



CREATING YOUR INFOPRODUCT MARKETING EMPIRE: TELESEMINAR HANDOUT



JEFF SMITH
HIGHERTRUST MARKETING

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Creating And Marketing Niche Demand Information Products

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BECOMING AN INFOPRODUCT ENTREPRENEUR

Why Develop Your Own Information Products?

Leveraged Income – Create Once, Perpetual Sales

Highly Profitable – 80-90% Profit Margins

Simple To Distribute – On Demand, Digital

Lifetime Value – Continually Updates Possible

Branding, Credibility and Pricing Power

Business Ecosystem – Self-Feeding Product Dev.

Branding, Credibility and Pricing Power

Extremely Low Overhead – Few Hundred Dollars

No Staff – Less Headaches and More Freedom

SUCCESS FACTORS

What Are The **3 Most Important Functions** To Making BIG Money With Your Own Information Products?

Uncovering Market Opportunities

Creating Your Own UVP

Outlining For Product Development

What You Are NOT As An Information Product Entrepreneur?

Professional Writer/Author

Purely a Marketer

Website Creator

An Affiliate Marketer

**ULTIMATE 5-STEP SYSTEM FOR BUILDING YOUR
INFORMATION MARKETING SUCESS**

What are the two major models for building your own information marketing empire?

Building Deep (On A Few Markets) Building Wide (Volume Many Markets)

**Step 1 of the Ultimate Information Marketing
Success Formula is To Know What You
Want To Achieve.**

Do NOT SKIP THIS STEP!!

As Yourself The Following Questions:

What Would I Like To Improve About My Health? _____

(Notes: Important question because becoming high paid Infopreneur demands:

1. Energy
2. Creativity
3. Confidence
4. Enthusiasm – Infectious energy, attract publicity, positive word-of-mouth, partners, etc...)

Who Do I Want To Associate With (Friends, Job, etc...)? _____

(Notes: Critical to control who you spend your time with, other entrepreneurs? Technical people? Business owners? People possessing certain beliefs, values or ethics? Positive people who take action?)

What would your house be like? _____

(Notes: Interesting study done by Robert Frank of Cornell University concluded that motivation behind consumer desire was often due to two factors – a) comparison to others – wanting to belong and b) desire to limit stress – add more control into their lives and spend more time with the people they really wanted to spend time with. Turns out, what you desire as part of your house becomes a symbol for what you REALLY want – underneath the surface desire for more money or more material things. Its important that you get to the root of what you want – beyond money as a means toward the things that are really driving your motivation.)

Where Would I Like To Live? _____

(Notes: Again – its important to visualize goals about where you want to live – the sights, smells, who would be there with you, feel, what does the view look like from your kitchen window, how about your bedroom or balcony? Put yourself into the picture of your ideal setting – these are incredibly powerful motivators than impact your behaviour to a much greater degree than dollars alone.)

If I Had More Free Time, What Would I Like To Do With It? _____

(Notes: Key is to understand what motivates you Everyone sais they want more free time, but in reality, do you know what you would do with it? More leisure, where would you go? Spend more time with friends and family – who are they and what would you do? Be specific and your goals will be more impactful.)

How Many Hours/Week Do I Want To Work? _____

(Notes: Critical to understand short-term and medium-term goals here. Some people want to build Multi-million dollar enterprises and the process of always getting bigger is the goal – think Donald Trump, while others prefer to work a few hours a day to make a good living, spend the rest of their time in other ways)

What Would I Most Like To Work At? _____

(Notes: Very important question to frame your role as you grow your Enterprise. What do you prefer – Idea generation, market research, design or technical work, publicity or networking, managing people, etc...)

Do you like to work hard for a few weeks, then focus on something else, or do you prefer to work more consistently on a daily basis? Example, a membership site or software product require more consistent, ongoing effort whereas an ebook publishing business is more short-term bursts.

What Are My Interests and Passions (At Least 10)? _____

(Notes: Extremely important exercise to developing your initial Idea or opportunity list. Its not enough to build a business based on your passions or interests, but you better start there if you want to build a deep business over a couple of years. Your goal is to find opportunities where your passions and interests meet with strong market characteristics – we'll show you how in a few minutes)

Just about every market has potential opportunities – some larger than others – but still many opportunities)

If I Were Financially Free Tomorrow, What Would I Do With the Money?

