

Direct Response Millions

LESSON FOUR

by

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How to work smarter not harder, to make BIG money!


Anyone can apply these proven techniques, simply and easily with start-up capital from as little as £50. Countless others are already millionaires from using these principles and now you can join them!

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Welcome and a huge ‘Thank You’ for purchasing ‘Lesson Four’ of the twelve part course, ‘Direct Response Millions’.

The fastest way to make millions through running a direct response business is by cutting your work load. Already, I have explained techniques to do this. Here’s another for you...

Let the Public Provide The Content

Here’s another amazingly simple ‘no work’ idea...

A company called Reman Publications (www.mondomags.com) publish *Country Magazine* and *Country Cooking Magazine*. They’ve millions of readers. I know that because I checked up on their mailing list and it’s just a massive base of customers. (Like most big companies, their list is available, so you can rent their list and send direct-mail to it.)

What’s interesting is this...

The readers supply the content of the magazine!

Every month people send their photographs of the country into Country Magazine. It says “this magazine is for everyone who lives in *or longs for* the country.”

So if you live in the country or you long for the country, you read this magazine, which is filled with beautiful photos of the outdoors, kids, etc. Cute photos of their pet pig and so on. It’s kind of corny but everyone loves it. I subscribe to it. All the photos come from the readers.

Get this...

The readers send in the photos - then they buy the magazine to look at them! So it’s an easy job for Country Magazine.

Now the cooking magazine is mostly recipes. All the people send in their favourite recipes for country biscuits, bread, the best chilli recipe that won a contest at their village or town fair and so on. They send those in with a photo and the magazine runs these recipes the readers send in. Then of course all the readers pay to read the other readers’ recipes! So these guys don’t have a lot of writing to do. It’s every month and **all their material just comes to them for free in the mail.**

The entire magazine content is provided for free by the general public - who then pay to read the magazine!

When they’ve published a few magazine issues they put it all in a book and have a book of recipes. **Then lots of people buy that collection as well.**



So that's a shortcut to a great product with **your public submitting the stuff that you sell back to them!** First of all they're happy to see their own photo or recipe in print. Second of all they love to read what all the other people have sent in.

Try this idea: You can run an advert saying, "Have you had a successful weight loss?" "Have you gone on a diet and taken off X amount of pounds and kept it off for over a year?" if so we want you to be included in this new book.

It would be the top ten or fifty or hundred people. You'd interview them. Successful, 'proven in the real world' diets that worked for people to lose weight. I think that would be a big, best selling book.

Something else that's similar is *GuidePosts* magazine, which has come out with a new publication by the Norman Vincent Peale Foundation. They publish something called 'Angels On Earth.'

Now whatever you think of this (personally I think it's pure hokum!) there's such a big interest in angels that people write in their stories and they talk about how they believe that their guardian angels saved them from a car accident, or helped them find their long lost brother. Things that can't be explained, that they believe an angel helped them with.

They send these stories in and then they also have stories about nice people who do things that would make you say, "What an Angel to do such a nice thing for other people." They profile them also. **So again, their whole publication is written by their readers.**

You can also do this on the Internet. One expert has a discussion board and one of his students asked him permission to take the most interesting questions and the expert's answers and put them in a printed book. The guy said "Sure, as long as I can have the rights to it also."

So they whipped it up, went through the discussion board and all the times people had written a question like, "How do I get a merchant account? My bank turned me down." This guy would answer, "Easy, here's some people you can call." "How do I get this printed cheap?" "Where can I find a good mailing list company?" Just all these questions about marketing, the Internet, or business, he would answer them all.

He took one day to put all these questions and answers together into the format of a booklet.

Another idea was the guy who started a web site asking people to write their biggest secret anonymously onto a postcard and send or email it to him. Obviously they are nameless. He publishes them on his site (try www.keyfess.com) and gets millions of visitors.



There are a lot of discussion boards out there on every subject imaginable. All you have to do is contact the moderator or the Web master, ask them permission, then go through it with the search feature and you could have a book or manual really quickly.

I could go to **'wine spectator'** site and ask them if I could do that. They have all these questions and answers about wine. **So I could create a product with all these** questions and answers about how to find a good wine under £10 or whatever. Whip up a booklet, give them a copy, and I'd have the rights.

