

---

# CONTENTS

---

<b>Preface</b>	<b>ix</b>
----------------	-----------

## CHAPTER 1

<b>Information Product Opportunities: Fire Up Those Revenue Streams</b>	<b>1</b>
Benefits of Information Products	3
Generating Information Product Ideas	5
Strategies for Promoting Information Products	10
Infopreneur Profile: Joan Stewart	11

## CHAPTER 2

<b>Celebrity Sells: Achieving Expert Status</b>	<b>14</b>
The Anatomy of an Expert	15
Building an Expert Platform	16
Maximizing Media Exposure	29
Preparing for Media Appearances	34
Infopreneur Profile: Dottie Walters	38

## CHAPTER 3

<b>Author Aspirations: Effective Writing for Books</b>	<b>41</b>
No Time to Write?	42
If You Don't Like to Write	43
Finding a Niche	44
Getting Started	45
Solicit Feedback	48
Infopreneur Profile: Joe Vitale	49

**CHAPTER 4**

<b>Go Big: How to Get Published Traditionally</b>	<b>51</b>
Literary Agents	52
Finding an Agent	53
Contacting Publishers Directly	54
Elements of a Book Proposal	56
Publishing Contracts	59
Infopreneur Profile: Romanus Wolter	60

**CHAPTER 5**

<b>Do It Yourself: Self-Publishing Demystified</b>	<b>63</b>
Self-Publishing Options	64
Steps to Self-Publishing	66
Infopreneur Profile: Dan Poynter	75

**CHAPTER 6**

<b>eBooks and Special Reports: Make Money While You Sleep</b>	<b>78</b>
Formatting and Delivery	79
eBook Formats and Compilers	80
eBook Layout	81
Selling eBooks on Amazon.com	83
Infopreneur Profile: C. Hope Clark	85

**CHAPTER 7**

<b>Other Information Products: More Money in the Bank</b>	<b>87</b>
Teleseminars	87
Audio and Video Products	91
Seminars, Workshops, and Workbooks	92
Electronic Classes	95
Tips Booklets	96
Subscription Newsletters	97
Pricing Strategies	98
Order Fulfillment	99
Infopreneur Profile: Tom Antion	101

**CHAPTER 8**

<b>Your Web Site: Build It and They Will Come</b>	<b>104</b>
Domain Search and Web Site Setup	105
Site Design Secrets	107
Shopping Carts and Credit Cards	109
Web Site Content	110
Search Engine Optimization	113
Tips for Maximizing Online Sales	117
Infopreneur Profile: Alyice Edrich	118

**CHAPTER 9**

<b>Online Marketing Techniques: Spanning the Globe</b>	<b>124</b>
Send a Newsletter or E-zine	124
Press Kit	127
Totally Terrific Tips	128
Online Classified Ads	129
Maximize Your Signature	129
Strategic Alliances	130
Online Groups	132
Forums and Message Boards	132
Host a Free Day	134
Start an Affiliate Program	135
Get Testimonials	135
Hold a Contest	135
Preannounce New Products	136
Infopreneur Profile: Paulette Ensign	136

**CHAPTER 10**

<b>Offline Marketing Techniques: Pounding the Pavement</b>	<b>142</b>
Writing Effective Sales Copy	142
Writing Op/Ed Pieces	144
Public Speaking	144
Written Correspondence	145

Recognizing Holidays	146
Promotions, Contests, Giveaways, and Charity Events	146
Distributing Flyers	147
Making Your Business Card a Keeper	148
Direct Mail	148
Yellow Pages	149
Ads in Local Magazines and Newspapers	149
Starting a Referral Program	150
Getting Creative with Gift Certificates	150
Business Networking	150
Infopreneur Profile: Michelle Dunn	155

## **CHAPTER 11**

<b>Catch a Buzz: Book Marketing</b>	<b>158</b>
Stage One: Before Your Book Is Published	159
Stage Two: While Your Book Is Being Published	165
Stage Three: After the Release Date	174
Infopreneur Profile: Susan Harrow	193

## **CHAPTER 12**

<b>Carpe Diem: Put Your Plans into Action</b>	<b>198</b>
Information Product Plan Checklist	199
Infopreneur Profile: Shel Horowitz	200

<b>Directory of Resources</b>	<b>205</b>
-------------------------------	------------

<b>Index</b>	<b>223</b>
--------------	------------

<b>About the Author</b>	<b>227</b>
-------------------------	------------