



How to Create Hot Information Products

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CONTENTS

PLEASE READ THIS FIRST	2
ABOUT THE AUTHOR.....	5
PROLOGUE	7
HOW TO READ THIS GUIDEBOOK	9
THE SUCCESS FACTOR.....	10
CHAPTER 1: DEVELOPING BUSINESS SENSE.....	11
CAN I REALLY DO IT?.....	11
YOU CAN TOO!.....	11
WHAT MAKES A DIRECT RESPONSE BUSINESS SO GREAT?.....	12
THE MONEY IS IN THE RELATIONSHIP	12
CHAPTER 2: GETTING DOWN TO BUSINESS	14
HOW LONG WILL IT TAKE?.....	14
THE BEATLES' SERIES	14
WHAT THE PUBLIC WANTS	15
CHAPTER 3: INFORMATION IS A SENSATION	17
INFORMATION PRODUCTS ARE WINNERS.....	17
WHAT MAKES INFORMATION SO ATTRACTIVE & PROFITABLE?.....	18
DIGITAL DELIVERY RULES.....	19
TRANSLATION PLEASE?	20
WHICH ONE? DO BOTH!!.....	20
CHAPTER 4: TIME = MONEY	21
SPARE TIME TURNED INTO CASH.....	21
THE MONEY IS IN THE COLUMNS	21
PROBLEM SOLVING IS THE ANSWER	24
CHAPTER 5: A SIMPLE PLAN	27
SO WHAT DO I DO?.....	27
SPEED DIRECT MARKETING COURSE	28
MANUFACTURED GOODS VS. INFORMATION.....	29

NITTY GRITTY31

CHAPTER 6: HOW WILL I KNOW?.....32

 ANYTHING GOES32

 PRECISE MEANS PROFIT32

 WITH A TWIST PLEASE34

 SIGNED SEALED AND DELIVERED.....35

 A TIP ON TIPS35

 IS IT TOO MUCH TO ASK?.....35

 STUCK? THERE IS A WAY.....36

CHAPTER 7: LOW-COST, KICK-START MARKETING37

 OLDIE BUT A GOODIE37

 WEB WONDERS37

 JUST DO IT!38

 AD + SALES LETTER + ORDER = PROFIT.....39

 EMOTIONAL RESCUE39

 EASY ORDER OPTIONS.....40

 HAVE A CHAT.....40

 PRICING INSIGHTS42

 SOLD!42

CHAPTER 8: THE FIRST TIME.....43

 QUICK REFERENCE GUIDE.....43

 CONCLUSION.....44

BONUS: LATE NIGHT TELEVISION SECRETS45

 TAP INTO THE MASTERMINDS OF ADVERTISING.....45

 UNDER THE SPELL45

 YEARS OF RESEARCH IN MINUTES.....46

 FREE AND VALUABLE.....47

INSPIRATION – A PUBLISHED ARTICLE FROM LOUISE.....49

 SHOULD I DO IT?.....49

LOUISE SLAVNIC - LIFE AND BUSINESS SUCCESS STRATEGIST.....55

About the Author



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.

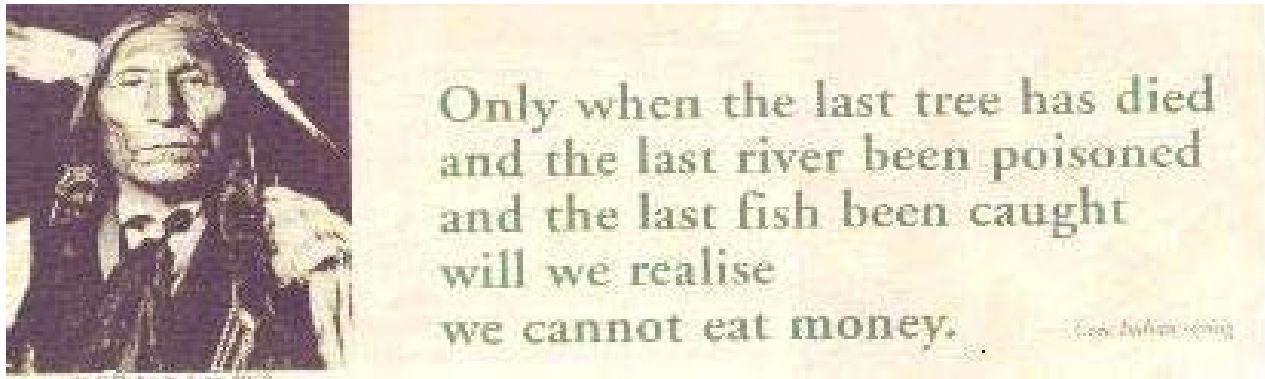
Louise started her distribution of products via her own unique home-based mail order business. With the development of the Internet, Louise has been able to transfer her distribution of products easily to the online audience successfully making the world her market. Her specific knowledge and experience 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!”*

“Direct Response Marketing ... including Classified Advertising ... is an "art" - but - it becomes more scientific when you use only tried, tested, proven and repeatable methods... *J.F (Jim)*

Straw – Mail Order Millionaire

Prologue



It seems kind of weird, I agree; opening a book about making money with a saying from the Cree Indian Tribe. Well, for starters, not everyone who has this guidebook will take the time to read the prologue. To those of you that have, it's important to me that I let you know that it is my feeling that staying grounded is a vital element of being successful.

It's great and necessary to have big goals and even bigger dreams, but I have found that that a big heart can have just as much to do with success as aspirations of grandeur. My good friend Jim Straw www.BusinessLyceum.com preaches and practices that success is about having one hand gripped on the rung above you and the other firmly reaching down to help the next guy up. I'm sure you'd agree that we would all do well to apply this principle to everyday living by making it our business to ask for help and to help others at every given opportunity.

You see, the 'just ask' or 'seek and ye shall find' attitude is a little known secret of massive success. We cannot learn or grow without exercising our natural curiosity. Almost every known, and probably unknown success story, involves someone, somewhere asking ... and asking ... and asking until they find 'stuff' out and someone who is willing to give them a hand up the ladder as a result of their resilience.

Now, it doesn't have to be your goal to be at the top of the ladder. Some people just want to get to the ladder, others don't like being on the ladder at all, and others want to feel like they're part of the action but don't need to be at the top to feel like a success.

Whatever, many folks cannot get a grasp on the simple point that we must ask questions. This is because we think that we're being nosy, pushy or whatever.

Don't let this stop you from looking for and getting what you need. As long as you always help others in whatever way that you can, you need not be concerned about asking others for help.

Some people have a pride issue, others have a shyness issue, but these 'what will people think' attitudes may paralyze the progress of your goals. Therefore, I always find it necessary to speak briefly about how you can quickly obtain the 'success factor'.



Yes – I had just woken up and all these orders were in my letterbox. My husband just had to take a photo despite my objections. But hey, I pulled a smile because the success factor had 'pulled through'.

How to read this guidebook

I suggest you keep a blank notebook beside you as you read this guide, or open a text file in Notepad so that you can jot down your immediate ideas and thoughts as you go.

