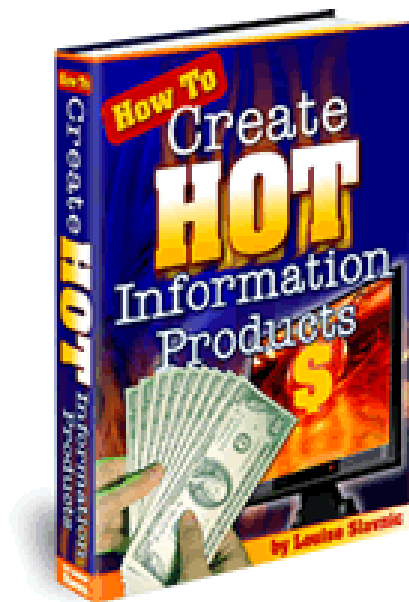


~ ***SNEAK PEEK*** ~

How To Create Hot Information Products



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ENJOY AND PROSPER!

P.S. You may give this Free Sneak Peek away to anyone who you think may benefit.

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***How To Create Hot
Information Products***

Foreword

If you have been struggling with trying to come up with your own product to sell, stop right now! Everything you ever wanted to know about creating your own cash producing information product is crammed into the pages of this nifty guide!

Many marketing sites online tell you to create your own product, but precious few of them actually show you how! It gets downright confusing when you start to think about:

- What shall I create?
- How will I create it?
- Will my product sell?
- Where do I begin?

If you are absolutely clueless about what to create, how to do it and if it will sell, then you need a mentor, and **How To Create Hot Information Products** provides the best guide to show you how.

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**~ FREE SNEAK PEEK ~**

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ABOUT THE AUTHOR

Vitality is an essential attribute for excelling in life and business. Louise captures the essence of *vitality* in her writings and presentations of business and personal success, knowledge and experience. Her energy is infectious, and her wisdom, unforgettable. Louise Slavnic is ...

Mother, holder of a Degree in Education, committed Life Partner, Author/Writer, Community Worker with Kids@Risk and your partner in Total Success.

Louise Slavnic has been creating products for her own direct response business since 1994. Her first product was a manual on how to run a home cleaning business (without buying a franchise), and since then she has created and sold an average of 3 products every year.

Louise started her distribution of products via her own unique home-based mail order business. With the development of the Internet, Louise has been able to transfer her distribution of products easily to the online audience successfully making the world her market. Her specific knowledge and experience in the field of direct response is second to none with over 10 years of actual operating (and still going).

Louise is a recognized authority and inspiration to anyone getting started or already well entrenched in business operations. She teaches a wide variety of courses as well as constantly creating and selling products. Author, speaker, trainer, mentor, success coach and a regular writer for Australia/New Zealand business magazines her knowledge is boundless. Remember her words of encouragement: *"It doesn't take 10 years of experience to be successful . . . it takes*

10 minutes of reading the RIGHT information. ENJOY!"

~ YOUR SNEAK PEEK INTO ~

“How To Create Hot Information Products”

By Louise Slavnic

This is an extract of the Introduction to *“How To Create Hot Information Products”*, as the Author, Louise Slavnic explains:

I will provide the framework so that you can create, source and SELL hot information products that are perfect for a direct response business.

The reason that information is popular as a product is because it provides a quick-fix for the reader, listener, watcher or all of the above! People want to know things. If you provide it in a simple, user- friendly format, they will buy it. With the right ‘map’ you just apply the guidelines and you’re on your way.

You could create an information product in one night if you wanted to. Later, you could use that same product to build value into a larger product. Then, further down the track, you could use that larger product as part of an extensive range of products.

You see, creating the product is not really the focus. You will be constantly developing products to:

- be sold on their own
- be sold as part of something else
- add in to a package or
- use as a lead generator for a more extensive back-end product or even
- use as a give-away or

- be combined with someone else's product so you both make a profit.

So, there's no definite, 'this is how long it takes' answer. You are entering the business of information product creation and sourcing.

You could not choose a more profitable or easier method of being in business. As mentioned, relationship building takes time and setting up your system for selling your products takes time. However, the creation of information products can be done quickly and you will be always working on some project.

I cannot emphasize enough to you that information products are what you really need to be creating in order to make substantial returns for your production cost. Non-informational products often have high production costs and can have a rigid perceived value. It is also difficult to sell a manufactured product for large profits – usually they must be sold in very large volumes for good profits to be made.

Most of us are not able to get a product on the shelves of hundreds of supermarkets and, even if you did, you would then need a massive advertising budget to get people to buy it.

Specific, problem solving, how-to information is easy to produce, highly profitable and can easily evolve into a series of products. With the Internet as your supermarket, the distribution of manufactured products is now more viable than it used to be and can be a lucrative business – particularly if you have drop-ship arrangements with manufacturers rather than having to buy in bulk and then sell the stock.

I'm not here to 'pooh-pooh' manufactured products, but I do recommend information products. Plus you may find that you can complement your established series of information products with a manufactured product.

For example, if you recommend a software program, you can always sell it to customers who want to take your recommendation, or you can create your own manufactured products to go with your information.

The true beauty of an information product is that it can be easily sold for a minimum of double or up to 10 times the cost of production right from your first sale.

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**END NOTE**

Have you ever wondered why information is so popular as a product? If the whole idea of creating your own information product has you quivering in fear. . .

- If you think that you couldn't possibly have anything of value to share. . .
- Or if you are afraid that you can't master the language barriers, have no fear!

Part of the reason is that it provides a "quick fix" for the reader, listener, watcher or all of the above. People want to know "stuff." If you can provide the "stuff" they want to know in a simple, user friendly format, they'll buy it!

Take a look at some of the "stuff" that Louise shares:

- Learn how the money is in the relationship
- What the public wants and why it's not important
- Why the "same old same old" works
- How to tap into the masterminds of advertising
- and much more

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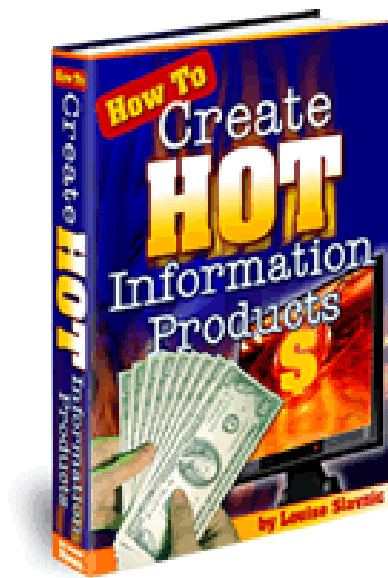
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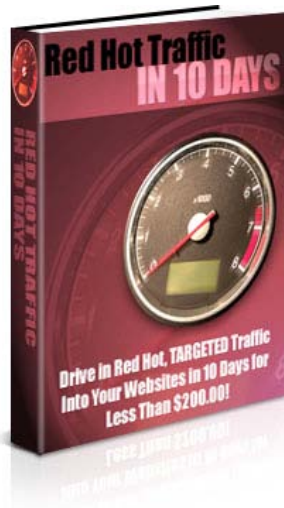
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