Money from Seminars

The third thing I wanted to cover is this. Just go to a seminar and offer to speak for free if you can have the shared rights to your video and to the other speakers' videos. At a lot of these seminars all the speakers go to it and when they go home they get a copy of all the talks and they can sell them.

I've spoken at quite a few seminars. I have the rights to some CDs and DVDs I've made and I have the rights to some very wonderful CDs that other speakers have made.

In one weekend you can walk away with half a dozen to a dozen video products from all kinds of expert people.

They're all done in several days. You go home and it's done. That's another shortcut to making information products.

How to Use News Releases to Search Out Content Produced by Other People

You can send a **news release** to those sites or those specialty publications most likely to have the kind of people that would respond and help you write your books and other information products.

Product Ideas Using News Releases

In the world of travel, you could send releases out that you want information from people on how to travel free, or almost free. I think you would get great ideas which you then publish and send a free copy to everyone that submitted material. Everyone loves to have their name in print.

I think you also could do something on the **best place on earth for a holiday**. I think that would be an exciting topic that a lot of people would want to know. Where are the *best* places to take a vacation? You send that to the appropriate Internet sites and to the travel magazines.

To give you some more ideas, here's another book, called 'Your Ticket To Free Travel'. It talks about how you can get upgraded on airlines, get a free ticket or a reward, which hotels will give you an extra night - all kinds of free travel tricks.



What about fishing? (amazingly, the UK's #1 sport!) How about 'My Greatest Fishing Experience' or 'How I Caught The Most Bass' or 'My Greatest Sea Fishing Adventure'? You seek out hunting and fishing publications and sites for that. Remember you are after FREE stories which others would find fascinating to read.

How about 'Secrets to a Happy Marriage', where you ask people who've been married 40 years or more and still haven't killed each other, how they did it! How could you possibly do it too? They've been married 40 years or more and they submit material that you can publish to make a great information product. You go to the senior publications and any senior sites you find.

You could do something on **unusual money making hobbies**. Then, of course, you find hobby publications and also any hobby sites on the Internet and ask for submissions.

Here's an idea that started a couple on their journey to making over 10 million dollars in sales. They had tried a whole lot of different things – nine different marketing company ideas and a carpet cleaning business. They tried all kinds of different ways to make money and were constantly buying 'get rich quick' books.

They finally found something that worked. They wrote a booklet about it, and that was their first project.

It was only a small booklet but it helped people make money – which is why it became a best-seller!

Another self-published booklet from someone else that sold well was not much more than a report. This was titled, 'Mail Order Rackets Exposed'. It told people what to be aware of, for example, not to get involved with chain letters.

To continue with other ideas for you, what about a book on **personal relationships**? For instance, 'The Very Best Way to Meet Single Women'. How many millions of guys would buy *that* book or that manual? And you go to the men's publications with that.

The reverse of course is. 'The Very Best Way to Meet Single Men', and you go to the women's publications or any women's sites.

Here's another one. I personally know a guy who made half a million pounds from a simple paperback book in which he detailed how to buy and sell used cars for pleasure and profit. It was called 'Four Wheels To A Fortune' – you may even remember it.



I even thought about the **Christian market** which is a very huge market. You could ask for submissions on “Why I Know There’s a God”. You’d be surprised, I think, the amount of submissions you’d receive from Christian sites and Christian publications.

How about ‘Returning from Eternity’, where you go to metaphysical sites and publications and ask people for their near death experiences?

There’s a vast market place for spiritual subjects because there have been books on the subject that have sold millions and millions of copies.

Look at TV programs as well for proof, there’s a huge following for the program ‘Haunted’. If you haven’t seen it, cameramen follow a well-known ‘medium’ as he or she investigates supposedly haunted sites. Total hokum in my view, but the viewers lap it up. In a recent survey, 65% of adults claimed to believe in ghosts! An alarming statistic, but there you go, that’s what people are like.

I hope those few ideas have given you some inspiration.

The universe of ideas is almost endless and can be super profitable!

Powerful Internet Techniques

When you’re going to sell a product on the Internet, you can *find* the information on the Internet, so it seems to be a ‘Catch 22.’ If *you* can go and find all this information on the Internet, why would people go onto the Internet and buy it from you? Why don’t they just go and collect it for free?

