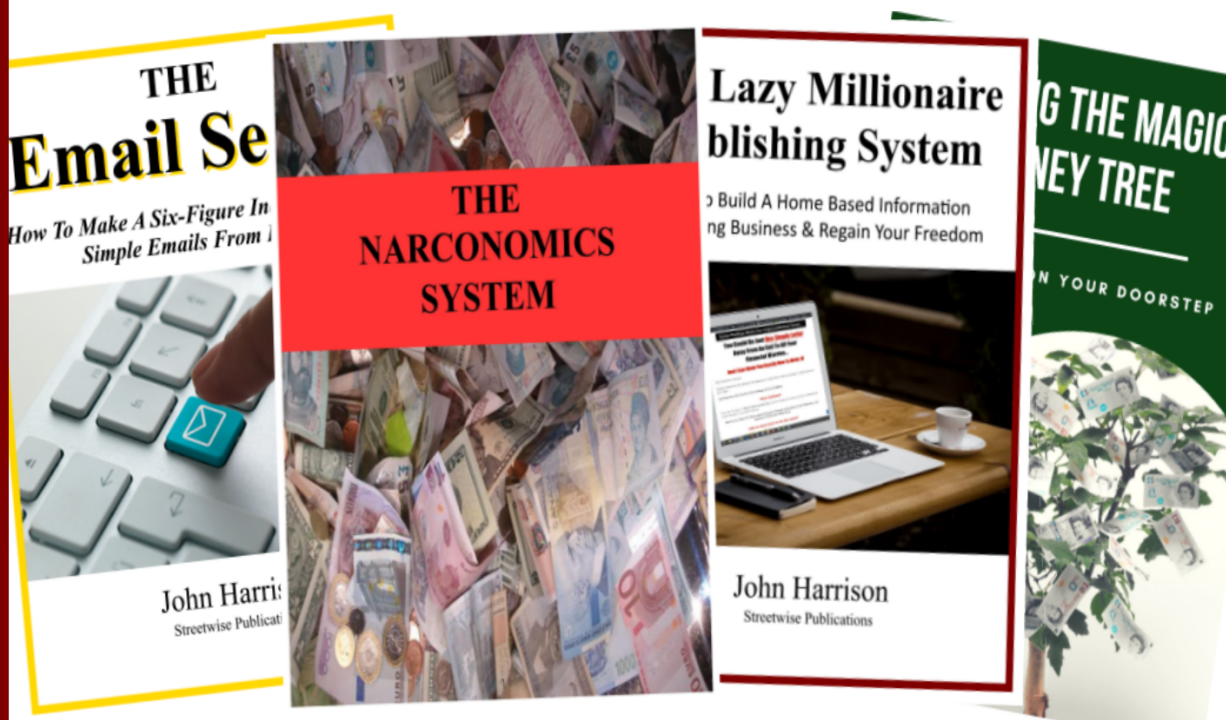


How To Run A 6 Figure Money Making System From Home



John Harrison
Streetwise Publications

How To Run A 6 Figure Money Making System From Home

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How To Run A 6 Figure Money Making System From Home - Information Publishing

Here at Streetwise, we know a thing or two about information publishing, being a company that publishes information products on a regular basis. You will do well if you take on board all that is shared with you in this report.

Let me start first with the story of Sam the Shovel. On January 24, 1848, gold was discovered at Sutter's Mill in Coloma, California by James W. Marshall. This discovery led to the period known as the Gold Rush.

People of all nationalities who had settled in America rushed to stake their claim and find gold with the desire to become wealthy and buy themselves out of hardship and poverty.

One man became very wealthy during the Gold Rush and is said to be one of the first self made entrepreneurs of the wild west. His wealth today would put him well into the multi-millionaire bracket.

This man did not go panning for gold like the rest of them, instead he did something far more important and a lot more impressive. The only time he touched any panning tools, digging implements or soil shifting equipment was when he was handing it over to a buyer in exchange for cold cash.

