

Official Get Rich Guide to Information Marketing

Second Edition

**Build a Million-Dollar Business
within 12 Months**

ROBERT SKROB

Foreword and Epilogue by Dan Kennedy

EP
Entrepreneur®
Press

Jere L. Calmes, Publisher
Cover Design: Andrew Welyczko
Production and Composition: Eliot House Productions

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Library of Congress Cataloging-in-Publication Data

Skrob, Robert

Official get rich guide to information marketing / by Robert Skrob.—2nd ed.

p. cm.

ISBN-13: 978-1-59918-410-4 (alk. paper)

ISBN-10: 1-59918-410-9

1. Information services industry—Management. 2. Information services—Internet marketing. I. Title.

HD9999.I492S57 2011

658.8'72—dc22

2010053202

Printed in the United States of America

15 14 13 12

10 9 8 7 6 5 4 3 2 1

Contents

Important Disclaimer	xiii
Acknowledgments	xv
Foreword by Dan Kennedy	xvi
About the Author	xx

SECTION I

Prepare to Succeed

Chapter 1

The Business Model that Generates

Quick, Sustainable Wealth	3
1. Replaces Manual Labor by “Multiplying Yourself” and Leveraging What You Know	8
2. Buyers of Your Information Products Will Buy More ...	9
3. A Small Amount of Interaction with Buyers Is Possible. .	10
4. Few Staff Members Are Necessary.	11
5. Little Investment Is Needed to Get Started.	11
6. Large Profit Potential Exists	12

Official Get Rich Guide to Information Marketing

Chapter 2

Information Marketing and How To Generate So Much Money	14
--	-----------

Chapter 3

A Detailed Outline of the Business You Are Building	22
---	-----------

Chapter 4

Three Most Important Factors in the Success of Your Info-Marketing Business	33
Marketing Research	33
Continuity Income.....	35
Marketing Systems to Generate New Customers	36

Chapter 5

What About Creating an Internet Business and Getting Rich Selling E-Books?	38
Online Order Forms	40
Digital Delivery	40
Membership Sites	41
No Storefront	42

Chapter 6

Identifying a Market That Will Support You in Style	45
The Best Business Positioning.....	47
The Key Is Identifying a Hungry Market	48
Best Markets for Information Products	54
How to Find Out What Customers Want	58

Chapter 7

How Two Info-Marketers Connected with a New Target Market	61
--	-----------

Chapter 8

Information Marketing Is as Easy as Selling Paper and Ink	66
--	-----------

Contents

41 Types of Information Products	68
Publish on Demand.	71
Automatic Implementation Products.....	71
Specialize, Specialize, Specialize!	75
Don't Fall in Love with a Product	75
You Must Deliver to Make Money.....	75
Chapter 9	
Essential Ingredients of a Successful Information Marketing Business.....	76
The Raw Materials	76
The Skills.....	78
Chapter 10	
Where All the Money Is in the Info-Marketing Business..	82
New Customer Upsell	83
Group Coaching	85
Seminars	86
Chapter 11	
Determining What to Charge for Info-Marketing Products and Services.....	89
Defining Cost	89
Determining the Selling Price	90
Chapter 12	
The Best Way to Launch Your New Info-Marketing Business	93
 SECTION II The Cheap and Easy Way to Launch Your Info-Marketing Business	
Chapter 13	
An Easy Way to Get Paid to Create Your First Information Product	99

Official Get Rich Guide to Information Marketing

Chapter 14	
Marketing Strategies to Sell Registrations to Your Teleseminar Series	104
Chapter 15	
Producing Terrific Calls that Also Create a Great Information Product	111
Chapter 16	
Using a Teleseminar Series to Launch Your Coaching Program.	115
Chapter 17	
Why Not Webinars Instead of Teleseminars?	120
Chapter 18	
The Shortcut to Turn Your Teleseminar Series into a Product	122
Chapter 19	
Best Way to Launch Your Info-Marketing Business: Teleseminar Series.	124

SECTION III

Allowing Others to Launch Your Info- Marketing Business for You

Chapter 20	
How One Info-Marketer Launched His Business Using Joint Ventures.	131
Chapter 21	
Joint Ventures and Using Them to Launch an Info-Marketing Business	136

Contents

Chapter 22	
The Key to Joint Venture Success: Make It Easy to Work With You	139
Chapter 23	
How To Go from Zero to Seven Figures with Zero Advertising	143
Chapter 24	
The Importance of Product Pricing When Offering Joint Ventures	146
Chapter 25	
Simple Changes Multiplied Product Price Four Times ..	148
Chapter 26	
Eight Easy Ways to Get Others to Endorse You and Your Products	151
Endorsed Mailing	151
Endorsed E-Mail	152
Guest on Their Teleseminar.....	153
Speaking at Their Seminar.....	153
Product Insert.....	154
Thank-You Page	155
Banner Advertisement	156
Promoting Your Own Event	156
Chapter 27	
Lee Milteer Discovers Her Calling and Turns It into Millionaire Smarts	161
Chapter 28	
Other Sources of Joint Venture Partners	167