(Notes: Again, looking for passions, interests beyond money or material possessions.)

What Are My 1 Year Financial Goals?

(Notes: Setting expectations is the start of building your business plan. You MUST have a goal to shoot for – otherwise its unlikely you will hit the mark(Ex if your goal is \$100K/yr – then is it really feasible to sell 6,000+ copies of a \$17 ebook? .)

What Are My 3 Year Financial Goals?

(Notes: Very important that you set longer term goals as well as shorter/medium term goals as one of the biggest mistakes people make in business is achieving one level of success and then falling off the mountain because they lost site of the top)

What Are My 5 Year Financial Goals?

**Step 2 of the Ultimate Information Marketing
Success Formula Is TO Select Profitable
Market and Topic Of Focus.**

The 7 Steps Used To Select Your Own Profitable Market and Topic Are?

1) Begin by brainstorming 10-15 potential topics/markets that interest you, you are passionate about or that you have some experience with (Hint: Use your inventory of interests from Step 1 to give you a boost here)

2) Measure demand using combination of primary and secondary research techniques. Example: keyword popularity using <http://inventory.overture.com> and <http://www.highertrustmarketing.com/part/wordtracker> (Ideally you like to see a good depth of keywords receiving substantial searches in the 10,000+/month or greater category) , trend sites such as <http://www.trendwatching.com> and Top 50 or 100 sites such as the Lycos Top 50, Yahoo Buzz, Google Zeitologist, etc... Also – take a look at the buzz factor – forums, discussions, blogs, websites, associations (SRDS), etc... - All of this gives you indications of DEMAND, but NOT proof of spending or value potential of a certain market or topic

3) Profit Potential: In addition to demand you want to see 2 important factors: 1) Evidence of spending – especially on information and 2) Opportunity for high-end products - Reduce list to 3 and select best

4) Competitive Research – Look at top selling information products (books on Amazon, agenda of seminars, articles in leading magazines, run your own ASK campaign (survey), Goal is to understand both current level of spending and scope of the market (in terms wide range of products)

5) Uncovering key questions for your market. Want 40-50 HOT questions your market is raising – one of which you will identify as the HOTTEST and will become your Unique Value Proposition

6) What are They Missing: Once you have the hottest questions your market wants to see more information about, go back to your competitive research and decide on key gaps in the information – or the way it is presented. Part of your UVP should be to provide a “better” solution than your competition. Better in terms of more detailed, simpler, easier to understand, better format, more proof, more up to date, better results, etc...

7) Select the topic that best fits all the criteria above and quickly attack the market by building a community of subscribers. Opt-ins, forum, blog, opinion page, reviews, contribution page, etc... Helps to better validate the market, discover hidden

product opportunities, gain trust – credibility – build your brand setting up your market to favor doing business with you and contribute actively to the development of your various products

The Very Best Topics For Your Own Information Products Are Both...

1) Already demonstrating active spending on information

And...

2) Demonstrate potential for both high-end and low-end products

**Step 3 of the Ultimate Information Marketing Success
Formula Is TO Refine Topic And Discover Profit
Motivators – Including Unique Selling Proposition**

The 4 Steps Critical To Refining Your Topic?

- 1) "Spy" On Your Market: Use a combination of primary research techniques such as surveys (<http://www.highertrustmarketing.com/part/ask/>, focus groups, interviews. Also, very important to use secondary "Spy" techniques such as: Eavesdrop on forums (don't have one – then start one!), blogs (blog directories and setup your own), attending conferences/trade shows/local meetings/associations, discover demand from magazine articles, seminars, books, consultants marketing, etc... Your Goal is to formulate a list of 40-50 high-demand questions from your market

- 2) Quickly develop or license a giveaway as incentive to participate in primary research – surveys, opinion, etc...5-10 page special report, 5-7 part minicourse, short ebook, single audio interview, 10-15-minute audio product, directory or resource list, etc... Goal is to increase response to primary research AND provide incentive to begin building your opt-in list.

