

Communicating Credibility With Your Infoproducts

If they believe what you are saying,
they will buy what you are selling!

- Achieve business success showcasing your expertise
- Enhance your image and your reputation as an industry guru
- Attract clients and build business with your infoproducts
- Make yourself more promotable as a published author
- Get outstanding results and accomplish your goals

Alicejane Lippner, MD, JD

Boca Raton, FL

Communicating Credibility With Your Infoproducts

Copyright © 2006 by Alicejane Lippner, M.D., J.D.

All rights reserved. No part of this publication may be reproduced, transmitted, stored, or used in any form or by any means, without the prior written permission of the publisher, except for brief excerpts used in published reviews.

Warning and Disclaimer

The information contained in the written, printed and digitally provided versions of this product is strictly for educational purposes only. The author/publisher has used best efforts in preparing these materials. Infobriefings LLC and the author/publisher make no representation or warranties with respect to the accuracy, completeness, authoritativeness, applicability or fitness of the contents of these materials. If you wish to apply the information and ideas in these materials, you are taking full responsibility for such actions. As always, seek the advice of competent professionals (business, legal, tax, accounting, etc.).

Special Sales

Books are available at special quantity discounts for purchases made by companies, organizations, associations, educational institutions for use in training programs, promotion, premiums. Customization is also available. Contact the Publisher.

Contact Information

Publisher: Infobriefings LLC
7040 W. Palmetto Park Road 182
Boca Raton, FL 33433
<http://www.communicatingcredibility.com>
info@communicatingcredibility.com

ISBN 0-9662096-4-8

Library of Congress Control Number 2006928696

Table of Contents

Part I. Introduction

Use infoproducts for credibility	7-9
Short infoproducts offer many benefits for readers	
Short infoproducts offer many benefits for you	
Let me guide you	10-11
I'll help you create infoproducts quickly and easily	
<i>*Tool* Infoproducts Credibility-Building Action Plan</i>	
Use the infoproduct process	12-17
This guide follows the 3-part infoproduct process	
<i>*Tool* 3-Part Infoproduct Process</i>	
<i>*Tool* Steps to Infoproduct Success</i>	
<i>*Tool* Infoproduct Planning Checklist</i>	
<i>*Tool* Infoproduct Planning Summary</i>	

Part II. Inception

Step 1. Develop your plan	19-20
Infoproducts and business planning are interrelated	
<i>*Tool* Business Plan Key Points</i>	
Step 2. Identify your niche	21-23
<i>*Tool* Niche Quick Quiz</i>	
<i>*Tool* Niche Questionnaire</i>	
Step 3. Determine WIIFM	24-25
Your ultimate purpose will guide your decisions	
Benefits for your audience will guide your decisions	
Infoproducts communicate credibility	

Part III. Information

Step 4. Select your topic	27-33
Use multiple methods to generate topic ideas	
“Them” and “you” factors affect your choice of a topic	
Benefits-laden topics like how-to and self-help do well	
Marketability is the key to infoproduct success	
CORE will significantly help build your infoproduct	
<i>*Technique* Mind Mapping Rules</i>	
<i>*Tool* Topic Evaluation Checklist</i>	
<i>*Tool* CORE Worksheet</i>	
Step 5. Pick a format	34-39
Tips are a wonderful way to start	
A series of special reports is easy to create	
Booklets are excellent short infoproducts	
Cover and page design must be considered for booklets	
Manuals are longer infoproducts	
Electronic versions offer many benefits	
<i>*Tool* Infoproduct Formats</i>	

Step 6. Create content

40-59

Collaborators can help create content
Products you create are usually best
Many factors affect your approach to creating content
Modeling is a fantastic resource
Outlines can be created using multiple methods
The important information belongs first
Sales blurbs capture your CORE
Titillating titles sell information products
Multiple resources, such as experts, improve information
If you can talk, you can write
Rapid writing is critical for infoproduct success
Multiple writing methods can get content created
Good writing follows KISS and flows well
Articles can be structured in different ways
**Tool* Checklist for a Collaborator*
**Tool* Collaborative Writing Steps*
**Technique* Thinking in 3s*
**Tool* Title (Headline) Ideas*
**Tool* Evaluating Information*
**Technique* Question-and-Answer Keyword Method*
**Technique* Strip Method*
**Technique* Talking Method*
**Technique* Grouping Method*
**Technique* Keyword-in-the-Margin Method*
**Tool* Resource Box*
**Tool* Template for an Article*
**Tool* Article Planning Worksheet*
**Tool* Super Quick Infoproduct Process*