Official Get Rich Guide to Information Marketing

Chapter 29	
How a Vacuum Salesman Created a Business with Zero Marketing Costs	170
Chapter 30	
Using “Sugar Daddies” to Deliver Customers into Your Business	175
Chapter 31	
Best Way to Launch Your Info-Marketing Business: Joint Ventures	180
 SECTION IV 	
Launch Your Info-Business with a Provocative Diagnostic Survey	
Chapter 32	
How a Family-Owned Jewelry Store Created a Shining Info-Business	185
Chapter 33	
The Single Most Profitable Marketing Tool for Info-Marketers	188
Chapter 34	
The Diagnostic Survey: Making Them Feel Uncomfortable	192
Chapter 35	
Your Diagnostic Survey: Turning a Prospect into a Customer	197
Chapter 36	
Best Way to Launch Your Info-Marketing Business: Diagnostic Surveys	204

Contents

SECTION V

**Making a Big Splash in Your
Industry with a New Event**

Chapter 37

**How to Launch an Info-Business
with a Three-Day Event 211**

Chapter 38

**Anatomy of a Successful Info-Marketing Seminar Business
Launch 217**

 Choose a Date 219

 Choose a Location 220

 Create Marketing Materials and Pricing 220

 Create a Budget 221

 Execute 223

Chapter 39

You Can Still Make Big Money from Small Audiences. . . 224

Chapter 40

**Building an Event that Launches Your
Continuity Program. 226**

 Outlining the Content. 226

Chapter 41

**Foreclosure Can Be a Good Thing . . .
Just Ask Ted Thomas. 230**

Chapter 42

Filling Your Seminar with Paid Registrants 238

 Early Planning Is Your Shortcut to a Successful Event. . . . 239

 Execute Your Event's Marketing 242

 Increase Your Marketing to a Fever Pitch. 244

 Home Stretch 246

Official Get Rich Guide to Information Marketing

One Final Push.....	247
Chapter 43	
Offering Your Coaching Program to Generate Maximum Sales	249
Chapter 44	
Best Way to Launch Your Info-Marketing Business: Seminar	252
SECTION VI	
Create an Info-Marketing Business to Generate New Customers for Your Service Business	
Chapter 45	
How Using a Little Horse Sense Improves Results	259
Chapter 46	
Harmony Tenney Combines Sales Ability with Radio Advertising.....	262
Chapter 47	
Recover Your Marketing Investment and Get New Customers for Free.....	264
Chapter 48	
One Person Can Do It All with the Right Marketing Tools in Place	270
Chapter 49	
Attracting Customers for High-Priced Products and Services.....	274
Chapter 50	
Capture Additional Customers with a Variety of Products and Services.....	278

Contents

SECTION VII

**Transitioning from Launch Mode
into Growing a Successful,
Sustainable Business**

Chapter 51

What To Do If Your Product Launch Strikes Out 285

Chapter 52

Easy-to-Follow Guide to Fast Product Packaging 290

Binder Materials 291

DVDs of Product 292

DVD Packaging 293

Avoid Confusing Your Customers 295

Audio Files 296

Audio CD Packaging 296

“Read This First” Letter 298

Graphic Designers, Duplicators, and
Fulfillment Companies 299

Chapter 53

**Social Media Myths Revealed and
How You Really Use It in a Business 300**

Chapter 54

The Information Marketing Money Machine™ 304

Chapter 55

**Quick Reference Guide for Essential
Info-Marketing Operations 308**

Copyright 308

Fair Use and Permissions for
Copyright Protected Work 309

Trademarks 310

Product Disclaimers 310

Official Get Rich Guide to Information Marketing

Data Security	311
Essential Documents	311
Insurance	312
Sales Tax	313
Disaster Recovery	313
Chapter 56	
The Money Collecting Machine for Your Info-Marketing Business	315
Chapter 57	
Automating Your Business So You Can Set It Up and Forget It	318
InfusionSoft	319
Chapter 58	
Juggling Responsibilities While Launching Your New Info-Business	321
Chapter 59	
How to Trust Your Skills and Be Skeptical of Your Beliefs	325
Chapter 60	
The Source of All Info-Marketing Breakthrough Success	330
Epilogue	
The Story of the Cat that Licked Stamps—How Anyone Can Get a Fast Start in Info-Marketing by Dan Kennedy	335
Glossary of Information Marketing Terms	341
Index	352

Important Disclaimer

I DON'T BELIEVE IN "GET RICH QUICK," BUT I DO BELIEVE IT'S ENTIRELY possible to "get rich" if you work hard, provide a lot of value to your customers, and are not afraid to ask for money in return for the value you provide. The important information and resources in this book will help you create a business that generates a healthy income for you. I make no guarantees about your ability to get results or earn any money with the ideas, strategies, and tactics described in this book. My goal is to highlight how other people have built their businesses, provide you with the steps they followed, and "highlight the path" you can follow.

Each reader will pick up this book with different experiences and skills. Whether you succeed or not depends on how well you persist through adversity and how you acquire the skills you don't have. The income numbers you see in this book and on the accompanying website are for illustrative purposes only. The numbers are only estimates and should not be considered exact, actual, or a promise of potential earnings.

