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Gail Buckley & Greg Land



If Content Is King. Then The  
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**INFO-PRODUCTS**  
**The Ultimate**  
**eCommerce Solution**

# Plan To Succeed Online

## ***Take The Guess Work Out of Starting & Building a Successful Business Online!***

*"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."*  
Lou Holtz

### ***Info-Products - The Ultimate E-commerce Solution***

If your product is knowledge-based, your best packaging option is an e-book.

E-books, or info-products are, as Ken Evoy puts it *"the undisputed heavyweight champion of online marketing!"* For the few of you who might not know, e-books are "paperless" books, which can be downloaded electronically through the Internet. Unlike static printed pages, e-books can include hyperlinks, sound and video, in addition to full color illustrations.

E-books are a great marketing tool because once they're created and published, your work is done. The delivery and sales process can be fully automated and placed on auto-pilot, so that your time is freed up to pursue other projects. But the benefits of publishing an e-book extend far beyond the fact that it's easy to do.

### ***Why E-books Are An Online Marketer's Dream Come True***

Here are some other reasons you might want to consider publishing an e-book of your own:

- 1. E-books are simple to create.** Whether you write original content, gather together existing articles or reports, or hire someone to write the book for you, once your content is ready, creating your e-book is as easy as dropping your document into e-book compiler software that will automatically "package" it up for you. and your first eBook could be ready to publish in less than a few hours!
- 2. E-books are inexpensive to mass produce.** At most you are going to pay a one-time fee for compiler software, but once your e-book is created, regardless of how many copies you sell or give away, you will not incur any additional costs. Your eBook can be produced automatically, on demand, and delivered electronically.
- 3. E-books are cheap and easy to publish and distribute.** Unlike traditional publishing, there are no printing costs, no packaging, no inventory and no distribution costs. Best of all, e-books are instantly deliverable by digital download, so customers receive instant gratification.
- 4. Your profit margin can be substantial.** Because e-books cost virtually nothing to produce and distribute and payment can be fully automated, the proceeds from the sale (less advertising/affiliate fees/) go directly into your bank account. You keep the bulk of the profits.

**5. You can reach a worldwide audience.** When you publish an e-book and make it available online, you are opening the doors to a global bookstore. Unlike off-line, where an enormous advertising budget is needed to attract readership, online if people are interested in your topic, they can instantly download your book from all over the world.

**6. E-books are a convenient way for Internet users to get the information they're seeking.** There's no need for them to visit a bookstore or wait for it in the mail. Nor do they have to log on to the WWW to read online or bookmark the site lest they lose track of where the information came from. Once downloaded, it remains on their computer and can be read online or off, at their leisure.

**7. With e-books you maintain full control over if and when you publish.** There's no need to jump through the traditional publishing hoops, sending out query letters and manuscripts to one publisher after another, in the hopes that one might bite - or to have a literary agent promote your book for a commission.

**8. With e-books you maintain full control over all aspects of marketing.** No bookstore will ever take your e-book off the shelf, discount it or toss it into the bargain bin. You retain price control. You can easily increase or decrease your selling price to test various price points or adjust to market conditions.

**9. E-books offer tremendous flexibility so your material remains current.** Making changes, additions or updates are as fast and easy as changing a Word document. You can even alter your title or/or add an electronic 3D cover.

**10. There is no limit to the number of e-books you can write and publish,** so they are an excellent source of multiple streams of income.

**11. E-books are an excellent source of repeat income.** You can get paid over and over for something you do only once.

**12. E-books offer a great way to build credibility and establish a reputation as an acknowledged expert in your field.** They provide an inexpensive means of getting your material in front of a wide audience.

### ***What Are You Going To Write About?***

With all the fuss being made about them, it's little wonder that so many internet marketers (and internet users in general) have hopped on the e-book publishing bandwagon. Just because anyone and everyone can slap together some content and package it up as an e-book, does not mean anyone and everyone should do so.

As I see it, far too many of these "instant authors" are missing the point of e-publishing. The point is not to write an e-book just because doing so is cheap and easy and currently the "in" thing to do. The point is to write an e-book when you actually have something worthwhile to say. When you're willing to take the time to thoroughly research your subject and present your research in a manner that is both compelling and entertaining.

