

Business Opportunity Feature

HOW YOU CAN REALLY BUILD A \$50K - \$200K P.A. INFORMATION BUSINESS

Of all the business opportunities that exist, information marketing is probably the easiest home business opportunity to get into. It's exciting, very straight forward and tremendously profitable.

I know this to be true myself. For the last ten years I have made a comfortable living from this business and enjoyed a great deal of freedom. Others do even better. One gentlemen I personally know of can turn over as much as \$20,000+ in a single week with relative ease.

If that's the kind of money that piques your interest, then you should find what follows interesting.

Amazing Facts About The Mail Order & Online Information Business

- * *The mailorder & online information industry is the ideal home business opportunity. Thousands make lucrative incomes and enjoy operating from the comfort of homes, setting their own business completely out of the "rat race" . These people will never work for a boss again. They often make more in a day than they earned in a month working for others.*

- * *A US. Government report states that many one--person mail order home businesses are making profits up to \$50,000 per year. The more successful mail order dealers have become Millionaires! However the internet will create even more multi-million dollar fortunes*

- * *The world's easiest mail order & online home business opportunity is Selling INFORMATION. Hundreds of thousands of men and women are making money in this wonderful industry. When I say information I mean VALUABLE INFORMATION, with intrinsic value-. It could be an idea, a secret a name, an address, but something, of value that people are willing to pay for. What could be more profitable than selling paper and ink whereby you print information for pennies... and sell them for dollars? Or even better sell digital information products for zero costs and unlimited profits!*
- * *"Information Marketing" is a billion dollar a year Mail Order & online Business opportunity with a market of over FORTY MILLION CUSTOMERS in the U.S.A. alone, and it is growing faster every year. We are now in an information AGE where there is an explosive demand for valuable information in all sectors of today's society.*
- * *With such statistics, it's easy to see why more and more people are getting involved in today's most exciting; and more profitable home business opportunity. Many individuals just like yourself are making more money in only a week in the Self-PUBLISHING BUSINESS than they can make in a month working for someone else.*

Obviously I am limited to what I can detail in such a short article, but the following represents the ten essential elements which all those successful in this business employ. As you read, I want you to remember that success is truly just a matter of operating a specific proven system to a particular business. There's nothing vague or obscure about rising to the top in this business or any other.

1) Do What The Successful Infopreneurs Are Doing.

The fastest way to success (in any business) is to do what successful people are already doing. It's a timeless formula that will never fail. Seek out somebody who is achieving the kind of results you want in the business you're interested in, find out how they're doing it and just go do the same. Fortunately, in this business virtually all the major earners have manuals, tapes or courses available which does just this.

2) Creating/ Sourcing Low Cost High Profit Products.

You can't make money unless you have something of value to sell. If you don't, you haven't got a business. The types of products I'm talking about as far as the information business goes mainly consist of CDs, Audios, Videos, Reports, Manuals, Newsletters, Disks etc. And these products are all far easier to develop, or source, than you probably imagine.

Product development is really a key element in direct marketing. And it is at this first hurdle where most of the dabblers fall. They buy reprint rights to very poor quality manuals or those 500-reports-on-disk type offers and think that this is the information business. It isn't.

You need real products which are low cost to produce, but have very high profit margins. And there has to be a realistic market for them of course. So how do you develop can't fail products. Well there just isn't room to explain this to you in such a short report, but if you are really serious about building a \$200,000 p.a. home info business than you should get a copy of The \$750 A Day Home Publishing Formula.

This is an electronic book who written by someone who is actually making this kind of money in their own information business today!

3) Go Where The Money Is.

You won't make money in this business by trying to sell \$5 reports/manuals etc. Just think of the huge turnover you need to make a decent profit. It's far better to sell one product at \$500 than 100 at \$5 for example. Of course, marketing at the lower price end is acceptable if it's part of an overall strategy, but otherwise you are wasting your time (see funnel marketing).

You'll find it far easier to succeed in this business if you start going where the money is. In other words, fish for the big fish in small ponds, not the small fish in an ocean.

4) Learn How To Construct Good Copy.

If your copy (i.e advertisement, sales letter, report etc.) isn't right, your home business will never get off the ground. You can have the best product in the world, but unless you move people to find out more about it, or make a purchase, you'll be stuck with it. Like most elements of this business, good copy is easier to produce than many think, because it follows a set pattern. It has a set structure to it. You can learn how to be good at copywriting, much in the same way you can learn to play the piano.

