Written by

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http://success-with-blkgaud.com/affiliate-marketing

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About the Author

Blkgaud Bey is an entrepreneur living in the United States who loves sharing knowledge and helping others on the topic of Internet marketing and self-improvement.

Blkgaud is a passionate person who will go the extra mile and over-deliver.

Blkgaud's words of wisdom:

"I believe that knowledge is power. Everyone should improve themselves and/or business, no matter what stage in life they're in. Whether it's to develop a better mindset or to increase profits. Moving forward is key."

If you would like to learn more from Blkgaud Bey, please visit:

http://success-with-blkgaud.com/affiliate-marketing

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Introduction

The Internet opens up great money-making opportunities just waiting to be tapped. These days, it is far easier to generate money from skills and ideas with a powerful platform that can allow you to penetrate the global market - all without the need to leave the comforts of your home office.

If you are enamored with the idea of becoming an entrepreneur, or maybe you are already one, how about becoming an ' **infopreneur** ' and gain financial freedom by living off new income streams? You have probably read a lot of published and much-talked about success stories of ordinary individuals who have made it big, selling different types of information in various formats. But why settle on reading and hearing all these stories when you can actually make it happen - for yourself?

While a lot of people have managed to make their own fortune from taking advantage of great opportunities online, millions out there don't have a clue what they are actually missing out on. The mere fact that you are reading this book means you are about to discover the highly rewarding industry of selling information products.

This book is not only designed to provide you better understanding on information marketing but it is packed with important tips, guidelines, insights and valuable insider information that can help you ensure success for future undertakings.

Information marketing is an art of packaging information in different formats with the goal of presenting a solution to a specific problem for a target audience. Information products can be presented in a form of ebooks, video tutorials, software applications, membership sites and so much more. But more than just delivering information, best selling information products

deliver real, important value to its users.

In this book, you will not only learn the basics of creating information products, but gain knowledge on how to strategically position your product to best appeal a specific target market and be able to present real value to generate interest and increase conversion rates - and of course, to maximize money-making potential.

Information marketing is undoubtedly one of the most rewarding businesses available today, with very little or no money required to get started. Does this sound appealing to you? It's high time you claim your success!

However, while the rewards of your work can be highly gratifying, the industry is fraught with serious competition. To ever hope to penetrate and rake serious in money, you will need all the help you can get - which this book is designed to provide - an ultimate resource to get you started and help you hit the ground running as you take a plunge into this lucrative industry.

Chapter 1: The Different Types of Products You Can Create

The information explosion that has taken over the world through the availability of the Internet is truly a mixed blessing - it comes with the following benefits and drawbacks:

- People have ready access to information but do not have enough time to read it.

- There are so many types of information competing of attention.

- There is an increasing number of competition selling low-cost information products.

So while the rewards may be great and lucrative for some, the competition is stiffer than ever before. The best way to tackle this challenge is to do your homework and learn about the industry as much as you can. This will help you decide which particular niche to target, how to best position your products and what is the most effective way to present it.

Types of Information Products

But first things first - what are the options available to you when it comes to selling information products? Below are the most popular and highly in demand information products in the market today:

Ebooks

Ebooks or electronic/digital books are easily the most common and in demand type of information products available today. This is probably because it is the easiest and cheapest for of information product to can sell and buy. There are so many ebooks available on the market today, covering every imaginable topic and catering to different audience.

If you have a flair for writing or you feel you can be able to share expert advice and information on a specific field, you can consider creating your own ebook and sell it in the market. But of course, not any ebook will do. You will want to come up with one that will best appeal to your target audience. Here are the popular ones for your reference:

How To Information

This type of ebook offers important assistance on learning a new skill, enhance existing knowledge or provide an innovative approach to doing certain things. It can cover different topics such as cars, bookkeeping, playing the piano, cooking, learning a new language, attracting women and so much more.

If you plan on creating a how-to ebook, you should first take time to study your target audience and find out what are the most significant concerns/issues/problems and create content that will be able to provide a solution to that problem. In order to do that, you will need to conduct extensive study on your market and determine how you can effectively position your information product to be regarded as the ultimate solution to the problem.

Making Money Info

Another type of ebook is one that is geared towards offering information on how to make money. This ebook for one is an example of that kind of information product. Most people, if not all are always interested in new ways of generating new income streams, especially in view of the difficult and unstable economy. If you have discovered how to make it big and rake in serious amount of money doing something, then you might want to write about it and share your expertise.

Money Saving Info

Aside from making money, people are generally interested on how to save money. Well, it actually makes total sense, right? No matter how much money you make, you will eventually exhaust your resources, sooner or later. With so many people facing debt problems, debt issues, every penny counts - which means, an ebook on saving one, whether it is on learning how to get better gas mileage or maximizing grocery coupons, can prove to be highly interesting.

Health And Fitness

With the growing prevalence of fatal and life-altering diseases, a lot of people have grown more concerned about their health and general well-being. This type of ebook covers various topics such as weight loss, natural remedies and muscle gain. Through the years, there will always be a great market for these information products.

Self-Help

These type of ebooks focus on providing relationship advice, such as dealing with a divorce or getting back an ex. There have been a growing demand for books that tackle gaining self confidence, dealing with stress, and becoming a better person.

Training and Skills Improvement

Whether people are genuinely interested in acquiring a new skill or trying to save money by doing things on their own, more and more people seek online resources on enhancing knowledge and improving a certain skill. This may include Photoshop tutorials or the basics of knitting.