Well, it’s the same reason that only 5% of people have a library card!

The library is completely filled with books, magazines and newspapers from all over the world all accessible free of charge. You can check them out and take them home. You can read them there. You can go on the computer on the Internet at the library. You can go up to the reference desk and get answers to almost any question you could dream up.

A friend’s sister has a master’s degree in library science. If you have a question, I guarantee you she has the answer. It’s sure helpful in my own research. But still only five out of one hundred people ever go the library.

When they get a sales letter in the mail from me that says “I’d be happy to share this information with you all collected in one place, it’s very painless. All you do is give me your credit card number and I give you it all.” They say, “You bet!”



Time is money. Most people don't have the time or they won't *make* the time to trawl the net for hours or travel to the library. They want the information NOW in an easily digestible form.

They are home watching television instead of going to the library. They don't see any adventure in it like I do. I love to research and find out new things. Like antique shoppers who can't pass an antique shop without going in and looking at them all. I can't walk past a bookstore, a library, or go on the Internet without spending time browsing there.

I just love information. I'm an information junkie!

So, you can go on the Internet and find the information, collect it all in one place, edit it, and you have a product!

And...you can do it in a very brief period of time.

Get Top Experts to Write For You For Free

Everyone wants to know how they can make money on the Internet. So, my suggestion is to get the most successful, most visible people on the Internet to write the product for you.

You can profit from their work in two ways. First of all, if they're going to write the book or manual for you, you need to know what's going to be in it. So, you need to sit down and make a list of the topic areas you want to cover.

For example, many people want to know how to create a successful web site, what the key ingredients are etc. So go right down the list of the things that any successful website that makes money would have. Those will be your chapters or sections.

Next, you look for someone in each of those areas that are likely to write a section for you. So, you begin at your computer with your search engines. If you want your first section to be on (say) 'hosting companies' you look up the different hosting companies and pick three that you think are good prospects. Contact the first one. If that doesn't work, go down your list.

**Basically, you've got to make these suppliers
an offer they can't refuse!**

You're going to offer them credibility, visibility, and you're going to help them build traffic to their website – and all at no cost to them! That's a pretty strong and powerful offer.



What they're going to do for you in return is give you ten to twenty pages on the topic area that you assign them. That will, of course, be the area of their expertise.

In other words, you're going to contact a hosting company (say) and ask them to write ten to twenty pages about how to find a host, what a host does for you and explaining the terms and fundamentals of a host for your website. Now, in return for that ten or twenty pages, they become an expert author. That gives them credibility. You're going to sell a lot of copies of your book, manual or whatever. That gives them visibility.

You go down each of your chapter headings (and you can find ten to fifteen topics very easily) and then locate a 'supplier' who can do your writing for you. E.g. graphic design, copywriting, ad words, search engine expert etc.

That gives you a manual of maybe 120 pages or more, a nice solid product that can sell at a good price with experts who are writing from their experience.

The reason they're probably going to agree to do this is because most of them already have some of this material prepared. So, it's a win-win situation. They can let you have the material with very little writing.

All you're left to do is write an introduction that ties the pieces together.

How to Build Traffic to Their Website

First of all, each person who participates is asked to do one other task. That is, to post a checklist on their website.

For instance, this will be a list that gives 'the ten steps to finding a host that meets your needs', or 'the ten pitfalls to finding a host or website designer'. Or it can be 'the ten mistakes that are commonly made in selecting a host or web designer'.

Now, in each section that they've written, they give their website address and offer the checklist free. (E.g. "Go to www.acmehosting.com and find out the ten questions you **MUST** ask before choosing a web host for your site." Etc. etc.)

This is what it achieves...

It brings people to their site!

It brings the reader to the site to get the checklist which they can print out. It keeps the material current, and the writer of each section can also make a special offer to get new customers. I mean, the hosting service can say, for instance, "We'll give you thirty days hosting at no cost" or the web designer can say; "35% off your first web design with us."



So you give them traffic and a chance to make an offer to a customer. You give them credibility and visibility - it's a combination that you just can't lose on. And all they have to do is give you a few pages of writing which they've probably got anyway.

And YOU didn't have to write anything except maybe the introduction or the sales material.

