

# **The Official Get Rich Guide to Information Marketing on the Internet**

## **Q & A With Authors Robert Skrob and Bob Regnerus**

### **1. *What is information marketing on the Internet?***

The Internet is a worldwide marketing vehicle that allows customers to review the products you have for sale and buy them 24 hours a day from anywhere in the world. Information marketing allows you to use the power of the Internet to market high-margin products that solve problems for your customers.

Information marketing is responsive to and fueled by the ever-increasing pressure on peoples' time. Businesspeople and consumers alike need information provided to them in convenient forms, and in some cases, need an extension of it; methods and strategies that might merely have been taught to them 10 years ago are now done for them. The information industry encompasses products like traditional books, audio programs, video, or DVD's that you might buy in a store, from a catalog, or online; magazines; newsletters; ebooks; membership websites; teleseminars and webinars; telecoaching programs; seminars and conferences; and combinations thereof. The possible topics are almost endless. People are buying information on every imaginable topic, from better sex to teaching parrots to talk to gardening to investing in real estate foreclosures to running businesses. Information marketing, then, is about identifying a responsive market with high interest in a particular group of topics and expertise, packaging information products and services matching that interest (written/assembled by you or by others or both), and devising ways to sell and deliver it. If you can name it, somebody is packaging and profitably selling information about it.

### **2. *Are these typically big companies or small businesses owned by individuals?***

The Internet information marketing industry has become quite large but is almost entirely made up of small businesses, from home-based solo operators or tiny teams generating a million to a few million dollars a year to entities doing 10 to 20 times that much yet still "lean 'n mean" by traditional standards. Through the Information Marketing Association, we have helped launch or have worked with well over 1,000 of these businesses, and were they all combined, we'd easily be accounting for over \$1 billion a year. Maybe as interesting is the incredible reach and influence of these businesses, individually and collectively. Through those who work in business niches, again combined, several million business owners a year are influenced and assisted. Also, in large part thanks to the Internet, these businesses are global. In the Information Marketing Association, for example, roughly 20 percent of our members (customers) are from places other than the United States and Canada.

### **3. What makes an Internet info-marketing business better than some other type of business a person would start?**

No other business offers you the kinds of fascinating and lucrative opportunities that information marketing does. You can pursue things that interest you; travel or not as you please—but if you please—legitimately make it tax-deductible; operate globally from your kitchen table; and place yourself in the top 1 percent income earners' club in as short a time as one year. You can become a celebrity or remain anonymous as you prefer. You can begin humbly or audaciously. One of the people Dan Kennedy first studied when he started in info-marketing 30 years ago had begun selling a \$5.00 booklet (about ridding your garden of gophers) via tiny classified ads in rural newspapers and farm magazines. One of the most recent info-businesses started out selling a \$40,000.00 coaching program. You can work when you please, where you please, as you please. You can have some employees, lots of employees, or no employees. You can outsource whatever you aren't good at or interested in. You can sell books and video programs delivered over the Internet. You can personally interact with your customers through teleseminars, seminars, or coaching programs, or you can make millions without ever meeting a single one of your customers face to face. I could go on with this long list of flexibility. The point is this: You make the rules, you bend this business to your preferences, and you need sacrifice nothing for enormous financial success.

### **4. Is the info-business new?**

The fact is, a lot of people are in the information marketing business and don't even know it.

A factory worker goes to a psychic and pays \$25.00 (or \$2.99 a minute by phone), and a corporate CEO calls in a Donny Deutsch, a Harry Dent, or a high falutin' consulting firm and pays \$25,000.00 or \$250,000.00—both for predictions about the future. Everybody wants advice.

Their reasons are both rational and irrational, defensible and unexplainable, and in actuality, quite similar even at opposite ends of any demographic continuum. There are “consultants” in an endless variety of categories, far beyond the obvious advertising, marketing, sales, management, and finance.

There are jury consultants, racehorse buying consultants, restaurant decorating consultants, foreign bride finding consultants. There's a woman in Hollywood paid large sums by celebrities to empty out their refrigerators and cupboards and tell them what to eat. There's a consultant who gets \$50,000.00 fees to advise executives forced into early retirement on coping skills and what to do next.

If you know or, frankly, appear to know much of anything about something, you can package yourself as a consultant and get money from somebody. You need not wait for any other authority to anoint, appoint, or certify you. In fact, consulting is perhaps

the fastest and easiest way to enter the highly lucrative world of information marketing.

## **5. How does someone get started?**

The late marketing guru Gary Halbert once told a roomful of seminar participants, “I could operate a super-successful restaurant if I had only one thing.” Then Gary asked the participants what that one thing could be.

The meeting attendees threw out guesses like a great location, a bar, the best menu, or low prices. Because Gary was a skilled direct response copywriter, one guest said, “A great sales letter.”

