

Secrets to Creating Hot Selling Information Products

By Jeff Smith

Secrets to Creating Hot Selling Information Products

Jeff Smith
webmaster@infoproductcreator.com

Ultimate Information Product Profits <http://www.infoproductcreator.com>

HOW MUCH IS YOUR CAREER WORTH TO YOU?

Copyright 2002 Super Profitable Marketing

How much does your company pay you each year to solve problems for their market? If you are making average income then it is probably somewhere around \$40,000 per year. Let's say you are doing well and through hard work you have attained \$60,000/year.

With that salary comes a whole host of negatives, lack of control over your time and creativity, limits on your potential income, possibility that you may be laid off at any time, long commutes, time away from your family and so on.....

So what if you could bring in 3 or 4 times that amount in your own information product-based business?

This is NOT hype, I personally know several people who have converted their knowledge and experiences from their careers or education into super successful information products and now earn high six-figure incomes.

Can this happen for you? Yes. Will it happen for you? It would be irresponsible for me to answer that question, only you can make it happen.

Writing about an industry you have worked in sounds obvious doesn't it? In reality though, how many of us consider our industry of employment when trying to find a topic for our information product? For many, the very reason they choose to write a book is to free themselves from their current

job, the thought of choosing the very industry that seems to hold us back is almost unbearable.

While there may be a variety of reasons why we may want to escape restrictions that our jobs put on us, chances are our chosen industry is not what is making us unhappy. So, if you are interested in some part of the industry you are currently working in, why not write about it? Who else has your insight into topics in this industry AND wants to put pen to paper in order to solve a specific challenge regarding your industry.

Perhaps you want to strike out on your own and offer consulting, installation, implementation or support services? Maybe you want to research one specific area that you cannot focus on in your current job. Or perhaps you like to write so much that this is what you want to make your new living at? Whatever your case, applying your knowledge of target markets, market niches, key customer problems or wants, and experience with solutions to key problems puts you in an incredible position from which to launch a powerful information product.

There have been many examples of those that have progressed well beyond what they could have done in their corporate jobs by developing information products. A recent example is Yanik Silver. This incredibly successful online information entrepreneur generated his first super selling information product - instantsalesletters.com, directly from his years of experience selling medical supplies.

Another great example of powerful information product ideas developing out of careers is the book *Thinking For A Living* from renowned idea man Joey Reiman. *Thinking for a Living* extensively draws on Reiman's years of experience in advertising to point out the value in ideas and innovation as well as straight out marketing.

Only someone with Reiman's level of experience, could so forcefully argue that marketing and advertising mean nothing without great ideas. In fact, an entire career in one industry lead to the creation of an entirely new industry this author likes to call the Idea Factory. The Idea Factory has provided the basis from which Reiman applies his latest ideas and concepts.

If you are buried in what seems like an endless cycle of paperwork, politics, meetings, and useless projects, then lift the veil of hopelessness by writing your way out. Here's how:

Step 1) Focus on a niche within your target market. Think about a specific subgroup within your area of expertise, a group that is both definable and accessible (ie. you can reach them with your product message easily)

Step 2) Discover key desires, frustrations, problems or other

opportunity triggers within your niche market. You probably already have an idea of what frustrations your colleagues and customers go through on a day-to-day basis.

Step 3) Pick the desire, want, or need that you think your customers are most likely to spend money on. Use yourself as an example, put yourself in their shoes. If you were this customer what types of products would you spend money on. Ask them, spending money on information products tends to follow set patterns. People who purchase motivational products, purchase LOTS of motivational products. People who purchase business books purchase LOTS of business books. Focus in on their buying habits and decide on your HOT topic.

Step 4) Test your idea. There are many ways to test your idea - try developing a quick 5-10 page report - a summary of your product and providing access for free to see how many people go for it. Bounce your ideas off of discussion forums, experts in your field or conduct a survey of your customers. Include a the 5-10 page summary as a free bonus to selling someone else's related product through an affiliate or re-sell program - include your contact information to collect valuable feedback.

Step 5) Once you know your product will sell, quickly develop it, create joint venture partnerships for selling and testimonials, and get your product to market. This should only take you a few days, or weeks at the most. If you are spending more than a few weeks on your information product then you are probably passing up other simpler, more effective products that will make you more money in less time.

Step 6) Do it again. Getting your first product out there is the toughest. Once you are selling your first information product, the next will come easier. Take advantage of this phenomenon to create multiple streams of income and REALLY strike it rich!!

So why not leverage your past knowledge and experiences, you are in a unique position of being able to really help your customers in various areas. Find out what those areas are, solve the problem quickly and you will be taking more orders than you'll know what to do with.

STAY tuned for the next part of your 5-part Information Product Profit Secrets, where we will bring you a first-hand interview with one of the web's most successful entrepreneurs - someone who used her knowledge from past career and education to develop 3 super successful information products...

Feel FREE To REPRINT This Article, But Only If You Meet the Following Two Conditions: 1) You include the following resource/contact box, and 2) You refrain from spamming this article - that is you send it only to your own opt-in list of subscribers.

Here is the resource box you must include when reprinting this article:

Jeff Smith, author of The Ultimate Information Entrepreneur's Idea Guidebook, offers a wealth of information for business people seeking their own products to sell for profit at:
<http://www.infoproductcreator.com>

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)