Make Even MORE Money!

There's a second way you could profit. The way to do that is you sell the reprint rights to this product.

Let's say you sell the none-exclusive rights to reprint and sell as many of your publications as they would like. For this you charge, say, £500 as a one-off fee. So you find maybe 50 people who would like to buy that licence.

That's an extra twenty-five thousand pounds - all from writing done for you by other people!

With the Internet it's amazingly inexpensive to go out and reach people who are experts and may be willing to write some content for your manual – particularly if there's something in it for them.

It's so easy for other people to share their experiences, their strengths, their ideas – and they enjoy this, so everyone wins.

Ten consultants can get together and each write an article that becomes a manual that they then all own the rights to sell. There are *so* many opportunities to share information now. The Internet really helps to connect us all together at such an inexpensive price.

A lot of these authors you can contact on-line, you can e-mail them instantly, and get a response back quickly. You can do some research on-line, you can find articles on-line.

You could take some of these shortcut ideas and create a product within a week, or two weeks, or a month. With access to the Internet it makes it even more shortcut. Now you're creating a product in a couple of *days*. So I think tying in these short cut ideas with the Internet is the perfect marriage.

Making a Fortune on the Internet from Jokes

The man behind Joke-of-the-day.com, sends out a joke every day and in the process makes money.

This is how...



write a certain type of letter, maybe a debt-collection letter or something like that, you can flip to page 243 to see how someone else wrote a collection letter, and write yours along those same lines.

You could create a compilation of all sorts of different types of business forms and sell that to businesses.

Another idea is that there are a lot of marketing companies and they're always looking at how somebody else sold a particular product - what type of guarantee they used, or what type of pricing. So that's a good product, a manual full of examples of sales letters from other companies, especially if they're successful sales letters.

That's an idea for a manual that really helps people. Those products sell very well.

Tapping into a Huge Desire

Here's another little known secret. It's why the book, 'Chicken Soup For The Soul' is a best seller.

The book is a runaway success because...

It taps into this huge desire that most people have for recognition, attention, wanting to be heard, wanting to be published and to see their name in print!

Isn't that just such an incredible desire that most people have? They fall over themselves to share their stories.

You watch a football or rugby game and just when the camera pans across the crowd, they go crazy. They just want to be seen for one second. Forget about the fifteen seconds of fame. **They want *one* second of fame!**

When they write an article, or a report, or they submit material for a book, they get to see their name in print, their stories in print and they get excited.

Take any hobby. For example if you like golf, go and get hundreds and hundreds of stories, golf stories from people that have a favourite golf story to tell. You can publish a book about that.

If you like arts and crafts how about favourite flea market 'bargain finding' stories? There are just tons of things and **anybody that does anything or has any kind of hobby could find stories from people in that particular hobby market and create this book that they didn't have to do any writing for.**

There is a magician I know. He publishes magic books. It's a hobby area. When you get into a hobby area that people have a passion about, like people



This is the one way that you can literally pick out whole chunks or entire documents and reuse them at will – and they’ll pat you on the back for doing so!

You will appear to be very knowledgeable. You’re bringing this information to the reader. They’re happy to have it. The wonderful news is, on the Internet, **there are hundreds of press releases being posted every day.**

I want to tell you right now, one of the best products to put together using free press releases is a *product directory*. If you want to put together something like this quickly just go to any search engine on the Internet and type in the keyword of the subject you want to write about.

For example, if you’re interested in horse racing, auto racing, cameras, or bird keeping, you enter in whatever keyword you want - and bingo! You’ll have hundreds of websites from companies that supply these types of products and services.

You can go to each of these companies. **You will generally find that most every company website that’s of any value at all has a press release area or an area for the press to go to.** There you will find their latest press releases which you can grab and use at will.

There’s also almost always a place where you can leave your e-mail address or mailing address and get on their press release list which means you don’t have to ever go back to these people to get the latest news that they’re releasing.

You can start receiving tons of information in your e-mail box or your mail box and start putting together either newsletters or product directories as I mentioned.

Press Release Websites

Another great place to go is some of the sites that are press release websites. Surprise, surprise! **They have a place where you can register to start receiving their press releases and pick categories that you want to hear about.** You can also pluck press releases from lists of today’s news or last week’s news releases.

