

Why Is It Important To Have Your Own Information Product On The Internet?

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By Michael Port

Imagine this, you open your email first thing in the morning and you see fifteen new orders; one from

Switzerland, one from Australia, one from India, and a dozen from all over the United States. All for the product you just recently made available on the Web. It's 7 a.m., you're still sipping your first cup of coffee and only half awake, and already it's been a very profitable day. While this scenario may seem more like a dream than reality to you right now, it's entirely possible to achieve and it's much easier to do than you might imagine. Besides starting each day with a big, Cheshire Cat grin, and dollar signs floating through your mind's eye, there are numerous other benefits to having a product available on the web.

Positions you as an expert - Perception is everything on the internet and the creation of your own product results in positioning you as an expert and is a critical step in generating new business.

Builds your brand identity - Your product represents you and your business in the marketplace, and making it available on the Web is the first step toward getting your product into more hands, heads, and homes.

Reaches a global marketplace - Having a product available on the Web means that you've expanded your geographic marketplace from local neighborhoods where your product sits on a shelf, to the entire world via your website.

Creates a 24/7, passive revenue, profit machine - The Web never sleeps which means that you can literally turn your computer and website into a cash register around the clock, and many, if not all, of the processes can be automated.

Levels the playing field - In the past, the entrepreneur or small business owner was unable to compete with the larger companies which could afford to mass market products. The Web makes it possible for even the smallest of businesses to compete.

Instantly increases the effectiveness of your sales cycle - This is especially critical for service professionals. Often a consumer will opt to purchase a product as a trial before deciding to purchase

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your service. Having a quality product available on the Web allows them to get to know a bit more about you and what you have to offer.

In addition to the great benefits listed above, which apply to any online product, there are several more which apply specifically to information products and make them an even more attractive choice.

Greater cost-effectiveness - Since traditional production and distribution is unnecessary, your costs are significantly reduced and your margin for profit is significantly increased.

Increase your speed to market – While it might take months or years to get a hardbound book written, edited, published, produced, and distributed to book stores, you can deliver the same content in the format of an e-book and bring it into the world in a matter of days or weeks instead.

formats; as an e-book, an ecourse, a teleclass, a home-study course, and the list goes on and on.

Opportunity for bold self-expression and learning - The Web allows you to get your message to millions simultaneously while at the same time offering you the opportunity to learn in action as you challenge yourself to create something totally unique.

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"Don't Have 'Your Own' Product? You Don't Really Need To!"

By John Evans

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To make money on the Internet you need something to sell! Pretty obvious.

And, you've probably read somewhere, many times, that in order to make the 'most' money, you need your own product to sell. Right? Yes! Well, maybe.

There is so much information to be had on the Internet, where do you begin? Where do you get 'your own product?'

It may surprise you to know that 'your own product' does not necessarily mean, or have to be, something you have written yourself!

Does it?

Look, when you go into a store, just about any kind of store, does the store owner manufacture all the goods you see? Of course not! He buys from a manufacturer, or wholesaler, or some other middleman.

What does this have to do with you and Internet selling?

Everything!

What I'm getting at is this; you need something to sell – we all do. In the case of many of us online marketers, we sell 'information'. But not everyone has the knowledge, expertise, or even the desire to write their own material.

And that's understandable...

So the next best thing is to buy it from someone else – then resell it. Just like the store keepers do.

On the Internet, though, it's a bit different. Digital Information, like ebooks and reports, is always a good

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seller, and we only have to buy it one time. The shop

keepers need to keep restocking. You don't have to.
And that's the beauty of selling on the Internet.

But a word of caution.

When you purchase an information product on the Internet,
make absolutely sure that you have the right to resell it
to others. And, to make it a very good reseller, also
make certain that YOUR buyers have the same privilege.

Afraid of competition? Don't be.

Thousands of new people are entering the Online Marketing
business; maybe every day! Many of them may also be
looking for something to sell...

And they might just as well buy it from YOU!

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