

# **Create Info Products Report**

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**Learn All About How You Can  
Start Creating Information  
Products and Sell for Full Profit**

# Make Money with Information

No matter what type of business you own, there's always an opportunity to create an added flow of income. Whether you promote affiliate programs, take part in Google AdSense, or market to your mailing list - these are all great and easy ways to bring in some extra money.

However, there's nothing better than an information product when it comes to taking your business to the next level. Here's why:

1. An information product can establish you as an expert in your field, and your readers will continually come to you for answers.
2. It builds credibility because you have proven yourself to your readers, and they know that they can trust you when it comes to matters within your niche.
3. Your product will turn into a passive source of income. Yes, it will take work on your part, but the beauty of information products is that you only have to do the work once and you can make money over and over again.
4. You can promote your main business. By placing your website address inside your information product, readers can click the links to learn more about you and possibly buy other items.
5. Even more money and traffic. If you have set up an affiliate program, then others will be sending you traffic and gaining you sales in exchange for a commission.

Information products have exploded across the Internet and people from all walks of life are partaking in this lucrative, online industry. A quick Google search brings up an astounding 1,460,000,000 listings for the term "information products," but does that mean there can't possibly be room for one more product?

Of course not! Surprisingly enough, new information products are sprouting up every day and many of their creators are earning a nice side income, while others are rapidly building up an information product empire.

Keep in mind that millions of people log onto the Internet every day because they are searching

for information, and chances are, there will be people willing to pay for what you know.

## **Write What You Know**

One of the unwavering rules that writers live by is, “write what you know.”

Don’t make it harder than it has to be. Choose a topic that you’re already experienced in, interested in, and excited about; otherwise you may never actually finish your information product.

The first step to creating your own information product is to figure out what people want to know about your niche. Think back to when you first started your business, what questions did you have?

Let’s say that you own a business selling floral arrangements created from silk flowers, here are a few questions that people may want answers to:

- How do I make my own arrangements?
- Where is the best place to buy the items needed to make them?
- How do I preserve them to last over the years?
- How should they be cleaned?
- How can I start a floral arrangement business?

You can write an e-book using your business knowledge that will teach other people how to start their own floral arrangement business. You can tell them everything they need to know about how to get started, and even provide them with a bonus resource sheet on where they can buy the best items for the best prices. You can find a free guide [here](#).

Write a step-by-step e-course and split it up into different lessons that teach people how to make their own silk floral arrangements. Once you have the course written, the rest is automated.

Your visitor can sign up, pay for the course, and your autoresponder will automatically send them the lessons based on the schedule you have set up. Promote through freebies. If you want to answer the questions about preservation and cleaning, then write up a tip sheet or small report and give it away to people who

sign up for your newsletter. A 5 day e-course is another way to do this, and you will benefit in more than one way.

First, you've captured your visitor and placed them on your mailing list and will be able to promote your business to them, but you're also promoting your information product within the tip sheet, e-course, or small report that they are reading.

**Thank you for reading this Free Report  
on Making Information Products!**