Official Get Rich Guide to Information Marketing

What you are holding is the book I wish were available ten years ago. It contains a distillation of more than 100 interviews with successful info-marketers, more than 250 one-on-one coaching sessions with beginners, and a decade of dedicated study of what works in the info-marketing business. Although I believe the content is accurate, complete, and current, I make no warranty as to its accuracy, completeness, or currency. It is your responsibility to verify any information before relying on it. Don't construe anything in this book as legal advice. I'm not an attorney, and I'm not practicing law. If you need legal advice, please seek the advice of legal counsel. I hope the "lessons learned" and shortcuts outlined in this book will help you launch a successful business generating quick, sustainable wealth for you and your family.

Acknowledgments

THANK YOU TO ALL THE INFO-MARKETERS WHO TOOK TIME FROM their businesses to allow me to interview them for this book. Even though I couldn't include all of you in the book, your stories and experiences helped me craft a useful tool for others to follow.

I appreciate my wife, Kory, daughter, Samantha (15), and son, Robert (12), who have given me the encouragement and time to help more people. I missed a lot of family dinners, and frequently I needed to invest my weekends in writing at my office. Thank you.

Special thanks to my editor, Susan Trainor. She combed through my first manuscripts, some of which were transcripts from dictation, to help me compose the five drafts that resulted in the book you are holding. Through the drafting, editing, and publishing process, Susan read this book more than 12 times to help me communicate better and provide you with the best possible book we could create.

Foreword

Welcome to the Most Profitable Business Ever Devised

by Dan Kennedy

Chairman Emeritus, Information Marketing Association

THE ORIGINAL *DRAGNET* TELEVISION SHOW USED TO OPEN WITH a statement about there being 8 million stories in the city. In the industry that I've played a large role in birthing, defining, and developing, the one we now call "information marketing," there may not yet be 8 million stories. But there certainly are hundreds of thousands. A few dozen of them are in this book, not for want of hundreds or thousands more, but in the interest of putting a book on the bookstore shelf that will fit there. The commonalities of these stories are important and fit into two categories: proof and mechanics.

The first is proof. These stories feature ordinary people from all sorts of backgrounds, walks of life, businesses, and interests who have created extraordinary incomes, lifestyles, wealth, and positive influences on others, from scratch. In most cases they have done so very quickly, and in some cases with limited resources. Otherwise, they have little in common. I know many you will meet in this book. Some are highly educated; some

are barely educated. Some are young; some old. Some brilliant; some are anything but. Some are pretty good writers; some can't write a grocery list. Some come from successful businesses; some do not. There is absolutely nothing "special" about them that you lack. Their stories are revealing of a mind-set, not of prerequisite qualifications. I think this is extremely important. In my experience of coaching countless people to million-dollar-a-year incomes and multimillion-dollar wealth by starting and developing these kinds of businesses, it's been my observation that at the start and as they progress, virtually all stumbling blocks are inside their own beliefs about what they can and cannot do, what people will and will not pay, how fast results can occur.

The other is mechanics. Within their stories and examples, you can find—and should diligently look for and list—the same basic steps repeated, the same strategies employed. Their products, their markets served, whom they sell to, and what they choose to sell in what order and at what price all differ. But the *structure* of their businesses is the same. You have in this book a collection of examples accurately representative of hundreds more just like them, all with the same structures. It is here for you to see. Here for you to copy.

The information marketing industry has become quite large but is almost entirely made up of small businesses, from homebased solo operators or tiny teams generating a million to a few million dollars a year to entities doing 10 to 20 times that much, yet still "lean 'n mean" by traditional standards. At different times, 20 to 50 of these "info-entrepreneurs" have been in consulting relationships and private coaching groups with me, and if you combined any year's group as one entity, it would boast more than \$200 million of yearly revenue and a multiple of that as equity. Less directly, I've helped launch or have worked with well more than 500 of these businesses, and were they all

Official Get Rich Guide to Information Marketing

combined, we'd easily be accounting for more than \$1 billion a year. Just as interesting is the incredible reach and influence of these businesses, individually and collectively. Those who work in business and professional niches, again combined, influence several million business owners a year. Also, in large part thanks to the internet, these businesses are global. In Glazer-Kennedy Insider's Circle™, for example, roughly 20 percent of our members (customers) are from places other than the United States and Canada.

No other business offers you the kinds of fascinating and lucrative opportunities that information marketing does. You can pursue things that interest you, travel or not as you please. If you please, you can legitimately make it tax-deductible. Operate globally from your kitchen table, and place yourself in the top 1 percent-income-earners' club in as little time as one year. You can become a celebrity or remain anonymous if you prefer. You can begin humbly or audaciously. One of the people I first studied when I was starting 35 years ago had begun selling a \$5.00 booklet (about ridding your garden of gophers) via tiny classified ads in rural newspapers and farm magazines. One of the most recent info-businesses I helped launch started out selling a \$40,000.00 coaching program. You can work when you please, where you please, as you please. You can have some employees, lots of employees, or no employees. You can outsource whatever you aren't good at or interested in. You can personally interact with your customers through teleseminars, seminars, or coaching programs, or you can make millions without ever meeting a single one of your customers face to face. I could go on with this long list of flexibility. The point is this: You make the rules. You bend this business to your preferences. You need sacrifice nothing for enormous financial success.

