

Online Information Marketing Overview

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First, let's define information marketing: it is an organized process of selling products online that teach people how to do something. For example, an information business could be one that... .

- teaches new dog owners how to train their dog,
- teaches crocheters how to crochet and develop advanced patterns,
- teaches real estate sales people how to more efficiently sell real estate, teaches entrepreneurs the steps necessary to grow a profitable business.

This information is normally delivered as print (either physically on paper, or digitally via a computer based file), as an audio teaching (as a recording or a live teaching), or as a video teaching (as a recording or a live teaching).

So how do you make money in the information marketing business online?

Simple: you sell these information products.

When someone buys the information product you offer, you make a revenue (or a commission). If you have multiple products relating to your information topic, when that person chooses to purchase additional products from you, you make a revenue (or a commission).

That's it.

That's how you make money in information marketing.

You make it selling information.

So how do you sell information online?

There are several ways you can sell information online: via sales letters, emails, audios, videos, teleseminars, webinars, ebooks, and personal conversations. In building your online business, you can choose to use one, some, or all of these methods of selling your information products.

Next question: to whom do you sell your information products?

You sell your information products to people who need your information. For example, if you teach people how to train their new dog, you sell your information to people who have just acquired a dog. If your information teaches people to crochet, you sell that information to people who want to learn to crochet. If your information teaches people how to create advanced crochet patterns, you sell that information to crocheters who want to create advanced crochet patterns. If your information product teaches real estate agents to sell more properties, you sell that information to real estate agents who want to sell more properties. If you teach entrepreneurs to run a profitable business, you sell your information to entrepreneurs who want to increase their profitability (or create a business in the first place).

So the next question is: where do I find these people who want this information?

The simple answer is - you go where they are. For example, they might be online on other people's websites, they might be Googling for answers about their problems, they might be on forums looking for answers, they might be on other people's email lists.

So you are going to go to those places and talk to these people. Notice I say talk to these people, instead of saying "sell to these people" or "advertise to these people". The reason I point this out is that because although in a few minutes I am going to show you how you sell or advertise to these people - and advertising, or similar related methods of reaching out to them, will be used as tactics to get their attention - the goal of the advertising is to talk to them. Of course the talking might not be through a personal conversation - although it could be - it might instead be through an email, either one you hand send to each person personally, or one you send via an autoresponder, or it might be through a sales letter you write, etc.

So your purpose is going to be to talk to these people, in other words, engaging them in a meaningful conversation, whether manually or using automated means. Your tactic - or method - of doing so might be advertising (or other related steps I will share momentarily). But please understand the advertising (or other means) is not about "advertising" to them, it is simply the vehicle with which you will initiate a conversation.

There are many ways that you can initiate that conversation with them, too many for discussion in this document - but I will give you several examples so you can brainstorm and study from here what are different ways you can initiate that conversation with them.

So, using the places I mentioned earlier where people in your niche might hang out, I will give you some sample ways you could initiate a conversation with people who need the information you sell. Keep in mind, there might be other

places where people in your niche congregate online, so be sure to think of what those could be, instead of simply relying on this short list (although for some niches, this might be a complete list).

Here are some of the places people in your niche might congregate online:

- they might be online on other people's websites
- they might be Googling for answers about their problems (which would lead them to someone's website)
- they might be on forums looking for answers
- they might be on other people's email lists.

Now I'll talk about how you might get to know these people on each of these places:

1 and 2) Online on other people's websites

What kind of websites would they be on? Let's use the dog training example. At what kind of websites would people who are looking for answers about dog training be viewing? Possibly dog training sites. Possibly article sites online that have articles about dog training. Possibly dog training blogs online. So those are the places where you will go to meet them.

So how do you meet them?

First, each site might be different. Go to the sites. Ask yourself, based on this site, how can I get in touch with these people? Perhaps you might run a banner ad on their website. Perhaps you talk with the owner of the site and see if they have a list to whom you can do a private solo mailing. Perhaps you have found an article site that allows you to write articles about dog training. You could submit articles that when people on that article site are looking for dog training information, they would find your article. At the end of the article, you simply include something simple to get them to your site, for example:

Do you want to learn more about dog training? If so, download my brand new ebook here: (url to page where they can give you their name and email in exchange for the ebook, commonly called a squeeze page)

If someone were to read an article from you about dog training, and they were to read a call to action like that, and respond by giving you their name and email

to get your ebook, wouldn't those be interested people who would likely be interested in learning more from you?

