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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How To Earn A Fortune By Giving People What They Want

By Jeff Smith

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In 10+ years of educating myself about topics such as personal development, marketing, sales, internet marketing, product development – I've depended ALLOT on learning from others.

In that time I could literally count on my two hands the number of products that REALLY impressed me by getting right to the point and delivering as advertised.

Tens of thousands of books, seminars, workshops, newsletters, magazines...

And less than 10 times I could think of where I've been "taught" what I wanted in a purely efficient and content-rich way.

How about you?

How much time have you wasted wading through the forest looking for a branch of knowledge in total frustration?

Like anything else, where there's a problem, there's an opportunity.

Understand what value your knowledge provides to your customers, deliver it quickly, and you can rake in the profits, make a massive difference in people's lives and set yourself aside from 90% of your competition.

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So how do you improve the value of your products?

First, make sure you know exactly what your market wants.

90% of low performing products suffer from 2 factors – the developer doesn't understand what their customers want or they don't have enough experience in their topic to provide real value.

If you don't know the real reason why your customers badly want what you have to offer – FIND OUT NOW!

This is why I often recommend people write their sales letters, web pages, press releases BEFORE developing their products. It's the moment of truth, where the rubber meets the road, so to say.

If you want more information on how to find exactly what your customers want – then you'll find 40 techniques you can use today here: <http://www.infoproductcreator.com>

Second, don't rely on flash or personality alone.

I see allot of people saying that you can develop your own product, newsletter, etc.. with JUST personality.

Personality is important – it's what creates loyalty, it's how you get attention, but personality is most effective if it helps communicate what your market wants to know... you have to provide value.

Third, maintain focus.

Once you know what people want badly, then focus every aspect of your product on delivering information that will help them achieve their goals.

Be vicious with your editing. It's better to free flow your development of a product, that's ok. But when it comes time to edit your work, constantly ask yourself the question..."Will this help customer X achieve the desire that triggered their purchase of your work?"

Fourth: Less is More

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Don't litter your products with extra features, extra information – consider several smaller products rather than one all encompassing product.

For instance, if you are developing infproducts, consider a 20–page Special Report, a Summary Tip Sheet, a 15–minute Interview as alternatives to a 300 page eBook with 20–pages of useful information.

Look at master marketer Joe Vitale offering highly focused eCourses for thousands of dollars – people are willing to pay big money for rich information that gets to the point.

Can you help your customer using a 20–page Special report, a 15–minute recorded interview, and a 20–minute teleconference?

Each day we've got more information to process, more products to consider.

Keeping yours simple, focused on solving high–demand wants, rich in content and easily consumable your customers will reward you with dollars and success stories.

Create An Infoproduct A Month, Earn Your Online Fortune and Still Have A Life! Jeff Smith has created the Ultimate Information Entrepreneur's Success Package for those who have always wanted to make money online but didn't have a product to sell. Discover how to find hot buyers online right here:
<http://www.infoproductcreator.com>

With over 10 years of product creation, marketing and consulting experience, Jeff Smith shares his best techniques for creating hot selling, wildly profitable information products you can sell online within days.

Top 7 Finder's Fees Tips

By Stephen Pope

Consider the lucrative opportunity open to you in earning finder's fees.

A finder is someone who finds something for a person or business. The amount paid for this service is

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called a finder's fee.

Here are seven tips to help you make your fortune in finder's fees.

1. A finder simply introduces a buyer to a seller for a fee. He does not become involved in the sales process and is not an agent acting on behalf of the seller.

2. The best areas to earn finder's fees are those in which you already have expertise and interest. For example, if you are an expert on airplanes and have connections in the aviation industry, you could earn finder's fees finding suitable planes for those needing them.

3. Protect yourself with written contracts. Also, document all efforts you have made to earn your finder's fee.

4. You can earn finder's fees in many areas including equipment (used or new), equipment leasing, finding locations for franchises or vending, scarce materials, commodities, financing, et cetera.

5. Connections are the inventory of a finder. You are being paid to find something of value by someone who doesn't know where (or doesn't have the time) to find it. Your knowledge of where and who to get something from is invaluable information that people are willing to pay for.

6. Just as the business that sells something pays its sales staff, likewise the seller generally pays the finder's fee. The seller is the one that makes a profit from the sale and so usually is the one that pays commissions or finder's fees.

7. It is possible to find finder's fees opportunities offered in magazines, newspapers, and newsletters. You can find additional opportunities by doing your own research. Use your contacts, reference and phone books at the library, the Internet, persons you know (or don't know) who might have the information you need, as well as other sources to find what is needed.

J. Stephen Pope, President of Pope Consulting Inc., has been helping clients to earn maximum business profits for over twenty-five years. To learn more about finder's fees and other profitable Work at Home Small Business Ideas, visit



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