One such site is **prweb**, which is the press release database at **www.prweb.com**.

They have lists of press releases that you can find. You can sign up to receive the new ones as they are released. Another company is E-releases, which is found at www.ereleases.com.



What they are is basically the publishing outlet or sales outlet arm for the USA federal government's publication service. They have a website at <http://www.pueblo.gsa.gov>. (Although this is a USA government site, there's just a ton of useful, free information there most of which is applicable to UK projects too!)

What's neat is you'll find a web-site here with categories such as cars, children, education, employment, housing, health, food, money, small business, travel, and more. There's actually a button called 'and more'.

In each category, there are dozens of their pamphlets that you can order on-line. **You don't have to pay for a thing.**

What's really wonderful is they are now making these pamphlets and the information in them available to you to read right on-line by clicking on the pamphlets.

Many of them come in Adobe Acrobat format. This means they're already typeset and look really good.

Now here's the secret...

The federal government, when it produces one of these booklets, **cannot copyright that material** because it was produced with taxpayer's money.

Now I want to caution you: there *are* some pamphlets and information on this site that are produced and copyrighted by various companies for the government. They may place a restriction that it's free to use only for educational purposes. Most, however, are **yours free of charge**.

There's one drawback to this information - most of it is deadly, dry and boring. It's filled with the facts, figures and the information you need from federal government agencies.

But you can take these 'dry' facts and then wrap them into your own information products very easily!

Some of these pamphlets are designed as websites that stand on their own. **You can literally put together links on *your* web-site that jump to these pages and offer the information on your website.** It looks as if it was from your website but jumps people over to that page and then back to your site.

You would not even have to take the information - just push people over to it.

Now the secret to improving this dry content is **to understand what it's missing.**



People Power

As you already know, the one thing people most want to know about is *other people*. They want information but one of the key secrets is that the real power of punchy readable information is when other people are telling the story.

It's people that make the difference. You've got more than one person involved in that product, people telling stories, war stories and what have you about how they've survived this or that or come up with this or that new technique or new idea.

It's the dry information being imparted through people which makes it interesting. So put it in the form of a story, anecdote or "Here's how one woman made this work for her..." That sort of thing.

Using the government material, it's still a win-win situation. Don't look at it as if you're stealing material. You're *helping* the government accomplish their goal! The goal of publishing that material is circulation.

The government *wants* to get it in the hands of as many people as they can.

That's the *purpose* of publishing. The government doesn't do a very good job of distribution – you're helping them out!

Many a direct-mail company has done more to promote circulation of government publications than the government ever has on their own. So if you can use any of those government publications, and there are some great ones, don't have any reservations about doing so because you're promoting the goals of those publishing it in the first place. That's getting it into the hands of as many people as possible.

Set Up a Contest for Product Information

This is another short-cut secret for creating information products that you can sell for many years.

It's a creative technique that's been used by publishers large and small. It's used by every kind of publisher in every kind of industry or every speciality out there. The publishers of 'Chicken Soup For The Soul' even used contests to create millions of dollars worth of information and entertainment products.

Whatever topic you're covering (whatever subject matter interests you), you can set up a contest seeking the best of, for example, stories, tips, tricks and 'how-to' secrets!

One idea I came up with was for relationships. You could create a product 'How I Met My Wife and Got Her To Say Yes'. Then, just seek people's best tips, tricks, how-to, or true personal stories relating to that.



With contests, you always think of prizes. You can offer a cash prize for the number one tip or trick if you have cash.

There are some people out there that offer prizes for the best writing quality or best style. A good idea but you have to be qualified to judge that kind of thing.

For the selling and marketing, crafts, or relationships, especially non-fiction (information) topics, you really only have to pick the tip, trick, how-to, or personal story you *liked* the best.

Make it clear that you're going to "pick the one that I like the best", as editor, and give that the first prize. The next five get runner-up prizes or whatever. Then, you don't have to really be a qualified person to judge the quality of the writing and get into any arguments about what is 'good' writing and what is 'bad'.

If you don't have cash for prizes, you can call related companies. For example, in arts and crafts, if it's glass making, you could call companies that sell supplies or glass for people who do stained glass work and ask them to donate a prize.