- 3) Generate Initial Traffic For Primary Research Collection: Suggest setting up initial domain and website containing survey, ASK campaign, but alternatives are forum, blog, or opinion page to build both primary research collection , opt-in list and also begin to form a "community" around your market and topic

- 4) Picking Your Unique Value Proposition and Turn Questions Into Benefits. Your goal is to take the questions uncovered during the primary and secondary research phase and turn them into Unique Value Proposition and benefit statements.

Step 4 of the Ultimate Information Marketing Success Formula Is TO Product Your Products

The most important functions in creating your information product are:

- 1) Developing A Compelling, Emotional Title in line with your UVP
- 2) Deciding on the most appropriate format considering combination of desired price point, best fit for your content and your existing budget/skill
- 3) Creating a correctly formatted outline in a format that is ready for ANYONE to create your content for you
- 3) Define your own system – also called your own technology. Brand your version of solution to the compelling problem or opportunity you have chosen

What is the best format for quickly launching your first product and testing the commercial viability of your market:

- 1) Audio product – either a recorded reading, interview or teleseminar – easily and cost effectively done, quick to market
- 2) Special report – works for some markets where information is highly specialized – example financial advice and where information changes quickly – so immediacy is more important than thoroughness

Can you figure out 5 types of products you can create beyond eBooks?

- 1) Bundle digital written products with audio products to double or even triple your price and perceived value
- 2) Deliver digital products on CD turning your “virtual” product into a physical one allowing you to at least double its value
- 3) Bundle a service with your product (personal or group consultation, 4 teleseminars, a critique or review, a limited design or deliverable or even a joint venture with another service provider)

- 4) Define simple software application around your unique method (simple spreadsheet, user interface involving forms, mathematical calculations, etc...)
- 5) Package your information into a course, workshop, bootcamp, special report, monthly newsletter, private members site, manual, etc...

Step 5 of the Ultimate Information Marketing Success Formula Is TO Market You and Your Products

Your primary goal with marketing is to:

Create a campaign that turns viral – your entire product development and marketing effort should be strategically organized around creating a community that will provide you free word-of-mouth marketing and a constant flood of new product and marketing opportunities AT NO ADDITIONAL COST!

4 Methods of Creating A Community Momentum Around Your Products:

1. Frequent (at least once a week) contact with your opt-in subscribers via a newsletter, update service, with a focus on getting people involved (asking questions, sending to surveys, requesting case studies or experiences, entering into controversial topics to get attention, product reviews, etc...

2. Blog – have at least 1 blog on your topic that you use to communicate to your market at least a few times a week – news updates, personal experiences, case studies, reviews, opinions, questions. Use blogging software that does a good job at filtering “Comment Spam” so that you can build your community with interaction

3. Start a forum – once you get some significant traffic built, you can build a forum and drive traffic through blog, newsletters, as well as other advertising

4. Run teleseminars, brainstorming sessions, idea sessions, chat sessions, private membership sites, audio and video podcasts, etc... to get some interactive communication going

The single most important aspect about marketing your business is to use techniques that drive traffic to interactive sites or tools where people can continue to build viral momentum.

SPECIAL ANNOUNCEMENT

EVEN MORE HELP – YOUR 24-HOUR/365-DAY PRIVATE MEMBERS INFOPRODUCT MARKETING ZONE

So I want to spend a few minutes talking about a new site I've been spending the last 3 months putting together. The purpose of this site is to combine information product marketing systems, coaching, tools and ongoing motivation -- all of the factors that make GETTING RESULTS with your information marketing goals more likely.

The sad truth is that less than **1-in 10 people** I hear from or speak to briefly ever get their information product launched let alone make any money with them. Yet, even more disturbing (at least for me) is that the other 9 often have very good ideas, the capability and the resources to make it happen – but they get lost without either a solid system to follow, quality coaching through the process that is not out of reach in terms of pricing, not understanding the tools to use through each phase or cannot stay motivated long enough to realize the success that was unfortunately – right there under their nose.