Part IV. Impression

Step 7. Add impact

61-71

Distinctive writing, with varied pacing, keeps them reading
Many devices can add interest and impact
Lists improve all types of writing
Benefits motivate readers to use your information
Covers sell information products and offer benefits
Beginnings and endings need to sizzle
Other front and back matter may be included
An author biography builds credibility
Careful editing maintains credibility
Copyright protects your information product
**Tool* Sales-Inducing Questions*
**Tool* Author Biography*
**Tool* Manuscript Editing*

Step 8. Deal with production	72 -77
Special reports are quick and easy	
Booklets can be self-printed or commercially printed	
Commercial printing is an option, if costs are kept down	
Printing and distribution costs are low with e-booklets	
<i>*Tool* Printer Checklist</i>	
<i>*Tool* Printing Cost Factors</i>	
Step 9. Profit from leverage	78-109
Infoproducts as promotional tools can explode business	
Long-term success is built on your own customer list	
Associations are an amazing resource	
Traditional networking remains very effective	
Articles in professional journals build credibility	
Publicity spreads the word and provides credibility	
Online marketing is another key to success	
Websites need lots of traffic	
Articles generate traffic and build credibility	
Magazine ads sell infoproducts	
Direct marketing works, too	
Mega-sales and licensing can make mega-bucks	
Price right for profitability	
Recycling projects maximizes writing and profits	
Consulting and speaking can be part of your info-empire	
<i>*Tool* Marketing Quick Start Steps</i>	
<i>*Tool* Competitive Analysis</i>	
<i>*Tool* Copywriting Checklist</i>	
<i>*Tool* Infoproducts for Marketing</i>	
<i>*Tool* Boosting Business with Infoproducts</i>	
<i>*Tool* Referral Thank You Note</i>	
<i>*Tool* Magazine Query Letter</i>	
<i>*Tool* Press/News Release</i>	
<i>*Tool* E-Mail for Links</i>	
<i>*Tool* Classified Ad</i>	
<i>*Tool* Display Ad</i>	
<i>*Tool* Mega-Sale Customers</i>	
<i>*Tool* Letter to Prospects</i>	
<i>*Tool* Booklet Proposal</i>	
<i>*Tool* Seminar Checklist</i>	
Part V. Bonuses	
Bonus 1. Create a book next	111-112
<i>*Tool* Book Planning Approach</i>	
<i>*Tool* Book Planning Summary</i>	
Bonus 2. Manage information	113-114
<i>*Tool* Paperwork Checklist</i>	
Part VI. Resources	
Use other resources	116-127
Read about the author	128

Part I.

Introduction

Use infoproducts for credibility

Searching for an effective way to boost your business, enhance your career, increase your credibility in your field? If you're an industry executive, professional practitioner, small business owner, or academician looking for ways to promote you and your business—you've found the answer—infoproducts! With the tools and techniques in this guide, you can quickly and easily create short information products.

Don't hesitate to think small—short infoproducts—the focus of this guide. Create short information products like booklets and special reports before you develop your non-fiction book (the subject of another *Communicating Credibility* guide). Or, write them to supplement your book, to promote your book. You may decide you don't need a book. Give your niche market what it wants. Many readers prefer short infoproducts. The most common forms of information available offline and online aren't books but articles, tips, and other short information products. And, articles in trade journals get your name out there. They display your expertise in your niche and position you as an expert. Prospects and clients are convinced you can help them—you have the answers.

Articles get you media attention, especially within your field. Authors are in demand. The print and broadcast media (news reporters, talk show producers) are constantly seeking new sources of information—give it to them with your infoproduct targeted to their audiences. Consider the value of free publicity when you're interviewed for an article in a trade or professional journal—you're instantly communicating credibility.

You don't need to write a book to become known in your niche. A series of articles or columns in professional periodicals can build your reputation. If you're seeking promotion within your company, tips in the company newsletter can be effective in letting others know how knowledgeable and promotable you are. In academia, “publish or perish” can make or break careers. In business, success is possible without publishing, but being an author can quickly boost business, jumpstart a career.

Booklets and other short infoproducts provide benefits for both you and your readers. People respect the written word. Being an author communicates credibility. Infoproducts (e.g., articles, booklets) can boost your credibility in your niche—enhancing your reputation and image, fostering your relationships based on trust, attracting more clients, making sales, increasing profits. Top-quality booklets and related information products, used correctly, can achieve results that may eliminate the need to write a book. They showcase your expertise and make great promotional tools.

