

Do you love to learn new things, just for the sake of learning? Do you enjoy sharing what you learn with others? Do you enjoy the written word? Can you clearly describe the steps needed to get something done? If you answered "yes" to these questions then you may just be the perfect candidate for making your living writing "How To" information.

Writing How To Information For Big Profits

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Writing How-To Information For Big Profits

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Introduction

Do you love to learn new things, just for the sake of learning? Do you enjoy sharing what you learn with others? Do you enjoy the written word? Can you clearly describe the steps needed to get something done? If you answered “yes” to these questions then you may just be the perfect candidate for making your living writing “How To” information.

As you may have noticed, we are a society that loves information! We buy books, eBooks, self-help programs off late night television, and scour the internet to find it. But why do we seek out all this information? It's because we either need it or want it. We may want to learn something new like how to build a website <http://infopublishing.sitesell.com/Maria49.html> or maybe we are trying to solve a problem like how to get rid of carpet stains, or find a way to make extra money, or research a new city before the big move. Like I said, we love information.

You may be thinking that with the internet, why would anyone need a how-to book or other types of how-to information? Well, think about it for a moment. When you do a search on the internet, you get lots and lots of information.

Is it easy to find exactly what you are looking for? No, it is not. You have to spend a lot of time sifting through this huge amount of information and still may not find what you need to complete the task, or even if you do, it's scattered and it can be hard to make any sense of it .

After all, the internet is a bit like a free for all. Between the article sites, the wikis, dictionaries, the news and gossip sites and more, you can find all kinds of information. Some may give you bits and pieces of what you're looking for, but if you're looking for step by step instructions on how to do something, you need to dig deeper and find more detailed, reliable content.

That's where the beauty of niche specific how-to information comes in. Whether you want to learn how to grow perfect tomatoes, erase your digital footprint, or talk to people with more confidence, all you have to do is look for a book, report, eBook, website, or other niche specific information on the subject matter.

What does it take to succeed in the field of writing and selling information? It's probably not what you think. You don't need a degree in business marketing from an expensive school or to be a slick sales person, have any technological know how or even any experience in the field.

What you do need is:

A desire to learn - If you love to learn just for the sake of learning, you have a good head start. If you want to write how-to information, you will need to consistently learn new things to write about.

Share your knowledge - Others who have the same interest in what your writing about will want more and more information about the subject.

Be clear – It's important to be able explain things clearly in order for your audience to follow your directions. There is nothing more frustrating than confusing how-to information.

Specialize – The days of generalizing are over. We want to learn from people who know more than us on a particular subject. The best way to do this is to choose a focused niche market and write about it many times, covering different areas of that niche. For example, I am a writer that loves to help other writers find ways to make money and expand their own writing careers, so I write about the different ways they can do that. Take a look at <http://www.freelance-writing-success.com> to see how I do it.

Always be learning – No matter how good you get, there is always something new to learn. I take classes to learn about copywriting, marketing, and website creation on a regular basis. I always learn valuable information that helps me to move forward in my own career. Education is never wasted. I list the really good classes in the resource section.

Passion to succeed – Before you do anything else, you need to figure out what success means to you. It doesn't matter if that means making a certain amount of money or working for yourself, if you aren't clear, you won't know when you reach your goals.

Other than that, you will learn everything else right here between these pages.

There are a lot of people sharing their expertise through writing how-to information, and there is no reason you shouldn't be one of them. Everyone knows something that is valuable to others and there is an enthusiastic market of buyers looking for what you have to teach. Your job is to find them and give them what they want, and the good news is that *Writing How- To Information for Big Profits* will show you how.

Information products come in an assortment of delivery options, such as ebooks, audio, video and more, so it's important to decide what is interesting to you so you don't become overwhelmed and get stuck. Not all methods of delivery will be

appealing to you and that is okay. Don't think you need to do it all. Choosing how you want to provide your how-to information is all that's important. If you stay focused on your goals, you can make great money writing and selling how-to information.

The greatest thing for how-to writers is that we love to learn new things and once we do, we can teach others through our how-to content, whatever the vehicle of delivery may be!

If you have always wanted to be a successful writer, *Writing How- To Information for Big Profits* will help you to:

- * *Find subject ideas that sell*
- * *Help you to choose a niche market*
- * *Help you to get your ideas on paper or computer screen*
- * *Write clearly*
- * *Get noticed*
- * *And more.*

Whatever your reasons are for wanting to get into this business of how-to writing, you will be following in the footsteps of some great leaders in the information industry. I have listed many valuable resources throughout this book as well as in the resource section that will be worth taking a look at. I know you will find it the best business in the world with an income potential that is limitless. Now all you need to do is sit back, read *Writing How- To Information for Big Profits*, and most importantly, take action!

**Nothing in the world can
take the place of persistence**

**Talent will not; nothing is more common
Than unsuccessful people with talent**

**Genius will not; unrewarded genius
Is almost a proverb**

**Education will not;
The world is full of educated derelicts**

**Persistence and determination
alone are omnipotent**

Calvin Coolidge

Chapter 1

Benefits of Being a How-To Writer

Writing is a great career, there I've said it. As a writer today, there are so many opportunities that never existed before, and they are growing all the time. A staff job at a newspaper or magazine, or writing the great American novel are not the only paths to a writing career anymore. The internet has changed the game and although there are new rules to learn, the opportunities to control your writing destiny are limitless.