The key to successful info-product marketing is to offer detailed, valuable, hard-to-find information in your special area of expertise at a reasonable price. A well-conceived Info-product should:

- Solve a problem and/or provide a solution
- Be what your target market wants
- Be of truly high quality and value
- Be unique or have a unique angle or edge

But how do you know what information people want? How do you know what kind of information they'll be willing to pay for?

Well, for one thing we all know that people want solutions to their problems. If you can identify a problem and come up with a viable solution, you've got a marketable product, plain and simple.

As far as a particular topic, millions of people worldwide come online everyday searching for information on literally every subject imaginable! This being the case, even the most obscure subjects can draw a substantial market - so the field is really wide open.

**Here are just a few examples of some popular topics:**

- How-To E-books On Any Subject
- Cook Books And Recipes
- Health and Fitness
- Buying A Used Car or RV
- Automotive Specialties
- Exercise And Fitness
- Weight Loss
- Buying Real Estate With No Money Down
- Pet And Training Information
- Wildlife And The Outdoors
- Recreation And Travel
- Home Business Ideas and Advice

What you should do, however, in deciding what to write about is consider not only what you would like to write about but also what you are best suited to write about.

Along these lines, the following [e-book idea generation strategies](#) may be of some help.

## **12 Full Proof E-book Idea Generation Strategies**

### **Strategy #1- Exploit You Innate Talents**

Your innate talents are activities that are either very easy for you to perform, or things that you absolutely love doing. So when it comes to choosing an idea/topic for your information product, an excellent place to begin your search is with your own natural abilities. What are your favorite pastimes? What gives you the most pleasure? We ALL have special expertise or talent of some kind. Think about what you do in a typical day and what you've learned from it.

Here's a list of questions that may help you discern where your natural talents lie. Try to answer them fast, naturally, almost without thinking.

1. What do you believe to be your 3 natural talents? (You could create a how-to manual that'll help others perform this activity. Or have a third party interview you on how you successfully perform this talent. Put the interview on audiotape.)
2. What 3 things do you enjoy talking, reading or learning about? (Odds are other people will enjoy reading or learning about them too!)
3. What activities do you enjoy most about your current occupation? Is it research? Helping customers/clients/children? Managing others? Teaching others? Organizing things? (You might write a how-to manual on how to perform one of these activities more effectively.)
4. If you had to pick 3 ideal occupations, what would they be? (If you haven't already, why not actually start a business in your field of interest and write about your experiences in a diary format.)

### **Strategy #2 - Power Brain Storming...**

This is probably the most basic yet almost always overlooked method for generating ideas. When it's time to create your information product... voraciously read through everything even remotely related to your topic. Don't spread the process out over several days. Do it in a 24- to 48-hour time span. Just about every major industry has a place on the Internet where you can find articles and news stories galore on that particular topic.

Finished reading? Put all your materials away. This is the period when your mind subconsciously goes to work mixing and matching concepts. Over the next couple of days, ideas will pop into your head. Most likely this will occur when you're doing something trivial like washing dishes, taking a shower, or driving. When an idea pops.... write everything down. Don't discount a single thought as being insignificant or unimportant. Now when it's time to create, you have several ideas to work with.

### **Strategy #3 - Check Out Your Current Industry!**

One of the easiest ways to come up with an info-product idea to sell on the Internet is by taking a step back and looking at the business that you are already involved in. Chances are if you have been involved in your industry for any length of time you know it very well - both the good and the bad.

Whether you are a postal worker, a paralegal, a stock analyst, a psychiatrist, a gardener or a cab driver you know your industry better than any outsider, so you know what works and what needs to be changed! What can you teach others about the ins and outs of your business? Why not cash in on the valuable knowledge and experience that you have gained through your years of hard work?

### **Strategy #4 - Put Yourself in Someone Else's Shoes**

Perhaps you have a secret yearning to be a singer? An actor? A mountain climber? An Olympic athlete? If so, try stepping into that person's shoes. Look at life through their eyes. What does that type of person represent to you? What is it about what they do that you find so intriguing?

Whatever your response, it could give you a good idea of the direction that you'd like to go in. Write your information product as if you actually are the type of person you aspire to be. Assuming the novel identity in your mind could give you tremendous new focus on your own aspirations.