People love freebies. Create a series of booklets or special reports to hand out to prospects and clients at tradeshow and industry events—crammed full of specialized information. You're displaying your expertise and reminding your market of the benefits you offer. People tend to retain these types of publications, so your name stays around as a reminder of what you provide clients.

Build relationships by staying in touch. Send tips or mini-newsletters on postcards. Include tip sheets in mailings. Offer them free with a press release announcing the launch of a new product. E-mail a short autoresponder course to prospects to entice them to buy.

Enough reasons to create infoproducts? Why aren't you creating and marketing booklets? Or, writing articles for professional journals? Cash in on your expertise—the knowledge only you have. No special writing talent is needed to create infoproducts. Enlist the help of collaborators to develop your content, too.

Short infoproducts offer many benefits for readers

- *Brevity.* Provide concise, precise information to help readers rapidly learn what they need to know to achieve the results they want.
- *Success.* Allow readers to achieve quicker success, when they don't want to spend the time and effort to plod through a book.
- *Chunks.* Are written in a practical, fact-filled, direct, easy-to-read, problem-solving style, using mini-chunks of information readers prefer.
- *Specialized content.* Supply highly specialized and focused information on a particular topic, so readers get “just the facts, ma'am.”
- *Cost.* Often, cost less than other types of infoproducts (e.g., books), so readers benefit even if they lack money or aren't ready to buy more costly products.
- *Convenience.* Are convenient to take in a briefcase, purse, folder, so these information-packed treasures can be read in short snatches of time by eager readers.

Short infoproducts offer many benefits for you

- *Appeal.* These types of infoproducts have mass appeal. Many readers love them more than longer infoproducts. They fill an information need for many people.
- *Market.* You develop information products your niche market needs and wants. Focusing on marketing is critical to the success of any infoproduct you create. These products are highly desirable to your market because they meet a need.
- *Specialized.* As information increases dramatically and time to read decreases, short infoproducts will become more crucial because of their specialized content.
- *Resources.* Shorter than books, they take less time, money, effort (and stress) to create. They conserve your resources, even if they're very limited.
- *Start.* They offer an easy means to get started creating information products.
- *Speed.* You can self-publish a marketable, useful booklet in only days to weeks.
- *ROI.* Booklets and other short infoproducts can provide a higher return on investment for your time, money, and effort compared to longer infoproducts.
- *Costs.* Production and distribution costs can be low. If delivered electronically, these products have costs that are negligible.
- *Packaging.* No fancy packaging is necessary for most short infoproducts. Even booklets can have simple covers.

- *POD*. Booklets, tip sheets, and special reports can be easily produced as needed with your computer and laser printer. They don't have to be commercially printed, although this is an option for longer booklets and large quantities.
- *Inventory*. Little or no inventory minimums need to be printed and maintained, with production on an as-needed basis—no boxes of books to store in warehouses, storage rooms, basements.
- *Quantity*. Large quantities can be printed relatively easily at reasonable costs. As the quantity goes up, the cost of printing goes down per booklet or other infoproduct.
- *Shipping*. They can often be mailed in a standard #10 business envelope, using one first-class postage stamp.
- *Electronic version*. Production (printing), inventory, and shipping costs are avoided completely if they're produced and delivered electronically.
- *Reusable*. The contents of these short infoproducts can be recycled and reused to create other types of infoproducts (e.g., combined for a book).
- *Series*. Your first booklet can be the beginning of a series of related infoproducts. Or, you can create a series of special reports, based on content from your swipe files.
- *Outdated content*. Booklets and special reports are usually less likely to become outdated than the typical book, especially because they can be easily and quickly produced on demand using your computer and printer.
- *Changes*. They can be changed as needed (updated, new ideas or sections added).
- *Updates*. They're easier to update than infoproducts like books that have been printed commercially or audiovisual products that have been recorded or taped.
- *Offers*. Short infoproducts make superb offers with other products.
- *Publicity*. They generate free publicity in the print, online, and broadcast media.
- *Sample*. Short information products allow prospects that don't know you to sample your expertise and become customers (for your book or seminar, for your services).
- *Expert*. These products can make you credible as an expert when your readers experience rapid success from using the practical information you've given them.
- *Value*. People often prefer reading special reports or booklets rather than a newsletter or book on the same subject, increasing perceived value of your information product.
- *Multiples*. Booklets tend to be purchased in multiples, so they can be marketed in bunches for discounted pricing.
- *Marketing*. These infoproducts can be used as marketing tools, generating indirect revenue from promoting you and your business.
- *Product line*. Infoproducts can provide low-cost items to balance out your existing product line. They can supplement your books and even your non-infoproducts.
- *Uses*. Infoproducts can be leveraged like books for multiple purposes, with less cost than books when they're distributed for free to customers, prospects, media, etc.
- *Retention*. They tend to be kept longer and used more often for future reference, serving as a continuing presence before your customers, the media, and so on—whomever you give or sell your infoproducts to.

