

Information Product Techniques

How To Repackage Your Information Products With Other Information Products For More Profits

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Just like any business you will start to see your sales decline after you sell a lot of your product or after a lot of people promote your product and make sales for you. There is a solution to this problem and it's a closely guarded secret by all information product marketers.

Today, I'm going to reveal this secret to you, and show you exactly what you can do to breath new life in the information products that you already have.

It doesn't matter if you have your own products or have resale rights to other people's products, you can use this technique.

The first thing you will want to do is take inventory of what you have. List every single product you have or have resale rights to. Now start finding ones that are related to or compliment each other.

Group them into separate groups of about 3-5 products each.

Guess what?

Each of those groups is a NEW product. You are simply taking what you have, making a package out of it and reselling it.

Now go and create or have new graphics created for your package. If you have 4 products related to ezine advertising create a graphics package on ezine advertising. If you have 3 products on viral marketing create a graphics package on viral marketing. Put each package on a website, write a salesletter for it, and voila! You have a new product.

Now before you run out and start doing this, I am NOT telling you to mislead people. You should tell your customers what's in your new package. For instance, using the ezine advertising package example above. When you are creating your salesletter for this new package, you need to tell your customer what they are getting in the package.

If you mislead your customers you'll soon find that your sales for EVERYTHING will drop, you wont get joint venture partners to promote anything for you, and you'll soon be out of business!

Need some places to get more products from? All of these sites will give you resale or master resale rights to tons of products in different niches!

<http://www.MyOriginalEProducts.com>
<http://www.BigResaleRights.com>

Need products that you can add your name to and promote as your own? (Known as private label rights.) These sites all provide private label rights to already made products.

Self Improvement Millionaires

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

InfoGoRound

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

Push Button Health

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

This issue should have sparked some ideas for you. Repackaging information is a time tested method that works for generating new sales.

That's all for today! See you next week with another issue of "TomeyMarketing.com Info Product Start Up Newsletter"

Liz Tomey

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