

Get into the Information Products Business!

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Get into the Information Products Business!

By Robert Brents

Get into the Information Products Business! by Robert Brents

Selling information products is the second-biggest business on the Internet (selling software is first). Writing How-To manuals is one of the easiest and most profitable ways of creating and selling information products on the Internet.

There are two principal ways people come into the How-To manual business.

The first way is that you have an idea for a how-to manual, you sit down and write it, then try to sell it.

The second way is that you have a problem, you go looking for a solution, and you either don't find one and decide to solve it yourself then write a how-to manual to share what you've learned with others who may be having the same problem, or else you find information about your problem, but it is so badly written or so confusing or doesn't really solve your problem that you say to yourself, "I could do better than that!" So you sit down and write a how-to manual.

Whichever way you arrive at the front door of the how-to manual business, understand that almost certainly you have the ability to put down on paper (on into electronic form with a word processing program, or dictate into a tape recorder) your experience or knowledge. And that experience or knowledge can be of benefit to other people. Potentially a LOT of other people. A lot of other people who want and need what you know so much that they are willing to pay for

your manual. And pay handsomely.

Let me tell you something right away, based on my years of experience in this business: you do not need a college degree in English to write how-to manuals! You just need an idea, a plan, and the persistence to see it through to completion.

I have been writing, publishing, marketing and promoting my manuals for over seven years. I got started because of a problem I had that there didn't seem to be any good, clear, simple written solutions for. So I did my homework -- it

turned out everything I needed to know to solve the problem what already out there, just in scattered bits and pieces -- put the ideas together in a logical order, wrote it all up in my style, using my own words, and voila! I had a how-to manual.

That's the secret to writing, publishing, marketing and promoting how-to manuals: identify what concepts, experiences, and special knowledge you have that other people want and need in order to solve the problems they have. Key point: people do not buy "how-to manuals", they buy solutions to their problems.

As you begin taking your first steps in this exciting business, keep in mind that it should be treated as a business. Also, recognize that any real business is not going to make you rich overnight. If your how-to manual fills a big enough need in the marketplace, you could find your self running a lucrative full-time enterprise (if that's what you want). Beware of the many scam artists out there who will make claims like "Learn the Secret Formula That Will Make Your Products Sell Like Crazy" or "Make \$7,000 On The Internet In Seven Days Or Less" or "Increase Your Sales 1700% in Seventeen Days".

As a by-product of writing, publishing, marketing and promoting my other manuals, I learned from experience what has worked, as well as what hasn't. I won't give you; the path to profitability in this business (as in virtually all others) is not a short one. Be prepared to "stay the course".

Best Regards, Robert Brents, "The 80/20 Guy"<http://www.RobertBrents.com> For your free four-lesson e-seminar, How To Write, Publish, Market & Promote Profitable How-To Manuals, email <mailto:freehowtoeseminar@sendfree.com> Copyright 2002 Robert Brents and Blue Gecko Press.

Pick a Category, Sell then Sell Again!

By David McKenzie

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Many affiliates complain that it is just too difficult to focus on fewer affiliate programs. There are just too many good ones! But it really is imperative to your success as an affiliate.

One way around this problem is to pick a theme for your affiliate programs. Your theme could be travel or music. Or your theme could be certain types of information products.

Clickbank - <http://www.clickbank.com> – is perhaps one of the largest groups selling digital information products. There are thousands of web businesses selling all sorts of products with a network of over 100,000 affiliates.

Although they only offer a single tier affiliate program for each product, the commissions are usually very high, often 50%.

But why is this so important?

What ClickBank do offer are their digital information products split by category. It allows the affiliate to focus. If you go into the shopping link from the home page you will see a number of categories.

For instance, you could click on the category Business to Business and then Education. Or you could click on the category Health and Fitness and then Diet.

When you click on each of the categories or sub-categories you can view a list of all the products being sold in that category.

You could select the top 10 in Business to Business / Education or the top 10 in Health and Fitness / Diet and join each of those 10 affiliate programs.

Here is a little tip: each product is ranked by how many sales are made so you can be sure that the top 10 in each category are the best sellers. It is better to become an affiliate of the best sellers.

By joining 10 affiliate programs in one category you are still selling 10 different products as an affiliate but you will be far more focussed than 90% of all other affiliates. That is because you will be selling similar items.

This makes your marketing job just that bit easier. All products will be suitable to the same market so

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you can sell each item to your email list over a period of time. This means you can sell up to 10 times to the same list. This is much better than trying to sell golf clubs to fishermen!

Focus is one of the true keys to success with affiliate programs. One way to focus is by selecting a particular category.

Selling 10 of a similar item to the same audience is about 95% easier than selling 10 different things when it comes to affiliate programs.

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!



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