Sam Brannan was a store owner who on May 12, 1848, just under four months after the discovery of gold, held a "one-man parade" announcing the start of the San Francisco Gold Rush. Proclaiming "Gold! Gold from the American River!" he spiked interest in the locals causing people to stampede to his store to buy panning equipment.

Brannan coined it in, and the story of his success led to the popular business saying...

"During a gold rush, sell shovels."

It is a commonsense approach to business. In order to make money, give the people what they need. The people wanted to find gold but to do that they needed tools and that is exactly what Sam Brannan sold them. And he became very wealthy for doing so.

Today there is another *gold* rush happening and this one is happening constantly. There is no letting up of this gold rush and **you** too can profit from this.

This constant gold rush is the thirst for knowledge, knowledge which will change people's lives through either making them a lot of money directly or indirectly by learning new skills or knowledge.



Information Sells

With a global population of over 7 billion, there are a lot of potential customers out there all wanting to improve their lives for themselves and their families in one way or another.

These people want to learn and to learn they are willing to hand over their hard earned cash.

They want to buy information which will help them make that million dollars they dream of or develop the skills which will set them on their way to time and money freedom.

This need for life changing information is great for you, because you can become the one who supplies them with it. You can become a modern Sam 'the shovel' Brannan. You can build an information publishing business from your home and you can profit greatly from it.

There are many self made millionaires who have generated a lot of money by becoming home based information publishers. Myself Included. The reason why so many people have entered into this industry is that it...

- Is relatively easy to start.
- Requires very little investment, making it one of the cheapest business models around.
- Can make a lot of money in a short period of time.
- Creates multiple income streams
- Products can be sold for many years after first being published as long as the content is still valuable and evergreen.

The above are true more so today because of the internet.

The internet has made it **A LOT EASIER** for everyday people like you and I to build a profitable information publishing business.

The information publishing industry has some of the largest returns compared to many other businesses.

For example: A person could write a short report or eBook and build a simple website to promote the product from. If they did the work themselves - which is very doable - the cost for creating that product could be zero. There are tools that a person can use to build a free website and there are free writing software like Google Docs which will keep the cost down.

It would be best if the person had their own website using a reliable hosting company like [Siteground](#). Using WordPress and a basic sales page template theme they could have a sales page - *multiple sales pages for different products* - set up and live for 2 years for as little as £120 (depending on what deal they offer at the time of purchase).

The image shows three web hosting plans from SiteGround, presented as cards. The title at the top is "Web Hosting Crafted For Superior Experience".

- StartUp:** Crafted for a Great Web Start. Special Price: **\$3.95/mo.** (Regular \$11.95/mo.). Features: One Website, 10GB Web Space, Suitable for ~ 10,000 Visits Monthly, All Essential Features. Button: GET STARTED.
- GrowBig:** Crafted for Your Web Growth. Marked as "BEST SELLER". Special Price: **\$5.95/mo.** (Regular \$19.95/mo.). Features: Multiple Websites, 20GB Web Space, Suitable for ~ 25,000 Visits Monthly, All Essential Features, Premium Features. Button: GET STARTED.
- GoGeek:** Crafted for Real Web Geeks. Special Price: **\$11.95/mo.** (Regular \$34.95/mo.). Features: Multiple Websites, 30GB Web Space, Suitable for ~ 100,000 Visits Monthly, All Essential Features, Premium Features, Geeky Advanced Features. Button: GET STARTED.

Each card has a "Jump To Plan Details" link at the bottom.

If the product was set up on a joint venture affiliate website like JVZoo with a 50% or more commission offered then the product may end up being promoted by many affiliates which could generate a lot of sales.

This product could be sold for at least 2 years as long as the content is still relevant and all of this can come from a small initial investment of £120.

Once the work has been done the ebook or report is left to sell and the creator can move onto creating the next product building up a portfolio of profitable products.

Now compare that to starting a traditional bricks and mortar business like a restaurant or buying a franchise. The start up costs are often in the tens of thousands if not hundreds of thousands and that is before you have even started.