I guarantee you'll find it invaluable if you do this as you read. Do a quick flick-through the pages and note any pages that catch your eye. Then, read through it more carefully, taking notes as you go. Note the page numbers of the spots where you found things you feel are most pertinent to you personally. This will ensure that, when you need to refer to something in the book, it'll probably be something you've already marked and can find easily!

The Success Factor

Sheer guts and determination is the foundation of all great achievements. Backed with fundamental knowledge . . . you're a winner.

You may have heard that 'goal setting' is oh-so vital to your success?

I beg to differ. Many people reach their 40s, 50s, 60s and 70s still wondering what they could do with their lives!!! Colonel Sanders is a great example – a man in his 60s on the pension saying to himself that “Hey- this measly amount is not enough to live on. I better do something!” And so KFC was born. This is not the only example. As a result of 'perspiration' you will come across that which you wish to achieve. and chances are it will be more than one thing!!!

It is likely that you will achieve many things during your lifetime with no one thing being the pinnacle of success. Most likely, it will be a number of things.

BUT! My message is that, no matter what it is that you wish to achieve at any given time, you probably won't know what it is until you are doing it!

So, go and do and simply believe that, sooner or later - as a result of resilience, persistence and sheer stubborn headed determination - you will stumble upon the thing that makes you achieve what you wanted all along.

Remember to be careful what you wish for because you just might get it, but you'll never get anything sitting in a comfy seat watching re-runs 24/7.

The way of the warrior is to meet the challenge as it arises. You never know what is coming your way, but one thing is certain - if you are not fighting, you can never win!

I am letting you know that success comes from trying ... and I will give you the basic tools which you need to go in to the fight. You are in a perfect position to call in your first opponent with the tried, tested, proven and repeatable method I offer here.

Chapter 1: Developing Business Sense

Can I Really Do It?

Now that you have this manual, you probably have loads of questions you want answers to. My guess is that one of the most dominant questions would be: *Is this for real?*

The level of self-doubt that most of us are riddled with is the major factor in this issue. Oh yes, you think it's your healthy skepticism – curiosity is a natural reaction – of course you would question the notion of what is being presented here. The truth is that once you know how to do it your conscience will weigh on you until you do something with the knowledge you acquired.

The true source of such questions is self-doubt that has built over years and, almost without fail, tries to make us stop trying new things in case we fail.

Allow me to put your mind at ease. Once you have this knowledge, there is no way for you to fail. In fact, I don't use that word in everyday living – except for mentioning it here.

The words I do use are “I stopped trying”. So, inhale and relish the expert information you are about to learn, then inject your personality into it and just try.

Even if you do try and stop, it may be because you found it's not you – but you will have acquired knowledge from the experience. Even if you never try, you have expanded your base of facts about this area. And, if you do try and try and try and try, I'll be reading about you.

As always, the most important part of your success is you – **be you**.

You Can Too!

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.

What Makes a Direct Response Business So Great?

It’s usually at this point that I am asked about direct response as a business, so let me dive on that before we take one more step!

Basically a direct response business allows a business owner to:

- Operate with very low overheads (home or small office)
- Utilize the immense ‘shop front’ the Internet allows by selling products all over the globe
- Own and control most (or all) of their products minimizing ‘middle-man’ costs/inconveniences and maximizing profit per sale
- Distribute products with low production cost = high profit per sale
- Do business with people who have similar product lines which increases customer base with little or no cost
- Have long term relationships with customers which translates to sales that had no advertising costs = more profit per sale
- Let customers choose their delivery method (using the Internet and Mail Order) so that everyone is happy

After a time, a direct response business owner chooses the hours they work and develops a very comfortable lifestyle where the business fits in with them, rather than them around the business.

The Money is in the Relationship

So, a direct response business has low running costs, high profit products and is conducive to long-term relationships between customer and business owner. And, just in case you don’t

perceive it as an obvious advantage, I'll tell you that long-term relationships with your customers and other business owners are where the real money is made - over and over.

Sure, it's great to make a sale at anytime that is profitable, but the longer you are in business, the more profitable it becomes. So, while a direct response business can allow a healthy profit per sale early on in the operation, the longer you provide existing customers with products, the more profit you will make.

And, let's face it, while we can make money relatively quickly compared to a conventional 'shop-front' business (6-12 months or even 3-6 months in some cases compared to 2-5 years with a normal shop-front), being in business means we want to continue to make a lot of profit for a long time!

With direct response, you may only need to work for 4 years instead of working for 40, if you do it properly!

To finish the point, just remember that *a relationship* is what you need to develop with customers and other business operators. Studies have found that up to 85% of business success revolves around our ability to 'get along' with those we are doing business with, buying from and making mutual agreements etc. A good relationship needs work to build but it will pay off over and over.

As always – **be you** and this will be a cinch.

Chapter 2: Getting Down to Business

How Long Will it Take?

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.

The Beatles' Series

To support what I outlined about long-term relationships, you need to know the vital element of information product selling success.

The Beatles did not rest on their first hit, (Penny Lane). They went on to write and perform a string of hits that, basically, all revolved around a similar melody. Sure, there was some diversion from their 'pop' tunes to ballads but even the KING himself, *Elvis* did the same thing - continuing to churn out tunes that were similar.

Hey – Fear Not! This is not a bad thing, nor does it take anything away from the greatness of these artists. What it does mean is that when you're on a good thing - stick to it!

What the Public Wants

Translated to the business of direct response, this means that the most effective way to make a profit over a period of time is to release similar products. For example, have you noticed how a person who has been in a TV show for a certain amount of time, or a movie actor that has done the same 'themed' character for a long time, find it difficult to get roles that are different to the sort of character they are known for? Why? Because the public wants MORE OF THE SAME.

Be smart, don't fight what works. People become comfortable from seeing a person perform in a certain way and they refuse to accept a radical diversion from what they know. This principle also applies in business.

If I was selling home hardware products over the Internet and via mail order, and I had a customer base of 10,000 people who had bought from me for around 2 years, why would I suddenly start selling make-up to them?

They and my suppliers have come to know and trust me as the source for home hardware. I would have to be insane to threaten that trust and loyalty and have to build again from scratch! Once you have established yourself as 'the source' for certain information or manufactured products, keep producing & providing your customers with information or manufactured products around that theme.

Let's use fishing information as an example.

Why is there so much information available on this topic, yet hundreds of magazines and newsletters thrive by providing even more information? Because there is ALWAYS something interesting to be said (new or not) to people who have a passion for it.

Look at:

- fishing rods – how many kinds that are used for different fish or in different waters?
- types of fish and the many ways to catch each breed.
- types of boats – how many kinds for various waters and for catching various fish.

I will not go on but, hopefully, you get the idea that, despite a huge amount of available information, a series of informational products could be provided in a constant stream on that or almost any given theme.

Just one more quick reference to this principle; learn this rule of business success.

How is that, despite the number of shows about cooking, gardening, renovating and so on, the public demand more?

Because the public want MORE OF THE SAME – so it is provided to them.

Focus your information or manufactured products around a theme and produce MORE OF THE SAME – it's the secret to endless profit!

Chapter 3: Information is a Sensation

Information Products are Winners

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.