You can do the same thing with blogs.

For example, let's say there are some blogs in your niche. You go to the blog owners and ask them if they could use a guest blog post writer. You write the posts, they publish them on their site, and at the end of the blog post, you include a similar call to action to the one I just described.

The next thing you can do is mass advertising that is specifically focused on target words or phrases in your niche. You could do banner advertising, or pay per click advertising as well.

Note on mass forms of advertising: I do not recommend you begin doing this kind of marketing until you are generating a minimum of \$5000 per month in revenue and can re-invest at least 20% of it into testing. Mass advertising, when tested and done in volume, can be profitable. But if you don't already have an email sequence and product funnel that converts, you are likely wasting your money. You see, just because you are getting a lot of visitors to your site doesn't mean you are making money. You must have a proven sequence that will build relationship with your contacts and consistently convert those contacts into buyers. Remember - you make money when you sell. And the only way you get a return on your investment in traffic is when you sell.

Perhaps someone is Googling a question about your niche. In that case - how do you attract that person to your site? You can do search engine optimization (I personally don't recommend this for beginners, as results can be sporadic and change frequently, especially for beginners). Likely if you have identified the places where people in your niche hang out online, you will capture the bulk of these prospects anyhow, without focusing on how they get to the place. Meaning that it doesn't matter if you know they come from a search engine - simply that you know where their final destination is.

3) On forums looking for information:

To find forums in your niche, Google "your niche + forum".

The next step is to become a member of the forums, and position yourself as an expert on each forum. Do NOT try to sell to forum traffic. They are there looking for information, and the forum owners generally want to provide a friendly, non-salesy place for them to do that.

The way to get in touch with the forum visitors is to simply respond to their questions in the forum. Just answer their questions. Don't try to sell them anything.

In the signature area that goes with each post you write on the forum, you can have a link to your squeeze page. If they like what you reply to their post and want more information or to learn how to get in touch with you, they can go to your squeeze page to find out more about you or to try to contact you.

Forum marketing takes time. You cannot just answer a few questions and expect people to respond right away. Remember, the forum was around long before you logged on. Meaning that others have been positioned as experts before you. And if someone is looking for help, and there are 10 other experts to get info from, and then you...who has only made 4 posts - who are they going to go to? One of the experts, of course. So you must first position yourself as an expert, then let them come to you. Don't try to pull them towards you, just answer questions and be helpful.

4) Other people's mailing lists:

Another place you can meet people in your niche is through other people's mailing lists online. Just as you are building a mailing list of people who come to your site and download your free ebook, many other people in your niche are doing the same thing. So one way to build your own contacts and list is to have those people who have lists do a referred mailing for you (commonly called a solo ad in the industry). Keep in mind, these are the same prospects you would be getting if you were getting your own online traffic - but the list owners have already done the work of getting people from the websites to a list. By mailing directly to those lists, you can bypass the stage of finding them online. (I am not suggesting that this should be your only strategy, simply explaining why this method is so powerful).

Here's how to do those solo mailings:

You need to build a list of people who have a mailing list in your niche. To do this, Google terms in your niche. When you get the search results, go through each website showing in the first 100 search results for each search term, and for everyone that has a newsletter or opt in box, join that mailing list (I recommend creating a new email account just for these subscriptions). I recommend getting on at least 300 lists to start.

After 30 days, send the following email (or something similar) by hand to each of the list owners (hit reply to an email they sent you):

Dear (list owners name)

I have been on your list for some time now, and notice that your list has a similar demographic to mine, and wonder if you would be willing to do a paid mailing for me to your list?

Of course - my offer needs to be a good fit - so take a look at the value I would be sharing with your list: (url to squeeze page).

If you believe that offer is a good fit for your list, let me know how many subscribers you have, and the cost to mail to your list.