This brings me to one last comment, about the phrase "get rich" in this book's title. The implication is "get rich quick."

Foreword / Welcome to the Most Profitable Business Ever Devised

There's no virtue in getting rich slowly. There's nothing wrong with doing it quickly. When you make bank deposits, they don't add a bonus for slow nor deduct a penalty for fast. You may have been conditioned and programmed to believe that there is something wrong with getting rich quick or that the very idea is "fool's gold," implausible, possibly even an outright lie. I ask you to ask yourself: Have any of the sources of that viewpoint gotten rich quick? Or at all? Quite frankly, if you spend any time with the people in this book and the thousands they represent, you'll get a very different perspective. As someone who repeatedly, consistently, and quite routinely works with people who accelerate from standing starts to giant incomes in info-marketing, "get rich quick" is my reality. With what you will discover here, it can be yours, too.

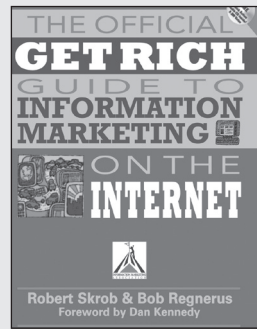
So, step into a unique world virtually unknown to the general public, where entrepreneurs are alchemists, where ideas morph into thriving businesses at blinding speed—free of the operational burdens and constraints of all other businesses—where people earn giant incomes while immersed in their own interests and passions.

About the Author

ROBERT SKROB IS PRESIDENT OF THE INFORMATION MARKETING Association, and he has personally coached more than 1,000 info-marketers over the past five years. In addition to his writing, training, and speaking in the info-marketing industry, he has diverse business experience, having personally run info-marketing businesses in more than 37 different industries. Mr. Skrob is a brilliant marketer, a licensed Certified Public Accountant, and the absolute go-to guy for practical, proven strategies to show you how to create a business that generates quick, sustainable wealth for you and your family.

Who Else Wants to Be in the Single Best Business for Creating a Great Lifestyle and Income Others Only Dream About?

You won't find over-promises, untested ideas, idle boasting, weird and impossible examples, or hype. *The Official Get Rich Guide to Information Marketing on the Internet* is the real deal. It includes practical, doable steps, real-life examples, and proven strategies to help you harness the powers of the internet and make your information marketing business explode!



- Master the five steps to internet information marketing success: Salutation, Presentation, Consummation, Perseverance, and Enticement.
- Use the Power of ONE—a proven trick that gets visitors to stay and interact with your site.
- Learn proven ways to capture more than 80 percent of visitors' names and e-mail addresses.
- Use three profit-proven models that inspire sales.
- Learn the seven laws for effective order forms.
- Discover how to drive customers instead of traffic.
- Also, get the inside scoop from today's most successful online information marketers!

Pick up a copy of the *Official Get Rich Guide to Information Marketing on the Internet* at a bookstore, from an online book seller, or by visiting EntrepreneurPress.com today.

There's a Big Difference Between Creating a Top-Selling Information Product and Creating an Information Marketing Business . . .

Too many people confuse social media, internet marketing campaigns, or information product creation with business building. They chase the next online marketing secret, raise their prices, or try a new joint venture tactic but miss out on what it takes to build a business that lasts. It takes a specific set of skills to create a long-term, sustainable business.

The Information Marketing Business Pyramid™ gives you examples, step-by-step resources, and worksheets to help you get your information marketing business launched. But that's only the beginning. It also guides you through the process of turning your new venture into a long-term wealth generator for you and your family. It even reveals how to build an info-business even if you don't know how to create information products or have no idea what type of information product you should create.

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SECTION I

Prepare to Succeed

Chapter 1

The Business Model that Generates Quick, Sustainable Wealth

WHY DO SOME BUSINESS OWNERS GET RICH WHILE OTHERS toil for decades with little to show for their efforts? Not all businesses are created equal. In some, the owner can work 80 hours a week for 40 years and produce barely enough profit to maintain a household for his family. Other business models allow their owners to work normal workweeks, take vacations, and generate millions of dollars in “take-out-of-the-business” profits that give them the freedom all business owners dream about.

Imagine the difference between a rowboat and a motorboat. You can paddle the rowboat with all your might, and you won’t get as far as the guy in the motorboat powering through the water. There are profound differences in the types of businesses that generate quick, sustainable wealth for their owners. You won’t become successful or wealthy without work, but success is not a result of working harder than everyone else. It’s about building a business with specific attributes that enable you to accumulate wealth.

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People all around you are getting rich. Within your neighborhood.

Why are they getting rich? Because they are doing things that generate more money than they spend, allowing them to accumulate wealth.

You aren't holding one of those self-help books that tells you what you imagine will come true. This is the book that gives you the road map of how you can make your dreams come true by doing certain things that generate more money than you spend. If you follow the step-by-step paths outlined within these pages, you will build a life that surpasses what you can imagine today.