If you're doing a book on that and seeking the best tips, **get companies to put up products or services as prizes in return for a sponsorship position in the books.**

Maybe give them a page in the book for an advert, a four page catalogue, or whatever it takes to trade for free prizes for your top five people. Of course, you would also be mentioning them as sponsors that have made this contest possible in all of your promotional materials. And in anything you do to promote and attract people to send you these materials.

When it comes to announcing to the world that you've got this contest, use Internet news groups!

It's the best way I can imagine for low cost to really attract people who will give you their stories and ideas right on-line or by e-mail, so **you don't even have to retype them to make the book.**

You could just post a message on any of the news groups that relate to the interest area that you're covering - crafts, relationships, what-have-you. **There are news groups out there for almost every subject.**

You could leave a message like: "I'm writing a book and need your help." I would suggest you state it that way rather than as a strict contest because this makes it a little more of a "Gosh, neat. He's a writer and I want to help him out."



For example: “I’m looking for true stories of outdoor survival, detailing how you got through the experience step by step, 100-250 words. The best five will get survival gear free from XYZ company.”

If you don’t have any money or sponsors, offer the book itself free to the top five or to everyone that you publish. If you offered one book free to everyone you published, you’d still sell a bunch more of those books to the people buying them for their friends, family, and etc.

One of the neatest things about this technique for building an information product is you develop a ready market for the book.

Everybody who submits, whether they get accepted or not, is a potential buyer of the book!

If you make them a special discount offer because they submitted to you, they’ll buy quantities of the book.

You’ve got a ready market, and it’s a great way to put together top-flight products with interesting stories and information you couldn’t possibly dig up yourself.

Reproduction Rights – How to Get a Product in 24 Hours

Within twenty four hours you can have a complete product, already put together, typeset, cover designed, CD or DVD masters – the works. And not only a complete product but one that has been *proven* and that sometimes even comes with sales material to sell it. The whole kit and caboodle within twenty four hours, done, completed, finished and you know it’s a proven seller.

How do you do that?

You buy the reprint/reproduction rights.

There are so many companies out there right now that have sold their information product and made £100,000, a half million, a million pounds with the product, and now they’re ready to sell you the reprint rights.

That’s a way you can very quickly have a proven product that’s already been tested complete with sales materials and immediately start promoting it and making money.

Now, you don’t have to promote it exactly the way you buy it. And there is an advantage in *not* doing so since it’s probably been ‘done to death’ in that mode already. But in many cases, you can go back into that product. You can change it around.



Change the format, the cover, the title, make a few editorial changes so it actually stands out a little bit and doesn't sound like the same old information.

Really, those are a few easy things you can do very quickly to make the product your own and separate it from what's been sold previously.

It seems like a brand new product!

Plus, you can also take some reports from other authors, some CDs and videos you might have either created yourself or bought reprint rights to, bundle that all together thereby creating a bigger product that maybe you can sell for £500, £1,000, or £2,000.

So, there are a lot of different ways where you can go out there and find a product that's already been written and sell it yourself.

In many cases, I actually prefer doing this compared with having a ghost-writer create a product.

Instalment Publications

How to Get paid NOW Without a Finished Product

When we make purchases today, some of us like to buy on the instalment plan. We get what we want *now*, and we delay the pain by delaying the payment. We spread that out and make it as painless as possible. We do that whether we're buying cars, televisions, or computers.

We get the fun part now, and we spread the pain out over as long a period of time as they'll allow us.

Well, I'm going to share with you a way to create a product that reverses that process. I'm going to tell you a way to create a manual or product that you can sell over the Internet that's the reverse of the instalment purchase.

You get paid *now*, and you spread the writing out over time!

It's called 'instalment writing'.

Here's how it works. First of all, decide on the product that you want to create, the subject and the price. Then, create your adverts or your sales letter.

Very important, **create a sales letter with a lot of bullet points.** Now, I'm sure you know what a bullet point is, but it gets its name from those little dots in front of those sales points, really strong features that are brief and succinct. They tease you and make you want to know more, challenge you, and make you guess whether you know the answer or not.

- This is what a Bullet Point looks like.



Or you can use other types of bullet points as I have done in this course.

- This is what the Bullet Points in this course look like.

