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Your Guaranteed Path to Becoming an Information Product Money Machine

By Andrea Susan Glass

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Susan Glass

You may be writing a monthly newsletter. You may have written some short articles or reports. Or you may have the scripts for several speeches or talks you've delivered. And if you have a Web site, you're more than halfway there. Where is there? Your destination to becoming an information product money machine or info guru. You probably know some. There's Robert Allen, Brian Tracy, Wayne Dyer, Deepak Chopra to name a few. They send you several e-mails a week, a monthly newsletter, have long sales pages and a product list as long as your arm—books, eBooks, tapes, CDs, videos, teleclasses, e-courses, seminars, coaching...

They may be a specialist and focus on a narrow niche like how to make more money as an entrepreneur or they may be a generalist in the business or self-help arena. You are a specialist in your field. You're an expert in the service you provide, whether selling real estate, personal coaching, cutting hair, nutrition and health, etc. If you give talks or have a newsletter or Web site, you have specialized knowledge or information in written form. If you were to take a year's worth of monthly newsletters, you'd probably have enough to compile a book—at the least an eBook.

Producing information products is something you've been meaning to get around to, but frankly, who has the time? Sure, your competitors have some products and you're envious, but how did they ever find the time to write those books or record those tape sets? The initial answer to that is they didn't do it alone. And secondarily, they didn't do it overnight. Well, you're not alone in this anyway. You can partner with someone who loves to write and share the profits. Or you can hire someone like WritersWay and have them write and produce your information product empire. And although you won't do it overnight, you can do it quicker than you imagined.

If you want to take a stab at this yourself, then here are some helpful hints to get you started NOW!

1.PLAN—create a master plan of all the products you'd like to produce and possible titles or subject areas they will address.

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- 2.FOCUS—choose the theme for your first project based on your greatest area of interest or expertise and especially the interests and needs of your clients and prospects.
 - 3.GATHER—assemble all the written materials you already have, including computer files, notes, research, other people's articles, and all your newsletters, talks, etc.
 - 4.ORGANIZE—create an outline for your initial project, which could be chapter titles for your eBook or tracts for your CD.
 - 5.COLLATE—code your materials as to what goes into each chapter. If something is not appropriate for this project, create a file to save it for a future project in your overall plan.
 - 6.INPUT—start putting the appropriate data into its appropriate place in your outline.
 - 7.ENHANCE—fill in the empty spaces from articles you've saved or do some research on the Internet or from books on the subject.
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- 8.WEAVE—mesh everything into the format of a book, eBook, CD or other information product. Have some examples to use as samples.
 - 9.EDIT—review your project several times from the perspective of the author and the reader or listener. Have some respected friends or business associates offer feedback.
 - 10.PRODUCE—you're finished creating, so now it's time to put that eBook, tape, etc. into form for others to learn from and for you to enjoy passive income as an info guru!

Are you waiting or creating? The perfect time to create your information products is NOW! WritersWay will help you stop waiting and start creating!

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Andrea Susan Glass, founder of WritersWay, helps clients reach their writing and marketing goals with effective articles, press releases, newsletters, Web site copy, eBooks and books. An award-winning author, she has written books, eBooks and articles on subjects ranging from animals and auto repair to singles and spirituality.

How to Have a Life of Satisfaction. Guaranteed!

By Dr. Freddy Davis

Satisfaction 100% guaranteed or your money back! That was the promise, so you bought the product. You've been there! You ended up not liking it and decided to send it back. But, when you started the return process, you discovered that it cost more to send it back than the refund was worth. Ouch!

It's, certainly, bad enough to be dissatisfied with a product that you paid good money for, but it's even more distressing when the dissatisfaction you feel is with your own life. You can't send that back, even if you wanted to. It's bad enough when the issues you are dealing with make you feel bad, but these

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kinds of issues affect more than feelings. They affect all of the other parts of your life, as well. They affect your relationships, your concentration, your motivation, and even your productivity. Multiply the negative things you experience by all of the other people around you who are experiencing this same dissatisfaction, and it's a wonder that anything ever gets done.

Now, you can't straighten up other people's lives for them, but you can do something about yours. You were created with the ability to decide, for yourself, how your life will be. If you are dissatisfied, it's because you have chosen a path that makes you that way. If you want a new path, you can have it.

To help get a handle on this "dissatisfaction" thing, it is useful to understand the ways people live their lives. On a basic level we can divide people into three groups.

The first group are the "scum." This is not meant to be a characterization of the innate value of these individuals. They are not beyond hope. But it is an accurate description of the lifestyle they have chosen.

Relatively speaking, this is a small group, but they are the ones who become the criminal element, gang bangers, sexual perverts, and the like. No doubt there have been environmental factors that influenced them to move in a direction that brought them to such a low place in life, but no one held a gun to their head and made them that way. There was a point in time when they crossed a line and allowed their life to go in that direction, and they will continue to do so until they decide to go a different way.

The second group is the "average Joe." These folks aren't bad. In fact, they are the 90% of pretty good people that populate the land. This is that segment of the population who are basically good and moral, but simply don't have the inner drive to move beyond where they currently are and into the upper echelons of life.

The third group is what I call "Supercharged." This group only consists of about 5% of the population, but they are the ones who have discovered how to raise themselves to their highest potential. Just because this is only a small percentage of the population, doesn't mean that everyone else are necessarily excluded. In fact, it is possible for anyone to achieve this third level of success. Unfortunately, it is only the 5% who are willing to take the initiative necessary to pull it off. In its essence, "Supercharged" is a way of thinking that thrusts you toward constant improvement.

Everyone, without exception, lives their life according to the way they think. If your life isn't "Supercharged," it is because you're not thinking like a "Supercharged" person.

Creating a new pattern of thinking that takes you in a new direction is absolutely possible, but it is a process that requires a commitment to change. If you want to get on that road you start by deciding. You can sit down right now with a paper and pad and decide, specifically, what you want your life to be like. Then you can begin to translate what is written into real life. Decide right, and you can have satisfaction. Guaranteed!

Dr. Freddy Davis is the owner of TSM Enterprises and conducts conferences, seminars and

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organizational training for executives, managers and sales professionals to help develop greater effectiveness and productivity. He is the author of the book Supercharged! as well as the Nutshell Series of books for strengthening business. You can visit the TSM website at

, or you can contact Freddy directly at 888-883-0656 or

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