In the next few pages, I'll reveal the dependable millionaire-



KEY CONCEPT

Wealth isn't produced by thinking, dreaming, or imagining what you want. Money doesn't care what you think about most. Money is attracted to you when you create a business that produces value for paying customers.

maker business model. Within this book you'll read examples of men and women who have discovered this business model and used it to generate real wealth for themselves and their families.

Five simple criteria will help you determine if a business has the power to generate wealth or

if it will merely dominate your time and provide you with few results. Before you launch a new business, you need to ask yourself these five questions:

1. *Is it formulaic?* Has the business been proven to generate wealth for others in the past? For instance, if you don't see anyone getting rich as a plumbing contractor or by running a sandwich shop, it's a good guess that you won't get wealthy that way either. Instead, look for a consistent pattern of a good percentage of business owners getting rich within the industry; technology, real estate, and publishing are proven winners from the past.

1 / The Business Model that Generates Quick, Sustainable Wealth

2. *Does it have a large business scope?* Businesses dedicated to one community or one county can get destroyed with one flood or one plant closing. Instead, serve customers nationwide or even internationally to diversify and expand your marketplace.
3. *Are there high margins?* Selling products at higher prices with a low production cost allows you to do much more marketing. I had a client who sold frozen yogurt. With new customers spending only \$5.00 to \$10.00, it took a lot of them to pay for any advertising. Instead, get into businesses with high margins to make it easier for you to generate a healthy profit.
4. *Is there a low startup investment?* Too many business owners invest their entire life savings into a venture only to discover there is no market for their new products. Instead, keep your investments low, to \$10,000.00 or even less. This way, even if you make a mistake, it won't be financially devastating to you. Plus, it will allow you to start multiple businesses over time to generate more wealth as your skills improve.
5. *Are there any professional licenses?* Government-issued licenses are one way competitors control each other. Industry lobbyists conspire with politicians to "protect consumers" by passing new restrictions and threatening to take your license away. These laws do nothing for consumers. They are designed to protect your competitors. Stay away from professions that require a professional license, such as insurance, financial advising, law, or medicine. That license is used to control what you say in your marketing and to restrict your ability to generate wealth.

I stumbled upon this business model myself about ten years ago. I worked in the association industry. Associations

Official Get Rich Guide to Information Marketing

are groups of people with a similar interest. You've probably attended association annual meetings, trade shows, or seminars for your industry.

As an association executive, I witnessed a surge in for-profit companies that were doing many of the same things I did. I published newsletters, and they published newsletters. I produced seminars, and the for-profits produced seminars. I created home study courses, and the for-profits created home study courses. I was producing value, but not within a business model that charged a fair price for the value it provided its customers.

I began studying these for-profit operators and discovered they called what they did *information marketing*. They had combined elements from several different industries to create a business model with high margins, flexibility for its owner as well as stability.

For the last ten years, I've used information marketing strategies to build 18 different businesses in as many markets, all with fewer than five full-time employees. And these businesses are as lucrative as they are easy to operate.

But when I explain the business model, it's easy for the inexperienced or the cynical to dismiss it. You may recognize a component or two, but it's how the components work together that gives the info-marketing business its power.

Here is an everyday example. An airplane is made of simple components. Aluminum similar to that of your soda can makes up 80 percent of an airplane by weight. The rest is mainly copper wiring, hydraulic fluid, and computers. Most people take for granted that there is a genius out there who can take so many disparate parts and build a machine that transports hundreds of people across the world in just a few hours.

The components of the information marketing business aren't exciting, either. In fact, they are similar to components

in consulting, publishing, event management, and coaching businesses. In each of those businesses, people regularly toil without remarkable results. It's the smart combination of those components that can propel you to wealth and freedom in your life.

Since 2006, I've had the honor of serving as president of the Information Marketing Association. It has given me the opportunity to speak with hundreds of information marketers, coach several dozen, witness what works, and watch several business failures. No one has witnessed more in the info-marketing world than I have.

I have taken the most effective info-marketing business launch methods and outlined them, complete with graphics and illustrations, within the pages of this book. You benefit from having exactly what you need to launch a successful info-marketing business, outlined in an easy-to-learn-and-apply format.

This book isn't just for reading. Think of it as an owner's manual for the most lucrative business in the world. You'll learn how to build it and run it for success and profit.

While most of this book focuses on how you create and run your own information marketing business, let me first explain why this business surpasses all others in opportunity, sustainability, and profit. There are six advantages of an information marketing business:

1. Replaces manual labor by "multiplying yourself" and leveraging what you know.
2. Buyers of your information products will buy more.
3. A small amount of interaction with buyers is possible.
4. Few staff members are necessary.
5. Little investment is needed to get started.
6. Large profit potential exists.

So, let's talk about No. 1 first.

1. Replaces Manual Labor by “Multiplying Yourself” and Leveraging What You Know

How does the information marketing business replace manual labor by “multiplying yourself” and leveraging what you know? (“Leveraging” is just a one-word way to say “makes what you know do the work for you.”)

Whether you’re working for someone else or you’re a professional selling your services by the hour or by the job, you are being paid for what you produce. The moment you stop producing, you stop getting paid. This is true for everyone employed in a job; it’s even true for professionals such as attorneys, doctors, CPAs, and businesspeople who have large incomes.