Let's say that you create and sell information on alternative medicine.

You could develop your own oils, candle burners etc. or source them from a local manufacturer and have them drop-ship them!

You sell them alongside the information or:

- as a bonus for ordering early
- as an up-sell or add-on product
- as a back-end or
- as part of an extra-value package.

But that's another story!

We are focusing on developing and/or sourcing information as the perfect product to start with and then, a series of information products on a similar theme.

What Makes Information so Attractive & Profitable?

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. People buying an informational product are not paying for the value of the physical product – a video, CD, DVD, software, guidebook or audio cassette, but the specialized and exclusive nature of the information contained on them.

With regards to distribution via mail order, your production cost of, say, a short guidebook might be \$7 (printing/binding/cover /package/taxes/postage), and then you sell it from about \$20 up to \$70.

These days, specific solution orientated information can cost as little as \$1.00 to reproduce, once all the research, setting up and advertising is done. That means that you can sell a hot information product that cost you \$1.00 for perhaps \$15 - \$30.

Not a bad profit margin.

The *real cost* of the product was in the collecting of information, putting it in a practical form and the costs of reaching and selling it directly to the market that wants it.

Digital Delivery Rules

Whoa! Don't forget the really attractive part of information products when you sell via the Internet - **no binding, no printing, no postage.**

The Internet is a direct-response business conducted at the speed of light! Plus, many costs are cut altogether so it's a dream come true!!

Imagine this if you will:

1. Customers come to your site via direct advertising, referral, a link from another site or even just from a search.
2. They read about what you have to offer, it suits their needs, is the right price and has instant delivery (we live in a world of quick fixes and the Internet allows this method of purchase).
3. They pay for your product online. The money goes in to your account and you both receive a receipt to confirm the transaction.
4. Moments later the new customer receives download instructions. They can open the product they just purchased - a pdf file, an e-book, an audio file, a video clip or whatever!

Sigh, it's the perfect business. After this first transaction, the relationship (and the profits) have just begun. Soon, your new customer will start to receive emails from you regularly.

You will become an old friend to them and, before you know it, they will either be buying something else from you or asking you what else they can buy from you and when will you be making your next product release!

At the very least, they will tell other people about your product which means any sales that come from that referral are even more profitable because you didn't pay for the person to find your site!

This has effectively eliminated your physical production costs and freed up capital to increase the volume of people who see your information for your marketing dollar.

Translation Please?

The other 'whiz-bang' feature of digital delivery, applying direct response principles to the Internet, is that information products can be easily translated in to other languages at a one-off cost and then marketed to an entirely new country in an instant without a new product be developed!!

Which One? Do Both!!

Some people get to here and say to me, 'Why would I bother setting up a mail order division for delivery when the Internet cuts costs and can be expanded so rapidly?' It just makes good business sense not to limit your business.

Here are a few reasons you should do both:

1. Not offering a physical or hard copy version of your product or product range immediately eliminates people who would prefer the hard copy as potential customers.
2. Having people's physical details (address, phone and fax number) means that, -if the Internet shut down tonight, you would still be able to reach all the customers you worked hard to find and have been serving and you can, if you wish to, send a birthday gift or thank you or whatever. You'll look a bit sad begging your list of 'cyberspace' customers for their address, won't you?

In other words, a mail order business and an Internet business are essentially the same - they both use direct response methods.

Doing both will refine your skills and ensure your business survival.

Chapter 4: Time = Money

Spare Time Turned into Cash

It's been a good rule of thumb for many businesses to start by creating or sourcing information products about something that they are actually interested in, or better still - passionate about.

You may be aware of many success stories about people who created something out of necessity and it became a big hit. These people were passionate about what they created and often continued to develop a whole range of products.

Nutri-Metics started out with one lipstick and three eye-shadows. Amway started with soap powder and stain remover. Both of these examples produced MORE OF THE SAME by meeting the desires of the customers in relation to the theme they started out with.

You can replicate that path to success - it is simple. Rather than stumble upon success through necessity (the story of how one mother did it that way with a plant-based cream for baby rash comes to mind), look within yourself. What do you already know and love, or, at the very least, have an interest in?

Your spare time could make you money.

The Money is in the Columns

Make 3 columns on a blank page.

Do you have a hobby? It does not have to be basket weaving or knitting - it might be puzzles, motorbike riding, stamp collecting or playing an instrument.

Write in the first column, the things that you enjoy doing in your spare time on a regular basis – they are your hobbies!

Include things *you wish* you were doing in your spare time too – they are good indicators of things you are interested in.

Next, what are some activities you enjoy doing occasionally? It might be going on long bike rides, attending the ballet, cooking for a dinner party or even building something like a chair or hanging plant holder or even abseiling!

These are your special interests – an extension of a hobby. Special interests are things that you like to do but they are more time consuming than a hobby. A special interest cannot be done as often as hobbies like needle work or model plane building.

In the same column, write down your special interests too.

Now, let's delve into talents. Not everyone believes they have them simply because talent is usually associated with music, singing or a particular professional skill. I'm here to reveal to you that your talent can indeed be one of those things – but not all our talents are obvious to us.

If you do have a talent like that, write it on the list.

If I asked your friends and family, "What is her talent?" they might say anything from yodeling to making ice-cream cake or cocktails, to being organized.

- ✓ Being organized is a talent.
- ✓ Looking at a person and knowing what color suits them is a talent.
- ✓ Being able to fix anything around the house is a talent.
- ✓ Being able to seek out bargain centers, market places, liquidation sales and warehouses is a talent.

I hope you're getting the idea. A talent can be something as obvious as singing or piano playing.

Maybe you can DO these things but don't consider yourself 'talented' – they are still something you can do – even if not well.

So, still write down in the first column things you can do that seem like a talent even if you're not the world's greatest.

BUT (here is the real clincher) talents are things you are 'known' for being good at and/or things you do consider yourself to be quite accomplished at doing.

It could be flirting, table setting, cookie baking, car washing, organizing holidays, story telling, matching shoes with belts, socks and hats - you name it!

These things are very personal to you but could be making you money. Write down on your growing list, things that other people would say "Oh she has a real talent for _____"

Think, there are things you do in everyday life that make you – you.

This is the most important part of the first column list.

As an after thought but very useful nonetheless; during your life up to now you have had many experiences and perhaps at least one or many jobs. Everything you have done in your life up to now provided you with experience and knowledge about certain things. Whether you enjoyed them or not is not the issue. You have had experiences that gave you knowledge.

Think about the job or jobs you have or have had in the past. What did you do? – Operate a machine, answer phones, manage a team, make sales, dress windows, paint walls, install light fittings or blinds?

Maybe you did many thankless tasks in some job/s. Those things should be on the list of things you know about.

Even though you may not have a huge interest in them, you'd be surprised how passionate you can become about something you know when it starts making you money!!

List as the last things in your first column, experiences that you have had in life/work that gave you knowledge in a specific area.

Finally, you have a list of hobbies, special interests, talents (even if you're not a maestro), 'personal talents' and life/work experiences.

This can be called your money making list.

In direct response, we often say “The Money is in the List” because a list of customers is a goldmine when you employ long-term thinking and stay in touch with them, selling to them over and over.

