

## Tips on Creating Your Own Infoproducts

Many people are stumped when it comes to figuring out what to write or say in their information products. They search for tips on creating your own infoproduct, hoping to come up with information that nobody else has ever used to create an infoproduct. Unfortunately, this is usually a fruitless search - just about anything you can imagine has already been written about. The tips on creating your own infoproducts that you need are how to create a product that is unique, and a product that your customers want.

Determining what your customers want isn't always the easiest of endeavors. But there are ways that you can find this information out, and then you can literally use that information for tips on creating your own infoproduct. You can post surveys on your site, or you can set up a Frequently Asked Questions (FAQ) section on your website. Set up a forum as well. The more your customers can interact with your website, the more information you will have that will help you create an infoproduct that they want.

If you don't have your own website, use other people's information. Join a community. Participate in forums, and make it a point to extract questions that are asked. Make it your business to find the answers, and keep notes. You don't have to post the answers that you find - just save them and collect them. Eventually, you will have enough information to create your own product. Be sure to check the forum, FAQ, and survey results of the communities that you are interested in for information.

Now, once you have the information for your infoproduct, you are ready to start manipulating that information into an infoproduct that you can sell. Infoproducts can be ebooks, membership websites, reports, audio files, video files, short pamphlets, longer soft covered books, notebook type manuals, CD's, or DVD's. Seminars and courses are also infoproducts. There are several different ways that you can go when choosing the format for your infoproduct, but ideally, you should go with what you think your customers will prefer.

The important thing to realize is that no matter what your topic is, somebody else has already said or written something on the topic. You can use that information as long as you are not copying them. Using the same topic is not copying. Using their copy word for word is plagiarism, and it is against the law. The point is that you do the research to find the information, and then you extract that which fits in well for your infoproduct. You rewrite everything in your own words, and before you know it, you have a sellable infoproduct!

The easiest way to organize the information is to start with a very specific topic that you want to cover. Using that topic, create a list of questions or a table of contents. Then, use the information that you have found to either write your chapters, or to answer the questions. It doesn't take much. 20 questions and answers will typically provide you with an hour long audio file, video file, or DVD. One hundred questions will result in a nice sized ebook with enough pages or chapters to make the customer feel like they are getting value for their money. You can even create shorter text files to compile into PDF formats to offer bonus reports to your customers.

Now that you know what to do, stop searching for tips on creating your own infoproducts, and start searching for information on a popular topic that interests you. The beauty is that you don't have to be an expert - you can learn as you create your product! Before long, you will have a best selling infoproduct of your very own!

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### About the Author

Jason is a successful Internet Marketer, and posts regularly on <http://www.AdventuresInIM.com>. Take a minute right now to sign up for his newsletter at <http://www.JasonDeVelvis.com> for more great information like you read in this article!