Thanks,

(Your Name)

Some percentage of these list owners will respond, and you will mail to them. Create a spreadsheet to track how many subscribers come from each list mailed, and the cost you paid to mail that list. Some lists you mail will be duds, and you will lose money on the mailing. That's okay, it's just the cost of finding good lists. Over time, you will develop a database of list owners whom you can consistently count on to mail for you.

The method I have just given you will give you the best results over time, with the highest quality traffic, and if you are thorough (at least 300 list owners initially, with more added in the future) you will have a database of list owners that no one else on earth has. Once you have your database, regularly go back to google and look for new websites, especially those that are advertising in the paid results, trying to get leads. These list owners have been investing real money to build their lists, and likely have not monetized the list well yet, and will quickly welcome your offer to mail their list. And because you know they are currently advertising on Google or the other search engines, you know the leads on their list are fresh and responsive!

However, there are easier ways to build this database in some niches like the internet marketing niche itself, but in most niches you simply have to data mine using google the way I have just suggested. Some niches, like the internet marketing niche, have complete exchange sites that buy and sell solo ads. But for most niches, this will be hard work (and you will get less quality leads than the manual method I just taught).

Here's how to find people who are offering solo ad mailings to their list: Google "solo ads + your niche" and other permutations of those keywords - for example "buy solo ads + your niche" etc. Anytime you buy a solo ad from someone, ask them if they know of other list owners that might sell you a mailing to your list. Add these to your private database of list owners who offer solo mailings to their list.

At this point, I have described to you some of the best ways to get people to your website.

Next, let's talk about how to convert that those people (your traffic) into buyers.

Because of the fact that you are taking people as you find them on the web, and having them add themselves to your list via your squeeze page, I'll make the assumption that all of your marketing is now to your list, not to the general public (your purpose with the general public [people interested in your topic, but who don't know you] is to get them to become subscribers, not to sell to them.)

(There is one advanced tweak to this, which I do NOT recommend doing until you are generating a comfortable amount of sales to your subscriber base. This tweak is to focus on getting people to become buyers initially instead of subscribers. The problem with this for beginners, and usually intermediate marketers, is that your traffic volume is low, so sales are low, which means you can't effectively test if something is working or not. And until you have enough volume to test entry sales offers for ROI, it is very difficult to make this model work. However, some advanced marketers choose to use this method, because when done correctly, produces a strong list of buyers on their email list, which tend to purchase more on average than non-buying subscribers).

So how do you build the relationship via email and sell to them?

The first step is to begin emailing them via an autoresponder. For the first few emails, I recommend sending emails that build your credibility (I call this initial phase a "credibility campaign"). These could be emails that send people to articles you have written, youtube videos you have created, or perhaps audio recordings you have done that show that you are the expert you are by teaching authoritatively on your topic.

Once you have begun to build a relationship, you can begin to ask them via the email campaign what their challenges are, so you can suggest solutions for them. Then you can begin to send out emails that direct them to various solutions - which might be your products, your coaching, affiliate products, master resale products you are selling, or private label products you have customized for your use.

Once someone makes an initial purchase, you should now move them to your "buyers' list". This will allow you to send additional offers, possibly more advanced offers, and hence higher priced offers, to your buyers. As they purchase the next higher priced product, you can move them to a "2 time buyers" list. Continue to market and build a relationship. I recommend on all of your lists to intermittently send "content emails" (emails that give the reader value, but don't try to sell anything) such as articles, blog posts, audios, videos, and links to useful tools in your niche. Continue moving them to higher levels of involvement and sales with you, as they make additional purchases. This is commonly called "moving them through your product funnel". Incidentally, these repeat purchases will be where the bulk of your profits come from. Generally your very first sale to

someone simply pays for the advertising, solo ads, or other subscriber generation techniques you employ.

How to Create Products to Sell

There are several types of products you can create to sell to your list. The basic categories are: ebooks, audios (mp3s) and videos.

The preparation process is roughly the same for each product, and I have included a link here to my 10 x 10 matrix tutorials. These tutorials will teach you how to outline your products.

