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# How To Create Information Products That Generate Income As Well As Inform

## What are Information Products

Quite simply, an Information Product is any chunk of knowledge that has been recorded in form that can be easily shared and teaches, instructs or communicates this knowledge to others.

Basically you are taking the knowledge in your head and creating something for others to use that passes on your knowledge without you needing to be around. Some people even think of an Information Product as being a legacy of knowledge that they are leaving for future generations.

From a financial perspective, creating your own Information Product can bring huge benefits to you, your business, your website, your profits and of course, your reputation for providing real value to your clients.

## There's Already One That's Been Done!

It has been said that no two people can look at exactly the same event and recount it in exactly the same way. Whilst one person may be able to share in amazing detail (right down to the tie one particular person was wearing), another person might be able to recall the specific conversations and not what people were wearing.

With all these different ways of experiencing the world it makes sense that two or more Information Products on the same topic would be vastly different (unless you copied someone else's word for word).

This unique feature of human behaviour (being able to experience the world in our own unique way) has created a huge opportunity for anyone wanting to turn anything they've ever learnt into an income generating machine. You can start generating an income stream without having to work 9-to-5. Information Products let just about anyone create wealth just by sharing something they know.

Information Products have been around for a while but it's only recently that they've started becoming more popular. When you think of Information Products, you would probably think home study kits, video and audio training or eBooks. The fact that Information Products can be delivered via The Internet to an online, interconnected marketplace of more than 1 billion people is the reason this market is so appealing.

## Just About Anyone Can Do It

Basically, if you can record something, convert it to mp3 format, and put it up for sale on the Web, there is a high probability that there will be at least one person who'll buy it. Instant sale!!

When it comes to income generation though, its only a one-time sale so unless its really-really popular, you're limited in the number of sales you can make. This is where the secret of creating Information Products that Generate Income

comes in.

When it comes to creating Information Products, the leaders in this space are building 'continuity' into their products. That is, they are creating products that have an on-going payment structure, a bit like a gym membership - you pay a regular monthly amount automatically from your account until you advise the gym that you want to stop the payments. These savvy Infopreneurs are not just seeking the first sale, they're after ongoing sales that give them regular cashflow time and time again.

So, when it comes to creating Information Products that generate income (or any Information Product strategy) we suggest you start factoring in the following:

- Maintain regular contact with your customer, especially after your first sale. Make regular contact a core feature of your product.
- Ensure that every communication you have with your clients continues to build and strengthen the relationship beyond that first sale.

Since selling to existing clients is easier than selling to new clients, you'll want to make sure you can get in touch with your existing clients when you next have an idea. Loyal and receptive clients may well let you know what they'd like you to do next.

If you're even remotely thinking about planning on launching an Information Product, you'll want to start doing something in three technical areas (if you're expecting any level of success):

- Have a Customer Relationship Management (CRM) system

So you know who they are and what they've bought.

- Set-up an Autoresponder

So you can keep in regular contact with your leads and clients.

- Get a Shopping Cart or at least some way of processing payments

So people can buy from you when you have something to sell.

We were wondering, how much one would expect to pay for a complete service to put this together for them. I.e. How much would you pay to get a CRM, Autoresponder and Shopping Cart all bundled in together, set up and ready for you to start using it.?

Let us know.