Most writers dream of writing a novel that gets chosen to be one of Oprah's book club selections or maybe a famous journalist covering important news events and interviewing world leaders. But not many aspiring writers *dream* of writing how-to information. After all, when you think about it, it's not that exciting. You are writing about how to fix a hardwood floor that buckled or maybe how to save money on your next vacation. However, most of us that provide this information really enjoy it. We are helping people to solve their problems or to learn something that can change their lives. It is a great way to earn a living.

Writing how-to information is a lot like being a teacher. You have a subject, called a niche, and you teach others, step by step, how to do something in that niche. When you write a good one, it's like a cookbook, if your readers follow the recipe, they will be able to accomplish the goal.

So, let's say your niche is teen parties, and your how-to book is about how to throw a 1950's themed rock n roll party. Your product will explain all the details about what will need to be done from invitations, decorations and music, to party food, games, and even costumes! When you provide your information in an eBook, you can even add links right to where they can find the products they need.

Have you solved a problem or shared some valuable information? Yes, you have. And that means that if this customer needs additional information, they will seek you out again! For a real life example of this take a look at:
<http://www.rockin-teen-parties.com/1950srocknrollparty.html>

So, why choose to write how-to information? Because people are looking for detailed, niche information products that they can get quickly and use effectively, and by providing it, you can make a lot of money.

But there are other reasons too. Freelance writing careers have a lot of benefits:

- * No Boss
- * No employees
- * No experience necessary
- * No commute
- * No inventory – for anything you distribute on-line
- * No dress code, you can work in your pajamas☺
- * No 6 AM alarm
- * No overhead
- * No business license needed
- * No office politics
- * No meetings
- * Set your own work hours
- * Take vacation anytime and for as long as you want

But the best part is that you can make as much money as you want, you just need a plan, the willingness to learn what you need to learn to succeed, and the perseverance to continue, even when it gets tough.

This is a business that allows you to use what you know and exchange hours for money. That means that you produce your product one time and you can make money selling it for years and years. You can create a number of information products for multiple streams of income and as long as you continue to market them, you will be making money.

One of the most important things to remember is that in order to make money and have a successful business, you have to identify a market that finds a need for the information as well as the ability to trade dollars for that information. Once you have done your research and found that market, creating your niche and deciding how to distribute your information will lead you to the success you are looking for as a how-to author.

Most people wouldn't consider writing how-to information because they think you need to be an "expert." But this just isn't true. You don't have to create the latest, greatest product and fight to get a patent or learn manufacturing. Information is something you already have. As long as you can identify a market, you get to focus on the things you love. They could be hobbies, a task you do for your job, or a special talent or skill you have that would help others.

If you are planning to create information based on your job or business you may be wondering, "If I teach my audience how to do X will they still want to hire me?" The answer is yes, and I will tell you why.

I was a judgment recovery specialist and ran my own business. Now this is a service business that is completely under the radar until you have won a court

judgment and have to figure out to how to collect it. I couldn't take every case that was brought to me but I still wanted to help in any way I could. So, I decided to write an eBook telling others just how I did it.

At first I thought I might lose business because if others knew my "secret" why would they want to hire me? Well, I was pretty surprised when I was receiving calls from people who said they read my eBook and wanted me to take on their case. When I began asking why, they told me that it just seemed like such a hassle and they just didn't want to deal with it. Also, because I had written a book on it, they viewed me as the expert.

When you start writing your how-to books and information products, you may feel like you just don't have any idea what you're getting yourself into. You can feel lost, unsure, and even afraid. But I want you to know that everyone who starts something new feels the same way. The great thing is that you have a road map that will help you to do all the right things.

There are many people who have taken a chance, and started their own how-to empire and have even taken it further and started to run a full blown information marketing business. They started with no customers, no products, and no experience, and grew a business over time that makes them millions of dollars a year.

You may not know all the names, but I'm sure you have heard of some of the leading self-help gurus that make millions of dollars a year selling things like books, eBooks, courses, seminars, DVD's and coaching programs. Well, what they are doing is packaging how-to information and selling it. They started just like you, with an idea. Some of my favorites are:

Anthony Robbins – He became popular as a self help author and motivational speaker and is known as a peak performance coach and is a very successful advisor to heads of states, athletes, movie stars, and business owners. You may have seen his infomercials or read his books. Personally, I like him and what he does. I own his books and his DVD's and feel like I have been able to benefit from his information. I would recommend you check them out and see if you might be able to use any of it.

Stephen R. Covey – is the author of several best selling books, the most popular being *The Seven Habits of Highly Effective People*. He is also a professor at Utah State University.

Deepak Chopra - is a medical doctor, author and public speaker of mind-body connection and spirituality. He is highly respected and a forward thinker. You can really learn a lot from him.

Robert Skrob – an information marketing expert and author and co-author of many books, he is also one of the creators of the Information Marketing Association. He generates millions of dollars every year and is one of the top marketing experts.

Bob Bly – A highly paid copywriter and information marketing expert, he is the author of many books and products and generates income from multiple streams, including copywriting.

Dan Kennedy – Acknowledged as the leader in developing the information marketing industry, he is an author and speaker and is one of the powerhouses in the industry of information marketing.

Wayne Dyer – is a self help advocate, lecturer and author who's center of attention is on the power of the mind and how you can change your world by thinking differently. His books and lectures are very popular and he is very well respected in his field.

These are people who began with nothing and took their ideas and designed a life they love while helping others. When you create your information products, keep your future customers in mind. You want to give them more than what they expect, and stay connected. You want them to keep coming back for more.

* I have information products from these experts listed in the resource section.

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