

# **So What The “@!\*#” Is An Information Product, Anyway?**

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# Table Of Contents

Introduction .....	3
Who Am I?.....	3
So What The “@!*#” Is An Information Product, Anyway? .....	4
The Benefits of Creating Information Products.....	5
How To Get Started!.....	6
But Will People Really Buy My Info Product? .....	7
Different Types of Market Research You Can Do .....	7
Putting It Out There .....	8
Quick Marketing Tips .....	9

## Introduction

If you're looking for a way to create an additional stream of income through the business you already have, then creating an information product may be the answer.

No matter what type of business you own, there's always an opportunity to create an added flow of income. Whether you make and sell handmade items, write a cooking blog, run a service based business, etc, etc. You can ALWAYS create an info product

But if you're not familiar with that term, you may be wondering 'What the hell is an information product, anyway?' This guide is going to explain all of that ... and more!

### ***Who Am I?***



You may be wondering who I am and why I'm qualified to give you this information. My name is Crissy Herron and I am the founder of [www.IndieBizChicks.com](http://www.IndieBizChicks.com)

I provide business, marketing, and publicity info to "women (and men) who'd rather work for themselves than work for the man...."

Since creating my site in Summer 2007, I have:

- Grown my web traffic from zero visitors to over 10,000 per month (without spending money on advertising)
- I've been featured on the front page of my local paper
- I was featured on my local news channel, WEYI
- I received emails from magazine editors in Chicago and New York, asking if I'd like to be featured in their magazines
- I've been featured on Fox Business
- I was invited to have a business booth at one of the nation's largest craft shows
- I partnered with the University of Michigan to hold the Indie Biz Chicks Conference, a day long event full of seminars to help educate women in business
- I have been a speaker at several other conferences, have been recognized as an expert and provided content to several websites and authors. Trust me – I know what I'm talking about!

A large part of my income comes from creating and selling information products! And if I can do it, you can do it, too!

So let's get started!

## So What The “@!\*#” Is An Information Product, Anyway?

An information product is something that teaches people something... It can come in the form of a content site / blog, ebook, podcast, special report, Mp3 recording of you conducting an interview or teleseminar, a webinar, podcast, and more.

Here are some examples of what I'm talking about:

- Let's say you write a cooking blog.... You could create your own cookbook, your own cooking podcast, or even make short videos of yourself cooking and create your own little cooking show!
- Are you crafty? You could do your own spin on the above and make your own DIY crafting show! Or if you make your own patterns, you could create your own pattern book, and don't forget about putting all of your ideas together and creating a crafty how-to book!
- Do you run a service based business, such as virtual assistance or web design? There are lots of topics your clients want to know about - so why not teach them? You'll also be able to break into a whole new market! There are a lot of "do it yourself" types out there who may not hire you to create their website, but they would purchase a guide that walks them through the steps...

**See what I mean? Information products ROCK!!!**

## ***The Benefits of Creating Information Products***

Personally, I think information products are the best thing out there! Seriously - there's nothing better than an information product when it comes to taking your business to the next level. Here are just a few of the benefits:

- An information product can establish you as an expert in your field, and your readers will continually come to you for answers.
- 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.
- 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.
- Make money on top of money. When you create an information product, you will likely find a need to mention other products, programs, etc., that your readers will find helpful. By signing up as an affiliate for the products and programs that you mention throughout your info product, you can earn an extra income from the commission. So every time someone clicks your affiliate link and buys the item you mentioned, you just earned money on top of the money you earned selling your information product.
- 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.

## How To Get Started!

As you may have guessed, the first decision you'll need to make is what topic you're going to focus on. To do this, think about your business and what kind of questions people would have about it...

Let's say that you own a business selling handmade crafts; here are a few questions that people may want answers to:

- How do I make my crafts?
- Where is the best place to buy craft supplies?
- How should they be cleaned?
- How can someone else start their own craft business?

All these questions can be answered in one information product like an e-book, but they can also be split up into a few different ones.

**You can write an e-book or special report** 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.

**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.

**You could create an audio or video recording** – this can be a great way to create informational products, as it is quick and easy and you don't have to write anything down! You could set up a teleseminar on a free conference line and answer your readers' questions about your topic.

Another option is to use a service like Audio Acrobat (for a trial visit <http://www.indiebizchicks.com/a/audio-acrobat.htm>) to record your thoughts – kind of like making an audio book! You can even do several recordings to create a whole series! Pretty cool, huh?

You can take it one step further by creating videos. An easy way to do this is with a Flip Video Recorder. They are around \$100 new, but you can find a used model for less money on eBay or Craigslist. The built-in software makes it very easy to upload video to the web.

If you simply want to make a recording of what you are doing on your own computer, use a screen recording software. For example, you could create several videos that teach people how to use a particular piece of software, create a customized header graphic, etc

## **But Will People Really Buy My Info Product?**

Yes, it can certainly be intimidating to make the decision to create an information product that you're not sure will sell. Fortunately, market research can prevent this from happening.