Trying to “multiply yourself” by hiring employees to increase the amount of product you can sell is full of hassles. You have the employee who leaves and takes clients with him. You have training issues. You have liability issues even if the employee does a good job. There are hundreds of ways an employee can get the business owner into trouble. The work and the aggravation never end.

With an information marketing business, you create a product once and you’re done. It takes a lot of work to create the product, but once you do, you can sell it many times, often over a period of several years, without having to do any additional work. Creating an information marketing business is a terrific way to “multiply yourself.” Few businesses allow you to duplicate yourself in this way. With an information marketing business, you take information you already know and create a product.

You might think you have to be a genius and invent a newfangled device or identify a trend before it happens. You might worry that if you create a product, you won’t know how to protect it through the trademark and patent process. You might

not have any idea how to find a manufacturing and distribution company to put your product on the market.

With an information marketing business, everything you need to create a new product is already inside *you*. You don't need dozens of experts. You don't need newfangled distribution methods. An information marketing business allows you to take the information, the secrets, the techniques, *the things you already know*, and leverage them. That's the easy way to "multiply yourself."

You may have a hobby and find yourself answering other people's questions about what you do in online chat rooms. If that's true, you can be sure there are plenty of people who want this information. You can package what you know into an information product and make money with your own information marketing business. Or you may have developed great ways to perform services in a particular business. You can leverage that knowledge by creating a product to show others how to do what you do. By creating your product one time, you provide that business solution over and over again instead of performing the service yourself each time. That's how you "multiply yourself" and leverage what you know!

2. Buyers of Your Information Products Will Buy More

People say to me, "I'm already a consultant; if I create an information product that explains my entire process, won't people just do it themselves and stop hiring me to do work for them?" Absolutely not.

People who buy your information products are much more likely to hire you to perform services than other customers you market to. Quite simply, having your own published information product makes you the obvious expert. It shows the customer

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the complexity of the services and the special ability you have to perform them. The only possible conclusion for the buyer is that he should hire you when he needs additional help with his business or hobby. Publishing your own information product will only increase the services you're currently providing and expand your businesses far beyond what you're doing now.

In addition, the people who buy your information product will buy other information products from you, whether they are products you create yourself or products you license from others. You can partner with other information marketers to sell their products to your customers. Once you find a customer who wants information about a particular subject, that customer will continue to buy information from you on that subject.

Encouraging repeat business helps you further leverage yourself. Once you've gotten a customer, you're going to be able to sell that customer many things in the future for as long as you continue to provide high-quality information at a good price.

3. A Small Amount of Interaction with Buyers Is Possible

One of the best things about the information marketing business is that very few customers insist on coming to your business location to buy your products. This means you can work at home with your computer in a closet or build your information product on your kitchen table. You don't have to worry about customers showing up at your door to buy your new book. You can create products and sell them online from your beach home or as you vacation across the world. As long as you've got a way to create a product, you don't have to be in any particular location for people to buy it.

Not only is this exceptionally convenient, allowing you to do business from anywhere in the world you enjoy living, it

also helps you get into this business with very little overhead expense.

4. Few Staff Members Are Necessary

The information marketing business is a terrific business because you don't need a lot of people to run it. Many info-marketers have no employees. They pay independent contractors to help maintain the customer database, ship products, and handle customers' questions. You can operate a business that makes well above \$1 million a year with little or no staff and have little operating overhead.

5. Little Investment Is Needed to Get Started

The information marketing business does not require a lot of equipment. It doesn't require fancy offices, furniture, or multiple computers. It doesn't require special licenses (in most cases). And it doesn't require a special education or degrees. You just need to leverage the information you already know. How? By 1) identifying a market of people who are excited about the information you have, 2) creating a product those people want, and 3) offering it to them in a persuasive way.

That's why you can get into the information marketing business with a relatively low startup budget. One word of caution: Many info-marketers do not invest enough in their marketing and end up with a very slow start. Investing money in marketing when you are launching your business increases revenue more quickly. You can take a "stair-step" approach by investing a small amount in your first campaign and reinvesting your sales revenues into the next campaign. You can increase your marketing investments as you continue to have success in selling your product. That way you can start with a very modest investment, but by continuing to reinvest profits into

Official Get Rich Guide to Information Marketing

making new sales and getting new customers, you can build your business.

Just remember: You don't have to go to school for 12 years, you don't have to pass any exams, you don't have to buy special equipment, and you don't have to have huge facilities. But you must be willing to put *some* money on the table to find potential customers and to market your product to them. If you try to do this business without any investment at all, you're certain to fail. Even the smallest franchise has an initial investment of \$10,000.00 to \$15,000.00, and there are continuing fees.

You should not be fooled into thinking you can start an information marketing business with no investment. Some think the moment they create a product and put a sales page on a website that people are suddenly going to flood that site and buy their products. That is a myth. Don't believe it.

But don't be discouraged! This is an easy business. This is a business with a lot of profitability, but you will not create a business that generates more than \$1 million a year by investing nothing. You must be willing to test a marketing strategy to find new customers (known in the business as a front-end marketing funnel) and test it until it produces positive results. When you get positive results, you must invest in expanding that marketing campaign and growing your customer base.