Travel and Lifestyle Guides

There will always be a constant demand for books that provide information on a certain area, city or country. If you are confident you will be able to provide valuable information on a certain place, why not create an ebook to provide information and insider knowledge about the place focusing on specific topics, tourists and visitors are most likely interested to know.

Video Tutorials

Another type of information product that you can sell is video tutorials, which of course, provides information, depending on the particular topic you want to pursue. If you plan on offering training courses, video formats are highly recommended so you can demonstrate/discuss every step for your audience to see and observe.

If your demonstration involves navigating around the web or certain

software, a screencasting software can be used to record every cursor action. A lot of people prefer video tutorials over written ones as it is easier to understand and it comes with better visual appeal, which is ideal for people who prefer watching instead of reading. Of course, there is also the fact that people can play and replay video tutorials whenever they need to.

Online Courses

This is a high end information product that is essentially a course or a training program segmented into modules. In order to create one, you will need to come up with a general theme that can help solve a specific problem or teach clients about something that they are genuinely interested of knowing.

The structure of online courses can greatly vary, depending on the topic and scope. These are typically offered live or can be delivered via email. It is recommended to stick to 8 lessons/modules or possibly lesser than that since according to studies the average attention space will start to wane after 6 to 8 lessons.

Membership Sites

As the name suggests, you can basically make money by setting up a membership site and attract users to sign up. Membership sites are not to be considered a passive income stream as it can require constant work and interaction. This is perhaps a viable venue to make money as it is one of the most overlooked income opportunity and a well known lucrative business model.

Software Development

Among the different forms of information products, software development is

the most expensive one that will require a significant investment. However, if you have a certain idea or concept that is designed to respond to a need or provide a solution to a problem, you can potentially hit a goldmine. Truth is, there is so much money that can be made in software development.

Some people would say, "I'm not technical" or I don't know a thing about programming" but the thing is, the highly successful people who raked in millions of dollars off software products are not programmers but businessmen, with brilliant ideas who relentlessly pursued great, innovative ideas.

So these are the top money making channels for selling information products. At this point, you may think to yourself, "I don't think I can pursue any of these" and come up with a number of reasons such as "I don't know how to write or code" or " I don't have any brilliant ideas to sell", well, think again.

Money does not grow on trees and nothing comes for free these days. If you are keen on gaining that financial freedom - whether you're preparing for retirement or looking for a means to get out of the corporate rat race -- read the remaining chapters. Discover how you can sell information products through strategic planning and innovative thinking.

Chapter 2: How to Come Up With A Hot Topic

A lot of people take the plunge of creating and selling an ebook, a video tutorial or investing on a software development and fail. Why? Most of them fail to recognize the importance of careful planning. Sure, you may be armed with a brilliant idea, bursting with passion and equipped with unquestionable expertise, but without careful planning, you may just be setting yourself up for failure.

Of course, in any type of venture, no matter how small or inexpensive, you want to ensure you meet your goal and be successful. In the case of selling information products, one of the critical factors that can make or break your business is in the selection of topic/niche to pursue.

Why is this important? The worldwide web is accessed by millions of people, in various ages, backgrounds, interests, problems, ethnic orientation, etc. You want to make sure that the type of information product you are selling gets the attention of the target audience you want to attract.

Instead of trying to cater to everyone, take time to identify your target audience. For example, you are planning to sell a how-to ebook on cooking. Sure, there is a market for this, but what specific segment of society you want to appeal to?

If you are planning to target Asian working mothers, you can start studying that specific target market and identify their specific needs or problems. You may want to offer 5-minute breakfast recipes for Asian Moms or Low Calorie Asian Dinner Ideas. With a targeted approach, you will be able to provide more in-depth information and increase the chances of making conversions.

Determining What Topics to Pursue

So how do you decide what topics best appeal to your target market and which one will you be most effective in? Here are some factors to take into account:

Something You Are Expert In Or Passionate About

Aside from the motivation of generating income, you should also take into consideration your personal passions in order to come up with an information product that sells. It must be something that you believe in, which you are eager to share or confident to sell an idea which you believe will present real value or solution to your target audience.

If making money is your motivating factor, you may run the risk of selling information that does not offer real value at the expense of your buyers. Take time to identify what your interests are, what topics do you consider yourself an expert in or something that you can truly identify with?

Research Topics That Are Popular In the Market

If you have already identified what topic you want to focus on, you will need to drive down and identify a specific issue/problem that most people in your target market can identify with. So aside from taking into account your personal passions, you should also take time to study what best appeals to your target audience - the same ones you will be selling your information product to. This will help you ensure that the information product you want to create actually has a defined market for it and not merely take on a hit and miss approach.

For example, if you are a mother yourself and you are truly passionate about

parenting and helping working mothers juggle work and family life as well as setting aside time to nurture oneself, study on that particular market. What are the common, prevailing woes?

What issues do they usually deal with? You may want to focus on instilling discipline among toddlers in this modern world or maybe a potty training guide.

Spend Time In Forums And Social Media Sites

In order to best appeal to your target audience, you need to get intimate - take time to study who these people are, what are their common problems, what do they usually spend on, what is their average monthly income, how do they spend their leisure time, etc.

So how do you exactly achieve this important information without conducting an extensive survey? Make good use of social media sites and forums. Facebook and Twitter have search functions that you can use to filter search results. You can also determine what specific age bracket you want to target.

