



Information Gold Mine



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There have been millions of words written on the subject of information, and millions more will follow. Many publications tell you how others have made it big, but few get down to the bare bones of how they did it.

With the internet users increasing at a phenomenal rate, the information business has found a second home.

When referring to an internet information business, a lot has been said for instant access. This is merely the concept of customers receiving their purchase instantly after payment. In today's fast paced world, instant access has been welcomed with open arms. There is no longer a need for a 4-6 week waiting period. This makes buying information 10 times more appealing than before. (as if that were possible) Instant gratification is there to satisfy your needs quickly! What could anyone possibly need more than information? Of course, to provide instant access you will need to accept credit cards from your ebook buyers. The simplest solution is to sign up with [clikbank](#). You don't need a merchant account and they will send you a check twice a month.

This "Instant access" concept is being used to full potential by information entrepreneurs through out the internet. There are many making a fortune at it. Perhaps you have come across some of them. How can you get started in your own **Information Gold Mine**? You

could sign yourself up to sell their information for a commission. That would be a start. Only a start. How can you reap as many profits as them?

That is easy, by being the originator, or PRIME SOURCE, of the information you are selling. Those are the people who are making the major portion of profits with information. You can be one of them with your own **Information Gold Mine**.

First you will need a product, something you will be proud to offer buyers. It should be relatively easy to come up with.

It is not as difficult as you might think. First of all, we're not talking about establishing a multi-million dollar manufacturing company employing a few thousand people. We are talking about becoming a mini-publisher on a very small scale, with the capacity of turning out as many products as you can sell.

The truth is, you can make a lot of money by writing and self-publishing your own ebooks. **(Note: an ebook is simply an electronic book that you can distribute easily, like the one you are reading now)** You must be willing to write information that millions of people desperately want to buy. You must be willing to become a self-publisher.

A self-publisher simply takes their material and bypasses the middle man. You handle all of the distribution yourself. You invest your talent and time and the best benefit is complete control over your product and profits.

Today, more than ever, is the age of information. Twenty-four hours a day, seven days a week, there continues to be an incredible demand for information that you possess!

It is really much easier than you might have guessed to start profiting from knowledge you already own. People crave information that appeals to their basic needs and will educate or enlighten them. You could now start selling information for a price, that you have normally

been giving away.



Find Your market, Then Write Your

Material.



Anyone who can communicate an idea to another person, can get the same information across in an ebook. There in lies you **Information Gold Mine**. You only need be an expert in a subject, or be interested enough in that subject to obtain information that will make you an expert. Then you have what it takes to turn your idea into a self publishing venture and develop that into your **Information Gold Mine**.

Reading through publications and electronic newsletters is a good place to start looking for your own idea. Ask yourself if you can come up with a better way, or do you possess equally interesting information that you can present from a different angle? If the answer is yes than you are on your way!



Cash In On Your Creative Expertise.



Be creative when developing your material. Perhaps you are aware of some technique that allows people to accomplish their goals faster. Maybe you can think of a better way to cash in on a certain fad. The point is that people are hungry for information and ideas, and you can supply them with that information or those ideas. People are always eager to buy information that can help them improve their lives in some way. If you can fill any of their needs with information, their are millions of people willing to hand over their cash to get it!



The First Step



Answer these questions honestly.

What would you like to write about?

Which people are interested and how can you reach them?

Will they be interested in what you have to offer?

Will they be willing to pay the price you are asking?

What is their income level? Will they be able to afford what I am asking?



Now Define Your Topic.



Your topic should be something you are interested in. Something you know a little about. It should be simple and not something that requires an engineering degree to design or to understand.



Follow The K.I.S.S. Method. Or Keep It

Simple Stupid.



Lets look at your hobbies and activities. Does your career or profession have something that could be turned into an information product? There is something that fits your personality. Only you can determine what that is.



Be Original



It is not enough to merely be able to create an ebook. It must be something that nobody else is offering. It does not have to be totally unique, but it does have to be easy to distinguish from the competition. It must come from your words.



Focus On Subject Material That Is Saleable.



Information for your subject matter can be found in various places. Focus on providing your targeted market with simple easy to understand, helpful information. Of course it must overwhelmingly appeal to your customers desires.

Never forget this is the age of specialized information. People are completely willing to spend their money on all types of information provided that it is useful to them. Your job is to find a need and fill it or create a need and supply it.



Fill Your Material With Self Interest And

Benefits.



Many information entrepreneurs fail to remember is that if they wish to succeed, they must come to realize that a big part of their job is to arouse emotions and desires in their customers. Your ebook must be jam-packed with self-interest benefits.

Millions of dollars in failed business ventures are wasted because we often forget that we have to say what the customer needs to hear. Never forget that valuable lesson.

You must stir emotions and desires. Emotions are what motivate people to buy anything. The job of your product and advertising is to move your prospect to buy.

Even after a prospect buys, they may think that have acted logically. No one wants to admit that emotions had anything to do with their purchase. What you must remember is that logic probably had little to do with their purchase. That is because human actions are caused by

instincts and compulsions that most buyers are unaware of.

As you write your ebook, always think in terms of how it will stir emotions in your reader. Try to focus how you would feel if reading that same material. Focus on your own feelings.



Advertising Your Information Gold Mine



The success of your advertising will ultimately depend on the salability of your ebook. Good advertising will make a good ebook sell better, but it cannot transform a poor book into being successful.

Advertising is vital to any business venture because:

1. It allows a business to deliver their message repeatedly and reinforce it in the minds of targeted customers.
2. It allows a business to reach hundreds of thousands of potential customers.
3. It allows a business to target their market and test their product.
4. A business identity can be established quickly.
5. A forum for showing a product, together with benefits and advantages can be established.

There are a few basic rules that apply to any basic advertising.

1. You must get a prospects attention. (Your headline is the most important part of your advertisement)
2. You must create interest. (Your ad should be built around an idea that offers value)
3. You must arouse the readers desire. (You must focus on all benefits they will receive)

4. Your ad must move them to act. (Tell them exactly what it is you want them to do)

Again, advertising that will attract the consumer will be benefit rich. The buyer wants to know what your ebook will do for him. Will it make him rich, will it make him happier, will it make him more popular, will it make him sexier, and so on.

In order to avoid careless mistakes that will cost you money, it is important that you understand and participate in these strategies. That means getting involved and researching ad copy strategies. It doesn't matter what your background is you can learn these techniques to help you succeed in your own **Information Gold Mine**.

Through research and the willingness to study, you can become equipped with the writing skills you need to write effective ads. Obtain all of the information you can. Read and study every book that will help you develop your own successful strategies and techniques. Then bring all of that knowledge together to obtain winning results with your ads.



What About My Own Resellers?



In case you are not familiar with them, a reseller program (or affiliate program) is a program where other people can sign up to sell your information for a commission per sale. You might want to consider setting one up for your **Information Gold Mine**.

The simplest way to do this is to sign up with [clickbank](#) and you will have an instant reseller program. Sign-up will be easy for your resellers.

When recruiting resellers through advertising, they are also interested in what is in it for them. This time you will want to concentrate on telling them how much money they can make by being a reseller for you. Although he will be concerned with the quality of your product, their main concern will be how profitable it will be for him. Stress those

benefits to him in percentages and he will be pleased to sell many products for you. You could have hundreds of people selling your ebook!



Are You Getting The Idea?



What is the common denominator of each and every successful entrepreneur? Each of them began with something they were interested in and they turned it into a profitable business. They were the **PRIME SOURCE** of their **Information Gold Mine**. You can be too!

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