

# 7 reasons why you MUST have your own info product

Answer this question: What's the most common reason people get online each and every day? The answer is simple – they're looking for information. This is so ubiquitous a quest that Google handles 400 million queries a day! Why should you care? Well, this is an opportunity for you to provide what people want – information. And to earn some cash for doing it!

## **What is info marketing?**

First, understand that this is the simplest kind of business there is. You create a product that provides information. And then sell it to people who want to learn the info in it. Sounds simple enough, right?

## **How does it work?**

OK, the concept is simple. However, to succeed there has to be value in the info you're selling. So you'll need to find out what info is valuable. How do you figure that out?

One very simple method is to do a little research. Head over to ask.com or Yahoo! answers and you'll get a good idea of the kinds of things people need help with. Your goal is to find a common problem. That people are having trouble solving. And provide the answer – in the form of an info product.

## **An encouraging word**

If you're worried about [how to write an ebook](#). Put it this way: An ebook is just a series of articles. So instead of sitting down to write the whole thing. Just write some articles for your blog. And once you have a bunch of good ones, expand and embellish them and voila! You've got an ebook.

So, what's so great about ebooks? Funny you should ask . . . Here are 7 reasons for you:

## **1. Ease**

As soon as you have the pieces in place, it's virtually maintenance free. Custom support is all but non-existent. So you can just set it up and let it run. You're building a completely automated business.

There's no inventory. You don't have to ship anything. Your business is 100% digital.

## **2. Product combos**

When you have a created a few information products. You can put together bigger more expensive information products. It's very easy to package multiple ebooks together as one new one. And you'll be able to charge much more for this "new" product. There's greater perceived value in a single big course. Instead of several small ebooks.

## **3. Private label right**

You can grant other people resell rights to your own products. This is a very popular topic right now, because it's much easier to get the resell right than to make your own product. And what's more you can charge double, even triple your selling price for resell rights!

## **4. Leverage**

Leverage means doing something once and reaping multiple rewards. Use part of it to make an autoresponder series. And build an email list that you can sell other products to.

## **5. More leverage**

Utilize your content in as many ways as you can - like creating a few reports from parts of the ebook. Then use these to generate leads for the main product. You can make these low cost or even free. Either way, you win because you're feeding your funnel. And if you're really clever, you'll let your affiliate use these reports as marketing tools. Affiliate, you say? Yes!

## 6. Affiliates

This one is huge. If you've got products you own. Other people can become your affiliates. Imagine having 100's or 1000's of other people promoting your products. Well, you *\*need\** your own product to get affiliates.

## 7. JVs

I've saved the best for last. Setting up joint ventures is the fastest way to gain success. Period. So, I'd say this is the most important reason to have you own products. No products of your own = no way to do joint ventures.

## In closing

If you don't want to [sell digital products](#) by now, then you've probably been sleeping. You'll become the ruler of your own fate. Because you're the boss! So just get started:

- Head over to Yahoo! answers
- Discover what questions are being asked
- Start providing information

Don't make [info product creation](#) any more complicated than that. And in no time you'll have an info product ready to go.