By hearing the questions and learning what they are talking about straight from your target audience, you will be able to come up with an effective content strategy that can best appeal to that specific niche.

Twitter Search Function

With almost everyone on Twitter these days, it's the perfect place to study your target market. Using the search function, key in the topic you want to work on and include a question mark sign in your search. For example "yoga", this will generate a result tweets with questions users posted about yoga. This will help you have a 'pulse' on the current interests/concerns.

Facebook

Since most Facebook users use privacy restrictions, you can conduct a study on the Fan pages of your competitors or top industry providers of products or services that are relevant to the information product you plan on working on. Try to come up with top 3 competitor fan pages that have the most number of "likes" and take time to read interactions.

Forums

Forums offer a wealth of information. Find one that is specifically created for the market you want to target. For example, you can find forums on working mothers through a simple Google search. Spend time reading what the members are talking about, what concerns and problems aired and advices sought.

Information products go beyond delivering relevant information. To be really effective, you need to deliver real value. By taking time to study your market and what are the common concerns, you will be able to outline your content that will best address the problems and appeal to your target audience.

Chapter 3: How to Create Your Own Ebook

For many people, publishing a book may seem preposterous especially for those who don't actually have a flair for writing. While this may be true several years ago, in this day and age, you can publish and sell a book under your name without writing it. Of course, this will naturally incur a corresponding expense for contracting services and it's better to personally write something you are truly passionate about but do always have the option to outsource or purchase.

In this chapter, we will explore the different options available for writing, publishing and selling ebooks under your name or brand.

Do It Yourself

Creating ebooks is one of the easier to make information products that you can do at the comforts of your home. Anyone can create a book and rake in profit out of it.

Advantages

Here are some of the great advantages that come with being your own writer and publisher:

1. Gain complete control of the work. Working on your own book gives you the freedom what to write and when to write it.

2. You enjoy 100% of the profit for every sale made.

3. There is no limit on the number of ebooks you can create and sell. Once you learn the ropes, you are free to work on a new one every week, if you want to.

4. Selling online allows you to put your ebook for sale 24 x 7, even when you are on a vacation or while asleep.

5. No start-up risks. You only have to invest your time and effort.

6. You have full control of the content outline and can conduct more in-depth research and discussions or highlight issues you feel important and relevant to the topic you are working on.

Challenges

Book writing is more difficult compared to writing ordinary articles. As an ebook writer, you need to make sure that you will create a consistent train of thought all throughout the book. This will require you to weave paragraphs and chapters together in order to present a cohesive and engaging content that will compel readers to keep reading. Ebooks generally require you to write in a conversational tone that ensures readers will feel welcome rather than be overwhelmed by the new information you want to present.

Depending on what specific topic you want to work on, ebook writer may range from 20 to as much as 300 pages. With easy access to information, by taking time to conduct extensive research on your subject and outline your content carefully, you will be able to write about anything you set your mind to.

Top 5 Tips

1. Define Your Audience

Keep in mind that writing is an art of communication. In order to be able to communicate effectively, you need to know who you audience. Are they mostly men or women? Will you be writing for business people or you are targeting stay-at-home parents? What are their specific needs and preferences?

2. Brainstorm

You can do this mentally, write it on paper or you can use a mind mapping tool such as www.freemind.com, to help you get your creative juices flowing and plan out your content outline.

3. Do Your Research

Sure you may think you have the knowledge and expertise to write the book on your own, it is still important that you conduct a thorough research to make sure you will be able to fully cover all the pertinent topics on the subject. If you need to back up your facts with scientific data, by all means do so.

4. Format Content For Readability

People will generally not have the patience to read an ebook with large chunks of text. Instead of filling it up with long paragraphs, try to break it down to smaller ones, and include a lot of white spaces. Use images to drive home a point or illustrate something especially if you are writing a step-by-step guide. You want readers to consume information in a friendlier

way.

5. Edit, Edit and Edit

Read your content a couple of times to spot grammatical and typographical errors. This will not only help you edit and delete but also refine your thoughts and how you present your ideas in a more effective manner. While this may require more time, you want to be known as someone who put out quality books instead of simply focused on quantity over quality.

Hire A Professional

If you don't have the skill or the time to sit down and create an ebook yourself, you still have the option to contract the services of a freelance writer. Writers can give voice to your thoughts and translate your ideas clearly. If you already have a definite idea what material and topic you want, it is highly recommended that you create an outline of the book to give better direction on what key topics you want the writer to cover.

Advantages Of Hiring A Ghost Writer

- Freedom to Focus More On Your Business Strategy

Aside from creating the product itself, you will no doubt need to attend to a hundred and one things to set up everything, grow your reputation, build a following and manage your website, among others. You will not be able to focus on all these if you are too caught up with coming up with content. Hiring a professional takes off a huge burden from your workload.

- Tap Experience and Expertise

You can hire a ghost writer who has an extensive experience in creating information product, which means you can tap and take advantage of his/her expertise and experience.

- Sell Multiple/Unlimited Information Products

With a ghost writer, you can come up with not just one but multiple information products to sell, which can present multiple income streams.

Disadvantages Of Hiring A Ghost Writer

- Cost

Quite naturally, you will need to spend for the services of a good and experienced ghost writer. Depending on the size of your ebook, a single book project can cost anywhere between $400 to as high as $3,000. While this may seem like a significant investment, if you have a solid idea, you want to pursue and hire a talented writer available, you can look forward to earning 100x as much as your initial investment.

