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How To Bring In Your First \$100,000 With Infoproducts

By Jeff Smith

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With Infoproducts

Can you really earn a living creating and marketing ebooks,
special reports, courses and other infoproducts?

Rather than just try to convince you of that fact, I figured
it's better to go one step further and show you exactly how
it's done.

Creating your own infoproducts, writing ebooks, building
courses or membership sites are often the launch pad for
becoming an information entrepreneur spinning off multiple
streams of online income.

Your number may not be \$100,000, it may be lower or higher,
the fact is there is a way to continue to turn your knowledge
into more profits quickly.

Here is an example of a typical infoproduct entrepreneur's
progress toward \$100,000.

You need to quickly launch your introductory ebook, video,
audio or other information product and you need to find a
way to sell it for \$47-\$97.

For tips on how to increase the value and price of your
information product – refer to the recent article called
"5 Exceptional Bonuses That Will Increase Your Online

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Marketing Business Results" over at:

<http://www.highertrustmarketing.com/articles/5bonuses.html>

If you have selected your topic correctly – as outlined in my Ultimate Information Entrepreneur's Success Package <http://www.infoproductcreator.com> , then you can expect to sell 30–60 copies per month. Let's say you sell just 50 copies per month at a price of \$67 each --

$50 \times \$67 = \$3350/\text{month}$ or $\$40,200/\text{year}$

Step 2. Teleseminar, Webinars or Interviews

The trick to building on your momentum is to leverage the success of your first infoproduct by conducting a series of teleseminars, webinars or interviews.

You want to produce at least 1 new audio/video product per month.

There are many teleseminar or webinar services out there that allow you to control the entire session, and will ship you the audio file with transcripts following the session.

You now have some additional income from the teleseminars and from the resulting products --

$12 \text{ Teleseminars} \times \$555 (15 \text{ ppl} \times \$37) = \$6,660$

$80 \text{ Product Sales/month} (4 \text{ New Products} \times 20 \text{ sales/month}) \times \$67 = \$5360/\text{month}$ or $\$32,160/\text{year}$ (only calculating 6–months of sales as it will take some time to build these products)

Step 3. Related Affiliate Products

While infopreneurs are product developers and marketers of their own products first, it certainly doesn't mean that you shouldn't build a list of subscribers and market affiliate products to your list.

Based on personal experience, it is certainly possible, and quite easy to pull in an extra \$500–\$1,000/month with well positioned affiliate product promotions – even with a list as small as a couple thousand subscribers.

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Let's be conservative and assume you run two affiliate promotions per month each bringing in \$400 --

24 Affiliate Promotions X \$400 = \$9,600/year

Step 4. Show People The Solution – Videos

Technology has advanced to the point where you can easily produce very high quality videos from your own home office.

These videos can be tutorials showing screen shots, interviews with experts or a combination of camcorder shots with screen shots.

Now, there is tremendous money to be made in developing multimedia

based products – however we will be very conservative with our estimates here, we'll assume you develop this product 6–months into your business and that it will be a \$47 DVD (in reality they can often be priced much higher – depending on the topic and uniqueness of content) --

25 sales X \$47 = \$1175/month or \$7050/6months

Step 5. Offer Services

If you have selected your market carefully, tapped into a wave of demand and offered a unique solution or system to solve a particular problem – then people will come to you looking for help beyond your product.

Offering consulting, coaching, mentoring, implementation or other services may not be your first goal, but the requests will come and you may as well prepare by pricing and marketing your services in advance.

To this day, I still fight most consulting engagements – I simply love creating products too much. But offering consulting or other services does bump up your monthly income and is a great way to stay in touch with your market – first hand.

Typical consulting rates range from \$150–\$300/hour. For this example, I'll assume minimal consulting at just 10–hours per month and assume your first consulting income will not be generated for the first 6–months as you build your customers

and reputation.

10hours/month X \$150/hour = \$1,500/month or \$9,000/6months

THE GRAND TOTAL

So far we have the following:

\$40,200 from main product

\$6,660 paid teleseminars

\$32,160 additional products from recording teleseminars

\$9,600 from related affiliate products

\$7,050 from video/multimedia products

\$9,000 from consulting and services

TOTAL \$104,670

What I have outlined here is a completely reasonable, and in many cases, very conservative estimate of what you can do in your first year of becoming an infopreneur.

It's the model I followed, as have most other online marketing success stories. While the split of numbers may look different, the categories are pretty consistent.

Most important is that you select a target market and niche demand that is red-hot, in-demand and that people have proven the propensity to spend.

From there, you will find that blowing the estimates used above out of the water is a very realistic possibility.

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In Sickness And In Health

By Tresaca Hamilton

I recently drove by a business that had a sign out front that read "Closed due to illness".

This meant that the cash flow would stop until the owner was able to return to work. Even worse, the

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business would not be able to generate revenue for the owner when it was most needed.

Take the following steps today to ensure that your business will still be working when you are not able to.

1. AUTOMATE YOUR BUSINESS:

Automate as much as you can in your business so that you can not only make money while you sleep, but also when you are sick and can't operate the business.

You can automate follow-ups using autoresponders, and the sales process using a shopping cart. Think of other areas of your business that are vital to its success, and automate the processes if you can.

2. CREATE SYSTEMS:

Think about your daily routines in your business. Which routines are vital to the success of your business?

Turn these routines into systems by documenting the steps necessary to complete them. Create binders for your systems so that your assistant or partner can complete certain projects in your absence using the steps in the binders.

3. PLAN AHEAD NOW:

Will you hire an assistant or temporary manager to operate your business in your absence? Then do the research now to make it possible.

Write down all the attributes you want for your assistant. What duties will they perform during your absence? What resources will be available to them to carry out their duties?

Choose your assistant now so they will be prepared to come aboard when you need them to. You don't have to hire them now, but make it easy on yourself by already having someone ready to help you operate your business when you are not able to.

Let this person know what your goals are and give them a binder containing your standard operating procedures and the resources for them to complete their duties.

4. CREATE MULTIPLE STREAMS OF INCOME:

If you are the only one able to operate your business, you definitely need to ensure that your cash flow will not stop when you have to stop working.

Create infoproducts now to generate more revenue for your business. If you are not able to physically generate revenue for your business, your infoproducts will be able to. Automate the sales process so

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that you don't have to worry about the cash flow when you are not present.

Cash flow may be the lifeblood of a business, but make sure it doesn't stop flowing when you are not able to operate your business.

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