

## How To Write Your Own Information Product

There is nothing better than an information product when it comes to taking your business to the next level. Here's why: 1. An information product can establish you as an expert in your field, and your readers will continually come to you for answers. 2. It builds credibility because you have proven yourself to your readers, and they know that they can trust you when it comes to matters within your niche. 3. 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. 4. 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. The first step to creating your own information product is to figure out what people want to know about your niche. Think back to when you first started your business, what questions did you have? Let's say that you own a business selling floral arrangements created from silk flowers, here are a few questions that people may want answers to: 1. How do I make my own arrangements? 2. Where is the best place to buy the items needed to make them? 3. How do I preserve them to last over the years? 4. How should they be cleaned? 5. How can I start a floral arrangement 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 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 auto responder will automatically send them the lessons based on the schedule you have set up. Promote through freebies. If you want to answer the questions about preservation and cleaning, then write up a tip sheet or small report and give it away to people who sign up for your newsletter. A 5 day e-course is another way to do this, and you will benefit in more than one way. First, you've captured your visitor and placed them on your mailing list and will be able to promote your business to them, but you're also promoting your information product within the tip sheet, e-course, or small report that they are reading.

## About the Author

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