Once you have created an outline for an ebook, you will simply write - I recommend writing about 1 page per topic as a guideline - but of course if you need more, take it.

For audio, you will create an outline as well, and let's assume you have 100 topics. If you were to teach on each topic for 5 minutes (and many topics will require more time) - you would have a 500 minute teaching series. You could break it up into 10 50 minute audios and position it as a home study course.

For video, once again, you will create an outline as with creating an ebook or an audio. Then you will record the information based on the structure in your outline. However - I don't recommend video unless you need it. Meaning that if are in a niche where it is easier to video the action you are teaching rather than explaining it in print or audio, then you would use video. For example, swimming lessons or cooking lessons might do better with video than audio. But if you don't need to use video, I don't recommend using it.

The next step will be the delivery of your products.

For ebooks, I recommend converting your word processing document to a pdf. I personally use the pdf function in my word processor, but if you can't do that, you can find a pdf converter online by Googling "pdf converter"

For audio - personally I use audioacrobat.com or if I am recording a live teleseminar I use instantteleseminar.com But you can purchase simple mp3 recording software for your computer if it doesn't already have mp3 software installed.

For video - you could use a digital video recorded for live events such as cooking or swimming, or Camtasia or Screencast.com for recording your computer screen.

To deliver each product, the simplest way (although not recommended) is to simply upload the pdf file, the mp3 file, or the video file to your web host, and

then distribute the link to your buyers. I recommend creating a simple download page, then putting the link in the download page and sending the download page to the buyer. This can all be automated in your autoresponder, and your autoresponder company should have full instructions for doing that.

How to Create a Coaching Program

The idea with a coaching program is that people sometimes want to be able to have access to you to ask questions, get feedback, that kind of thing, and they are willing to pay for coaching to get that kind of access. It's not usually about the training - although training is normally included in most coaching programs - because they should be able to buy training to do whatever they need to do. But a training package doesn't normally come with access - so they buy coaching.

I am going to give you a basic structure to a coaching program here, obviously this can be altered any way you want to customize it the way you want it.

Let's imagine a one year coaching program with a lesson every second week - so basically 25 lessons over the course of the year.

That would be the teaching core element of the program, and can be designed using the 10 x 10 matrix idea in the 10 x 10 matrix tutorial listed at the end of this page.

To create the lessons, follow the same procedure as above for creating products - just think of each of the 25 lessons as a stand alone product (but likely shorter than a stand alone product. For example if they are pdf lessons, each lesson might be 5 pages. If they are audio lessons, each lesson might be 45 minutes long).

Alternatively, instead of pre-recording the lessons, you could teach the lessons live using a service like InstantTeleseminar.

I do recommend that if you teach the lessons live, record each lesson so if in the future you want to teach on the same thing, or you want to have a recorded version of your coaching program, you will already have the lessons to do it.

Then I recommend a method of access to you - some ideas would be email access to you, private forum or blog access to you, or telephone (group or one on one) access to you.

That would be the basic program. Of course, over time you could add additional components, like additional tutorials and various other teaching components.

How to Find Affiliate Products to Sell

Either Google “your niche + affiliate products” or go to clickbank.com or commissionjunction.com. As you build a list of people who have lists in your niche, open their emails regularly, and you will find they are promoting affiliate products, and usually the sales pages will have a link to sign up as an affiliate.

How to Find Master Resale Products to Sell

A master resale rights product is a completely prepared product that you can resell. It is similar to selling an affiliate product, but instead of selling for someone else and getting a commission, you pay upfront for the rights, then you are paid directly by the buyer.

You can get all the master resale rights products you want, in whatever niche you want, here: <http://www.PLRContentSource.com>

How to Find and Repurpose Private Label Products

Private label rights products are similar to master resale rights products, except instead of the finished product, you are buying the source code to the product, and you generally have the right to edit them as you wish, and put your name or company name on them. (Be sure to look at the actual rights of a product when you buy it, and conform to the rules).

You can get all the private label products you want, in whatever niche you want, here: <http://www.PLRContentSource.com>

I personally recommend releasing a new product each month, in addition to finding affiliate products to sell. If you are in a niche where quality master resale rights or private label rights products are available, I suggest you buy several of those immediately and add them to your funnel.

