

Create Wealth with Info Products

Generate Revenue by Becoming an Infopreneur and Selling your Expertise

By Anthony Ruggiero



An entrepreneur who sells information is known as an **Infopreneur**.

Many people have created fortunes simply by selling “information products.”

An info product can be designed based upon just about any existing business product or service you provide. As such, being an Infopreneur offers an excellent way to diversify your business for increased profits.

An info product can provide information on virtually any topic, for example:

- Optimizing Affiliate Marketing
- Search Engine Optimization
- Basics of Financial Planning
- Effective Sales Methods
- Successful Product Branding
- Setting up a Business
- Successful Business Communication

Info products can be created in a variety of easily deliverable formats such as a book, e-book, booklet, audio cassette, video cassette, CD, DVD, and MP3, just to name a few.

Getting Started as an Infopreneur

Some of the ways in which you can get started as an Infopreneur are as follows:

- Create your own info product based on your own knowledge or area of expertise.
- Join an affiliate program and resell their already successful info product.
- Hire a freelance writer to create an info product for you.
- Purchase resell/reprint rights to someone else’s info product.

Benefits of Info Products

Home-based entrepreneurs reap several kinds of benefits when distributing info products.

They include:

- **Huge Profit Margins.**
Due to low production costs, selling info products can be extremely lucrative, with profit margins as high as 1,000 percent.
- **Easy and Inexpensive to Produce.**
The only resources required to create an info product are time, a little research, and the ability to put your thoughts and ideas on paper in an organized fashion.
- **Easy and Inexpensive to Distribute**
with Free or low-cost shipping. E-books, audio files, and some software products are especially easy and inexpensive to distribute since they can be instantly

downloaded with no shipping charges incurred by the buyer or seller.

Other info product formats such as audio cassette, video cassette, CD, or DVD can still be delivered easily and inexpensively by mail because of their compact size and light weight.

- **No Inventory Required.** One of the best things about info products is that you never need to carry inventory, you just simply make a copy whenever you receive an order. If your info product is an e-book all you have to do is store it on your computer’s hard drive.

- **Helps You Create an Automated Sales Machine.**

Your marketing system should be completely automated and run on auto-pilot. This means that your website should be able to successfully sell your product 24 hours a day, 7 days a week, 365 days a year while you are asleep, on vacation, or doing whatever it is that you enjoy doing.

In addition, your site should have the ability to take your customer’s order, process the payment, and send automated follow-up e-mails to try and sell other related products that might be of interest to your customer.

For information about creating an Info Product for your business, contact Business Grow info@businessgrow.net

HBM Anthony Ruggiero is a successful Infopreneur who has helped others duplicate his success by using the exact same marketing system that he currently uses. To learn more about this turn-key marketing system and how you too can become a successful Infopreneur, please visit www.magazinemarketer.com or call toll-free 1-888-578-9997 for more information.