Basically, you have the promise/headline which tells a client what your product will do for him. Next you paint a picture so the client can see himself enjoying the benefits. This is followed by injecting some credibility to what you have said. This may be in the form of testimonials, actual results, professional comments etc.

Now you let your prospect know what your unique selling proposition (usp) is, what makes your product different from competitors. This is an important ingredient to your copy, because it is at this stage that a prospect may try to rationalise his purchase.

Finally you wrap it all up with the offer, any bonuses you are including, your guarantee before closing the deal (here you repaint the pictures/benefits, make your promise).

Of course, this is only a brief rundown of the main structural elements of good copy. You should find out more about copywriting. But you won't go far wrong if you stick to the structure I've just outlined and remember these three things: Effective copy should be about providing solutions. You should always focus on benefits not features. People always buy on emotion.

5) Locate A Target Market.

Today info-entrepreneurs get rich by thinking in terms of small specialist markets, not mass markets. They get rich by marketing a related line of products/services to the same targeted clients, not by selling one product or service to one person, which is what most people do.

This is one the most important notions you can take aboard. I'll change the way you do business and change your fortunes in this business for the better. Once you make that conceptual shift from going after the largest possible market to going after small groups of targeted markets, your bank balance will begin to travel rapidly upwards.

6) A Word About Mailing Lists & Online Targeting.

Whether you will be using online or offline marketing techniques, you need to carefully target your audience.

If you intend to employ a mailing campaign, you must use targeted mailing lists to be successful and be as specific as you can. Forget lists of general enquirers; you only want lists of buyers which are no more than three months old.

Ideally you also want your buyers to have bought a similar product to the one you're marketing and in a similar price range.

The same goes for online marketing. Your offer needs to be targeted to prospects who are most likely to be interest in your products. For banner ads this means targeted banners. This can be specialised individual websites; targeted sites on banner networks or specific keywords on search engines & portals. Likewise with ezines, you need to choose only those that cater specifically for your target audience. This strategy extends to all other forms of online marketing.

7) Start With The Aim To Sell Your Business.

You should be In business with one aim: to be in a position to sell your business for a substantial fee further on down the road. This way you keep focussed on the long term goals.

In the early stages your primary purpose should be to capture targeted prospects so you can build a powerful database. This will be your most valuable asset worth far, far more than any building you occupy, and products you stock or any equipment you own. It's what will make your business saleable.

8) Funnel Marketing.

Implement a funnel marketing technique. This is a process of taking your prospects down a very precise marketing road through the concatenation of products (back-end sales). From the sale of your initial product/service (the narrow end of the funnel), other associated products must be concatenated which progressively rise in price (moving to the wider end of the tunnel). You must keep selling to your database. This is where you'll make your money.

A simple example of funnelling might go something like this:

You sell a manual for \$25. From this you sell an advanced home study course to the buyers of your manual for \$199. Next you sell an audio/video course on the business for \$499, then you could perhaps sell a seminar on the subject for \$999, etc.

9) Testing Your Ideas On Your Database.

Once your mailing database or opt-in email list is established, you should always test any new product on these individuals first. This is a failsafe method of direct mail marketing, because even if your offer isn't very good, your database will be of sufficient strength to, at the worst, break-even.

If a mailing to your database only achieves a break-even figure, do not even bother mailing out to other people's targeted lists because you're almost certain to lose money.

10) Build Strategic Business Alliances.

Build strategic business alliances with companies marketing similar products to your own. This can generate a tremendous amount of money for very little work. Basically, it provides you with ready made products and ready-made sales literature which you only need to endorse with a cover letter of your own.

You can also market your goods to their database in a similar fashion as another avenue for fairly easy profits.

As I mentioned, it's very difficult to go into too much detail in such a short article, but what you have just read does provide you with ten essentials employed by all the major money makers involved in this amazing home business opportunity. It should come as no surprise to

you then when I say that virtually every single one of these elements is ignored by those who fail. And that's a great shame because really there are few businesses which can match the lifestyle that the information business can provide.

If you would like to find out more about how money is really being made, or if you want to get your hands on the actual system being used by infotradars who are making some remarkable incomes, then you need a copy of the \$750 A Day Home Publishing Formula!

This and many other home business titles can be found at:

<http://homebusinessweb.net>