Since you are just getting started in this business, you have made your first list that contains money. Whilst not a customer list, it is a HOT list of all the topics you can make an information product from - starting NOW!

Stay with what you know and watch your business grow.

Problem Solving is the Answer

I have already stated that creating information-based products is a perfect way to start your direct response business. Moreover, you need to get your head around the fact that the information needs to be what we call *problem-solving* information.

Now that you have a list of things you know about, enjoy and are interested in, we now need to convert them into solutions by identifying what problems they could solve.

In the second column of your list, write the solutions which your knowledge provides.

NO – STOP! Do not try to think about what people want – look at your list and ask yourself what solutions do these things provide?

By looking at your list, you should start to see market areas appearing.

In the third column, write down the possible market areas that you could approach with your knowledge.

EXAMPLES:

Stuff I Like, Can Do, Know About

Topic	Problem	Solution	Market
<i>Jewelry Making</i>	Nice stuff expensive	Quality/ affordable	Moms
	In stores not really my style	Custom Made	Young working females
<i>Closet Organizing</i>			
Could extend to shed/den/garage organizing	Try to fix but can't maintain	Simple Set up	Single working males
	Can't ever find anything	Easy to find everything	Moms
<i>Flower Growing</i>			
could extend to floral arrangements & selling seeds	Like flowers, haven't got time to grow them	Fast growing easy to maintain flowers for yards	Moms
	Like flowers, can't tend much	Flowers for window sills	Retired females
	Live in a Flat, everything dies	Easy indoor flowers	Single females/couples

<i>Roller Skating/Blading</i>	Which to buy, what to look for	Suppliers' list	single males/females + young couples
	How to learn to do it	instructional booklet/video	
	Suitable locations	popular and little known spots	
	Safety Equipment – what is needed and why	Suppliers' list	

I mean it! Don't create information on what you THINK people want. If you are passionate about something then, chances are, other people are too! There's no greater road to disappointment than being in business and knowing nothing (or little) and having no interest in what it is that you sell. Have you ever seen a person talk about their hobby and not have their eyes light up?

✓ IDENTIFY A PROBLEM

Based on an area you know something about, enjoy, have experienced or have a talent in.

✓ PROVIDE A SOLUTION

In the form of simple 'How To' information which can be extended around the basic theme.

Chapter 5: A Simple Plan

So What Do I Do?

As per the chart we have created:

1. Write down what you know, your talents, what you are good at what you like, are interested in or have as a hobby. PLUS
2. Write down what you have experience in (any job whether liked or disliked is experience). ALSO
3. Write down any area no matter how obscure, what you consider yourself to be an expert in!

Once you have decided on at least 3 areas which you would like to pursue as a result of identifying the problem-solution potential they have, and having identified possible markets now you can:

- ✓ Use the local library to back up your knowledge by researching what's available on your topics of interest, what format it comes in and how specific it is.

This information can help you create your product and give you ideas for extensions or further add-on sales.

- ✓ Spend time on the Internet selecting various information on the themes of interest – this will also let you know what is already available and will give you ideas for back-end products or help you figure how to package your product for the best value.

If you find lots of information on your area, that does not mean that you should not create another one – lots of information means there is a demand for it, no information means there may be a hole in the market.

You may decide to interview an expert/specialist or series of experts in a field, or someone who has a lot of experience in the areas you're researching. These interviews can be recorded and used as products in themselves and also assist in refining and supporting your knowledge.

Speed Direct Marketing Course

You should be getting some idea of the formats which you wish to use as your 'lead-in' product. This means that you should develop something simple which 'whets the appetite' of the customer. Then you can offer them the next product that may have more depth or even a range of products.

This approach - selling something small (less expensive), but good quality, to be followed by a larger product (more expensive), then more smaller products and another large product ... and so on. This is the correct and ONLY way a direct response business will make profits again and again.

My apologies to anyone thinking that they could just create ONE hot product and then retire. Direct marketing is about developing relationships with your customers and other businesses. The real money is made when you make your 3rd, 4th and 5th sale to your customer.

Until then, you are recovering the costs of your original set-up. But hey, 3 sales isn't much to recover costs and once you get past that, almost all of the sale price of every product you sell after that is pure profit – especially if you stick with information!!!

If you begin this business with these principles in mind, you will be much more resilient and much more successful than a person doing it for a once in a lifetime prize. You see, the more people buy off you, the more they buy off you!

*Wouldn't it be great to have your desk covered in orders without ever having to open a shop?
Or better still, covered with money . . .*

Manufactured Goods vs. Information

If you have already started thinking that, “while all this information stuff sounds great, I think I would rather stick with manufactured things like cups, rather than a booklet on making cups”, then that is okay too.

You can still use the principles of direct response but you’ll wait a little longer than 3 sales to be really settling into steady profit.

If you want to sell manufactured goods, you have extra costs; paying the manufacturer and freight (you can avoid freight by arranging drop-shipping).

Plus you have to rely on someone else for your product and that can be messy.

But hey, no business is without hiccups.

It’s just that information has the scope to diversify itself immensely. First of all, a newsletter is a great way to form a following. Then you can compile a collection of them and sell them to new customers or use as a give-away to new customers when they buy something else.

Once you have 5-6 products, you can leverage your time by giving one-on-one lessons over the phone and recording them to be used as products later. You can run small courses, that you developed, in your local area based on the area of interest. Record them to be sold as products later. You can call up other people in the field and have them on a conference call - all talking about the topic while recording, and then sell that as a product.

No matter what areas you pursue, you will find that as you progress in the information arena:

Success Attracts More Success

Creating and selling information products will start to turn you into an expert which, in turn, will bring you in contact with other people who have knowledge in the area or are interested in pursuing knowledge in the area.

You will be approached, and you can approach others and do business ventures together, where there is a mutual benefit. Don't ever see yourself as surrounded by competitors, but rather as being in a world where opportunities to expand are everywhere.

The last thing which you should do is to sit in the house and wait to be noticed. Do stuff to get noticed. Not only will your customer base increase, but you will attract others with similar business ideas. That means you can work together.

By creating your own products, you will be viewed as a mentor, a consultant and/or a coach – no matter what the area!!! You can use this growing reputation to get more business and create more products.

But, if your greatest objection is that you wouldn't have a clue how to create an information product, i.e. – you don't want to write, speak into a recorder, look at a camera, speak on the phone while being recorded and so on; then you can always find people who will at a cost.

But, remember, you are the greatest expert on what you know about and no-one but you can inject the passion, enthusiasm or the knowledge that you have into any product as well as you can.

But you can always:

- Advertise for ghostwriters at local universities or
- search the net for e-lance writers.
- record other people demonstrating things under your instruction or
- record others doing what you wish to promote.

Then you can do the voice-over or use it as a base to write a booklet about.