What I've learned through 5-years in this business and over 15-years of creating hot selling products is:

- 1) There is a **MASSIVE opportunity** to earn incredible amounts of money using information products – more opportunity than ever – new formats, knowledge and market research techniques are opening markets that we long thought were too competitive or simply didn't know existed.
- 2) Toughest part of realizing your dreams of earning a living with your own information products is picking your first topic that you are convinced (through having used a proven system) contains enough opportunity that you continue right through to successful launch
- 3) Next biggest challenge is finding your unique value proposition – your **“HOOK”** or your specific **“ANGLE”** on a particular need or want – that's what sets you apart from your competition and gets people talking
- 4) Finally – you need to **TAKE INFORMED ACTION** which will start momentum – its like pushing a snowball down a hill, pretty soon its bigger than you are and you couldn't stop it if you wanted – that kind of momentum all starts with taking your first step – taking INFORMED ACTION

- 5) INFORMED ACTION means you need to understand the system and tools that lead to concepts into becoming highly successful information products AND THEN how to take your first product and turn it into AN INFOPRODUCT EMPIRE

Literally for years now, I've struggled to find a scalable way to help more people through these critical phases of building their information marketing business. I've developed many information products – they have helped, but lack the ability to be immediate, lack coaching and motivational support. I do quite a lot of coaching, but 1:1 coaching is time consuming and so I have to charge more for it – most people cannot afford or are not willing to take the risk on this expensive service.

A little more than 6-months ago I began to design a “community” for information product marketers, where we can all come together to learn from each other, understand what is working, take advantage of the latest systems, tools, research techniques, product development tools, tips and techniques AND stay motivated.

From this idea came a brand new site we are launching here tonight – called the Information Marketer's Zone. For 2-weeks from tonight, we will be offering a very special, \$1.95 60-day Trial (normal price is \$27/month). This offer will be taken down on March 31st, at which time the monthly rate of \$27/month will apply.

SPECIAL NOTE: Get Your Special \$1.95, 60-day trial here ONLY:

<http://www.infomarketerszone.com/public/98.cfm>

I don't want to spend any more time on this, I really want to get to your questions, but to understand what is in the www.infomarketerszone.com site, here is just a sample:

1. **Exclusive Private discussion forum moderated by ME**, I will actively participate at a very high rate giving out personalized advice on information product projects – same service I charge \$150/hr or more for in my private coaching program
2. More than **20 step-by-step videos** showing you every step of the information product marketing process from initial niche market identification through testing topics for demand right through to website design and product marketing
3. **Exclusive articles** (over 25 to start) that we have written especially for Infomarketerszone that focus on how to get results – case studies actual examples.
4. **Over 20 Audio interviews** with experts and teleseminars that you can learn from the best-of-the-best in the information marketing industry. Names like Yanik Silver, Willie Crawford, Tony Blake, Micheal Green, and many, many more...

5. Very **powerful and cool tools** to help you crunch the numbers for your information marketing business, new sites for finding little-known, high demand topics, and more...
6. **Monthly call-in sessions** where you will be able to call-in and ask your specific question and have it addressed with me on the telephone.
7. And if all that were not enough – we will be adding **1 Exclusive, high quality Private Licensed Product** for you to sell in a hot niche market each month. Used properly, Private Labeled Products can be a great lead-in product into a new market and open the door to that spiraling momentum I spoke about earlier. You get to put your own name on this product and use it as you wish (except you may not give Private Label Rights to others).
8. Much more...

Take a look over at <http://www.infomarketerszone.com> and you will see all of the details. This \$1.95 60-day Trial offer will **ONLY be offered for 2-weeks** or the first 500 members, then it will be taken down and the new price of \$27 or likely more will be put up.

If you are serious about having your own information product generating sales to your inbox and bank account in the next 4-16 weeks, then this site is an incredible value and will FINALLY get you there.

SPECIAL NOTE: Get Your Special \$1.95, 60-day trial here ONLY:

<http://www.infomarketerszone.com/public/98.cfm>

We've tried to keep the price as rock bottom low as possible – my intent really is to help as many of you launch your own successful information marketing business as possible – I know how much it can change your life – how it can remove all the crappy stress, negativity, anxiety in your life and give you back control – over your time, energy, and bank account. I want that for each and every one of you – but its up to you to take action.

If you have any questions, be sure to email me at: jeff@infoproductcreator.com and I will respond as quickly as I possibly can.

Now – without further delay – lets get to your questions, my favorite part of the call!!

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