In the end, Gary told them the only thing he’d need to operate a successful restaurant was “a starving crowd.” If there are a group of starving people standing outside the restaurant, it’s easy to get them inside and make money. And that’s a lesson for all of us info-marketers.

The one thing your information marketing business needs to succeed is a crowd of potential customers starved for what you have to sell. If you do not have a starving crowd, quite likely you’ll have a ton of frustration and an unprofitable business. Luckily, it’s easy to identify plenty of markets where customers are clamoring for answers to their problems.

For example, here’s just a *brief sampling* of topics from people who are very successful info-marketers:

- Gardening
- Investing in Real Estate
- Yoga for Golfers
- Investing in Tax Lien Certificates
- Extreme Fitness
- Persuasive Voice Skills for Business
- How to Get Women to Approach You
- How to Make Money on eBay
- How to Learn Gunsmithing at Home, as a Hobby or a Business
- Better Sex
- Teaching Parrots to Talk
- Business Niche Marketing Systems for:
  - Restaurant Owners
  - Dentists
  - Chiropractors
  - Auto Repair Shop Owners
  - Real Estate Agents
  - Insurance Agents
  - Menswear Retailers
  - Jewelry Store Owners

- Pest Control Operators
- Professional Magicians

## **6. *Is this for real? Do people really make money selling information on the Internet?***

While there are parts of the *Official Get Rich Guide to Information Marketing on the Internet* that give nuts-and-bolts information on building a business, the best parts are the real-world profiles that show you how real people have used this information to create their own businesses. These stories feature ordinary people from all sorts of backgrounds, walks of life, businesses, and interests who have created extraordinary incomes, lifestyles, wealth, and positive influences on others, from scratch, in most cases very quickly, and in some cases with limited resources. They have little in common but having done that. We know personally almost everyone you will meet in this book. Some are highly educated, some are barely educated. Some are young, some old. Some brilliant. Some that we won't identify are anything but. Some are pretty good writers, some can't write a grocery list. Some come from successful businesses. Others do not. There is absolutely nothing "special" about them that you lack. Their stories are revealing of mindset, not of prerequisite qualifications. We think this is extremely important. It's been our observation that, at the start and as they progress, virtually all stumbling blocks are inside their own beliefs about what they can and cannot do, what people will and will not pay, how fast results can occur. This book is dedicated to changing those beliefs and removing obstacles to success.

## **7. *A lot of people aren't good with computers; how are they supposed to make money on the Internet if they've never done that sort of thing before?***

*The Official Get Rich Guide to Information Marketing on the Internet* includes an entire chapter on getting everything done without doing any website design or programming. All you need to do is follow the instructions on how to write the text for the website, and the book shows you how to find people to get all of the work done.

More importantly, we show you exactly what to give your web designer so he or she has everything needed to create a website that sells for you. The fact is, if you take the expertise you have developed and package it in a way that systemizes your process, or if you know someone else who has developed an expertise and can package that person's information—YOU can be in the information marketing business. You can start a business with a short article or with some CD's you record and duplicate on your computer.

## **8. *I hear a lot about automatic product delivery through email and online downloads; is that what you are teaching?***

One of the best things about information marketing on the Internet is online product delivery.

Imagine someone coming to your website, shopping, and deciding to buy your course. The course can consist of a manual and a two-hour audio recording. You can deliver that course in a box as a paper manual and audio CD's that will arrive in a week or so after the customer places the order.

Or you can give your customers instant access to a webpage where they can download the manual and the audio program instantly online. Your customers can receive your course immediately, and you don't have to produce and ship a physical product. This increases your profit and reduces your hassles. It's a great way to do business.

Our book will help anyone get started as an information marketer on the Internet. It's suitable for those wishing to create websites for online delivery or to ship physical products if they prefer.

## ***9. It's silly to have "Get Rich" in the title isn't it? Is this a real business or just some sort of gimmick?***

There's no virtue in building a business, doing that work, only to end up working harder and making less money than you did at a job. That's the reality for a lot of business owners. There's nothing wrong with getting rich. And when you make bank deposits, they don't add a bonus for "slow" or assess a penalty for "fast." You may have been conditioned and programmed to believe that there is something wrong with getting rich quickly or that the very idea is "fool's gold," implausible, possibly even an outright lie. We ask you to ask yourself: Have any of the sources of that viewpoint gotten rich quickly? Or at all? Quite frankly, if you spend any time with the people in this book and the thousands they represent, you'll get a very different perspective. As consultants who repeatedly, consistently, and quite routinely work with people who accelerate from standing starts to giant incomes in info-marketing, "get rich quick" is our reality. With what you will discover in this book, it can be yours, too.