Not only that, businesses that supply food and goods often have to dispose of products after a certain time as they go off and out of date. There are a lot of hidden costs with traditional offline businesses.

Let's take a quick look at a couple of business franchises ordinary people invest in to earn an honest living.

The first one up is a bin cleaning franchise, they are asking people to invest around £9,000 upfront to clean bins using their brand and business knowledge... that's before any bin has been cleaned.

With a start-up cost of a further £30,000 which is probably for a van, jet wash and branding, your new bin cleaning business is going to cost in total £39,000 before you have washed your first bin.

That is a total cost of £39,000... **TO * CLEAN * BINS!**

bin cleaning franchise prices  



All Shopping News Images Maps More Settings Tools

About 6,870,000 results (0.53 seconds)

We are a low-cost brand that requires a minimum personal investment of **£9,000**, and a start-up cost of **around £30,000**. Moreover, we don't require our franchisees to pay any marketing fee.

[VIP Bin Cleaning Franchise - Point Franchise](#)

<https://www.pointfranchise.co.uk/vip-bin-cleaning-franchise-14248/>

 About this result  Feedback

The second one is for an oven cleaning franchise.

Oven Clean franchise cost

The franchise is **£14,995+VAT**, but with the various pricing options that we offer, you only need £10,000 + VAT of you own funds to get your business started! [Click Here to read more about our pricing options.](#)

[Oven Cleaning Franchise Opportunities - Business For Sale](#)

<https://www.ovenclean.com/franchise/>

Search for: [Oven Clean franchise cost](#)

This oven cleaning business will set you back £14,995+VAT... fortunately for you, you only need £10,000+VAT of your own money upfront! The rest you can pay off using one of their pricing options. How very nice of them.

The home based information publishing business can be started on a shoestring. I dare say that it is possible to create a product and make sales without any costs.

Information Publishing - The Oldest Tried & Tested Business Model Around

Emanuel Haldeman-Julius was one of the biggest publishers in the USA during the 1920s, and a millionaire several times over.

He published a series of *little blue books* and had around 2000 titles in circulation during his publishing career selling over 100 million books.



His books covered a wide range of topics as you can see in some of the titles in the pic above.

More on E.Haldeman-Julius later showing you how he increased his profits by hundreds of thousands of dollars testing one small aspect of his information publishing business.

Here in the UK, way back in the days of the first world war, paper magazines called the Great War were printed with news and information about the war and were sold across Britain.

People back in Blighty wanted to know what was happening overseas. They wanted to stay informed and know more than what the daily papers were reporting.

Within those pages were cross promotions and upsells for things like sturdy hardback folders which would hold several magazines turning them into a big book. Perfect for any home library.



Those who bought the Great War were told that they could turn their monthly magazine into a beautiful *collectors item*, anyone would be proud to own.

Cross promotion and upselling is the way that all information publishers increase their revenue from the same customers already buying their products

It means that they don't need to always find new customers and it can add a nice larger lump into the bank account while extracting more money from people already buying from them. It's a well known fact that it is easier to sell to someone who has already bought from you.

It is a well known marketing fact that it is easier to sell to someone who has already bought from you in the past. Selling to a complete stranger can be hard, but someone who has bought a product which they liked, are more likely to trust you and buy from you with confidence.

The Power Of Upselling, Cross Promotions & The Information Publishing Business Funnel

Think of a trip to McDonalds, have you ever been asked if you wanted to *supersize that* or whether you wanted something else with your order while you were at the counter?

Virtually all of the large takeaway food stores and many other stores do cross promotions and upsells.

Every counter at every newsagent, petrol station and supermarket in the UK is buried below tempting crisps, sweets and chocolates in an attempt to squeeze a few extra pennies out of the person shopping.

It means that they don't always need to find new customers and it can add a nice larger lump into the bank account while extracting more money from people already buying from them. It's a well known fact that it is easier to sell to someone who has already bought from you or in the process of buying from you.

Selling to a complete stranger can be hard, but someone who has bought a product which they liked, are more likely to trust you and buy from you again with confidence.

