

# the info-preneur hotsheet

## How To Turn What You Already Know Into Cash In The Bank - *Easily!*

Hi. I'm Dr.Mani. Starting in 1997 as an Internet infopreneur, I have sold information products worth more than \$500,000 over the Internet - and this short report will teach you how you too can start doing it.

**“As an infopreneur you touch people’s lives and make an impact with your words. You’ll help make a difference in the world.”**

This is NOT a 'get rich quick' guide. Or a 'magic pill'. Or a 'scam sheet'.

It is an outline to give you an exciting glimpse into the limitless possibilities of being an **INFO-PRENEUR** - an *entrepreneur who sells information*.

**Yes, YOU can be an info-preneur!**

### **PLEASE READ THIS RIGHT NOW!**

If you put it down for 'later', you may forget... and a year from now, you'll be doing EXACTLY what you are today! This hotsheet will take you no more than **15 MINUTES** to read - and it will **DRAMATICALLY change your level of success.**

*That's a promise!*

Do you find that hard to believe?

Are you almost ready to give up on your dreams of publishing a book or writing a blog?

Have you grown convinced that you don't have anything valuable enough to share or sell?

Are you almost certain you can't write, talk or demonstrate stuff in a way others will think worth paying you for?

**Read this hotsheet and you'll change your mind.**

This report will open your eyes to a whole new world of opportunity that's ready and waiting for you to reach out and grab your share of it. Because the truth is, no matter who you are, no matter what you do, no matter where you live - **you can be an info-preneur!**

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Let me tell you about a few other info-preneur friends and clients of mine, so that you can see how you stack up.

- Lori Marshall wrote and sold **thousands of copies** of a guide on golfing. Not surprising, right? Golf is a popular sport, after all. But Lori's info-preneuring profits came from writing a book about improving golf swings - *but specifically for women golfers... who are LEFT-HANDED!*
- I have written a special report that shares statistical data on outcomes after a particular kind of complex heart operation in children - a procedure that's done fewer than 5,000 times every year all over the world! (*Yes, you can succeed as an info-preneur even with such a tiny audience!*)
- Then there's this guy who sells piano lessons over the Internet. Nothing unusual there - except he teaches only those who want to learn to play 'by ear' (without 'reading' a single music note)... and only GOSPEL MUSIC, at that!
- A dear relative of mine authored a short booklet of laptop computer care tips, and sells copies of them from her website - to buyers from all over the world.
- Another friend sells information about growing bonsai trees at home - a special interest of thousands of hobbyists.
- And one of my clients wrote a book on time management that became the launching pad for a series of information products and won him several lucrative consulting contracts from readers of his book.

All these people have one thing in common. **They sell INFORMATION** - a kind of specialized information that they possess, which others want, and that they could package in a way that would meet the audience's needs.

This is exactly what you'll do as an INFO-PRENEUR - take knowledge, expertise and experience that you already have turn it into information products that others will happily buy. And before you ask -

*Yes, **YOU** have some specialized information that can become the core of your infopreneuring career... **and I'll help you find it!***

But first, let's take a quick look at what's behind this amazing opportunity...

## **The Internet Info-preneur Revolution**

The World Wide Web is all about information. Or rather, DATA. The difference between data and information is this: **Information Is DIRECTLY Usable**

If you, as an info-preneur, can compile, condense and creatively assemble data that you possess, or research, or discover, and present it in a form that saves people time, energy or money...

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## They Will Gladly Pay You For It

With the right idea, a well-thought out plan and some persistence, ANYONE can build an information marketing empire on the Internet alone... yes, that includes you.

You do NOT need expensive tools or equipment. You do NOT need a big marketing and advertising budget. You do NOT need an office, staff or employees.

You can launch your information business with a story - one based on **your own experience, education or expertise**. By finding an audience that likes, wants and needs what you know, and telling them your story, you can quickly and easily launch an info-preneuring career that will set you up for life.

The only two ingredients you need to bring to the table are:

\* **EXPERTISE**

\* **PASSION**

**Are You Worried That You Don't Have Any Expertise?** *Think again.*

Have you gone to school? College? Held a job? Learned a skill (any skill)?

- Do you have any hobbies? Interests? Play (or even watch) games or sports? Love TV? Know cooking or painting?
- Can you wiggle your ears? Can you tell jokes, write short stories, or even little articles and snippets?
- Do you have children, or elderly parents, or relatives who are ill and need special attention?
- Do you live in an interesting country, city or neighborhood? Do your friends say you do something well - or goof up? Do you travel, sing, play an instrument, volunteer, get involved in fundraisers or charity?
- Have you made a lot of money, or been deep in debt? Have you bought homes, sold real estate, built businesses, taught entrepreneurs, climbed mountains, created software?

Any - and ALL - of these are things you could build profitable info-preneuring empires upon! Listen, if you're alive, you have some area of expertise which can help someone else - no question about it.