### **Strategy #5 - "I Hate It When That Happens"**

Pet peeves - we all have them. If you perceive something as being difficult or frustrating, odds are other people do too. What are some things that get on your nerves. Let's say you have an insufferable boss

who's always getting on your case or always taking credit for everything you do. You might write a book entitled "How to Get Your Boss Off Your Back" or "How to Deal with a Master Manipulator."

As we all know, daily dilemmas aren't just limited to the workplace. There are plenty of things you can write about as a parent and/or homemaker (i.e. "How to Get Children to Really Pick Up Their Rooms - Not Just Stuff Everything In the Closet"). What annoyances do you normally come up against each day and how do you deal with them? New problem or old, there's always room for better answers.

### **Strategy #6 - A Compilation of Expert Advice**

The easiest solution of all is to simply compile information on a certain topic and package it up in an e-book. You don't even have to write much of it yourself if you go about it right. Dozens of e-books circulating the internet today are merely compilations of articles written by so called "experts" on a particular subject. Finding articles on any subject is not problem. There are dozens of sites that offer free content (See our ) Just pick a topic, gather up your articles, write an introduction and conclusion and package up your book. Or, you could interview the "experts" yourself. Figure out a question or two that a lot of people want to know the answer to and then send the pros a polite email asking them if they could provide the answer/s. Most well known people will be glad to oblige - even consent to an interview - if you approach them in a professional manner and emphasize how they stand to benefit!

(Yanik Silver's [Autoresponder Magic](#) and [Million Dollar Emails](#) are perfect examples of how this technique can be used with remarkable success. Recognizing that many people have trouble when it comes to writing good sales copy, he simply approached top marketers and asked them for samples of their top response generating autoresponder and email messages, compiled them all into an e-book and voila, he was off and running! And the marketers benefited by getting not only their names but also their winning sales messages out in print and circulation!)

### **Strategy #7 - A Web Resources Guide on a Particular Topic**

We're all familiar with the adage: "Time is money." Millions of people log online everyday looking for information and most of them are in a hurry. They want to find what they're looking for and they want to find it fast. They don't want to spend hours - even days - clicking on link after link and sifting through all the good and bad information that's out there. Why not help people save their time and money by researching their information for them.

Basically, you do the research for them and sell the results. The better the information, the higher prices you can charge. If you do a thorough job, odds are you'll be rewarded handsomely for your efforts!

### **Strategy #8 - A Layman's Software Manual or Tutorial**

Many people who aren't techno-savvy can't make heads or tails out of the ones that come with the product they purchased. I know for a fact that the manual accompanying my FrontPage software left many of my questions unanswered. So I had to go out and buy several more guides, in addition to having to learn by trial and error. I could write a great layman's guide today - if I had the time.

Is there's a software product you've purchased and mastered? Why not share your knowledge with others, so they don't have to go through the learning curve hassle. (If you're technically savvy you could simply do a little research on sites like <http://download.com> or <http://www.zdnet.com/pcmag>, find out what the most popular software currently is and learn all about it. Then teach others.) It doesn't even have to be a piece of software. Can you program a VCR?

## **Strategy #9 - Selling Pre-done Market Research**

As you know by now, before you can succeed in any business, you need to know all about your target audience. So, let's say you're fascinated with a particular topic and are thinking about building a site about it. You do your market research - read all you can and conduct surveys, learning all you can about the people that share your particular interest. You find out where they are, what they want and how much they're willing to pay to get what they want. But then, when you do your competitive research, you discover that there are just too many sites out there that offer what you planned to sell. Or you might find that the cost of manufacturing or distributing the product you've discovered the people want is way beyond your means.

Rather than abandon the idea entirely, why not get paid for all the hours you spent and the effort you put into finding out all about the the market you planned to target. Companies like CocaCola spend hundreds of millions of dollars annually on market research & development. Approach site owners, newsletter publishers, ebook authors who share your interest and offer to sell them your survey results and other research. They'll be getting the inside scoop on what their target customers want and, in addition to the money you'll make on selling your information, you'll be making a name for yourself in the right circles.

## **Strategy #10 - One-up Your Competition**

The basic premise of this exercise is to create new and better information products, based on what has not been included in your competitors' works. So the first thing you need to do is start... reading, listening to or watching all of your competitors' information products. As you do so, write down any questions, comments or points that you feel should be elaborated or improved upon. In this way you'll be able to pinpoint what holes your competitors have left open.