Let me guide you

Congratulations! You're reading the book that can help you make money using infoproducts for business. Discover how to create and market information products that generate profits—as promotional materials for your business or professional practice or as products for an information marketing business. In this guide, I emphasize getting the results you're seeking—communicating credibility in your field.

Writing infoproducts can be quick, easy, painless—IF you use the right process, IF you enlist the right help—what you'll discover in this guide. Choose from a wealth of strategies to help you and your collaborators create your infoproducts effectively and efficiently. You'll need to do some planning—your concept, topic, slant. But, you'll quickly get your articles, booklets, and tip sheets created.

The “experts” often don't provide specific, how-to-do-it, useful information. But, this guide is different. I give you precise, detailed, immediately useful, step-by-step how-to information about creating and marketing infoproducts. I provide tools and techniques to improve productivity and profits. By reading this guide and following the blueprint I lay out for you, you have the potential to be successful—communicating credibility with short infoproducts such as booklets, tip sheets, special reports, journal articles.

Get the insider secrets from someone who's been there, done that. Avoid the pitfalls that have plagued others who lack the knowledge you'll get from this comprehensive guide.

I'll help you create infoproducts quickly and easily

Years ago, when I was a single mother raising and supporting my 6 children, I left the corporate world to start a new career as a freelance writer. Although I had no special writing training, I realized I could use my expertise to launch my business.

Regrettably, I had nobody to mentor me, no helpful manual to use. But, I was able to make a six-figure income my first year freelance writing in 1989. Over the years, I've continued to make substantial money from writing by being a specialist and effectively marketing myself—using a variety of information products.

I've had several careers—practicing doctor and lawyer, pharmaceutical company medical director, and successful entrepreneur. Writing my own materials and helping others write better has always been a part of my career. I've created booklets, special reports, tip sheets, and books for my information marketing and seminar business. I've used infoproducts to promote my other products and services. I've worked with major clients, agencies, small business owners, and professional practitioners. I've created marketing materials, including sales letters, brochures, and booklets for different types of businesses. I've designed marketing campaigns.

Short infoproducts have been an important component of my information business. I've helped others create and successfully leverage infoproducts, too. Let me show you how to create short infoproducts to communicate credibility—to boost your career and business, raise the bottom line. Don't you owe it to yourself to enjoy the benefits of infoproducts?

Here's a quick overview of what awaits you in this guide:

- *Jumpstarting*. Strategies that will jumpstart your development of infoproducts.
- *Focusing*. How to identify your niche and differentiate, focusing on your expertise.
- *Selecting*. Brainstorming ideas and choosing great topics.
- *Formatting*. Which format to create, how to produce your infoproduct.
- *Writing*. Techniques for rapid writing—the same ones I used to create this guide.
- *Marketing*. Specific, low-cost but highly effective marketing techniques.
- *Promoting*. Multiple uses of short infoproducts to promote you and your business.
- *Leveraging*. Ways to keep generating more business from your customer list.
- *Expanding*. Development of top-quality information products and services.
- *Learning*. Extensive lists of additional resources to help you succeed.

By the time you finish this guide, you'll be ready to implement the Infoproducts Credibility-Building Action Plan for your business, professional practice, or academic career—whatever your goals. The plan starts small with short information products, then builds to a non-fiction book

Infoproducts Credibility-Building Action Plan

- (1) Prepare tip sheets to give out to prospects, clients, media, and event participants.
- (2) Write articles for trade publications, professional journals, consumer magazines, association newsletters, e-zines—using tip sheets and other content.
- (3) Create special reports and short booklets as handouts for seminars, tradeshow, and networking events, as well as for consultation clients.
- (4) Develop your website to showcase your information products and let visitors learn about the wonderful products and services you offer.
- (5) Do a presentation (e.g., seminar or workshop) or a series of talks (e.g., course).
- (6) Videotape presentations to create information products in multiple formats, including transcribed printed infoproducts.
- (7) Send postcard campaigns, with tips, mini-newsletters, announcements, your URL.
- (8) Make a long-term commitment to produce a newsletter or e-zine to keep in touch.
- (9) Combine your short information products to develop your non-fiction book, using collaborators—to powerfully communicate credibility as a published book author.
- (10) Keep brainstorming ways to expand your info-empire and develop multiple streams of income with infoproducts.