- Communication

If you plan to outsource, you will naturally be required to coordinate and constantly communicate with your writer. If you want to be involved all throughout the production process, you need to contribute your input and collaborate with your writer on a regular basis.

10 Tips On Hiring Ghost Writers

When it comes to contracting the services of a ghost writer, you need to have a strategic approach as your choice can make a huge difference on the success and failure of your ebook. Here are the top 10 tips:

1. Determine What Your Core Values Are

Your core values are the primary guiding principles to help you make important decisions. For example, the US Air Force core values are service, integrity and excellence, while Walt Disney is known for wholesomeness and imagination. Below are examples of core values:

- Integrity

- Brilliance

- Joy

- Synergy

- Creativity

Defining your core values are important and making it known to your ghost writer. In fact, it should be used as a basis during the hiring process.

2. Writing Style

Different writers have different types of writing styles. Do you need a writer who can come up with an emotionally riveting piece or one that is exceptionally good at taking on a more personal, laid-back approach? If you end up hiring a writer who is used to an academic style of writing, it can be

difficult to expect them to adapt to your preferred writing style. Among the various writing styles include the following:

- Dramatic

- Personable

- Academic

- Inspirational

- Factual

- Fun

- Intellectual

- Humorous

- Technical

- Romantic

3. What Type Of Expertise

Just because you have come across a writer with an excellent portfolio doesn't mean you will be guaranteed to receive an outstanding material. Aside from looking into the writing styles, you also need to take into account their expertise and the type of materials they have written in the past.

4. Cost

Cost is always a serious consideration when hiring a ghost writer. Make sure to ask how they usually charge: by the number of words, by page or by the hour. For ebook writing, be extra wary for writers who charge by the hour as the cost can easily drive up. It is generally best to agree on the number of words and set a maximum number of words. Make sure these details are clearly discussed up front.

5. What Deliverables Do You Expect

You need to be clear on the scope of the work of the ghost writer. Is he/she expected to prepare the outline, handle the research and provide drafts? Who will be responsible for proofreading the entire document? You need to be very specific about these matters in order to set your expectations clearly during the negotiation process. You also need to discuss about the possibility of additional revisions. You need to know what you are exactly paying for.

6. Timeline

Another important factor to take into account is the timeline. It is very important that you both agree on a deadline. Make sure to set a specific date for every deliverable - from drafts to the final version.

7. Additional Writing Services

If the writer is responsible for creating the ebook, will he be the one to create your marketing copy, proposals and reports - content that will be needed for marketing your ebook? It is important that the 'voice' of your ebook and marketing materials are the same and highlight the same key points

discussed in the ebook. You need to seriously consider this aspect as using different writers may potentially confuse your readers.

8. Relationship

Other than creating the ebook, your writer may have strategic ideas or business relationships that may prove beneficial for you. You need to also consider this aspect especially if you plan to hire a seasoned writer.

9. Copyright Ownership

You need to make sure that your contract clearly states that upon completion of full payment, the copyright of the material will be transferred to you. This is very important as a small oversight like this can potentially prove very expensive.

10. References

Before hiring a professional writer, take time to make a background check and ask for references of clients the writer has previously worked with. Any decent writer will always have satisfied clients who are willing to respond to your email or talk to you for 15 minutes.

Buy PLR EBooks

PLR stands for Private Label Rights which is basically a special type of license or rights to legally own, edit and publish a material, in this case an ebook, and sell it as your own. So if you are looking for a readily available ebook to purchase without the need to hire a ghost writer, and get started on selling it, a PLR ebook may be an ideal option for you. Aside from ebooks, you can also purchase PDR articles for your website content, which is a viable option if you don't have the time to personally produce a steady flow of content.

One of the great advantages of using PLR ebooks is the cost, since compared to hiring a writer, PLR ebooks are relatively cheap. Some are offered for as low as $17 or an article for 15 cents. However, don't get your expectations too far up since there is actually a large difference in terms of quality when choosing between hiring a writer or writing your own ebook and purchasing a PLR. There is also the fact that most resellers end up selling their materials to anyone and everyone, which increases the risks of ending up with a content duplication issue. This means, you may be selling an information product that is also being sold by another person under a different name.

If you do decide to follow this route, make sure that you only purchase your PLR content from a reliable source in order to minimize the risks.

How to Sell A PLR Ebook

As a readymade information material, there is actually very little work required for you to do to sell it. Here are the steps:

1. Purchase a PLR ebook from a reliable source.

2. Change the title, author and add your affiliate links for related products.

3. Submit the modified ebook to different ebook sites such as Squidoo lenses and/or feature it in your blog to maximize exposure.

4. Market the ebook using social media and affiliate programs.

So now you have learned that there are actually different approaches to coming up with an ebook. If you have been daunted by the fact that you don't have a talent for writing, you know better than allowing it to get in your way towards achieving success. You can own an ebook even without writing a single sentence!

However, if you are looking forward to raking in serious money, you may want to consider hiring a professional writer instead of purchasing PLR ebooks.

Quality ebooks that is packed with quality content that offers real, honest value is what will sell.

Chapter 4: How To Create Video Tutorials

Another popular type of information products that you can create that enjoys strong demand these days is the video tutorial. This can be created by recording yourself or screencam your computer screen to provide step-by-step instructions.