Here are some questions to ask yourself as you do your reading:

- What would you elaborate upon?
- What would you eliminate?
- Which techniques would you change?
- What type of format would make more sense? (Audio, manual, booklet, etc.)
- What new ideas would you introduce?
- How can you make a process easier to understand?
- Can the information be explained from another viewpoint?
- Can the information be adjusted to fit into another niche?
- What comes before?
- What comes after?

## **Strategy #11 - Lurk, Listen and Learn**

This technique is probably the easiest to perform, but it requires constant attention on your part. What you do is very simple. First, locate two or three online discussion groups where your prospects congregate. You can find hundreds of Web forums and e-mail discussion groups in directories like [ForumOne](#) and [Liszt](#).

Once you find your audience's chit-chat hot spots, it's time to make yourself a permanent fixture in the background. In other words, join these targeted groups, sit back, and listen to all the conversation going on.

There are two key things you're going to actively look for...

1. Problems or concerns that seem to resurface on a regular basis. What questions are always coming up? What is the common complaint that no one seems to have an answer to?
2. People who apparently know a lot about your topic. Don't look at these folks as competition. Most of them are probably not going to be creating an information product anyway. But they will make great interview subjects once you begin writing your information product.

### **Strategy #12 - Ask and You Shall Receive**

Lurking is great. But if the well is coming up dry you might also try the direct or proactive approach by asking the question or questions you are seeking answers to. You can do this with your news or discussion forum friends or colleagues (once you've been accepted into the group) or you might use an email or website survey approach.

For instance, if you're thinking of writing an ebook about all that's involved in taking an off-line business online, you might cut straight to the chase and ask something like "What do you find to be the three biggest obstacles when making the transition from traditional retail to e-commerce."

People will tell you... if you ask the right questions... in the right way.

Develop a survey with three short, multiple-choice questions. Why short? Because you want a maximum number of responses, which is easier to achieve when asking fewer, concise questions. If you ask more questions - or if your survey takes longer than a minute to complete - you'll probably have to compensate survey takers to obtain maximum results. The questions you choose for your survey should give you a good idea of who your potential customers are and what they're looking for in an info-product (or any other type of product for that matter).

### ***Winning Products Provide Solutions to Universal Problems***

Bottom line? The more solutions your product provides the more likely you are to have a winner. People all want basically the same things out of life. Below is a list of the things that are important to us all. You only need to find a product that fills one or more of these universal wants/desires and you've got a solid shot at a winner!

- *Love*
- *More Freedom*
- *More Money*
- *Better Health*
- *Better Lifestyle*
- *Security*
- *Respect*
- *Success*
- *Looking younger*
- *Better Relationships*
- *Purpose In Life*
- *Better Job*
- *Power*
- *Charisma*

- *Happiness*
- *Travel*
- *More Energy*
- *Enjoyment*
- *Self Confidence*

HEALTH-WEALTH-HAPPINESS

If you can create a well-written product that supplies these three main BENEFITS, you've hit the jackpot!

## Writing An E-book

### *Keep It Simple*

Once you know what you're going to write about and have done the necessary research, don't rack your brains over how you're going to write your e-book. Just start writing. Let the words flow.

As for writing style, the simpler the better. Write to get your point across in as clear a manner as possible, not to with the Pulitzer Prize! Nothing beats a relaxed, conversational style when it comes to communicating ideas.

The nice thing about today's information age is that people understand that everyone is not a professional writer - they just want quality information! Good content sells.

However, if you still don't feel comfortable with your command of the written word, you can simply find an editor who would be willing to edit your book in exchange for some free exposure (such as with a link in the e-book). If they understand viral marketing, they probably won't mind. Then hire an editor to polish your draft once you are finished. You gain the best of both worlds; an e-book written in your words that has been professional edited.

At <http://www.elance.com> you can find all the freelance (independent contractor) help you need for your online business. You can review the quality of their work, see how others have rated them and have them bid on your e-book project. If you are going to go this route, I strongly suggest you look into Marlon Sander's brand new [Digital Product Creation System](#). This will solve a lot of the headaches you might get in trying to figure out how to not only get a book written to your precise specifications, but also in getting it published, getting a website and e-commerce system built around it and getting it sold.