Nitty Gritty

Now that you're aware of the possibilities, it's time for action. So, after researching a few areas choose one to start with and:

- Put pen to paper or fingers to keyboard and create a 20 to 50 page guide or handbook (keeping in mind that it is a lead-in product)
- If you don't want to write, talk into a recorder and get a secretary to type it up for you and an editor to refine it.
- Grab a camcorder/digital camera and record a video-interview or the process of achieving something – pottery, for example.
- Burn the written information on to a CD, videos on to VCD (Video Compact Disc which uses Windows media player for viewing) or a DVD - if available.
- By far the easiest and most effective – seize a small tape recorder and simply speak your knowledge and sell the recording!
- You can always make a transcript of the audios produced and turned it into a manual to go with the audio tapes!

I've left a little gem hidden here for those of you who are deadly serious.

If you don't want to create information products, you can still sell them at a big profit by **sourcing** them from various third parties. First, choose the area of interest you want to focus on and then, through research, find where you can purchase books at wholesale on that topic (call publishers – they will send you a list of what they have!) Then, you can buy stuff off e-bay including videos, DVD's etc that may be on the same topic. Don't forget to haunt second hand stores, garage sales and the like to find gems on your topic area!

Chapter 6: How Will I Know?

Anything Goes

Absolutely anything that you think of can be turned into a specific informational product for a specialized market and sold at a huge profit - provided the title is good and it is marketed and sold the right way.

To some, it sounds pretty scary – create a hot product that will sell, sell, sell!

The secrets of hot products are simple:

1. Stick to what you know first
2. The title is all important – work on that because the title tells you EXACTLY who will buy it – once you know this, it is easy to sell to them.
3. Get started with HOW TO titles; they are proven winners.

An unknown secret method for **selling** hot products is simply this:

Pretend you are sitting in the room with one person who represents the market you have chosen and tell them why they absolutely must have your product. Put yourself in their shoes - what would it take for you to feel very strongly that you cannot do without the information being offered (Problem-Solution)?

Once you have some idea of the specific information you wish to put together, do some research and survey what is available already along those lines – find out if your information is desirable.

Precise Means Profit

Give people solutions and they will literally throw their money at you. Be as specific as possible in your topics. This allows people to identify an exact problem that they want to solve and - hey presto - you provide them with the solution via your informational product.

Be specific in your thinking, look at the difference a few carefully selected words can make:

- How To Catch Fish

- How To Catch Fresh Water Fish

- How To Catch Fresh Water Fish With Any Rod

- How To Catch Fresh Water Fish With Any Rod & No Experience

- How Anyone Can Catch All The Fish They Want With Any Rod

- How To Catch All The Fish You Want With Any Rod, No Experience – Every Weekend
 1. First, our market was people who like fishing, then it was people mostly interested in fishing from fresh water.

 2. Then people who don't have sophisticated equipment, but still want to catch fish – not necessarily fresh water.

 3. Then an extension to that was adding the fact that you don't need much experience to be successful at catching fish.

 4. Finally, just to make it all the more irresistible – we've added that you can do it time and time again, during your favorite time – the weekend.

The reason I used fishing is because it is something which is easy to relate to.

The same principles can be applied to any topic:

Embroidery	greener grass all year round
folk art secrets	better sunflowers
car maintenance	gems

budget skills

pet care

learning an instrument

cartoon drawing

essay/resume writing skills brewing coffee

clean, stain free walls and carpets

... or even cooking chicken for different occasions.

With A Twist Please

You should become a regular at your local second-hand bookstores too. Sometimes, you come across old titles that no one has heard of, but it has a fantastic title which you might use – just add a twist.

There are even cases when you find a real gem that is perfect as it is, and its copyright has expired, or you can obtain the distribution rights.

You can use these by either printing it yourself with some updated additions or by contacting the old publisher to find out if they have any more old copies lying around.

Many books in second-hand stores are not only great for getting ideas, but great for research information too.

You might decide to put a hot product together about sailing a particular size of boat. Even though a library will have some information, a second hand bookstore will quite often have books that are more specific.

Remember, a second-hand bookstore is filled with discarded books that people BOUGHT for themselves. This tells you what sort of things people are interested in and what kinds of titles they were attracted to.

Your special twist will make you stand out, be more attractive, add style to your product and make you different. These are all key ingredients in creating and selling a hot product.

A twist is as simple as adding a new word, re-arranging words or using what has already been successful and changing it to suit modern views.

Examples:

“How to Win Friends and Influence People” *Twist* – How to Lose Friends and Infuriate People

“Saturday Night Fever” *Twist* – Saturday Afternoon Fever

Signed Sealed and Delivered

Make sure your product delivers what it promises. This is another of the reasons that selling information is so profitable. As long as the information is of reasonable quality, it is presented in an acceptable manner and it provides all the wisdom it vowed it would - you can repeatedly make substantial profits by continuing to sell information based on a similar theme.

A Tip on Tips

Bear in mind that information can be highly successful in the form of TIPS. For example:

- ✓ 9 tips for getting more savings - up to \$35 a week on your gas bill; or
- ✓ 7 ways to clean a bathroom in less than 20 minutes; or
- ✓ 18 secrets that guarantee you will stick to your budget and save hundreds per month.

If you want to use proven successful methods, these ‘tip’ style titles are solid starters if you don’t go with a HOW-TO name.

Is it too Much to Ask?

While you are in the library, ask the librarian to direct you to their magazine and newsletter section. Usually, city libraries have a massive section of back issues of some specialty magazines and newsletters. Check out the ads, the stories and which topics seem to crop up often – maybe you can have knowledge or interest in such issues. You can also look at interstate and international newspapers and investigate their classified headings.

Remember that the information must be solution based – something that solves a problem for a particular group of people. The previous fishing example is based on the problem that many people love fishing but never seem to catch any with the equipment they have and can't really justify new stuff.

These people are usually just weekend fishers and want the thrill of catching fish in their local area with whatever equipment they already own without getting a degree in fishing!!!!

STUCK? There is a Way

People will absolutely pay you for information that already exists in your head right now. If you still don't feel that you can extract that information then you should look for people who have information on topics that you are interested in and become a re-seller or distributor because you love their stuff – this means you will be passionate about selling it.

The other advantage is that you can come to agreements with things like this rather than purchasing expensive licenses. With an agreement you both benefit – you because you get to sell information you believe in and the owner of the product because they will receive a portion of each sale you make. When you do develop your own products you will have an established relationship with them and they may re-sell your stuff!



This is me in the dark ages creating an audio product – now you can make them sitting in front of your computer & be making profits from them later that day!!

Chapter 7: Low-Cost, Kick-Start Marketing

Oldie but a Goodie

Classified advertising cannot be underestimated. We should not disregard any kind of low-cost, specific types of advertising. Classifieds are a section in newspapers, usually at the back and are divided into many small headings inside particular segments (e.g. Trades & Services and that might contain smaller headings such as Beauty, Hairdressers, Plumbers etc). You can also find them in specific magazines so, while you may not put a full-page ad in Better Homes & Garden, you can always put in a classified. But, think long term - keep it there!

Web Wonders

The web also has publications with small classifieds which you can advertise in cheaply – they are called e-zines (Electronic Magazine). They are just like magazines, have their own special niche markets with circulation ranging from 500 to 10,000+. So, when advertising your product, you can place numerous 4 line classifieds at a low cost in local, regional, or city newspapers all over the country and numerous classifieds in e-zines to reach people all over the world.

