

Everyone knows something that's worth something to others! This information-packed guide shares all the secrets to making money and achieving the empowered life you deserve through infopreneuring - leveraging your unique knowledge by creating original content information products and services.

What You Know Is Worth More Than You Know!

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***What You Know
Is Worth More Than You Know™***

Achieving The Life You Were Meant To Have
By Making Money From What YOU Know!

By

Melanie R. Jordan

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Introduction—Infopreneuring In Action

There is no doubt in my mind that the old saying "Knowledge is Power" is absolutely true. It gives me the power to make money. But more importantly, it gives me the power to live the flexible lifestyle I desire.

And, apparently, it makes me a cool Aunt!

I was in Florida on a vacation for a much-needed change in scenery and to visit family. One evening I was online checking my sales statistics, and my young, computer-precocious niece came into the room, curious about what I was doing. I explained to her that her Aunt was a writer among other things (I thought that trying to explain the full concept of infopreneuring to her might be just a bit much), and I had gotten some book orders from some customers on the internet. She was puzzled because I had been playing in the pool most of the day with her and her younger sister, and couldn't figure out how that could happen.

Easy, I said "people come to one of my websites, check out all the information I give them, and many sign up for one of my lists for more information. The smart ones, who see that I know what I'm talking about, eventually buy one or more of my books or lots of other things I have for sale. That can happen any time, day or night without me having to do anything, 24 hours a day, 7 days a week. It can happen while we're playing like it did today. It can happen while I am sleeping; it can happen when I am eating lunch, when I'm at the gym, watching TV, or traveling."

ANYWHERE and AT ANY TIME!

Being very business-oriented for her age, she then asked me how much money I made. I told her, "not that much" because I didn't want her to think I was loaded and then she could hit me up for the laptop she wanted. I just told her about the orders for one of my early books to keep it simple—I made a little more than \$15 for each book, and I had sold 5 of them while we were playing, or \$75. Her eyes got wide and she said "that may not be much to you, but it's *a lot* of money to me, and we played the whole time! Can you teach me?"

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I laughed and relished her enthusiasm. Kids have such an open mind and are not weighed down with the baggage us adults accumulate. I have no doubt that one day I likely will teach her all about infopreneuring, and I told her I would when she is just a little older.

Now infopreneuring is not just about books, and that was just a small example of what infopreneuring can do for you, but it clearly illustrates three important points about my work as an infopreneur:

1. I can make money from what I know
2. I can make that money while I am wherever I want to be
3. I can make money while I am doing whatever I want to do.

See? Knowledge really is power, *and* money! And it can absolutely change your life, and the lives of those you empower with your knowledge.

Chapter One: What Really Is Infopreneuring?

Generally, the term infopreneur can refer to any entrepreneur who earns money by selling information. And now it usually refers to someone who sells that information via the internet.

However, infopreneuring did not start with the internet boom, as early infopreneurs were able to sell information via such “old school” methods as audio tapes or CDs, video tapes (yes I know, how quaint) printed booklets, manuals and in-person live events.

Today, being an infopreneur has never had more potential, because you can inexpensively reach a nationwide, and in many cases, worldwide audience with your information. I regularly get people joining my list, listening to *What You Know Is Worth More Than You Know*TM, *The Podcast*, and participating in teleseminars from all over the world, besides all over the United States.

Plus, the ways that you can distribute information are usually very innovative and inexpensive, since you can take advantage of all the delivery mechanisms the internet has to offer information electronically and virtually (think audio or video streaming or download), in addition to “classic” offline delivery mechanisms (e.g. a CD or DVD). A very lucrative aspect of infopreneuring also involves information services based on the Infopreneur’s areas of expertise.

Some people will use the term infopreneur to refer to someone who creates their own original work based on their knowledge, and then markets their own information, as well as someone who doesn’t have their own unique content and simply is authorized to re-sell the information others have produced for a piece of the pie, or legally redistributes the work of others under specially-designated rights called Private Label Rights (PLR).

To me, it's an important distinction. Infopreneurs are content creators whose original work is derived from their knowledge and expertise, not someone who just re-sells the work of others. Think about it. That would be like calling both a published writer, and Barnes And Noble, authors, because they both sell books. The writer is the creator, Barnes and Noble is the re-seller.

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What Kind Of Information Products and Information Services Do Infopreneurs Create?