A lot of people actually prefer to watch video tutorials instead of reading a book, even if both have the same content. Unlike the traditional learning process, video tutorials are great as it is convenient, readily available and can be played and replayed anytime.

2 Video Tutorial Approaches

1. Record Yourself

This involves recording yourself while talking about a specific subject that you are an expert in. You can include featuring slides from a PowerPoint presentation to make it more appealing. However, in order to do this, you will need a video editing software such as iMovie, which is a software available for Mac users.

If you want to take it to the next level, you can consider hiring a videographer to record a live workshop or seminar that you will host or conduct. A cheaper alternative is to hire a local visual arts student to record the event at a significantly lower cost.

2. Screen Capture

Another viable option is to create a video tutorial using a screen capture video. A popular software to help you achieve this is Camtasia, which is available for both Mac and PC users.

Important Tips

When creating a video tutorial, keep in mind the following helpful tips to ensure high quality material:

1. Ensure proper lighting.

2. If you want to make the video more interesting, consider using 2 to 3 cameras in order to capture different angle can seamlessly incorporate them when editing. Professional information products require a minimum of 3 cameras.

3. Consider presenting your content in both video and ebook formats to offer variety and cater to different preferences.

4. Do not aim for perfection but instead focus on completing a good quality tutorial.

5. For just a few dollars, you can consider adding a professional music before or after your video. You can purchase royalty free music from online resources such as www.musicbakery.com

6. Make a comprehensive preparation. You need to make sure you exactly know how to present your ideas and provide clear instructions. Here are some important aspects to consider:

- How do you plan to explain the solutions or show the different step by step instructions?

- Do you plan to discuss your best recommendation for a specific problem or you present different options for people to choose from?

- How long with the video take?

- What specific components will be featured in the video?

All these factors will require preparation. Before recording, you should be fully prepped on what you plan to say and how you should deliver it. If necessary, you can consider writing down your ideas as an outline or come up with a script.

7. Emphasize key points. You need to identify key points that will need to be highlighted and explained more thoroughly. When capturing screen, you can highlight square frame, zoom-in, sparkle cursor or add an animation clip. Think of ways to help your audience focus on the important point you want to emphasize.

8. Don't move your mouse unless absolutely necessary. While this may be a small thing, constantly moving your mouse while talking can be very distracting to your audience. To avoid doing this, you can keep your hand away from the mouse unless you are about to move to the next step.

9. When recording your screen, you will need to use an application such as DemoCreator to edit. Instead of using plain text, you can infuse more fun and appeal by using callouts, animations or arrows to draw the eye to a particular section.

10. The audio and video sync. If possible, it is highly recommended that the

two are recorded separately in order to derive the best result. First, you will need to record the video before performing the voice over and importing the audio track into the video.

Once you have finalized your video tutorial, don't forget to leave your personal information, website and other important details. Video tutorials work great in boosting online credibility, so make sure to maximize all positive results you can get.

Tools of the Trade

Microphone. Invest in a quality microphone such as a Logitech USB desktop microphone that is portable and easy to use.

Screen Recorder. There are a number of options you can consider when it comes to choosing a screen recorder such as DemoCreator or the cheaper option, which is the Camstudio.

Video Editing Software. If you will only require basic editing, the DemoCreator can provide sufficient tools with its built-in editor. You can also use Camstudio or the Windows Movie Maker. However, if you don't mind investing on some professional tool, the Sony Vegas comes with high recommendations.

Audacity. For recording and editing your audio, you can consider using Audacity.

Chapter 5: How To Create a Membership Site

Among the different money-making strategies, membership sites have proven to be a highly lucrative and effective venue that can generate some serious residual income. You also don't need to a significant capital to get started.

WordPress

Over the years, Wordpress has been regarded as a dominant force not just in the world of blogging but also as a preferred platform for membership websites. WordPress is known to be highly flexible and supremely easy to use with its content management system. The best part of it is its open source software, which basically means you are free to use it at no cost.

You don't need to have programming skills or website design expertise to set up your very own membership website using Wordpress, which can be completed it a matter of 1 to 2 hours.

WordPress Setup Simplified

Below are the simplified steps for setting up Wordpress:

Purchase Domain and Hosting

In order to create your very own membership site, you first need to purchase a domain name and a hosting service. There are a number of service provides you can choose from such as HostGator and GoDaddy. You can first start with a basic package. You can eventually upgrade your bandwidth

and disk space once there is a need for it. This refers to the number of people who can visit the website and the size of the website.

1. Choose a domain name that is easy to read, pronounce and memorize that will easily stand out in the minds of users.

2. Enter your billing information then confirm your order details. You will be offered the following add-on services:

- WHOIS Privacy Protection (recommended)

- Dedicated IP Address

- Website Builder

The privacy protection will help prevent people from looking into your personal information as owner of the domain. While the dedicated IP address may not be critically important at this stage. You also don't need a website builder. Once you have gone through the order process, complete the order and secure the domain name.

Install WordPress

You will receive the notification via email upon completion of your domain and hosting order. You will be provided with a username and password to access your webhost account.

Locate the 'softaculous' using the search bar, which will open up the steps to installing WordPress. Among the options, choose the WordPress Setup option.

Under the Software Setup, you will need to enter your domain name. If you

only have one domain, it should already be selected.

Next, you need to install WordPress to the root directory of your domain so that your new WordPress will display: **www.yoursite.com**. Make sure that you delete the 'wp' in the 'in directory' field.

