

# Sell Information For Fun And Profit!

By BB Lee

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You've probably seen the ads all over the Internet and in various print magazines offering you insider details on how to market information products and get rich quick! Most of these ads request a hefty fee up front, anywhere from \$39.99 to well over \$100.00 for their detailed information.

Information is a hot seller. Any information you can think of will surely have an audience willing to plunk down hard cash for the intricate details.

How do you break into this market? Easy! My suggestion, use your own background and knowledge to write an information product in e-booklet form or print form instead of relying solely on what a marketer has to offer. You want fresh, unique, valuable information. Certainly, not a stale copy of information already circulating the Internet.

E-booklet's should be concise, straight to the point, and brief. Usually consisting of several pages to a dozen. Simply select a dozen topics you would like to cover on the the subject. Assign a one page chapter to each topic.

Do you know more about car repairs than the ordinary person. Why not write down basic car repairs in a simple, yet easy to understand, e-booklet.

Or perhaps you know more about raising house plants than any of your friends. Why not put this information in a short e-booklet form. Your best customers will be anyone who loves plants but lacks a green thumb.

Perhaps you've raised a child with special needs. Think of the vast market that exist needing this type of provider information.

Or maybe you have a collection of easy, simple, to make desserts. Why not put your favorite recipes into e-booklet form and market them to busy housewives or working people who don't have time to experiment around the kitchen with foods but want to prepare a quick sumptuous dessert.

Or maybe you are admired by friends because you are so well organized. You could write down your tips on organizing a home or perhaps a home office for entrepreneurs.

Think of your hobbies, interest, the work you do. Is there an information product waiting there for you to write? I'm sure there is!

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