I'll get into explicit detail about all the different possible offerings in Chapters 14 through 19. For now though, to give you a few specific examples you can keep in your head, an information product can be a special report, e-book, transcript, audio or video recording, or a membership site. These are your "24/7, make money while you sleep" offerings.

Information services can be coaching, consulting, training (teleseminars or webinars), or literally doing what you know for others, like when I will ghostwrite for clients, brainstorm information product and service lines and then help them market the resulting offerings. Here you must personally spend your time providing the offering, and there is no delivery of content without you.

To clarify, a live teleseminar to me is an information service; a recording or transcript of the teleseminar is an information product.

If your information is perceived as having value by consumers and businesses, the ways that it can be delivered online and offline are pretty much limited only by your imagination. And fortunately, I have a great imagination.

Even better is the fact that if people want your information, they will pay for it delivered in a variety of ways—even the same information delivered via another method. For example, someone may buy a book/e-book or training manual, and then decide they would love to also be able to listen to it during their daily commute, so they will buy the same information product in audio format. So you make more money off this same or slightly modified information!

Pretty much any non-fiction topic that will benefit someone in some way will sell well as an information product. More specifically, legitimate money-making topics (e.g. home-based business, self-employment), internet marketing, investing (e.g. real estate, stock market), saving money, careers, health, nutrition, fitness, self-help, relationships, parenting, pets, hobbies, cooking, travel, senior living, and more—basically how-to's. Any how-to that others could want to learn, or expand their knowledge in, could be your

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ticket to anywhere from steady side money, to the really big money in infopreneuring.

I'm often asked if fiction, memoirs or poetry make good information product topics. These are all well and good, but it is information, and not those types of writing, that sells the best as information products. You can always try your hand at publishing your "Great American Novel" which my Dad has been after me to write for years, or other works, later on once you have money coming in from your other information products.

Next, you'll want a mix of information products and services of all kinds of price ranges. I believe that anyone who wants to gain greater access to what you know beyond freebies, should be able to afford to at least get an introductory taste of that knowledge from a lower-priced information product like a special report, audio or video recording, or e-book. Then you need to have offerings for the serious customer who takes a paid teleseminar or webinar with you and perhaps moves up to a coaching package, all the way to the ultra premium customer who is a raving fan, and wants the most personal time and access to you, and for whom money is not an object. Now wouldn't that be awesome if all customers were like that!

Obviously there are a lot more introductory level people out there, than serious customers, and a lot more serious-level customers out there than there are ultra premium customers. Some people only want the ultra premium customer, or at least the serious customer.

But it really doesn't matter, because EVERY customer will contribute to your bank account, and your potential fortune, in their own way. I'm just as happy if 1,000 people buy a \$7 special report from me, as I am if one customer spends \$7,000 with me. The deposit into my bank account looks the same, and it sure spends the same!

Some people are saying that you cannot make money online selling information products and services anymore. I know from personal experience that it is not true. If you present information (whether it is the written word, audio or video podcast, a training class, or whatever the medium), on an ongoing basis that consumers or businesses value, and they enjoy how that information is shared, they will gladly pay for it. That's infopreneuring at its best.

Chapter Two: Why Infopreneuring Is Empowerment Personified

The year was 1997 (yes, back in the dark ages), and despite having a back injury, here I was flying across the country from California to New York to go meet with the new Senior Management of First Genius Bank let's call it, to make a business presentation to save the major Marketing initiative I was in charge of, and my VP of Marketing job.

In the prior ten years as a bank marketing professional, I had been through a bank failure and this was the third of three successive bank mergers. And I was exhausted—tired of the politics, tired of putting projects on hold while the new bank logos were designed and territorial infighting showed who would win and lose, tired of worrying about my job. Just plain tired.

I'll never forget that business presentation, because I know I nailed it. However, when I looked across the conference table at the Executive Vice President from First Genius, he had a smile on his face, but his eyes were the coldest, deadest eyes I had ever seen—like a shark.

It didn't surprise me at all when the SVP who had already ousted my boss and mentor weeks before, called me to tell me that my work was first-rate but my position had been eliminated due to the merger. At the time I had over a decade of Marketing experience, and this guy was just learning how to spell marketing, but that didn't matter. Just like that, the business powers that be at First Genius snapped their fingers and my job was done.

That was the first time I was laid off, and it happened again a few years later. Once it happens, you never quite look at working for someone else again the same. After that I went in and out of periods of self-employment and traditional, work for someone else employment, but from then on I was always unfaithful—no not to my spouse, but to my employers. I always gave them great work, but I always had a little something business-wise on the side.