6. Large Profit Potential Exists

Many info-marketers are making million-dollar incomes through their information marketing businesses. Each one started out like you, with no products and no customers, and they gave it a shot. Those new info-marketers researched potential customers, found out what those customers wanted the most, offered it to them in a compelling way, and then continued to sell their products until

they were making a lot of money. Some info-marketers have \$50 million to \$100 million businesses. Some info-marketers are making in the high single-digit millions and have five to ten staff members. Other info-marketers are making half a million dollars with one or two staffers. This is a business that is completely scalable, that is, you can make it as small or as large as you want.

As you read through the components of successful information marketing businesses, you'll recognize many of them. I've heard many people tell me "I already know about publishing newsletters" or "I already put on seminars; information marketing is nothing new." Allow me to warn you now before you discount the business model because of the simplicity of its parts. Remember my airplane and soda can example: Just because an airplane is made out of the same aluminum as soda cans doesn't discount the machine's ability to get you where you want to go. Even though some of the components of the information marketing business may appear familiar, the way the components work together provides greater leverage, a better lifestyle, and more profit than any other business model.

But don't think an information business doesn't require work. It does. Just as you see entrepreneurs working hard in the mall, in a retail store, or in a new restaurant they've created, you should plan on working hard on your information marketing business. The good news is if you build an information marketing business and put in the necessary work, you can replace your manual labor by "multiplying yourself" and leveraging what you know to create new products. Your customers are going to buy more from you in the future. You can run your business with little interaction with your customers. You can be successful using a very small staff. It takes a small investment, but the payoff can be huge—if you stick with it and continue to develop your business.

Chapter 2

Information Marketing and How To Generate So Much Money

WHAT EXACTLY IS INFORMATION MARKETING? IS IT OFFERING coaching programs? Is info-marketing producing seminars? What about home study courses? Selling e-books? How about members-only websites? Is selling digital PDF and audio files by digital downloads information marketing?

The answer is information marketing is all those things. I'll go into more detail about specific products in Chapter 8, but the short answer is info-marketing is all those products and more.

Allow me to give you a standard definition: *Information marketing* is responsive to and fueled by the ever-increasing pressure on people's time. Businesspeople and consumers alike need information provided to them in convenient forms. Methods and strategies that might have been taught to them a mere ten years ago now need to be done for them. The *information industry* encompasses products like traditional books, audio programs, videos, or DVDs that you might buy in a store, from a

2 / Information Marketing and How To Generate So Much Money

catalog, or online; magazines, newsletters, e-books, membership websites, teleseminars and webinars, telecoaching programs, and seminars and conferences; and combinations thereof. Much of this business is comprised of lone wolf, small, quiet operators, many with homebased businesses, most with zero to no more than a few employees, most working only part-time hours, and most netting seven-figure profits.

But that, of course, doesn't give you a satisfactory picture of what information marketing is. For me, information marketing is providing solutions to problems in a convenient and useful format.

When I create an information product, I spend a lot of time studying a market, examining the problems its members face, and designing my offering as the solution to that problem. Whether

I deliver that solution as a coaching program, a seminar, a home study course, or a digital download depends on the best way to deliver my particular solution, what the members of the market prefer, and which format gives me the best possible chance of making a nice profit.

Below are 29 different examples of information marketing businesses so you can see the diversity of the products offered and the markets served. In addition, this listing will also illustrate the similarities of these apparently diverse businesses.

1. Chiropractors can help accident victims recover and get back to work more quickly, but not if the chiropractor doesn't know how to get the patient into his office. Ben Altadonna has created an entire practice management process that helps chiropractors get great patients, get paid, and build strong practices.

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KEY CONCEPT

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2. Schools today emphasize vocabulary and skills without teaching kids how to learn. Speed reader Howard Berg has created a program that teaches any student how to study quickly and get great grades.
3. While a dentist may be terrific at repairing teeth, she needs a staff around her to run her office effectively. Suzanne Black provides a coaching program for dentists and their staffs to enable them to run their dental practices as successful businesses.
4. How you keep in contact with your customers and nurture relationships with new customers has turned into a business offering home study courses, seminars, and coaching programs for Ali Brown, the E-zine Queen. Ali has grown this business to offer marketing strategies and personal development for thousands of entrepreneurs.
5. Investors looking to make high returns quickly become frustrated with the fluctuations of the stock market but may be intimidated by more “exotic” investment alternatives. Brett Fogle has created a home study course teaching how to invest in options, and his seminars are well attended.
6. Companies needing to increase their sales often hire experienced trainers to provide better sales management systems and training. Colleen Francis offers a variety of home study courses for salespeople who want to improve their own skills.
7. Executives perfect their work for years, and then when they are asked to give a speech, many freeze up. Many of these anxious public speakers seek personal executive speech coaching from Patricia Fripp so they can deliver knockout presentations.
8. Salespeople get discouraged after suffering rejection over and over again; that’s why Ari Galper has created home

2 / Information Marketing and How To Generate So Much Money

study products and a coaching program teaching his proprietary sales process that defuses rejection and helps salespeople close more sales.