Once you have multiple products of your own, you can back some of the affiliate products, master resale rights products, and private label rights products out of your funnel, and replace them with your own products, if you choose.

Marketing

So let's talk about marketing.

You are going to be doing all of your marketing to your list of subscribers. I recommend sending content from time to time to continue to build a strong relationship and trust, and as you create or buy products to sell, or find affiliate products to promote, I suggest writing emails promoting each.

I recommend sending several emails (once per day, or every other day) for each product you promote or sell. Many times people need to see a sales page several times before making a decision to buy.

I also recommend using the followup function in your autoresponder, so that instead of mailing each email as a one-time broadcast, instead every email you send you simply add it to the end of the campaign, so that in the future every person who comes onto your list will get to read the same email in the same order as everyone else who has come onto your list.

Now that I have given you the nuts and bolts of how to run an information business, I want to talk frankly with you about the investment you need to make to get started, and the training you need to become successful.

First of all, please understand that building an information business online is a skill just like any other professional skill, like dentistry, practicing law, being a plumber, being a hairdresser, or being a woodworker or a blacksmith.

Would you embark on becoming a dentist, a lawyer, a plumber, a hairdresser, a woodworker, or a blacksmith (or any other skill on earth) by just reading some free information online about how to do it, and then expect to get immediate results, or would you go through a training program to learn how to do that particular kind of work, and expect that it would take time for you to become proficient at making money online?

If you are a reasonable person, and I imagine you are, you would probably say that you would need training for any of those professions. Dentists study for 8 years or so, so do lawyers. Plumbers take training programs, then work as apprentices for years. Woodworkers might study and practice for 10 years before being able to consistently create high quality furniture that people will buy in enough volume to feed their family.

Now, I submit to you that internet marketing is the same way. It takes time to learn how to do it, it takes practice doing it, and the more training you get, the faster you can progress (as long as you are focused).

The same is true for someone becoming a dentist. It's not just the fact that the dentist student goes to school; they also have to focus on their lessons. They can't party all night and never study and still graduate and get a license to do root canals. And internet marketing is the same way. You can't just buy a training program, then spend most of your time reading other information online, reading your emails, watching YouTubes, and playing with your Facebook account. You have to be focused in your training.

And no matter how good your training is, and no matter how thoroughly you study the materials, you are going to have to practice what you learn. You see, just like the dental student might do 50 root canals on a fake tooth in a fake skull,

then do 50 root canals on volunteer subjects (can you imagine volunteering to be someone 1st live root canal??? it makes me hurt to think about it), you have to practice as well. It always amazes me when someone writes their first 5 emails to try to sell something and nobody buys and they say, "this isn't working for me". Of course it's not working - you aren't experienced. That would be like me trying to build my first wood cabinet and then seeing that it doesn't look as good as someone's who has been doing it for 10 years and saying "I can't do this". I have to build many wood cabinets to become good at it.

Is this making sense?

If you are just starting out and you've never made money online before, and some joker tells you to just buy his package and in 30 days you will be making full time income, run the other way. They are lying to you. It takes work and practice, not just knowledge.

So I say all of this to you to say this: 1) You need training 2) You need time and focus

Don't expect your business to grow faster than your own training, knowledge accumulated, and time spent focusing and implementing your knowledge and training.

Now, having said that, the internet IS the one area of skill on earth that someone can learn fairly quickly, at a cost that matches their budget, and that they can have a completely level playing field.

The bottom line is - the internet doesn't discriminate. If you can get online, type, and have a reasonable intellect (if you are personally reading this, you probably meet all three criteria) then you can build a business online just like any other person. It doesn't matter your race, size, age, education, or anything else. In fact, no one has to know what your challenge is.

The internet is the great leveler.

Another thing that is great about building an online business if you are starting on a shoestring is that there is plenty of free and low cost information online on how to do it.

So I believe that you can start your online business with very little investment and with very little training.

Now having said that - the more targeted training you get, the faster you might be able to progress, assuming you are focused and implement the training you receive.

