

Info in Your Head = Money \$\$\$

By Ruth Marlene Friesen

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Are you sitting on 300 scrapbooks of fascinating stuff you have collected over many years? Maybe your knowledge base is all in antiques, a mastercrafter, or journals and diaries. Or do you have all that data and the background stories in your memory?

Do you ever find yourself thinking, "Boy, if I could just find someone interested enough to sit still and listen to me, I could bend their ears for hours with the helpful stuff I know about _____!" (You fill in the topic).

Look! Do you have any idea how much money you could make if you got your knowledge down on paper and in a form to sell to others?

Mike McGroaty, who has had a plant nursery for years. Almost by accident he discovered that he could put his plant knowledge into booklets and sell them for a few dollars. His mailbox got stuffed with money. The booklets became his winter works project, but they made him so well known and trusted that his nursery business increased. Now he has discovered the internet.

Look out! You can't stop this man; now he's producing websites and e-books, and he says he's making many times more money than before.

Others are offering free courses, to help you to tap into the knowledge already soaking in your mind. The one I like best so far is the InfoProducts course. also free, by Ken Evoy and Monique Harris.

This expects you already know how to create web sites, use email, and things like keyword tools, etc. But it tells you where to learn them if you don't. A blank email to <mailto:timsprovision@sitesell.net> gets you the 5 day free email course, giving you 10 days of steps to go from brainstorming up a booklet idea to marketing it. (I've just reviewed it again, and noticed things I should be doing now. Its tremendous value impressed me all over again).

Ultimately, that course is a sampler for the manual, "Make Your Knowledge Sell." It is an 800 page text you can use as a step-by-step guide and resources index for everything you need to know to plot and write and market ANY non-fiction informational type book. To take a closer look at its contents go to; <http://myks.sitesell.com/provision.html>

The point I'm making today is that no matter what good information you've gained, either through hard knocks and experience, or through research, there are people out there eager to read and learn it, and they will pay good prices for such information - more than they do for fiction or entertainment.

There's nothing to stop you from also writing up the saga of your life and how you came by all that common sense, or writing a comedy play based on it. You may even want to write a trilogy of mystery and adventure novels using your life experiences as the scene where it all happens. However, your biggest cash crop lies in simply sharing the raw information in e-books, on CDs, tapes, in print books, or in all kinds of info-products. Salt it with a dash of humour, if you are able, but turn your wits - or your tender counselling advice into a form that helps people.

You can set those up to sell by themselves on one of your websites, let the cash roll in, while you do another and another, and when you have a steady income pouring in, switch to writing the fictionalized versions if that appeals to you. Yes, these things are possible now, and the methods are in your reach!

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Ruth Marlene Friesen makes friends wherever she goes!  
Just like her heroine, Ruthe, in Ruthe's Secret Roses,  
<http://www.BookLocker.com/642.html> Her friends become  
her rare and precious roses! Be one of them  
<http://Ruthes-SecretRoses.com> . Get RoseBouquet for more!  
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