You create a sales letter that is filled with bullet points, price your product and then **offer your customer the chance to ‘read over your shoulder’ as you create this new product.**

Everyone wants information before anyone else gets it. Everyone likes to be on the inside. This gives them a chance to do that because what they’re going to do is **buy your publication now and get the publication in instalments over the next few months as you create it.**

They get a ‘sneak peek’. They’re invited to make their comments and feedback as you create this project. **It makes them an insider.**

Now, you establish the price of your product. Let’s say your product was going to sell for £99. You can go two ways or a combination of both...

You offer the product to these sneak peek customers at £99 with a very exciting bonus attached, or you discount the price, offer a £99 product to them for £59 on the sneak peek plan. You *can still* include your bonus if you want to.

Remember, **it’s just information.** It’s not going to cost you any more money to do it this way.

You write your first chapter or your first section of your product. Now, it doesn’t have to be more than maybe ten or twelve pages, but you want to make certain that you pack it with information.

Take your time in creating it, as much time as you need!

Do it on a leisurely basis, but make it good. Read it out loud. Make certain it reads well with a lot of information in it. Don’t make it like an introduction to a book or a manual that tells you the history of the product and what you’re going to talk about.

Give them a lot of information because this is the first piece of material your sneak peek customer is going to receive.

You want them to be impressed by it!

As soon as your customer decides to buy your publication and become a sneak peek customer, he can download (if you’re doing the web) the product directly from your website. He now has the first section of the product.



Then, each month you will create one more section of your product (or six weeks, whatever time schedule you set up in the beginning), and you'll e-mail it to that customer.

You invite them to make their comments on the product as you go. Some will, some won't, but it's amazing the people who will give you feedback.

You now have all the money up front. You have their money in your bank. You are now writing on a leisurely basis. You have a direction to go. You have all the bullet points to follow.

You have feedback coming from your customers to make the process easier. Some will e-mail you suggestions or stories that you can use. Some will be doing free research for you. They'll tell you something that you didn't know. You'll also have an editorial staff because if you make any mistakes, grammatical or proofreading, someone will call it to your attention. There's always some people like that! They're doing that work for you for free.

If you have ten chapters, it may be ten months - whatever the time period you establish - you will periodically e-mail this material to your customers.

Doing this e-mail is not costing you a penny.

There's no invoicing. There's no packing. There's no wrapping. There's no printing. There's no postage. It's not adding to your cost of this product at all.

Then, when you finish the final section and send it out, you can print your hard copies or duplicate your hard copies and send each customer a final copy of the product.

If you're doing this electronically, you allow them to download the complete product and the revised copy off the web. It creates a very loyal customer because **they're involved in the process.**

It makes your writing very painless. You're writing a very little amount each month over a period of months, and you had all the money up front while you were being paid to write the product. It's a great way to go. **It's instant profit, and that makes writing a financial pleasure.**

Multiple Streams of Income – Your Key to Riches

The best way to make money in the information business and self publishing is to think about multiple streams of income.

You write an article, or buy an article then you turn it into a report.



Get enough reports together and you can turn it into a book, a newsletter, CD-ROMS, DVDs - all with the *same* products in *different* forms.

A lot of people out there are writing articles. Thousands of articles are appearing on the Internet and in various magazines. So let's say you want to do a book on home business (making money from home). There are hundreds of articles in print and on the Internet about home business.

Get in touch with the writer-publisher - they're usually the same person. Explain you want to do a book on home business and let them know you loved their article in 'Leisure magazine', or on their website or wherever. Ask their permission to publish that article in your product.

In return you send them a copy of the book when it comes out plus give them a deep, discounted super price on bulk copies. Why? **So they can buy the books and sell them as well!**

A lot of authors of these articles on-line and off-line are going to agree. The next step is to take a selection of these articles (or you can take the book/manual that you put together) and go back to the people and say you now want to create a CD.

They'll get the rights to sell the CD at a super price!

When you think about it, this is great for the author. They're busy and probably don't have time to create their own CD or manual. You're doing all that work for them and they can buy from you in bulk, sell to their existing loyal customers and make great money.

So this is the way to think outside the box and start thinking about all the printed products that are out there or the audio products that are out there that no one has ever done much with in a different format.