Because if all the training you get is free, then it probably isn't as detailed as the paid information that is available and as a result, you will probably have to work a little harder figuring some things out. But it can be done.

Next, I am going to share with you typical expectations for how fast you might be able to build your online business based on different investment levels, ranging from starting out at almost free (I say almost free because you will need basic services like web hosting and an autoresponder, and of course access to a computer), to being able to invest thousands of dollars initially to build a big business fast.

Obviously, we could work with a continuum of choices in terms of starting points - from starting with almost nothing to being willing to invest, let's say, \$20k per month initially.

And we could start with a continuum of knowledge as well - starting from "doesn't know anything about online business" all the way up to "knows what to do and how to do it".

But for the purpose of this, I am going to create 3 categories of people and entry budgets, and give an idea of what they could each accomplish. Obviously, this is going to vary from person to person, some people might do much better than average, others will not.

Scenario 1: Starting from scratch with nearly no investment and minimal knowledge.

The first caveat to this category is that this person will need to invest an initial \$30 per month upfront for web hosting and an initial autoresponder service, and have access to internet service and a computer. I will assume no investment in additional training, that the individual uses just the training on this page and the associated free tutorials and google references, that this individual will work 20 hours per week on their business, following the steps on this page. Please note that is 20 hours of actual work, that does not include any time for reading leisure emails, watching videos, or playing solitaire or Angry Birds.

This person will initially start building a list using free traffic means, and can possibly initially add 100 or so subscribers to their list the first month if they focus primarily on building a list. The primary products marketed to the new list would be affiliate products.

The next month this person would begin to create their first product, based on the needs of their subscribers. They would continue building subscribers (adding an additional 100 subscribers, bringing their total to 200 subscribers), and sell their first product to their list of subscribers, in addition to making a few affiliate sales. Estimated 2nd month revenue: \$200. At this point, this individual should

begin reinvesting 20% of their monthly revenue into paid traffic sources - so in this case the paid traffic budget for month 3 would be \$40.

Combining the \$40 investment in traffic with continuing free traffic methods, 200 new subscribers should be created in month 3, for a total of 400 subscribers. The second product should be created this month - for a total of 2 products. This should yield a 3rd month revenue of \$400. The 4th month investment in paid traffic would be \$80, and combined with free traffic generation, this should yield an additional 300 subscribers, for a new total of 700 subscribers, and with the 3rd product launched and additional affiliate sales made, an estimated revenue of \$700. Continuing in this fashion, one should be able to approach 5000 subscribers by month 12 (one year) with a revenue of \$5000 per month, and a reinvestment of \$1000 for paid traffic, creating a net profit of \$4000 per month.

Now - two things - personally, I believe this is quite substantial given this person has started from scratch with almost no investment. Some might bemoan the fact that the first few months don't create the millions of dollars of revenue that is perhaps promised on some sales pages. This is the real world, not a fantasy world of people putting screen shots of Ferraris and beaches into their sales letters to get beginners to have a false sense of what they can accomplish online.

Scenario 2: Starting with an initial investment of \$500 per month.

I believe this individual can move much faster starting out because they will be able to invest in additional training to shorten the learning curve. Additionally, this individual will be able to begin to invest in paid traffic much faster.

In this case, I would assume the results will be approximately tripled over the "starting from scratch scenario". For example, month 1 should be 200 subscribers, month 2 should be 400 subscribers added (for a total of 600 subscribers) and so on, reinvesting 20% of revenue into paid traffic, and creating and launching 1 new product per month, I would estimate approximately \$15k in monthly revenue by month 12, with \$3000 (20%) being reinvested monthly into additional traffic, for a net revenue of \$12,000 per month.

Scenario 3: You are willing to initially invest several thousand dollars initially, and willing to reinvest several thousand per month in traffic until such time as your business is able to fund itself.