Select account details and choose the language for your WordPress installation.

Select the Install button.

Log In And Get Started

In order to log in to your account, you need to key in **http://yoursitename.com/wp-admin/** which will lead you to your WordPress login screen.

Simply enter your username and password then select 'Log In', which will direct you to the dashboard of your brand new website.

Wishlist Plugin

After you have set up your Wordpress site, you will need a membership site plugin to equip your site the necessary features to host members. This one is a paid plugin with single site service priced at $97 and multi-site offered at $297.

Once you have purchased your Wishlist plugin, simply unzip it and upload the plugin in order to have your membership site up and running. Among the important features of this plugin include the following:

Unlimited Membership Levels

This allows you to create membership levels such as "Platinum", "Gold" or "Silver", etc. This means you can have full control on different levels of access based on their type of membership, all within the same blog.

Membership Options

You can create different membership options, which is important especially for people who want to test before committing to pay for membership. Options include Free, Trial or Paid memberships at different levels.

Content Access Control

The important function of membership sites is to control access to information based on the type of membership paid. For example, you can choose to hide certain content to other members and make it exclusively available to premium members.

Advantages of Creating Membership Websites

- Recurring membership payments mean recurring income

- No additional overhead expense

- Do not require scrambling content regularly since members supply the content

- Easy and cheap to run

- Nurture a growing popularity

- Enjoy regular and growing website traffic

Critical Mistakes To Avoid

While owning and managing a membership site can offer a rewarding revenue stream, it is not as easy as it may sound. You will need to attract members and ensure they stay. Here are some crucial mistakes that you want to avoid:

Not Enough Momentum

To start a membership site, you need to create that momentum - specifically a significant number of people interested and eager to join your website. You will probably need about 50 members to swing it. Once you start to grow membership, you can expect it to either fizzle out or burst into life, depending on different factors. Having at least 50 memberships will increase your chances of becoming a success.

Not Backed By A Solid Idea

You don't simply start a membership site just because. In order to make it work and sustain its growth, it should be founded upon an innovative or exceptional idea that will stir interest and compel people enough to readily pay for membership.

No Clear Benefits

What benefits does your membership site offer in exchange for their monthly payment? Think something out of the box. It has to be something every member would want to aspire for.

Contaminated with Spammers And Ranters

Most people get put off reading spam comments. In order to help prevent this, make sure that only registered users are allowed to post. As your website grows, you also need to assemble a group of moderators to help you keep the forum free from rants and spam. It is important that the community enjoys a friendly, positive and supportive environment.

Managing a membership site may take a lot of work initially - from setting it up to luring in members. However, once you are able to establish your online presence and attract members, you will only have to content with very minimal work for maintenance and monitoring.

Of course, to increase your chances of success, careful planning and research is very important. Study the industry that you want to penetrate and try to come up with viable ideas on how you plan to position your website to make it stand out from the rest and attract prospective members.

Chapter 6: How to Create a Software/App

In a world where the only thing that remains constant is change, people constantly seek new ways of life - whether it's delivering increased efficiency, added convenience, or enhanced advantage. In order for software to succeed, it has to be innovative, cutting edge and something that is sure to deliver great value to its users. This is one information product that has made a lot of people multi-millionaires, while others were rendered bankrupt. Software development has paved the way for virtually unknown individuals who suddenly propelled to stardom and large conglomerates fall flat on their faces.

Success or failure is largely dependent on idea. So if you think you have a solid idea that is worth investing significant money on, you can consider selling software and possibly look forward to retiring comfortably even at such an early age.

Idea Generation

Coming up with an exceptionally innovative idea is not something that comes naturally for most people. Most people go through a number of tried and tested methods for generating these ideas. All throughout the process, it is important that you stay focused on your ultimate goal, whatever it may be.

A lot of people try to innovate but end up improving or enhancing an existing idea. To be really successful at software development, the key here is to offer something new, no matter how simple the idea may be. Try to consider your field of expertise or maybe a hobby you are passionate about. What is the common problem that does not have an existing solution or something

that could be done better? It is important that you are able to clearly define the value proposition of your product in order to market and sell the idea effectively.

Nurture New Ideas

Spend time to observe your surroundings. If you are given the freedom to change or enhance certain products or processes, what would it be? It may be just as simple as a providing a software solution to ensure waiters will be more efficient in taking orders.

Do Not Be Intimidated

True, a lot of large companies out there sell software products, which can make you feel like a hapless guppy swimming in an ocean infested by sharks. However, a lot of small, ordinary individuals managed to rise up to the challenge and beat the odds but believing in their idea and making it happen.

Rounding Up Your Team

Whether or not you have programming skills, you will need a team to help you develop the software product you have in mind. Aside from having that innovative idea, you also need a proficient team to breathe life to your idea. The practical and inexpensive option these days is to outsource your software development team.

It can be quite tricky to find a solid and reliable team and collaborate with individuals who are working halfway across the globe. Below are some tips to get you started:

Start Looking At The Right Place

For software development projects, large job boards such as Dice and Monster will not be able to yield results, when it comes to searching for the top talents. If you don't want to end up looking for a needle in a haystack, you need to take a more strategic approach. Here are some of your best options:

Odesk

Odesk is home to highly proficient talent range from simple data entry work to complex coding. The great thing with Odesk is that you can check portfolios of candidates and sift through applications based on their experience, proficiency and expertise. Look for developers who have extensive experience in the particular field that you want to pursue. With Odesk, you can either hire by the hour or per project basis. If you already have the scope of the project, it is recommended that you contract services per project basis.