**SIDEBAR:** If you are interested in publishing a real book, as opposed to an electronic one, a top resource for self-publishers is <http://www.danpoynter.com>, where you will find 100's of pages of information. The scariest part of self-publishing used to be the fear of ending up with a garage full of unsold books.

Now with digital printing technology, printers such as Ward Printing <http://www.wardprint.com> will print very small runs (as little as one book), including cover design. However, two expenses remain, the costs of printing and distribution. Eliminating these costs are two of the many advantages that e-books offer you.

## ***Locating Free Content***

For an e-book to do your business any good, you really should write it yourself or have it written exclusively to your specifications. However, if you want to add some content or perhaps create a free article compilation book on a certain topic to give away, there are many sites where you can get content for FREE. The authors are often promoting their own site or cause, so you'll need to read the material carefully before you decide to publish it. You may also be able to make an arrangement with the author to customize the material for your specific needs.

You might also need to get the author's permission to use the material if it's copyrighted. I suggest getting their prior approval in writing, particularly if you plan on selling your e-book. You can get free articles at:

- <http://www.websuccessmaker.com/articles>
- <http://list-resources.com>
- <http://www.web-source.net/articles/>
- <http://ezinearticles.com>
- <http://www.ideamarketers.com>
- <http://www.mediapeak.com>

## ***E-book Authoring Courses***

You will find write-ups of several highly recommended *courses* at the end of this document.

## ***Copyright Protection***

In North America, once you have created an original manuscript, you have copyright. Unfortunately, being the author and being able to prove it legally are not the same thing. In case of a dispute, to prove you are indeed the author, you need to register your copyright.

There are a number of regulations on how quickly you need to register, the number of copies of your work you need to send in, how payment is made and other very specific requirements. You must check with your country's copyright office to get the facts.

Information on copyright for USA residents is at: <http://lcweb.loc.gov/copyright/>

Canadian residents can visit: <http://www.cb-cda.gc.ca/info/index-e.html>

For residents of other countries, you can find copyright information by doing a search at [Google](#) and enter "copyright" followed by the name of your country. (i.e. copyright Australia)

By registering copyright, you give yourself additional legal protection from someone plagiarizing your work or stealing it "lock stock and barrel" and then selling it for profit.

## Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise (wo)man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to **accept our free gift** of our **InfoProduct Solution Portfolio**.

**Click the link below to download this mighty pdf publication right now for FREE!**



[TheInfoProduct Solution](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, *PDF Perpetual Profit Portfolios*, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

## [Complete Digital Product Creation System](#)

**The only system in existence that creates products on demand via email-able videos that do all the work for you!**



- You don't have to write the products
- You don't have to write the sales letters
- You don't have to design web sites
- You don't have to do customer service
- You don't have to do jack unless you want to

Bottom line? You can now create digital products such as software, and especially e-books, without having to do much of anything yourself. There are 51 videos in total, packed down into much smaller files and burned onto 8 CD's in Windows Media Format. (You'll get 3 additional CD's with the videos in .zip format, for quick and easy distribution to your assistants!)

It's virtually impossible to get any more of a "no-brainer" system than this. Something where most of the work and all the experimentation has been done - where all the problems have already been ironed out?

## [Multimedia Ebooks](#) by James Maduk

Learn How To Author, Create, Publish and Sell Your Own Audio ebooks or Multimedia ebooks In Only Minutes! What "[Multimedia Ebooks](#)" will do is show you how to pump out a never ending stream of Cash Generating Multimedia Ebooks... in minutes. It will guide you step-by-step in...

- Planning Your Project with laser-beam focus that ensures you sales before you start a thing.
- Creating as many different Multimedia Ebooks as you can think of - as fast as you want!
- Creating your audio ebook quickly and more effortlessly than you ever dared to dream possible.
- Never having to worry about "Writers Block" or lack of time to create new products.
- Never having to worry about expensive equipment or audio services. Your own stream of products is done online with little or no investment and a big Return On Investment!