In this case, you can add as many subscribers as your budget will allow (I believe your target subscriber acquisition cost should be in the 20% of revenue range, so initially your target subscriber acquisition cost should be about \$1 per subscriber) so if you invest \$2000 per month in traffic, by the second month you should have 4000 subscribers, and with the launch of your first product, and possibly adding in a few affiliate products, create a monthly revenue stream of

\$2000 - \$4000. At this point, assuming you continue to invest \$2000 per month through the year, adding subscribers at the same rate, by the end of 12 months you should have 24,000 subscribers and be generating in the range of \$20k - \$24k per month. Continuing with our 20% reinvestment model, you would be reinvesting \$4k - \$5k back into traffic, for a net profit of between \$16k and \$20k per month.

Hopefully by this time, you are beginning to see a correlation between the number of subscribers and the amount of revenue per month. I am also assuming robust product creation, preferably one new product per month.

Once you have created consistency in the product sales, and you have mastered the process of getting people to buy one product, then the next product, and so on, you are really only limited by what you are willing to invest to get new subscribers to go through your sales funnel.

The general rule of thumb is to invest \$1 to generate a new subscriber, and each subscriber should generate about \$1 per month in revenue.

Of course, if your marketing or your products are weak, then those numbers will be lower, and if your sales process is smooth and converts well, you can generate well over \$1 per subscriber per month (I've been known to consistently generate \$2 per month per subscriber, and on some lists as much as \$10 - \$15 per month per subscriber).

So if you do the math, you can see that you really are only limited by the products you create and the subscribers you can bring into your system.

Now perhaps at this point you are reading this, and you already have a few products, and you are generating some revenue level already online - perhaps \$5k or \$10k per month, but your sales have stagnated, so you are here looking for information about how you can increase those sales.

Here is what I recommend for you:

Evaluate your sales process. Where are your sales coming from? Which products are contributing to your revenue? How much revenue are you generating per subscriber? What would happen if you doubled the number of subscribers? Would your revenue likely double as well?

If so, I would probably recommend that you have two growth focuses: 1) Re-invest a portion of your income into generating more subscribers, and 2) focus on adding at least one new product per month. You see, many of your sales come from existing buyers, but once those buyers have either bought all your products, or the ones they want - the only way to generate additional sales from those individuals is to sell them additional products - either products you create,

affiliate products, master resale products you buy, or private label resale products you repurpose.

One additional method of monetization that I have left out of these basic models for the purpose of simplicity is creating a coaching program. A coaching program is not necessary, but in many niches, having a coaching program where clients make a monthly payment for lessons and access to you, can generate a significant additional amount of revenue.

Well, we are coming to a close here. I have shared with you the information marketing model of generating revenue online, given you directions (or access to directions via the free tutorials) to implementing each step, and shown you how fast you can grow based on different monthly investment levels.

Now it is time for you to take action. Make decisions. The first decision is which model - for example, do you want to create a coaching program, create your own information products, sell affiliate products, sell master resale products, or repurpose and resell private label products? Or do you want to design your own model, based on a mixture of those models, for example, perhaps creating your own products, but supplementing them with affiliate sales? Or perhaps selling both master resale products and private label products? Or do you want to create your own products, sell affiliate products, and have a coaching program?

Of course, you don't need to know everything you are going to do now. If you are just starting out, choose one model and build it out. Make it profitable. Then down the road you can add other elements to your model, customizing it to your strengths and desires.

The next key is implementation. You see, it is really easy to make a decision today to do one thing, and perhaps you go out, purchase some training, or use the information in this document, to begin to build out one model.

However, a few days or a month passes, and of course the road is tough at first. Then you receive in your email inbox a flashy sales letter that tells you that there is a brand new method for making money online, and if you will just follow the directions, you will be making money in a month or less. So you drop today's project, and start on the new one.

Of course, regardless of how good the model is you are now going with - once again it is tough the first month. So you get discouraged. And sure enough, like clockwork, right when you are at your most discouraged, trying to decide if you should tough it out or find something else - you read another shiny sales letter with another great idea. And so you jump onboard something else - the third something in 3 months. Hopefully you can see where this is going. Because in a year - you guessed it - if you follow down this path you will have started 12 different business models and done each for one month, quitting when the going

gets tough. Or perhaps instead of 12 different business models, it is 12 different ways to implement your chosen business model.

