

## Jump Starting Your Info Product Business

“How To Develop Your Own Products AND Use Other People’s Products For Your Info Product Business”

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In the last issue of “TomeyMarketing.com Info Product Start Up Newsletter” we talked about two different paths you can take when starting your info product business.

1. Develop or have others develop the info products you are going to sell
2. Sell info products that have already been developed by other people in the info product business.

I went over these two paths in short in the last issue, but so many of you had more questions that I thought I’d dedicate this issue into going more into depth on these two topics.

Let’s get started...

Developing your own products can be very time consuming, however if you have a lot of time and want to save a lot of money you can develop your own products very easily.

The first thing you want to do is pick a topic. Finding topics to develop your products around isn’t always easy. If you are trying to create a product that you know about it will be a little easier as apposed to creating a product that you don’t know about.

However, sometimes the things we know about aren’t always profitable, so you may have to create a product on something you don’t know about.

When picking a topic, the very first thing you must do before you create anything is to ensure there is a market for it. You don’t want to create an info product on the art of making ink pens if people wont buy it.

To find profitable topics to create products for you can:

**Search Amazon.com’s Best Sellers List** – if you see that there are a lot of best selling books on a particular topic, you know that that topic would be profitable to create a product around.

<http://www.magazines.com> - if people are buying magazines on a certain topic you know they’ll buy products related to that topic.

<http://dir.yahoo.com/Recreation/Hobbies/> - this is an EXCELLENT source for finding profitable topics. People are really into their hobbies and if you can create products for certain hobbies, you will hit a gold mine!

There are several other places you can research to find profitable topics, but this should get you on the right track.

If you'd like more info on finding profitable topics to create your products around, visit <http://www.onedollarinthirtydays.com>

Once you find a profitable topic you will need to start developing your product around it. For instance, if you found that dog training was the latest rage and you wanted to create a product on how to train your bulldog. The first step you would take is to create an outline of what it will be about. Take each point from your outline and write a few pages about it. Compile it all together, polish it up, a VIOLA! you have your own product to sell!

Now, for those of you who would rather pay someone to develop a product for you and then you sell it, you're going to save a lot of time, but you're going to spend some money also. You'll still have to find a profitable topic to create your product around also. Once you do that you can visit sites such as:

<http://www.elance.com>

<http://www.guru.com>

<http://www.rentacoder.com>

Sign up as a member of these sites and you can post your project to have your product created by someone with experience on your topic. Once they are done, you have a ready to go product.

Now, let's talk about marketing products that belong to other people.

There's two ways you can build your info product business selling products that belong to others.

1. You can become an affiliate for sites that have products related to your info product business and be paid a commission for products you sell for the site.
2. You can buy resale/master resale rights to products and sell them and keep 100% of the profits.

Let's cover number one first.

An affiliate is simply a sales person who sells a product for a company, website, etc. Some places offer an affiliate program you can join so that you can sell their products for them and be paid a certain commission. These places pay a different percentage of the

sell as your commission. You can expect to be paid 5%-70% of the sell depending on what you are selling.

You can find several different affiliate programs by visiting the following sites:

<http://www.associateprograms.com/>  
<http://www.affiliate-programs-directory.com/>  
<http://www.affiliatetip.com/>  
<http://www.affiliateguide.com/>  
<http://www.affiliateprograms.com/>

Once you join the affiliate program, you will be given a special URL that tracks any sales you make. That way the company you are selling for knows you made the sale and can pay you for it.

Affiliate marketing isn't the easiest thing in the world, but it's not the hardest thing either. I do use affiliate marketing in my business, but only to generate other streams of income.

Here's a great site if you want to learn all about affiliate marketing:

<http://tomeymarketing.com/affiliateclassroom.htm>

Now let's talk about buying Resale or Master Resale rights to products that other people have created and that you can sell for 100% of the profits.

When you buy resale rights to a product, you are not only buying the product, but you are also buying the right to resale that product and keep 100% of the profits. It's like having a product of your own, but you can't change anything about the product and the product developer's information stays on and in the product.

When you buy master resale rights, you get the product and the right to sell resale rights with the product. Selling resale rights with a product adds value to it because that person is virtually getting their own product to sell and keep 100% of the profits from just like you did!

This is a great way to go, and all my clients who are beginners in the info product business are taught to set up their business selling products they get resale rights to.

If you find a product and don't see resale rights offered for it, contact the owner and ask if they would consider selling you resale rights to the product. This is actually the most profitable way to use resale rights because you're not competing with everyone else who is selling the same product.

If you'd like to get your feet wet by having several resale and master resale rights products you can join <http://www.BigResaleRights.com>

I've given you a lot to absorb here, but don't feel over whelmed. Get an idea, stick with it, see it through to the end and you will have a profitable info product business.

If you have any questions, just email me!

Liz Tomey

<http://www.InABoxInfoProducts.com>

<http://www.TomeyMarketing.com>