

Where's The Money?

How You Can Find Out EXACTLY What Type Of Information Product To Sell Or Develop For The Most Profits!

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So, you're thinking of starting an information products business? Well, let me tell you this first. Do NOT listen to those gurus who are telling you that the market is over saturated and you shouldn't even think about trying to start a business in the info product market. They are WRONG! Why do I dare say the gurus are wrong?

#1 People are information hungry. We all want MORE information, right? How many times do you pay for information? You may pay for a magazine, a newspaper, a book, and many more things. That's paying for information, right? Well then how could you NOT make money by getting into the info product business? With millions of people buying information both online and offline every day, you can make money selling info products as long as you know HOW to do it.

#2 I am a walking testament that gurus are wrong when they say that the info product market is saturated. One year ago (2004) I started my own info product business. I had run a direct mail advertising business for several years and had a goal to double my income. What better to double your income with than a second business, so I started my own info product business, and have already doubled my income. I'm not some guru with all the answers either. I am a regular person just like YOU!

So now that we've gotten the info product myth out of the way, let's move on to finding what type of info product you want to sell.

There are two paths that you can take when starting an info product business.

1. Develop or have others develop the info products you are going to sell
2. Sell info products that have already been developed by other people in the info product business.

I should mention that you can take both of these paths, but when you first start, I recommend choosing ONE.

Let's talk about taking the first path, and then we'll talk about taking the second path.

I'm a firm believer in if you create a product or service of your own that you will make more money faster and for a longer period of time.

When I first started my direct mail advertising business, I was promoting services for other companies. I did fairly well, but I still had to work a regular job to pay all of my

bills. It wasn't until I started developing my own products and services for the direct mail business that I really started making serious money. With my own products and services, I was able to create a full time income, and quit my regular job.

The draw back to creating your own info products is that it takes a lot of time if you are creating them, and if you have someone else create them for you, it can be very expensive.

Here are a few ways to create your own info products.

The first thing you will want to do is of course decide on a topic. Once you do that you can either:

1. Research the topic and develop an info product about it.
2. Go to a freelance site like <http://www.guru.com> or <http://www.elance.com> and have a product developed by a "ghost writer"

If you'd like more information on creating your own info products, I have used the resources below myself and know that they will tell you step-by-step EXACTLY how to create products on your own.

### **Information Entrepreneur's Success Package**

"Everything You Need To Know To Become A Successful Infoproduct Entrepreneur"  
This is an incredible product that has been around for quite a while. Its staying power just proves it's one of the best products around to teach you to create your own products! For more information go to <http://tomeymarketing.com/create.htm>

### **How To Create & Market Information Products**

"Write Your Own Income-Generating How-To Books Today!  
It's INSANE...5 Experts Share How Writing Books Changed Their Lives Forever!  
For more information go to <http://tomeymarketing.com/create2.htm>

Now that we have covered the path of creating your own products, let's talk about using products that have been created by others.

There are thousands upon thousands of info products online, so it won't be hard to find someone else's info product to promote.

There are two ways to promote someone else's products. Either as an affiliate for them or by buying resale or master resale rights to their products. I'm not going to cover the topics of affiliates or resale rights in this issue, so if you want to learn more about it, just do a google.com search for the terms. There is a ton of free information so that you can learn about these terms. I also have a page on my TomeyMarketing.com site dedicated to affiliate marketing information at <http://www.tomeymarketing.com/affiliate-marketing>

If you decide to take the affiliate route, there are a ton of resources out there showing you how to be an info product affiliate marketer. I recommend one and only one product to educate you on this topic and it's Jame's Martell's Affiliate Handbook. You can get more information on it by going to <http://tomeymarketing.com/affiliatehandbook.htm>

By buying resale rights to someone else's products, you can sell their product and keep 100% of the profits. If you can buy master resale rights to these products, you can sell the product and keep 100% of the profits and give the buyer resale rights to the products.

As you can see, you have a lot of options when starting your own info product business. Now it's time for you to take action. Visit the resources I told you about in this email. If you can afford to buy some of them, do so and study them. Don't let them collect dust, actually USE them! You'll soon know exactly what type of info product business you want to start and make money from!

If you have any questions, just email me!

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<http://www.InABoxInfoProducts.com>

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