So when I got laid off again a few years later, it didn't hurt as much this time, because I had already started my infopreneuring efforts on the side, and decided to take them full-time.

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And that's why being an infopreneur is so powerful—no lay off, no furlough, no downsizing, right-sizing, or the failure of a traditional business if you're an entrepreneur already, can EVER take away what you know, and your ability to make money from it. If everything else about your livelihood gets stripped away, infopreneuring will always be there for you.

I've actually identified 18 ways that infopreneuring is the ultimate "work anywhere at anytime" business, and perfect add-on business. And there's nothing more empowering than that kind of control over your life, and the life you make for your loved ones.

The advantages of infopreneuring over other businesses are huge because:

- You potentially have an unlimited source of information products and information services inside you, as anything you know something about, or are willing to learn something about, can be turned into saleable products and services.
- It is open to anyone, young or old—no one can ever force you into retirement. Plus, it is great way for those with physical challenges or caretaker responsibilities for other family members or kids, who must find a way to be home-based, to make money.
- I personally view my experience as a chance to potentially acquire knowledge that has value as an information product for others. For instance, my experiences as a mystery shopper and merchandiser as some work I did to help stretch my budget when I was self-employed in sales led to some of my best selling work still in demand years later.
- Each product you create, can have many related spin-off products on other topics of interest, and more detailed levels of information to the same audience. So one idea leads to many viable offerings.
- The same information creates multiple information products and information services because they can be delivered in multiple ways. For example, I developed an information product line and strategy for one of my clients that stunned him since I was able to brainstorm 99 information products and services from that one idea!

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- You don't have a fixed geographic location, so there's no retail space costs and overhead, and you're not stuck doing business from a particular location. You can reach customers throughout the United States, and throughout the world if you so desire!
- Every information product and service you create can generate revenue for you FOREVER! You just may need to do some updating every now and then.
- Your information products and services can be created in hours, days or weeks depending on the detail and complexity. And they can be made available for sale IMMEDIATELY! You could see the first dollars from a new information product or service within days, or even minutes or hours!
- Your expenses to create and deliver information products via electronic or virtual delivery are very low, and some can even be done at no cost!
- Your marketing expenses for either offline or online strategies and tactics to sell your information products and services can be very low, and often executed at no cost!
- Your profit margins can be amazing, especially for electronically or virtually delivered information products and services—in fact, most products will result in an unheard of 90-95% profit, with your greatest cost being acceptance of a credit card or e-check via an online payment provider like PayPal™ or your shopping cart and merchant account.
- Your income potential is unlimited, because there is no limit to the number of information products and services you can create. And the more you have, the more income you can expect!
- It's a perfect work-at-home business! Or for that matter, a “work anywhere at anytime” business like I mentioned above. You can create an information product or service, and manage your business anywhere that you have online access.

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- It's a perfect side business or "second job"! There's no need to give up your day job until you are ready! Or you can keep it and just have a lucrative second source of income that keeps coming in even while you are at work! The same holds true as an easy add-on revenue stream to just about any existing business.
- It's a recession-proof business! There is always demand for quality information about topics people are passionate about, and that help them improve themselves or their finances. Depending upon your topic, perhaps you'll even do better in tough economic times. You can prosper in good economic times, bad times and every time in-between.
- And of course, if you aren't already, you really are your own boss (there is no boss or supervisor to report to—you're it)! And, in fact, you are your own product. You will make your money from what you know.
- There are no set work hours—work on your information products and services as much or as little as you like each day. And if you do your best work at 3 a.m., so be it!
- You have a 24/7 business—it is never closed, and it is one of those businesses you have heard of where you can literally make money while you are sleeping, or at the gym, or playing with your kids, or on vacation! It's absolutely true!

There are few rushes as great as booting up your computer in the morning, and seeing PayPal™ notifications, or new sales in your e-commerce shopping cart system that show you have been sent money from people whom you have never met before, who thought that what you know had value. So much so, they were willing to pay up for what you know.

While I believe that infopreneuring is something that anyone can do, there are three groups of people that I especially want to have a heart-to-heart talk with through the pages of this book, which I'll cover the next three sections. Pick the one that applies to you, or someone you know or love, and let's get you in the right infopreneurial mindset!

Everyone knows something that's worth something to others! This information-packed guide shares all the secrets to making money and achieving the empowered life you deserve through infopreneuring - leveraging your unique knowledge by creating original content information products and services.

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