Classifieds are a low-cost but effective method of reaching specific markets.

It only takes a little research to find the topic areas you seek – time you only have to spend ONCE and then small amounts on an ongoing basis to keep your ads fresh and well-circulated.

Not only are classifieds ideal for generating leads (getting people to call you to ask for more information about your hot product), but they are a low-cost and very effective method of sending people to your website – which, by the way, doesn't necessarily need to be more than a page to generate interest in your hot product.

You can easily set up single pages for free on the web, with each one discussing a different product. This is a great way to test an idea or even to survey people who visit your site to find out what they want information on – then you can create it.

Finding e-zines that relate to your market just takes a bit of searching. You can obtain lists of e-zine names, circulation and readership by spending some time on the Net doing research. Go on,

it'll be good practice for developing your research skills which you will always be using in the direct business. The better you are at it, the more money you can make and the more rapidly you can make it!

Just Do It!

“Advertising insights that help with choosing a market and selling to them effectively”

To coin a catchy phrase such as this will sky rocket your sales 100 fold, if not more. This is what we call ‘the promise’. “But I’m not a multi-national company with a huge advertising company at my disposal!” So what?

You have seen, heard and read more advertising in one day than people 10 years ago would experience in a month!

You are an advertising expert because you know what worked with you. You know what phrases and terms attract you - make you consider buying something.

Admit it – you could write better slogans than half the ones out there!!!

Catchy phrases that coin your *promise* (that is the solution to be provided by your information) – not only sell your product, but help you focus on who you are trying to sell it to.

Now, once you pin-point your market, it is VITAL to get inside their heads like an annoying buzzing sound.

I’ve suggested that you to stick with what you know if you can – there is a very good reason for this.

Before you totally create the product, you must test and survey to get at least some idea about how well your product will be received by the target market you chose.

You can test and survey by doing some low-cost classified advertising (previously mentioned). The words you use in these ads are critical in obtaining interest and the sales letter that you send to people that respond is even more strategic in obtaining the sale.

Ad + Sales letter + Order = PROFIT

This scenario is based on the most cost-effective way to sell how-to information.

Lead generation is simply when people call from a small ad to express interest in your product and you forward more details about your product - or the ad which sends them straight to a website that contains the information about the product.

You should have a skeleton of the product ready – not the whole thing though. You can also send surveys asking some simple questions, followed by a letter.

The letter or the website where people read about your new product should sound to the person reading it as if they are the only one you are talking to. Stick with what you know and speak the language of the person you wish to sell to. You shouldn't find this too difficult since you are talking about something you're passionate about too.

You should've touched a nerve or two with your classified ad and then, when they read your letter they should feel that you have the key to solve whatever problem it is you have decided to solve in your how-to information.

When your letter arrives and/or when they get to the site, the person should be relieved because they are anticipating that a solution to a problem is about to be provided.

Emotional Rescue

While going through your letter (on paper or on screen), the reader must feel increasingly compelled to purchase your product – that, without it, their life is going to be difficult, strenuous and uncomfortable.

Give your readers very good reasons to buy and they will. A simple letter writing technique is to stir strong emotions and then rescue them from the grief or pain or disappointment with the purchase of your product.

All people buy based on emotion, not logic. So, while it's important to provide facts, get the emotions going.

Easy Order Options

Making a decision is often painful even if a problem is going to be solved. The simple decision of what to have for dinner is a prime example of how we are just not comfortable making decisions, no matter how simple they are!!!

So, when a person has to make the decision to spend money to solve a problem, they must be totally convinced that they have made the right decision and making it as easy as possible to order and get instant download delivery helps with this.

Have clear instructions and emphasize how effortless it is to order your product and just how soon they will be rescued by your product.

Hot Tip For Hot Products: Always test a product before fully creating it, otherwise you could end up spending time creating something which no one wants!

Have a Chat

Make your letter like a conversation, an intimate exchange of opinion – people buy based on emotion, so be emotional!!! Talk to them about the problem you are addressing (this creates an uncomfortable feeling), then outline your **benefits** (rescue plan).

Just like the heading of this paragraph, you will find that the tried and true cliché phrases, as corny as you may think they sound – actually work. Don't try to reinvent the wheel – there are many successful words and phrases you can use, and PLEASE use ones you know, that you like and you are familiar with that you think would work with YOU!

Here are a few effective examples:

- √ Little Known Information
- √ Unknown Secrets
- √ Secrets Revealed
- √ Amazing Secrets
- √ Key Ingredients
- √ Unlock The Secrets
- √ Easy To Use
- √ Simple To Follow
- √ New
- √ Nothing Like It
- √ One Of A Kind
- √ New Release
- √ Exclusive Release
- √ One Chance Only
- √ Strictly Limited

Pricing Insights

Pricing for maximum profit is important – don't think that just because your product may be short, it isn't worth much. That's not true. The value is in the time you spent accumulating the knowledge you have imparted in the product.

SOLD!

By now you may be thinking, "*How much can I really sell my products for?*" This is usually just lack of confidence – don't worry, that will come with experience, of course! For now, let us just say that the general answer to that question is that it depends on The Topic and The Market you choose. Some markets will pay more than others, and some information is considered more valuable than others.

But stick by the notion that people pay for what is sold to them. In other words, the better that your ad copy (the words in your letter and/or on your website) sell the person who is reading, the more value is in your product and people will pay well for what is perceived as good value.

Adding value to your products is essential. Whether it's the first product they buy from you or the 10th, give your customers good value. You can do this by covering more than one topic, having a bonus – an extra list of top 10 tips, a CD or a discount voucher and so on. Remember too, that information is essentially sold for at least double and up to 10 times what it cost to physically reproduce. The right price is vital, just test out a few and you'll hit on it.

Don't forget that you can always ask what people would pay when you are surveying your product – give them three options.

Chapter 8: The First Time

Quick Reference Guide

1. Brainstorm your own hobbies, interests, experiences and talents. (Don't leave out things people are always saying you are good at, no matter how small – like 'You know Jan, she just loves to . . .' OR 'We knew we could count on Alan to. .')
2. Using the things you have come up with, work out how they can translate to problem-solution information
3. Be sure to list every problem-solution you can think of, especially if it relates to various markets. This will also assist with which area has the most potential for extension areas.
4. Choose a minimum of three areas. On a new sheet with the three areas at the top, write how-to or solution-based titles for each area.
5. Refer to your collection of winning words and use them to start refining your titles.
6. Now choose the titles you like most, and write three titles on the back and start writing under them, the exact and as precise as possible, type of person who would possibly be interested in such information, where you might advertise such a product and then jot down some survey questions - pretending that you have the opportunity to speak to the exact people that you have outlined – questions which would uncover whether or not they would be interested in your hot product.
7. If you have paper everywhere at this stage, tidy it up. If you keep going from here without these specifics, you will get lost and sabotage your gathering confidence.
8. Choose the title and market which you find are standing out to you the most and that you feel most comfortable with. Write this on a clean sheet with a skeleton outline for what information would possibly be contained in a product for this market area. Include possible chapter headings and section names.

