

Information Sells

If you have been researching or involved in online business for very long, you have no doubt seen a multitude of offers for "eBooks", books, reports and training courses on every subject imaginable.

Why? Because information is the hottest product on the market! (At the foundational level, it's actually the Only product, but that's another article.) Information cuts straight to the root of all selling, which is answering the customer's question: "What will this product do for me?"

There's another reason, though. Pure information is a product that doesn't require a huge financial overhead to produce, (other than the hard knocks you got in gaining the experience and information), and is easy and relatively low cost to deliver to the customer. That is what makes it such a great product for us, as entrepreneurs, to offer.

Everyone has life experience, training, and skills that others don't have. Everyone knows something that others want to know, or can do something that others want to learn. That's how I know you have an InfoProduct inside you, everyone does. Your first assignment is to decide which of your many gifts you are going to offer to the world!

Does that mean you have to be able to write a book? No. Not necessarily. I'm talking about what is known as USP...Unique Selling Position. Your USP might be that you have detailed knowledge about someone else's product that you are selling as an affiliate. It could be that humorous way you present the information you have collected on some subject of interest, or the fact that you offer the best customer service available for the service you offer. You may offer the same products that others are also selling, but find your own unique market for them.

But whatever you decide to use for your information product, your USP, you need to find one. If you were to research the online marketers who are honestly making the money they claim to be earning online, you would discover that they all have a USP. Your USP IS your product, however you package and deliver it.

If you are working a Multi-level Marketing program or one of the BIBs (Business in a Box), you are not left out of this concept, but you may have to work harder to figure out how to be unique. You can still go for the niche marketing idea. Find a group of people who aren't usually reached by these kinds of businesses, or aim your advertising at people in the countries that are just now going online.

You may, of course, actually write a book, eBook, or training course and sell it. Many are making good money doing just that. The list of helpful software and online publishers is growing every day. But even if you write your own product or design your own software, you will still need a well-thought-out USP to stand out in the crowd. It's like your business plan -- you need a firm foundation before you can build your future online success.

Cheryl Lacey Donovan is an award winning best selling author, speaker, mentor, life/business coach, and radio/TV personality. To learn more about Cheryl and her coaching programs, or to have her speak at your next event please contact Carolyn Hall of the CL3 Agency at cl3agency@gmail.com or visit Cheryl's website <http://www.worthmorethanrubies.org>