

## Information Marketing Product - One Pager - Freedom Business Blueprint # 2

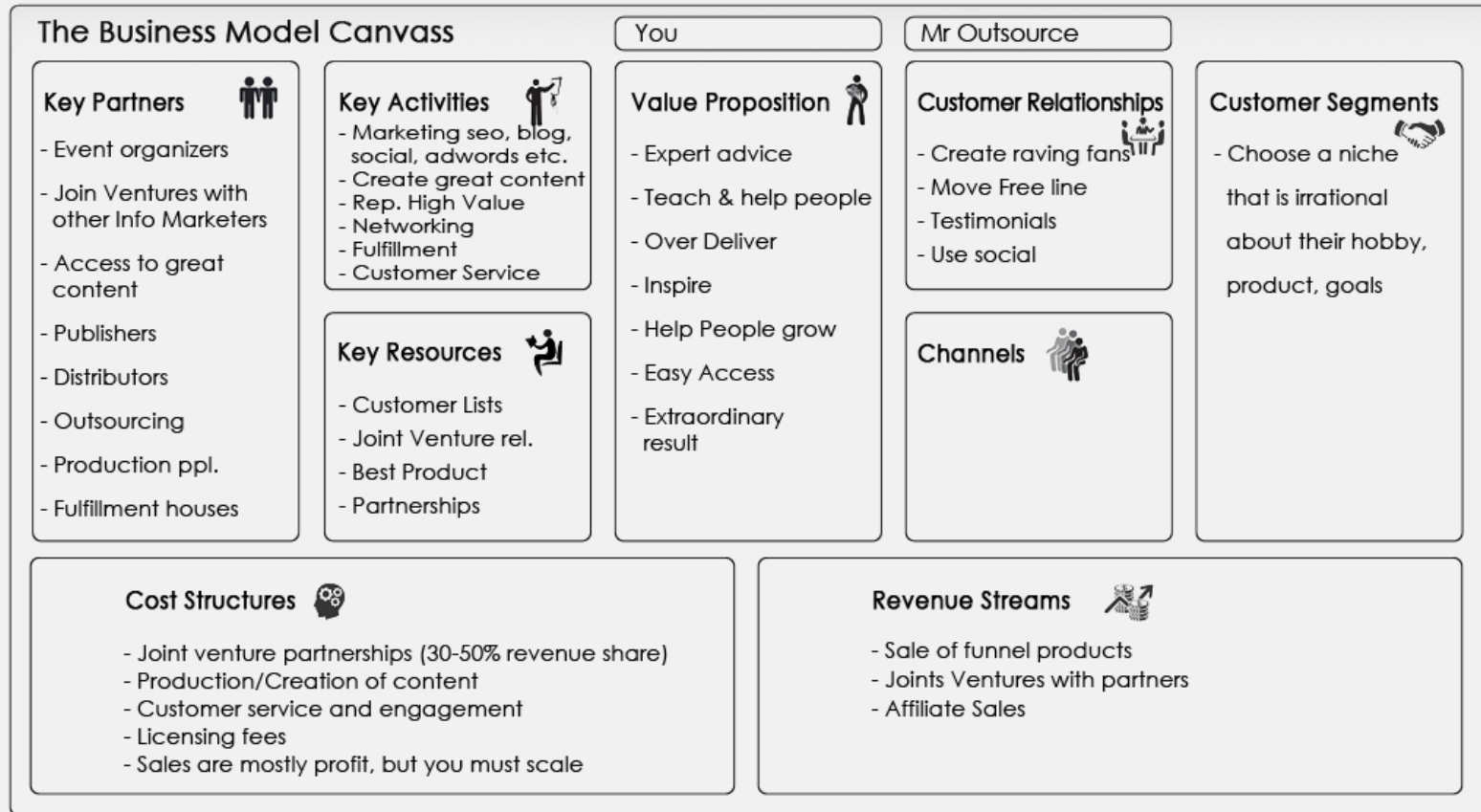
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### Pro's