9. Survey or test some markets by placing small classified ads to generate interest. Then send them either a survey or a sales letter or bring them to a web site.
10. Surveys can be conducted quickly and more successfully if you just call the inquirer and ask a few questions over the phone. Very valuable information – feedback - which you obtain, not only about the level of interest in your product, but what form people would prefer it in, what kinds of bonuses they would like and even how much they would be prepared to pay, just by asking people who responded to your ad!!!!

Don't worry, people love to feel important and you are asking for help. It makes them feel important to help you plus you are building a relationship with them so that, when you have a product ready, it is very likely that they will purchase!

CONCLUSION

You can get exclusive information to speed along your success. The problem with this business is that you never know when the finish line is a few steps away, or when it is a few yards away – but it is always there.

Make your own luck by working hard, always ask for help and invest in expert knowledge.

Bonus: Late Night Television Secrets

Tap into the Masterminds of Advertising

What is it about **infomercials** that ‘get’ people? I call them hypnotic. If you have ever been up late at night or early in the morning and you have flicked over to one – haven’t you found yourself somehow glued to the set? Unexplainably, we have all been guilty of not being able to stop listening, to keep watching and even find ourselves going ‘Wow, that really is amazing.’

The truth is that the people who make these ads which are sometimes better than some shows (!), are absolute masterminds at what they do. It is not by chance that we find ourselves compelled to watch, no matter how silly or ridiculous we initially think the pitched product is. There is a reason we say to ourselves, “This could this be true!”

Under the Spell

The hypnotic effect is highly calculated, not an accident. The words, the music, the tone, the testimonials from ‘ordinary’ people, the celebrity endorsements, the *coming up soon* feature, “stay with us to find out more”, “order within 20 minutes and receive ...” - the list goes on.

My advice to you is (have you guessed?) to record some over a few nights. Yes I am serious. Then, watch them over a few days or better still in one day when you have the energy. They are very draining to watch as you’ll see, because they poke and prod constantly at our emotions – our desire to be relieved of whatever pain it is they are addressing. But don’t just watch – let them cast their spell over you and you will learn more about the psychology of advertising in one day than you could by reading an entire encyclopedia on advertising.

You’ll notice very quickly, the set method which the majority use to sell to you. You’ll find that there are similar words in all of them.

Highlight these as your most powerful weapons – especially for the title of your how-to book or just for identifying your product.

Try not to become overwhelmed by thinking that these people are total pros, that they know it all so what chance have I got? That is pure nonsense.

For people like us with the intelligence to study their methods, we can get a **free education**.

They spent years perfecting their methods. We can identify them and use them to our advantage in a just few days – thank you infomercials.

After watching them through without stopping, choose the one that you like the most - go back to it.

Years of Research in Minutes

Have a note pad/list poised while you watch the one you chose. Take note of the problem they are attempting to rescue you from; this will help you identify problems for your own market.

Remember though, when you are considering what you will create, you will be **MUCH MORE SPECIFIC**.

First of all, watch it all the way through without pausing. Then take note of how the infomercial is making you feel.

- ? What emotions is it evoking?
- ? Do you feel compelled to buy?
- ? Why do you think it is making you feel these emotions?
- ? How could you use such emotions for your own letter – using just words.
- ? If money was not an issue, would you have bought it – was that the only thing stopping you?
- ? Can you pin the point where you think you were ‘sold’ – how much longer did the infomercial run for *after* you felt this way – constantly reassuring you that you have made the right decision?
- ? Did you think of any objections while it was going – were these answered later?

Then, after watching it through and not stopping whilst simply noting how it made you feel, watch with a separate piece of paper and take note of the following:

? **Testimonials** – who did they get them from, how many do they have on and at what times are testimonials used?

? What sort of **guarantee** is offered?

30, 60 days, 6 months 12 months or more? What is the guarantee called, is it a ‘catchy’ name? How often is the guarantee mentioned? Is it only mentioned when the price is being covered or also on its own?

? What **bonuses** are offered – are they for only a certain amount of orders or for those who order within a certain timeframe? How are they related to the actual product? Do you think any of the bonuses may be perceived by some as more valuable than the actual product? Do you think the bonuses persuade some to buy – why?

? What **benefits** of the product are repeatedly covered? E.g., Great results with no effort; Rock hard abdominals; Dream firm thighs; look younger in minutes; feel vibrant within seconds etc. Note the exact words – and how often.

? How soon is the **price** revealed? After it is revealed for the first time, is any new information discussed, or is it basically the same material repeated in a different way? How soon is the price mentioned again? What is the total amount of times the price is mentioned and at what points was it said?

? What are the time limits for ordering – or is there a discount? How often are they mentioned – are they only mentioned with the price? Does the price seem expensive or just right – why do you think you feel that way?

Free And Valuable

This is an invaluable exercise which I often recommend. I guarantee you’ll never be the same after taking the time to analyze the system of selling used for infomercials. You will know a lot

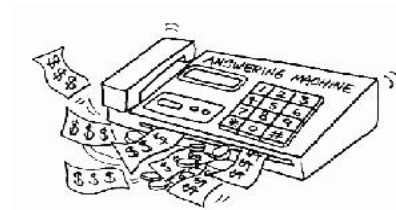
more about effective and hugely successful marketing (yes, more than even some self-proclaimed experts) and have the power to use it through this simple exercise. The best part is, of course, that infomercials provide priceless research and instruction, FREE and as often as we need.

It's true that infomercials primarily center on a few main themes:

1. Looking good
2. Beauty products
3. Losing weight
4. Getting a tan
5. Building muscle
6. *Time savers* in the kitchen gadgets
7. Space reduction for storage

They appeal to the general public's strongest emotions – the desire to look good etc.

You should avoid the *general public* – it's too expensive to reach them. Go for specific groups of people with particular interests or needs.



This could be your phone once you start using some principles of infomercial psychology to sell your products. A phone churns out money when every call is a person who wants to order or wants more information!

Inspiration – A Published Article from Louise

Should I Do It?

What does it take to be successful at running a small business (from home or otherwise)? Why would anyone give up regular paid work to slave away for twice as long for half (or less) the pay? Who would ever want to give up holidays for a few years? Where is the best place to operate from? How do you get a head start? Is there any such thing as an 'easy ride', even when you do have loads of 'inside information'? Regular columnist and Professional Optimist Louise Slavnic reveals the myths and unlocks the truth about what it takes to get started, and SUCCEED in small business of any kind.

ALL I HAVE TO DO IS DREEEEAM

It's great to have a dream, to be a dreamer and even better to be accused of being one. Dreamers have hope, enthusiasm, faith and an incurable case of optimism. The downside is that very few people understand them, support them or offer them a word of encouragement. Sinister as it may sound, the majority of people do not want to see us reach our dreams. You see human nature dictates that those who have not fulfilled their dream, will feel bad when they see us reach our dream and we will have made them feel bad by doing exactly what we want and getting our dream! Most people would rather see the dreamer try and fail, try and fail, try and fail and try and fail until they give up and become just like everyone else again.