**Whatever Happened In Your Life Is Worth Money!**

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Let's take some specific examples.

- **Cooking.** Got a delicious chicken recipe your family raves about? 245,179 searches are done every month on the Internet for the word 'recipe'.
- Or take '**dog training**'. Is your pet well-behaved, trained, groomed? There are over 125,000 people wanting to know how you do it.
- How about **investing**? Are you a stock-picking whiz? Every day, thousands of folks are scouring the Net for that 'killer' edge.
- There are kids looking for **video game cheats** or 'tricks' to win at chess.
- And shy men seeking **tips to land hot dates**, become charismatic and sexy, gain more self-confidence.
- There are geeks hunting for a **bug-fix** in a complex sequence of code in the newest version of Windows or Linux or Mac OS.

There are literally **MILLIONS of things** you can sell information about - *if you have PASSION and EXPERTISE*. No, scratch that. You don't even need to be an expert.



*It's enough if you're just able to LOCATE one.*

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There are dozens of top experts who do not have a clue about being an info-preneur. With your passion for turning data into useful information, you can find these 'experts' and interview them, pick their brains, ethically convince them to share their wisdom... *and package their knowledge into your information product - to sell and profit from!*

## But Why INFORMATION?

### ***11 Reasons You Should Be An Info-preneur***

1. You need only your own experience. No extra resources necessary.

2. Work from home, only in your available spare time.

3. Low start up cost. Affordable for anyone.

4. Plenty of guidance available from role models and fellow info-preneurs.

5. Powerful, intuitive, easy-to-use technology available to help you.

6. Can be set to run hands-off, on auto-pilot.

7. Scalable - you can take it as high as you want.

8. No time limitations. Grow your business as fast or slow as you like.

9. No geographic restrictions. All you need is a computer with an Internet connection.

10. No barriers to entry like language, social status, physical handicaps or anything else.

11. Potential for passive income - for the long term.

As an Internet entrepreneur, the best thing you can sell is information. Here's why...

**Global Market** - With your information product available over the Internet, audiences from around the world can get access, and pay you for it.

**Low Cost** - In contrast with traditional publishing models, creating information products and packaging them for sale online is extremely cheap and affordable.

**High Perceived Value** - Information that solves a problem, relieves pain, offers a benefit or advantage, or is simply exclusive, entertaining or educational has a very high perceived value - and buyers willingly pay for it.

**High Mark-up** - Because information is highly valued, you can sell it at a proportionately high price - which may be many times more than it cost you to create the product. Still, it will be considered good value by owners.

**Mobility** - As an Internet info-preneur, you are not tied to a geographic location like a brick-and-mortar business. You can sell 'on the move'

**Residual Income Potential** - To me, the biggest advantage - and one that is often overlooked - is the potential to work once and get paid over and over again.

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You write a report or book once - and yes, it can be hard work. But guess what?

**You get paid for that work a year later... 4 years later...  
even 10 years later, or more! That's FUN.**

One of my speciality info-products was created in 2002. Years later, I've sold over 550 copies at a price of \$39.95 each - without lifting a finger, doing nothing except renewing the website domain name every 2 years!

That's almost twenty-two thousand dollars in PASSIVE income. Sweet.

### **But What If You Can't Write?**

A huge mistake many people make while discussing information products is thinking they mean only 'BOOKS'.

Yes, books are one form of information product. But not the only one (*there are 52 distinct types of infoproducts!*), or even the most popular form.

Information can be presented and packaged in the form of seminars, tapes, CDs, video, newsletters, infomercials on TV, speeches, or consulting sessions. Smart infopreneurs will try and package information in many (or even all) of these forms - and maximize the impact of their knowledge.

And if you cannot write, but are determined to have a book published, you can always contract out the work to experts for hire - called '*ghostwriters*'. These talented authors will write your book for a fee - and let you put your name on it as the writer! The same goes for audio, video and other forms of content presentation.

No longer are your technical abilities a limitation. *Only your expertise and passion matter.*

## **So, Is That All You Need To Be An Infopreneur?**

Almost. There's one more thing - and it's critical to your success.

## **Marketing**

You've got expertise and passion. You have a good idea for an information product. You know there's a hungry audience out there, just waiting to benefit from your knowledge and experience.

But without great marketing, your info-product will either fail miserably, or under-perform its potential.

Marketing starts with planning your product line and strategy. And it involves asking some tough questions - and seeking out the right answers.

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**1. What do you know?** How well do you know it? Are you an 'expert'?

**2. Who else wants to know about it?** Where are they, and how can you reach them with the message about your product? How badly do they want your information? Do they have a problem? Are they desperately looking for a solution? Do they have the money to afford your solution? Are they willing to spend that money on buying your information?