As a business owner it's important that you take advantage of market research, and be willing to invest your time into doing it right. It's the perfect way for you to learn about your customers and understand what they buy and why. I'll be honest with you... Market research may not sound like a fun-fest, but it will keep you from wasting your time and money!

### ***Different Types of Market Research You Can Do***

**Surveys:** This a widely used form of conducting market research for online products because it is inexpensive (or free), and it can be sent out to your customers through email. If you opt to do a survey, make sure you keep the questions simple and don't list more than 10. Otherwise, you run the risk of overwhelming them and taking up too much of their time. By keeping it short and sweet, your response rate is likely to be much better.

**Online Research:** By using a keyword research tool like wordtracker.com (for a trial, visit <http://www.indiebizchicks.com/a/wordtracker.html>) you can find out how many people are looking for information on your topic. So if you were to type in “silk floral arrangements,” it will tell you exactly how many people are typing that keyword into the search engines. If a lot of people are looking for information on your topic, then it may be worth creating an information product based on it.

**Experiment:** Test your information product by giving out freebies. You can do this in the form of a free small report or e-course to test the waters before you create a large information product on your topic. Doing so will give you an idea of how many people are downloading your report or signing up for your free e-course. If it turns out to be wildly popular, then an in-depth information product will likely prove to be just as successful.

## Putting It Out There

Once you have chosen your topic, done your research, and created your product, it's time to put it out and start selling it!

To do this, you'll want to set up a page on your website or blog (if you don't have a website or blog, you need one ASAP.) \*\* If you need help on this, check out my resource *How To Give Good Blog* by [clicking here](#).

One of the easiest ways to sell your information product is through a shopping cart system that has digital delivery. This way, when someone purchases your product, your shopping cart will automatically deliver the product to the person. You won't have to worry about shipping or emailing the product to anyone.

For a two week trial of the shopping cart I use, visit [www.wahmcart.com](http://www.wahmcart.com)

## **Quick Marketing Tips**

Marketing your product is very important! After all, if no one knows it exists, no one can buy it! Here are some quick tips on marketing your product – without spending a ton of money!

One of the quickest ways to get started is through social networking! This is the marketing done through message boards and forums, as well as social media sites, such as MySpace and Twitter.

Get started by finding a message board or forum on the topic of your product. This will allow you to interact with people who are definitely interested in what you have to offer. One of the best things about a forum is that you can create a “signature line.” This will be displayed at the end of your posts. In most cases, you are allowed to include a link to your website or blog. Be sure to read each forum’s rules, just to make sure they allow this.

Just remember not to spam! The forum isn’t an open invitation for ads. Instead, take an active part in the conversation and offer helpful suggestions.

In addition to forums, you can take advantage of sites that allow you to meet new people, such as [www.MySpace.com](http://www.MySpace.com) or [www.Facebook.com](http://www.Facebook.com). Each of these sites allow you to set up a profile and add other users as friends. By using each sites various tools, applications, and messaging features, you can introduce your business to people all over the world.

Another site that is very popular is [www.Twitter.com](http://www.Twitter.com). Referred to as “micro-blogging,” this site allows you to send updates on what you’re working on via the web or your mobile phone. Each update is limited to 140 characters, so you need to be sweet, simple, and to the point.

Instead of “making friends” you can choose to follow people. When you are following someone on Twitter, you will receive their updates. You can reply back to them and have a real-time conversation.

\*\* Another great way to market your product is through the media! For additional info on this, check out my resource How To Get Great Press by [clicking here](#)

## Are You Ready To Learn Even More About Creating Your Own Information Products?

If you can't tell – I love info products because they add a great source of income to your business, without adding a lot of work. In fact, you only have to put the work into the product once, and then you get to sell it over and over again!

For example, let's say you already have an existing knitting business and you created a book of some patterns. If you sold each one at \$20 and sold 100 copies, you would have made an extra \$2,000. Not bad! Since you can set it up as a digital download, you don't need to worry about shipping or manufacturing costs! How awesome is that?

**I am going to be hosting a special teleseminar on March 24 at 9pm Eastern and I'll be providing even MORE info on how to create your own information product!**

Here are some of the things you'll learn:

- Learn what kind of info products you can create and how to create them
- Don't think you know enough to create a whole info product? Learn how to create them from interviewing other people!
- Learn how to set your info product up for sale online
- Find out how to market your info product
- Learn how your info product can be a stepping stone to an actual book contract or line of instructional dvds
- And MORE!

If you can't make the live call, don't worry.  
I'm going to record the call and send the Mp3 to everyone who registers.

**Don't Miss This Call! To Learn More & Register, Visit: [Info Products 101](#)**

Remember, This Is Your Business! Take Action Today!



Crissy Herron