If anyone is an expert in creating multimedia courses, James is, having created more than 400 himself -- and that's just in the last 18 months. So if you want to learn from the best, I strongly suggest that you [get this course now..](#)

## [Write A Book Now](#) by Steve Manning

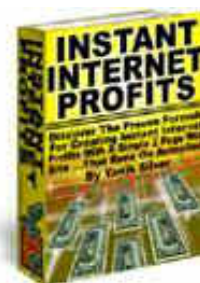
**"How to Write Your Book in Less Than 14 Days... Guaranteed!"** Discover how author Steve Manning has trained thousands to write their books faster than they ever thought possible. Regardless of your writing ability - even if you've never written anything even close to the size of a book, even if you only have a few minutes a day to make it happen - if you're a professional - this is information you **MUST HAVE!** The techniques you'll learn are not the same old, same old. They are revolutionary strategies that will change the way you think about writing from now on. These techniques work for fiction, non-fiction, reports, even academic works. Once you know them, "Your Book Practically Writes Itself!!"

In brief, here's what the popular [Write A Book Now](#) package includes: a complete 250+-page manual that takes you step by step through the process of writing, an extensive collection of audiotapes, including the outstanding "QuickStart" tape that will have you well on your way to producing your book in just 30 minutes! It also comes with a complete three-hour video library. This is the actual seminar Steve's given all over North America. If you're truly serious about wanting to become an author in your own right, you'd do well to check this one out!

[Instant Internet Profits](#) (Hardcover Newly Expanded and Revised for 2004) Yanik Silver

### **The definitive guide to InfoProduct Creation and Marketing!**

*"This course is simply the best and most complete overall guide to Internet profits I've ever read. If you can afford to buy only one course on starting your own information marketing business on the Internet, this would be the course I would recommend for you... Yanik Silver gives you a complete master strategy of creating, marketing and selling your own information products on the Internet. Besides, you get all the concrete techniques and all the templates you need to get moving. So if you want to get the best overview on starting up and running your own information marketing business, this is the course I recommend."* (Taken from a critical review by Klaus Dahl, who reviews dozens and dozens of Internet marketing courses, newsletters, and private sites.)



### [6-Week Advanced Instant Internet Profits Home Study Course](#)

This new version of the program is actually an interactive (and very intense) six-week, accelerated home study course **with Yanik himself coaching you each step of the way**, evaluating your ideas, critiquing your copy, encouraging you along, fine-tuning your strategy and giving you the "kick-in-the-butt" you need to get it going and get it right. It has personal attention built in at every critical stage and it has a proven plan to start making money with your own digital information product in as little as 6 weeks. Yanik will even endorse your finished product to his own extensive Opt-in list! You really can't afford to pass this once in a life-time opportunity up! [Click here](#) to learn all the amazing details now.

## [How To Create Best-Sellers Online](#) by Jimmy D. Brown & Ryan Deiss

The main manual in the "[Create Best Sellers](#)" package is 195 pages of pure content - packed from beginning to end with everything these two best-selling authors know about creating information products that become runaway hits online. Unlike other "How to" info-products that only cover the basics of writing an ebook, these two experts walk you, step-by-step, through the entire process. They include ideas, examples, illustrations, formulas, case studies and a complete checklist to both teach and inspire you. To put it bluntly, they don't just tell you WHAT to do... they also tell you HOW to do it.

The real DIFFERENCE between this product and any other one on the market is that these two best-selling authors don't teach you how to write any old eBook, they teach you how to write your own BEST-SELLING eBook. Big difference!



## [Creating and Selling Information Products to Make You Filthy Rich](#) by Fred Gleeck

You can make \$33,000 or more per month by creating and marketing information products... even if you're not a writer and have never created anything before. Fred Gleeck, the author of this course, definitely knows what he's doing. He's been in the information marketing business since 1984, has earned over \$12,000,000 selling information products in 15 separate niche markets.

As opposed to most people, he actually DOES what he's telling you to do, and in this course he lays his entire system on the line... showing you every profit center and how he turns simple information products into million dollar incomes. Bottom line - he's developed a tested, proven, cash generating system for creating and selling information online and now, for the first time, he has decided to share his secrets.



*"This is one of my favorite products on creating and selling information products. It's helped me quite a bit and showed me how to increase my income overnight."* Terry Dean - Bizpromo.com

## [Make Your Knowledge Sell](#) by Ken Evoy & Monique Harris

Ken's second book, co-authored by Monique Harris, shows you step-by-step how you can unlock the knowledge you possess and develop a profitable Info-Product that you sell online. There are over 1100 pages in this mammoth publication, including hundreds of marketing sites to help promote your new Info-Product as well as all the advice, tools and resources you will need to create your own profitable Info-Product.



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