You can do this in reverse too. Take a DVD of (say) 'Greatest Magic Tricks' and turn it into a manual – or a monthly course!

You can approach a lot of people for little or no money, get them to agree to give you the rights to a different market and/or the product in a different format. They then get the rights to sell the printed product or sell the CD or whatever.

This is an excellent way to get product at very little cost and with someone else doing all the main creative work!

A lot of people have printed matter that they could take and turn into an audio CD. So you can do that also.

If you have a book or manual all you have to do is take the highlights of it and turn it into an audio program. Just record yourself basically giving the



same information that you would print in your book by putting it on a CD. Don't have a great speaking voice? Go to elance (www.elance.com) and type 'voice over artists' – or do that under Google. You'll be inundated!

A pretty simple idea, but it definitely works really well. It is something that has been proven before.

You can also record someone else giving advice.

For example, some marketing gurus charge as much as £5,000 for a weekend course.

You could pay a 'guru' and spend a weekend exclusively with him. Then hammer him with questions and spend the whole weekend, several hours a day, picking his brain asking him every kind of question related to making money that you could think of.

If you produced an audio program called the '£5,000 Weekend Package' and charged £500 you would only need 10 customers to break even, assuming you paid the expert £5000 for his time and knowledge.

Sounds far fetched?

It's already been done and it sold thousands of copies!

The subject was mail order.

It is something you might like to consider.

Initially it's a great idea even done simply, by getting someone in your field to sit down and talk.

You don't even have to have them come out and spend a weekend with you. You can do it over the telephone, just interview them and record it, ask them all kinds of questions that you can think of.

The most important thing to remember is to ask them **questions that you know your customers are interested in finding the answers to**. You can create a one hour CD, or a two hour program, three, four, eight, it doesn't matter how much. The important thing is to keep it interesting.

You can even interview a dozen experts in your field and have a big, giant home study package that maybe you can sell for £495 or even higher. It will depend on you providing lots of information in a field that's interesting, something your customers would be interested in.

In summary, you can do audio CDs of other people ('experts') talking and sharing their secrets. That's a real quick way to create a shortcut product that doesn't take a lot of time. Now here's another tip...



You can recycle all of that information and use it again and again.

So think of this almost as a hobby.

Do it every single day. You'll get good at it and it starts becoming fun.

And always remember - **what you're selling is *information*.**

Nobody expects you to be a great writer or a great communicator!

What they *do* expect you to do is give *value for money*, and it helps if you really have an interest or better still, a passion in what you're writing about or communicating about, because your customers can sense that. Enthusiasm is infectious.

I think that is one of the most important things. It will make up for all of the negatives. A little enthusiasm and interest in what you're trying to communicate makes up for a lot of other bad qualities - and I ought to know!

Anyway, one of my heroes, Dan Kennedy, is a guy who produces many different information products. He's got about 7 or 8 books in the bookstores and he's always coming up with new things.

Here's how he does it...

He gets up every morning at five and by 5:05 a.m. he's writing. Every day he does this for 45 minutes. He doesn't care whether he's feeling great or sick or he stayed up until 3 in the morning the day before and he's dead tired. He simply does it every single day - and it builds up.

It's a simple concept. **Just a little bit each day can add up.** No matter what technique you choose from all of these great methods and strategies if you use them a little bit every day, you're going to build something that's going to be worth a tremendous amount of money.

Now onto a different, but no less important, subject...

Repeat Business Can Make You Rich! Find Out Exactly How You Can Get It!

When you have customers that continually buy from you, you've built yourself a profit base which can keep generating cash for years to come. This way your repeat business or 'back-end' sales is where the REAL money is - and your 'front end' sales are there to replenish the customer list. Few newcomers realise that the 'back end' is where it's really at, and the front end is often a loss-leader.



If done correctly, your back-end profits will grow and grow. You'll keep adding more customers from whom you will eventually gain repeat sales - and you keep making more and more money.

How do you gain repeat customers and keep them buying from you?

Remember, you want to offer them *quality* products. Then you can build a relationship with those customers. They're more willing to come to you because they have bought your items before and they know they're great. If you've scammed them just once with something trashy, they won't come back again.

In the end, **keeping your customers happy** is how to keep the most customers buying from you.

See you next month.

Cameron Fulton