The difference between being a dreamer and being like everyone else is complex. A true dreamer is **resilient** and does not wish to accept that they should just get a job (like it or not), watch TV, go to the movies, have friends over, take holidays once a year, retire and then go fishing. Now, do not take me wrong, some people are very happy to do this and that is terrific – but it is not for everybody.

Problem is, those who are happy with it, won't let those of us who are not happy with it to explore other ways of reaching bliss!

PLEASE SIR, I WANT SOME MORE

Why can't we just be satisfied with a regular job, food on the table and the occasional night out? Well if you want to have financial freedom, time with your family, enjoy your work, feel fulfilled and satisfied about yourself and your achievements, *sometimes* it takes more than working for someone else and making them rich. What does it take to get all those things? How do we obtain happiness and be free of worry and financial strain?

There is no one definitive answer of course, and I am sure that if you are seeking those things that you have read much material about how to obtain it. Maybe you've even spent a lot of money trying to find that ONE thing that is going to make your life perfect. Here is where the buck stops, there is no such thing as a perfect life. But the good news is that there is such a thing as enjoying your life.

TOTALLY!

Many business people do not enjoy their lives as they have made the error of being tied to the business. A person in business who enjoys their life does more than just run a business. Being self-employed indicates a strong character, but for **total success**, all parts of your life must be considered. Being in business and making it successful is a great first step, but what is the point of being in business if you hardly ever sleep, you've forgotten what your family looks like and you can't remember the last time you had a holiday?

Avoid the temptation of feeling satisfied, that just because you are self-employed you must be better off. Being in business is not for everyone. A truly successful business is well oiled and run by a person or people that enjoy their work but also fill their lives with other things – which being in business has allowed them to do. Are you with me?

PUTTIN' ON THE RITZ

Many people go in to business thinking that suddenly their lives will become simpler, easier, they'll make more money, have time off whenever they want, see their loved ones more and be financially free in no time at all. The truth about being in business is that it is **hard work, lots of**

it, and for a long time without much monetary reward. Anyone who tells you otherwise is telling another kind of truth, a crook, or hasn't done it themselves. Harsh words you may say, what happened to the goodness of being a dreamer? Well most people don't tell you the truth because they know you won't like it. I'm telling you the truth but I'll also tell you how to smooth over your ride in the pursuit of your dream.

LISTEN TO YOUR HEART

I do love dreamers, I am one myself, there's nothing better than sharing time with a person who is energetic and takes the bull by the horns! But those qualities can be quickly squashed if you are not careful. Being in business for yourself is wonderful, fulfilling and monetarily rewarding – but how do you get it? How do you go up against what everyone tells you stay away from? A lot of people do things part time on the side but never really go anywhere, because they're not really taking a risk and are not following their hearts. Safety doesn't spell success, the secret of a fulfilling life lies in your heart, where we never think to look.

Those that do take the plunge and go full time often (95%) don't last. I put it down to a *self-fulfilling prophecy* over and above all the other 'logical conclusions'. Why? The self-fulfilling prophecy is the single the most powerful force imaginable. If others repeatedly tell you how hard it is to make it and you constantly reinforce that with your own actions and thoughts, guess what happens? You don't make it.

INCH BY INCH, ANYTHING'S A CINCH

OK so I guess you want some answers, some advice or even a crumb of hope. The thing with being successful in business for yourself comes down to more than just one or two things, so I am very glad that you have persevered this far.

- First you must choose to do something you like. Sounds absurd. I'm going to say it again. Do something you like.
- Next you must be prepared to work very hard for little money for as long as it takes. Mr. J.D Ruckerfeller said that perseverance is the single most essential quality to succeed at

anything. Once you commit, commit with the determination of a hungry wild animal seeking its next meal. Churchill said – NEVER, NEVER QUIT. Pay attention to these words and live by them.

- Make a picture (and write) of your business. What will it look like, who works there, what equipment do you use, what is your turn over, what do you sell and what needs/desires are met by your business and so on.
- Then make a picture (and write) of what your life outside of business is like. Family, friends, mental and spiritual, physical, financial position, social activities and community involvement.
- Make a list of all the things you would have to do to obtain all the things you just made a picture (written down) of. Each part of your life will then have its own ‘to-do’ list.

This exercise sounds lengthy and difficult – a lot of thinking. Making the pictures is fun so don’t worry, when you start writing the to do lists you will see how quickly and easily your brain will provide you with what is required for you to obtain those things.

Then all you have to do is always be thinking of what is in your pictures and sooner or later you will get them. How? Remember the self-fulfilling prophecy will take you there. Think of what you want and your brain will always be coming up with new and improved ways of getting those things so don’t worry if things on the to do list don’t always work.

IF NOTHING ELSE, REMEMBER THIS

The secret is that **the things you desire must be your focus** and second but more important is the **TOTALNESS** of the life you are seeking. We are all human and we cannot be happy and fulfilled when only ONE part of our lives is being satisfied.

I’ll give you a tip, if all you ever do is work on your business, then your life will be boring and dissatisfying. No one will like being around you and you will end up not liking being around yourself! Sure you do need to put a lot of hours when you get started, but as long as it is mixed in with other parts of your life and your brain knows that it is not forever, you’ll make it.

So be informed too, that doing something you like is the greatest decision you have to face. Choose something you will enjoy and a little known gem is this too – *choose something that really benefits* the customers you serve or sell to. Making your chosen business a business that people benefit from is one step closer to success.

IN SUMMARY

AVOID doing things for the money, for the speed of returns or ‘just to see what it’s like’. These are all sure fire roads ‘back to where you started’ only with less money, and maybe a little experience which you may or not be wiser for.

It’s so easy to success in business that most people do not believe it. It’s simple:

- Choose something you like that benefits people.
- Decide to commit like a dog to a bone.
- Make a picture of your business.
- Make a picture of your life outside of business.
- Write to do lists for all of the things in your pictures.
- Carry out the to do lists AND
- Think only of the things in your picture and your brain will find ways of taking you there.

DO YOU REALLY WANT IT?

Fire all the people out of your life that do not support or encourage you. Negative thoughts will be planted in your mind and will steer you away from what you want and take you to what other people want for you. This exercise will show you whether or not you really do want total success in life and business. Keep doing the same thing and you will get the same result. Make changes in your life and your life will change.

Think only of what you want, never of what you do not want. Your mind is designed to take you to whatever you think about the most. It does not know if what you are thinking is true or false, positive or negative, it just gives you whatever you think of. You are a product of your own thoughts so why not use this power to be successful in life and business?

THE LAST WORD

Resilience is the last magic word I will give you. It can be VERY tough to seek what you want and to go for it no matter what. Turn your dreams in to reality with this simple method. Then when your dreams get bigger and better – you simply constantly dream and achieve so much so that you are dying to get out of bed in the morning to get your teeth into the dream of the moment. It is very interesting to observe how people's dreams evolve once they achieved a fulfilling and successful business, they enjoy their TOTAL lives and then they really start dreaming. What is your BIGGER dream once all that is taken care of? It's not out of reach, in fact it's so close it's begging you to take it. Action is amazing, watch it work for you. *Enjoy!*

Louise Slavnic - Life and Business Success Strategist

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.

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6



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