- Information products are fast and easy to create
- It allows you to offer something unique
- It brands YOU vs Your Opportunity
- You get paid to get leads
- It gives you instant Credibility
- It is extremely profitable

### Con's

- Lots of competition
- Need time to create audience



### Get Started

1. Select you topic.
2. Choose your format
3. Craft your offer
4. Set up you sales system
5. Create your product blueprint.
6. Sell access to your event
7. Record your event
8. Continue selling access

### Tips

- Do your research using Google keywords
- Focus on something you are passionate about
- Licence a ready made product
- Do join ventures
- Create irresistible offer
- Use a ready made software solution
- Outsource as much as possible

[www.youwillneverworkagain.com](http://www.youwillneverworkagain.com) by Erlend Bakke

Let's have a look at the blueprint. Your **Key Partners** are going to depend upon exactly what form your information is taking – if you're hoping to give talks and seminars, you'll be working with event organizers; if you're going to be writing books or white papers, you need publishers and distributors. In general though, two things are important. You need partners who can provide quality content if you are not going to produce it yourself – for example, you might decide to come up with the basic ideas for an ebook, but outsource the actual writing to a professional. And you need good relationships with other information marketers – they can provide opportunities for joint ventures, ideas and support – this is, after all, one of those industries where the whole point is to share your idea with other people rather than jealously guarding it.

Your **Key Activities** is going to be creating great content – the cornerstone of any information marketing business. But also, marketing yourself and creating a strong reputation for yourself and your products, through websites and blogs; networking with other information marketers and other people who can provide opportunities for promotion; and fulfillment and customer service – if you say you're going to write a book, you need to write it and make sure it successfully reaches the people that pay for it. Your **Key Resources**, the things you can't do without, are going to be a

customer list or a list of subscribers; your actual content; and your relationships and partnerships with others – without these relationships it would be very difficult to consistently market yourself enough to make good money out of this business model.

Your **Value Proposition** comes from the fact that you are (or should be) offering people information that they want access to – you are teaching them, helping them, giving them advice about something for which you are an expert and they are not. The idea is that your audience should get some benefit from your product after consuming it. In terms of your **Customer Relationships** and **Customer Segments**, you need to try and cultivate a 'fanbase', a collection of people who see you as an expert in a niche in which they are particularly interested. This customer base trusts what you say and believes that it brings them a great benefit or a new understanding of the topic in question, and they will go on to tell others about this, particularly through social media channels – thus doing further marketing for you. You can also get customers to provide testimonials about the difference your work has made in their lives – this increases the impression that you have something to say and that you are trustworthy, reliable and truthful. Your **Channels** are going to be digital primarily – blogs, websites, and social media – anything that can create a 'buzz' around you and your

product.

Your **Costs** are going to come from creating the products; customer service and engagement; and sharing revenue in any partnerships or joint ventures you engage in. Your **Revenues** come from selling products; revenue sharing from your partners and joint ventures; and possible affiliate marketing opportunities (more on that shortly). The money in information marketing is very much in your 'list' – the amount of access you have to potential customers through building up an email database, and the amount of access you have to excellent connections and allies built up through networking.

The pros of this kind of work are that the products are potentially fast and easy to create, and entirely within your control. You get to offer something unique, and you can focus on an area you're passionate about and have expertise in – something which you are likely to consider part of your true path. It's also very profitable once you become good at it. However, the cons of information marketing are that it's very competitive because of the low barriers to entry, and it can take a long time to build up an audience and a reputation that are big enough to start making serious money. Once you're in that position, you really can feel as if you never need to work again; until you get there it can feel like a lot of hard work. In addition to this, because you are the brand, this is not really the kind of business that you can sell – while it's possible to build effective and efficient systems around information marketing of this type, it's almost impossible to automate it to the extent that you can fully remove yourself from the picture.

## Erlend's Information Marketing Funnel



Source: *Information Marketing Funnel for Never Work Again* (Bakke, 2013)  
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