LinkedIn

Established and serious programmers mostly have LinkedIn accounts. Some of them may be currently employed and are not actively looking for opportunities so you can't find them on job boards. Try to sift through potential talents, make inquiries or ask for referrals to speed up your hiring process.

Use Your Network

When it comes to hiring the best talents you can find, leave no stone unturned. If you know some reliable developers, that would present as a great entry point to open up a substantial network.

Focus On Finding Developers, Not Mere Job Hunters

Don't just seek people who are looking for a job, but those who have established a name in the industry as a reliable developer. Keep in mind that most employers will hang on to their best people.

Recruit Based On Your Needs

Take time to really determine what your specific needs are. This may be obvious but a lot of people often overlook this basic fact when they take the plunge. Just because you are expecting to work with someone with experience, this doesn't mean you need you can skip outlining your expectations and what you want. Here are some tips:

- Don't simply hire based on the interview -- you're not looking for a sales person

- Don't hire based on management skills

- Don't hire a clone of yourself but instead someone who can complement you

Trust Your Instincts When Making A Final Decision

Whenever you feel a slightly bit uneasy, listen to that gut feel. No matter how good a candidate may be, if you are uncomfortable for some reason or you cannot imagine working with the person, recognize and listen to your instincts. Hire someone who you can choose without reservations.

Common Mistakes When Hiring Programmers

Now that you have a better idea what factors to consider when hiring a programmer, you also need to be fully aware to potential pitfalls you want to avoid.

Failing To Consider End User

This is easily one of the most common and biggest mistakes most people and even established companies make. Beyond designing a software product that is innovative with all the bells and whistles, you need to make sure that it's user-friendly. Don't design something that simply wows and astounds your target market, but something that can meet the needs and expectations of potential buyers and one that will offer real value.

In order to avoid this mistake, take time to really study the end users or the target market you plan to sell the product to. Your programmers should also be fully educated and briefed to look at the big picture instead of getting too caught up with details. Take into account the following questions:

- What is the target user's initial impression of your product?

- What are the specific roles and applications included in the product?

- How do you plan people to interact with your software?

- How will users make use of the resulting information?

- What type of information do your users need to input into the program?

- What specific type of information, what kind of format or what do they expect to be generated from using your software?

Expecting the Impossible

You may be surprised to know that there are actually a lot of people who fail simply because they embarked on a project that is simply not feasible or impossible to accomplish. A lot of businessmen assume that when they are able to secure the best talents, their programmers can read their minds and what they expect.

If you want to make sure that the end product meets your requirements and preferences, you need to take time and study the scope, outline everything in detail and explain every important point thoroughly. Just because you have come across a highly recommended software development firm, doesn't mean you can expect them to magically whip up your specific idea. You need to be really involved with the project, from start to finish.

Failing To Fully Determine The Scope Of The Project

A lot of people, especially those that do not have any technical background end up underestimating the size of their project. This is because they interpret that a simple process will be easy to code.

You need to have a full and detailed project description that covers the entire project. If possible, you may want to hire someone to prepare a detailed project specification and description of the project.

Failing To Share The Vision

Providing your programmer the project description is simply not enough. By all means share your vision of the project and give them the big picture, especially during the early stages of the development. This will help eliminate any possible misinterpretation of the project scope and prevent

chaos and confusion.

In order to ensure that you and your developer are on the same page, here are some tips:

- Make sure to write the project description clearly and concisely

- Encourage interaction and collaboration

- Ask the developer to rephrase the tasks or describe the tasks at hand just to check if he is able to comprehend well what you have in mind

- Ask for deliverables often in order to make important corrections instead of suffering costly mistakes

- Request your developer to write a document that will outline his design concept.

- Always maintain a frequent and open communication with your developer. While this might mean adjusting to different time zones and conducting meetings via chat or web conference, this is something that you should never overlook.

Taking Shortcuts

A lot of people seem to overlook the importance of planning. It is actually as important as the actual development. The early development stages are the most critical aspects in ensuring the success of the project.

Chapter 7: Marketing Your Product

After you have created your information product, you will then need to focus on marketing it. For ebooks, a lot of authors think that simply posting a link to a sales page is enough. This is merely advertising and not really marketing.

There are different channels you can use to market your information product. In this chapter, we will discuss how you can maximize the use of each channel to your advantage.

The Power of Social Media

Social media sites such as Facebook, Twitter and Pinterest are considered to be among the most powerful platforms to reach out to potential customers. For this reason, a lot of businesses today invest heavily in engaging their target market through social media. And why not, it's one of the easiest and most effective ways to connect to thousands, even millions of people.

For example, whether you have just launched your ebook or you have made it to the Amazon's bestseller list, announcing the news to your network will definitely stir attention, reaching thousands of users in seconds. However, to be really effective in using social media for marketing your information product, marketing efforts should start BEFORE, DURING and AFTER you put your product on the market for sale.