9. One of the most competitive businesses in America is personal injury legal services. Advertising is expensive, and it's difficult to get good cases. Ben Glass has created a coaching program and seminars that teach attorneys how to create advertising that yields the best cases for their practices.
10. Gym owners have all the new clients they want in January, but the rest of the year can be a challenge. Sean Greeley provides a monthly coaching program that helps gym owners to create effective marketing to keep new customers walking in the door.
11. Families with aging relatives often face difficult legal challenges when "Grandma starts slipping." Bill Hammond has created a coaching program that helps estate law attorneys reach out to these families to help them with complicated legal situations.
12. Property and casualty insurance agents face tremendous competition when marketing for clients and managing their businesses profitably. Michael Jans has created a membership site called the Quantum Club that provides insurance agents resources in 12 practice areas to help them take home more of their commissions as profits.
13. Many people want to become a gunsmith or a locksmith but don't know how to get started. Gene Kelly provides a catalog of home study courses as well as a certification program to equip anyone interested in this new career.
14. While investing in real estate can generate a lot of money, few people want to become a landlord. Ron LeGrand has created home study courses and seminars to teach

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- anyone how to buy and sell real estate to generate cash profits without having to be a landlord.
15. Charities who have signed photos and memorabilia from celebrities or athletes for their fundraising auctions generate more money than those who don't. That's why Jordan McAuley has created *The Celebrity Black Book*. It provides the names and addresses for thousands of celebrities these charities can contact. Jordan also has created an online directory available by subscription that is always updated with current information.
 16. While many professional speakers worry about not having enough speaking gigs, there are hundreds of potential clients searching for great speakers. James Malinchak has created seminars, a home study course, and a coaching program to teach speakers how to get more gigs and make more money from their businesses by creating add-on products and services.
 17. Beauty salon owners have no idea how to generate new customers. That's why Greg Milner has created his coaching program to provide them with that training.
 18. Recognizing that coaching programs need personal development training to improve member retention, Lee Milteer has created an add-on coaching program called Millionaire Smarts. Lee provides personal development training and allows a coach to focus his attention on the areas of his expertise.
 19. While dentists go to school for years to learn the anatomy of the mouth, no one teaches dentists how to get patients into the chair and to pay their bills. That's where Ed O'Keefe has stepped in with a monthly membership costing \$495.00 that provides dentists with ready-to-send marketing campaigns they can use to keep their appointment schedules booked with patients.

2 / Information Marketing and How To Generate So Much Money

20. Even though you may be a black belt in martial arts, it's still difficult to get families to enroll their children in classes at your studio. Stephen Oliver provides home study courses as well as a franchise program that does all this work for the studio owner.
21. With more computers in the home and digital photography all but replacing film photography, scrapbooking fans want to learn how to create great-looking pages using the new technology. Rozanne Paxman has responded with a monthly program delivering several scrapbook templates a month as well as access to a forum where her customers can teach each other how to create scrapbooks their families will cherish for generations.
22. While it's always been a challenge recruiting and hiring good employees, the current legal environment makes it downright dangerous for employers today. Don Phin has created a membership program that helps employers deal with difficult employment matters in a way that improves employee retention, recruits great team members, and avoids liability.
23. While computer repair services may know how to fix your computer, they don't know how to get customers to call them or how to properly charge for their services. Robin Robins has created a home study course and a coaching program, and she offers seminars by speaking at industry events around the country.
24. Homeowners often delay the sale of their home because they don't make it ready for new buyers to see themselves living in the home. Karen Schaefer has helped to build an entire home staging industry, complete with education, certification, and public awareness campaigns.
25. Salespeople always want to sell more products with less rejection, so Art Sobczak has created home study courses

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and is a paid trainer at corporate sales training events around the country.

26. With all the competition out there, it's expensive for used car dealers to create great advertising that generates good customers. Jimmy Vee and Travis Miller have stepped in with their home study course and marketing coaching program, as well as their system of creating ready-to-use advertising for their clients.
27. Too many retailers look out their front windows watching the traffic go by with too few customers stopping in, so Claude Whitacre has created his Unfair Advantage Retail Advertising System, which he sells by appearing at retail industry seminars.
28. Recognizing that few restaurant owners want to learn marketing themselves, Ron Wilkinson has created a system that teaches an employee of the restaurant how to implement a marketing system and generate new customers.
29. Few people understand how to use a life insurance policy as a way of controlling all their banking needs, so Pamela Yellen has created marketing tools that she licenses to insurance agents across the country. This allows her licensees to differentiate themselves and sell more insurance because they are boosting the value of the insurance with additional training on how to use it.

While the differences in these businesses are clearly evident, it's easy to miss the similarities. In all cases these information marketers assist their customers with a problem. That problem could be how to do digital scrapbooking, how to earn more money, how to better manage employees, or any of the other examples above. But in the end, information marketing is about providing creative solutions to customers' problems.

2 / Information Marketing and How To Generate So Much Money

Please note that these are only 29 examples out of the more than 1,000 members of the Information Marketing Association. Many of these 29 niches have multiple information marketers serving customers. I included only one per market to demonstrate the diversity of the information marketing business. But you could easily take this list and multiply it by 50 to get the true picture of the diversity of the information marketing business.