However, the end result is the same - you have spent the last year starting 12 different things, none of which you were able to see to fruition because all of them take longer than a month to master. Perhaps you have experienced something like this yourself.

In the industry, we call it affectionately “shiny object syndrome”. You must guard against shiny object syndrome!

Because you see, as long as you are following a strong business model, if you tough it out when it gets rough, when you feel like quitting, if you simply dig deeper and purpose to become a master at your model and the implementation of it, you will find that at the end of one year you will have had significantly more success than if you quit every time things get tough and something else looks easier.

So I’m going to leave you with one final thought - that of developing focus.

You see, focus is one of the distinguishing differences between people who succeed and people who fail. If you don’t have focus, you tend to go through the month without direction. And if you don’t have direction for your month, you tend to not have direction for your week, for your day. So what happens is you wake up in the morning, go down to your home office or local coffee shop to work - and you don’t know what you should work on - because you don’t know your plan for the week, you don’t know your plan for the month, the year.

So you decide to read all your emails. Then you read the news. Then you start searching for information about what to do next. 3 hours later, you need a break. So you take one. Then when it is time to work again, you have a few more emails to answer. A couple of them contain sales letters about shiny objects. You buy one, read it for the rest of the day. You end the workday - accomplishing - nothing.

However, if you have a yearly plan, a monthly plan, and a weekly plan, you can easily determine your daily plan. You simply do each day $1/5$ of what is necessary to accomplish your weekly plan. And each week, you do $1/4$ of what is necessary to accomplish your monthly plan. And each month - you do $1/12$ of what is necessary to accomplish your yearly plan.

And at the end of one year - you will likely have either accomplished your yearly plan, or overachieved your yearly plan - and even if you have not quite accomplished your yearly plan, you will have accomplished a lot more than if you didn’t have a plan at all.

So your first step is to create a yearly plan.

For example, this might be:

I want to achieve a monthly income of _____ dollars.

To do that, I will need x number of products, each selling y number of units, to z # of clients.

Once you know how many products, units, and clients you need per month at the end of 12 months, you can break that down into monthly goals.

For example, if your goal was to have 12 products by the end of 12 months - you would need to create one new product per month. And if you want to be generating 500 new buyers per month by the end of 12 months, you would divide that number by 12 as well - and decide to progress at the rate of adding 42 buyers per month for 12 months. (Of course, if you are just starting out, there will probably be a ramping necessary - for example, the first month, you might get 0 buyers, the second month 5 buyers, then the 3rd month 20 buyers, and so on until you get to 500 buyers per month).

Now that you know what your goal is for each month, it is easy to determine your weekly goals. Using the prior example, creating one new product per month, and increasing your monthly buyers by 42 per month - you could break your month into 4 steps. The first step could be outlining and researching for the product you are going to create. The second step could be the actual creation of it. The third step could be writing the sales letter. And the fourth step could be launching the product into your sales funnel. Then you would break that down into days needed to accomplish each step. For example, maybe you need 2 days for outlining and researching, 10 days for product creation, 3 days for sales letter writing, and 5 days for launching your product into your sales funnel and autoresponder.

Now, each day when you wake up in the morning, you know what you need to do. Day 1: Research. Day 2: Outlining. Day 3: Start writing or recording. Day 4: Continue writing or recording. And so on. Each day you know what you need to accomplish. So just do it! Each day make it your goal to finish the activity that needs to be done that day to stay on track. Any nonessential activities should be done AFTER your primary goal is accomplished for the day. For example, emails, Twitter, Facebook, additional learning, reading, etc. - all should be done only AFTER you have accomplished your day's goal, based on your one year plan.

So now I turn this journey over to you.

I hope that in the reading of this document you have gained an incredible clarity on your financial future. I hope that you have a clear picture of what the information marketing business REALLY looks like, and what it REALLY takes to accomplish it. Now, I encourage you to TAKE ACTION and simply accomplish it for yourself! Set your goal and dream, determine what needs to happen each day to accomplish it - then do the steps necessary, making occasional course corrections as necessary - and welcome to the world of PROFITABLE information marketing!