Build A Following

Many authors out there are able to gain impressive book sales by creating a solid platform. They typically focus on putting across their message to a niche and start building an audience way before they publish their book or any type of information product. Upon publication, subsequent products will be featured in order to support the platform. Below are some ideas to help you connect and build potential prospects:

Twitter

- Interact with followers by asking questions related to your topic

- Offer tips and advices relevant to the topic of your information product

- Make sure to provide value then add a link to your sales page

- Post announcements to events and activities

- Support marketing with exceptional content. This includes podcasts, videos, slide shows, infographics - everything that can stir interest and provide value

Pinterest

- Pin a good photo of your book cover

- Create a board that is dedicated to your particular niche

- Create infographics that are related to your platform or niche

- Host contests and ask pinners to vote by simply liking or re-pinning your

pins

Facebook

- Create a special fan page for your website or business identity

- Add valuable and quality content with links directing to your website

- Host contests and ask people to 'like' your page

A lot of people seem to think that they simply log in to a social networking site, flood just advertisement and links and that's about it. However, you need to exert real effort to be likeable instead of regarding social media channels are mere platforms to advertise and market product.

To do this, you need to be active in at least 3 social media platforms and not just when you are about to launch a new information product. Be sure that outright and blatant marketing, which will only put off your followers. Be there to provide opinions, off recommendations and advices and deliver value whether or not you are selling anything.

Blogging

Another good idea for selling information product is through your own website. Even if you still don't have an information product to sell but you own a blog site, then you are already on the right track. Here are some tops to effectively use your blog for marketing your information product:

Blog For Product Ideas

Your blog should be in line or related to the information product you plan to create. For example, you can't just put up a blog on money saving ideas and

publish an ebook on coping with divorce, right? You need to be consistent with how you plan to position yourself in the minds of your target audience.

Blogs are effective in helping you build credibility and gain recognition as a thought leader for a particular niche. While this status may take years to achieve, it can present a solid platform to launch your future information products.

Blog For Information Products

After you have laid down a solid foundation for your information products, whether you are at the beginning stages, during or after the product creation, you need to provide content that will subtly sell your book as a good resource for a particular problem. Subtle is the word here. You want to offer a solution, not bombard your readers with aggressive advertising.

Blog For Affiliate Relationships

One of the most important uses of blogs is establishing a network within your niche. By producing exceptional quality content on a regular basis, you will be able to stir interest. Once they start to notice you, it will pave the way for networking opportunities with other blog owners that already enjoy an audience or following.

This can help you get links that may direct traffic to your website, which can later on help you build subscribers and eventually buyers of your information products.

Excerpts

One of the most effective tried and tested method of enticing your prospective buyers is to offer a sneak peek of your book. This means offer the first chapter of your book for free, in exchange of their opt-in email address. You can then deliver excerpt of the chapters by email so you can offer reminders and promotions.

Excerpts are effective as it can provide readers what the actual meat of the book is about. For this reason, the opening chapters or the introduction should be riveting and provide key information.

Sales Page

Any selling technique for information product will not be complete without a sales page. You need to come up with a winning sales page that will entice readers to click and order. Headlines are very important, which should state the core benefits of your product to your prospects. You will then need to follow it up with features and benefits.

Allow your readers to scan a couple of pages of your product before directing them down to the order button. It is also important to back it up with testimonials to build credibility and remove any lingering doubts or apprehensions.

ClickBank Affiliate Program

As mentioned affiliate programs work great for selling information products. Among the sought after ones is ClickBank. Here are some of the great benefits you can enjoy when using ClickBank:

- Support

ClickBank is known to offer massive affiliate support. If you have a great product, especially one that's quite unique, affiliates can promote your product, even one that you have not even met before. Most people who sell information products also have their own ClickBank account, which makes it a great venue to jumpstart your sales.

- Ease Of Use

ClickBank is also easy to use. With a payment of $50, you can be able to get your very first information product approved. Additional products will only cost you $29 each. This is a very minimal fee considering that sales will be handled by Clickbank for you. In return, ClickBank will charge you for processing fees.

Invest In A Good Landing Page

Your landing page should be designed to convenience people to invest your product or service. For this reason, you need to have an attractive, professional looking and credible landing page which will showcase your sales pitch. If you feel you don't have the skills to make an exceptional sales pitch, by all means, don't hesitate to seek help from the experts. While this may mean extra experience on your part, it's a significant investment that can make a huge difference on your future sales.

Conclusion

Selling information products is without a doubt one of the highly lucrative ways to generate money. While it may seem daunting at first with all the new things that you need to learn and the initial work and resources that you will need to invest, the people who dared are the same ones who reaped and enjoyed success.

Once you have managed to lay down the foundation and put your product in the market, you will only require minimal work to keep things running smoothly. Best of all, you can look forward to enjoying recurring income. In fact, a lot of people who ventured into selling information products and succeeded quit their full time jobs and opted to work from home, earning twice, thrice or way more than a regular 8 to 5 job can offer.

So the question is, are you ready to rise up to the challenge? Armed with all the necessary information, you are several steps forward towards the right direction. It's all up to you to make it all happen.

The best of luck to you and your future endeavors!

Resources

AWeber.com
Popular autoresponder service for all your email marketing needs.

oDesk.com
Find workers to do all the hard work for you. Find designers, writers, developers and more.

Unstoppable PLR VIP Membership
Get instant access to TWO private label rights products every single month which you can rebrand and resell.

ViralHosts.com
Host your sites, Build your list and instantly profit with ViralHosts.com.

ViralURL.com
Protect, cloak & shorten your links, build your list and advertise using the ViralURL System

WishList Member Membership Plug-in
Quickly build your membership site with WishList Member. WishList Member is a powerful, yet easy to use membership solution that can turn any WordPress blog into a full-blown membership site.