wahmcart.com). You can also sign up at [clickbank.com](http://clickbank.com) and have your product in front of a LOT of potential affiliates. There is an initial charge of about \$50 to use their program, and then you pay them a small percentage out of each sale, plus you pay your affiliate their commission.
5. **Run a Google adwords campaign**, advertising your eBook – if you do this, make sure you set a limit with Google as to your daily amount to spend. Otherwise, you can spend a lot of money quickly, without realizing it.
6. **Find a joint venture partner** who will promote your product to their subscribers in exchange for your promotion of their product. Or find a joint venture partner who is experienced in marketing who will market your product in exchange for a share of the profits. One way to find joint venture partners is to look at the websites that come up on the first page of Google when you do a search using your keywords. These will be people in your niche who are, most likely, getting quite a bit of traffic. As long as they are not selling a competitive product, approach them about a joint venture.
7. **Advertise on high traffic sites** that reach your market. Again, type in your keywords and visit the sites that show up on the first page of the search. Check to see if they offer advertising. If they do, you can inquire how much their monthly traffic is.
8. **Advertise on Ebay**. Go to the category “everything else”, then on the left click on “information products.” You may have to lower your normal price some, but the world is your potential customer.

## Keep Track of Your Customers

Make sure you keep a list of customers so that you can promote future products to them. It is best to use a service such as [Aweber](#) to keep track of this. You may think you can manually keep a record, but as your list grows, you will not want to do this. You can also set it up so that automatic messages go out to your customers from time to time, enabling you to keep in touch with them (with very little effort on your part).

## What if You Don't Want to Create the Product Yourself?

If you decide you just do not have the time or skill to write the product yourself, there are other options.

1. **Hire a ghostwriter.** This is someone who will do the research and write the product for you. Then you sell it as your own. Elance.com is a good place to find someone to write for you. Ask them for samples of their work.
2. **Sell products that have resell rights.** Some products come with resell rights for an additional charge. That means you can resell someone else's product and keep the profit. The product remains theirs – you cannot put your name to it.
3. **Public Domain products.** A work is said to be in the public domain if it is not protected by copyright, or if the copyright for it has expired. (def. according to [usd.edu/library/instruction/glossary.shtml](http://usd.edu/library/instruction/glossary.shtml)). A good guide to help you get started selling public domain products is [Public Domain Riches](#).
4. **Private Label Rights products.** You can purchase articles and eBooks that have already been written. You can use the content as is, or you can add to it, delete from it or change it as you wish. It is yours to sign your name to it after you purchase it.
5. **Sell affiliate products.** This is selling someone else's products and making a commission on each sale you make. If you are happy with someone's work and would like to offer it, become an affiliate (if they offer that option). You will then be given an affiliate link, which you can put on your website, blog, in your emails, etc. Then when anyone clicks through your affiliate link and buys the product, you make a commission. The advantages of this are that affiliate programs are usually free to join, so you can get started selling information products almost instantly. You don't have to put the work into creating it yourself. The disadvantages are that you will make less money, as you will be making only a percentage of the cost of the product.

## Pricing of Your Product

Depending on the length of the finished product, you can decide whether to market it as a report or an eBook. In Jimmy Brown's "Small Reports Fortune", he teaches you how to write 7-15 page reports. If you are aiming for an eBook, I would recommend making it at least thirty pages or more. You would normally charge more for an eBook than a report.

Regarding price, I would do some research on how other people are pricing their information products who are targeting the same market as you are. Check out the length of their products and what else they include for the price. Most people now offer bonuses that are relevant to the same topic that the product is about

You don't want to automatically try to set your price lower than everyone else. People do perceive value based on price and other issues. You want to set a fair, competitive price. Again, you will have to do some research to see what is being offered in the market.

Offer one or two valuable bonuses with your product. This raises the perceived value of your product. Make sure the bonuses are relevant to your target market. You can write the bonuses yourself, or find some free products that someone else offers that you can add to your product. Ideally, you want to write it yourself. That way, you are letting your customers get to know you more and you are not sending them to someone else.