**3. How many of them are there?** Is this number increasing, static or decreasing over time? Do they keep wanting more and more information about what you are teaching them?

For example, information products targeting parents, teenagers, retirees, hobbyists, travellers, video game fans and such 'evergreen' niches will ALWAYS have a steady, even growing audience. Others have limited shelf-life, such as guides and tutorials based on a certain kind of software or equipment or technology. Once it becomes outdated, your info-products will also become irrelevant.

**4. Can you teach others what you know?** Can the principles of what you know be explained to or shared with a wider audience, beyond those who are within your target niche? How hands-on will you need to be?

**5. Are there other things you can sell to your customers?** After they have purchased your information product, are there related products and services they will need? Or can you think of other ways to monetize your database of buyers?

## Your Marketing Funnel

With the answers in hand, you can proceed to build your '*marketing funnel*'. This helps you attract those people from a wider audience who are interested in learning from your expertise, and inviting them to sample your information (*in just the same way you are now reading this Hotsheet about becoming an info-preneur!*).

Of these 'curious prospects' some will want more details, and are willing to **buy your information product**, which takes them deeper into your funnel. And a few of these buyers will want even more advanced information - or other related information - from you, becoming your best long-term customers and loyal clients.

To steer prospects through your marketing funnel, you must plan and formulate a **specific sequence of messages and information** to share with them. You will start by building a 'contact list' so that you can stay in touch with prospects and offer them more value.

You can then **run surveys or engage them in conversations** to identify their specific needs and wants. For instance, I might try to find out if your goal as an

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info-preneur is to publish your own book, or write your blog, or become a freelancer - all of which fall under the umbrella of "*information products*", yet require you to follow specific approaches that are different from each other.

You may also **study competitors** who provide similar products or services - and see what they are doing, how you can do it better, and what they are missing out that you can offer your clients (*filling a 'market gap'*).

Craft your own '*Unique Selling Proposition*' that clearly defines how you are distinct and superior to everyone else in your field.

Then, you'll **run ads and marketing tests** to grow your prospect list and slowly progress them through your 'funnel' to buy more, always delivering value so that your customers develop trust, and become loyal evangelists for your business and brand.

*Follow this plan and you will soon become a successful, wealthy, happy info-preneur - and **impact the lives of your clients**, make them better, wiser and richer.*

## **Your Passionate Purpose**

There are many different kinds of info-preneurs.

Some are in it purely for the money. They hunt for profitable niches, create infoproducts that will sell easily and give them the highest margin of profit. And then, they work hard to sell more of them, to more people, to make more money.

And there are some info-preneurs who **work with a deeper purpose**.

*To touch their reader's lives. To leave an impact through their words.  
To make a difference for their clients.*

While their goal is also to make a profit, these info-preneurs are motivated strongly by the potential to **use their knowledge and experience to change the world**. If you have a passionate purpose, you can unleash it into the universe as an info-preneur - *and watch as it weaves magic all around you!*

## **How To Get Started?**

**Write 1,000 words - DAILY.** Or the equivalent in audio or video product creation. On average, I make \$5 over the long term from every word I write. This HOTSHEET is around 3,000 words - *Nice* :)

## **THREE THINGS TO DO**

#1 - Carefully draw up a list of the TONS of email newsletters, blogs, social networks and forums that you visit, read and follow regularly... and RUTHLESSLY cancel them off your 'to-do' list for the next 3 MONTHS. I promise you, when you come back later, they will still be around :)

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#2 - Chart your **ACTION PLAN** for becoming an info-preneur.

- If it's writing a book, choose a title, develop an outline, and list the chapters.
- If it's creating a blog, research your topic, theme and posts.
- If it's becoming a freelance writer, decide your niche and the nature of work you'll offer.

Because this involves learning many more elements, you might find a guide like '**Think, Write & Retire**' of value - <https://www.DrMani.com/TWRbook/>

Finalize your BLUEPRINT... and follow it. **Stick with it.** Achieve it. Ignore everything else.

#3 - Make your **POSITIVE PROMISE**. It's an empowering, passionate purpose that drives your info-preneur career. It will energize everything that you do - and give new meaning to your success when it naturally follows.

### What Next?

For more detailed, step-by-step coaching on the individual steps to be an info-preneur, get a copy of my ebook

**"Think, Write & Retire : How To Be An Infopreneur - And Change The World"**  
<https://www.DrMani.com/TWRbook/>

You can also visit my blog at <https://www.DrMani.com> for some helpful tips and updates about how to be an information entrepreneur and turn words into wealth - easily!

### FREE GIFT REPORT

As a 'Thank you' gift for requesting this **Info-preneur HOTSHEET**, I want to give you a copy of a powerful special report worth \$27 - *absolutely FREE*. To get your download link, please go to:

<https://www.DrMani.com/3333ga.html>

**Please share this report with anyone you think will find it helpful. They can download a copy from our website at**

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