This is something anyone can do, but it is a lot easier for an information publisher.

Why?

Because you create another product in the same niche **WHILE** you are creating the original cheaper product and you set a funnel up so that when someone buys the first £20 product they are then shown the second *better* or *missing piece* product at a higher price of £47 - £97.

Both products are made at the same time and they are made only once. Creating two or more products means that instead of only selling a load of £7 products you now sell a load of £7 products and a handful of £47 products.

You can increase your profits dramatically without creating a completely different product in a different niche, which would require a new sales page or website.

Home based information publishers create funnels adding in higher priced items along the checkout sequence. Hundreds may buy the first £7 product but only a handful will purchase any of the other products in the funnel, but that handful of people will increase the income generated tremendously for what is in reality... very little work.

The amount of people who purchase products will decrease as they go through the funnel but you don't need many sales to double or triple the amount of money earned from the initial £7 - £27 short report.

The Home Information Publishing Business Funnel

LEVEL 1: £7 - £27 Simple report.

LEVEL 2: £47 - £97 Monthly membership
or advanced information product.

LEVEL 3: £97 - £197 Premium products.

LEVEL 4: £247 - £497 Home study course/
lifetime access to online course etc.

LEVEL 5: £497 - £997 Coaching ongoing/email
face to face one off meeting etc.



Imagine getting two people buying a £997 one off face to face consultation with you while purchasing the initial £7 product?

You would earn an extra £1994. That would require you to sell a further 285 copies of your £7 report to match that.

Would you like to earn £1994 for spending a few hours with only two people?

That's an extra £1994 just from adding an extra segue page with just a few hundred words of sales copy at the point of purchasing the £7 product or as an email follow-up sent a few days later at a cost of pennies.

Creating two or three products to sell at the same time is easier than you think. Especially with today's technology. A short report can be your first cheap product and the upsell can be a series of videos, a larger manual or even an online live consultation using one of the many video chat systems around like Skype, Google Hangout, and Zoom.

If you know what you are talking about then it is fair to say that you will not have put all of the information into a short report or at least not the best bits. This can be the topic of your upsell.

For example: your short report can be *How To Make Thousands Of Pounds Each Month Using Email Marketing*.

Inside this report you will outline what is required to make thousands of pounds each month using email marketing. You will talk about how email marketing is still the best marketing tool and how businesses make thousands of pounds sending out marketing emails. It would discuss the different styles of emails and the essential ingredients required for making email marketing a success.

The report would include information about building an opt-in box which you add to your website and the must have email follow-up sequence that people will get once they have signed up to your email list.

The short report will discuss everything but either not in great detail or it will be in great detail but not the actual mechanics of setting it all up. Whereas the series of videos which you offer at the purchase/download point of the report does.

As they are about to buy or download the report you hit them with *Watch Over My Shoulder As I Build A Profitable Email List & Campaign Using The Best Email Autoresponder Software On The Market.*

Now the person buying the report can also buy a series of videos where they learn everything they need to do and not just the *theory* of it. If they do not buy the video course at the time of buying the report you would have added some info and a link to the course inside the report so that they can buy at a later date.... unless you make them a *one time offer* purchase to increase sales. People do not like to miss out on something they think they may need.

Plus you should send them an email reminder once you have captured their email address when they bought from you. Your efforts should be to remind them of this second relevant product to turn that person from a £7 purchaser to a £54 purchaser... unless it was a one time offer, but there is nothing stopping you offering another similar product.

Your report/course should also mention the email autoresponder software - like AWeber - that you use and should link out to it. This link should be an **affiliate** link which will make you some commissions should anyone click through and purchase a plan.

The image shows a screenshot of the AWeber website. The top navigation bar includes the AWeber logo, links for Features, Pricing, Blog, New features, Sign in, Free trial, and Menu. The main content area has a blue background with the heading "Simple, Personalized Email Marketing and Automation". Below the heading is a sub-headline: "Grow your audience with AWeber – a time-saving easy-to-use email marketing platform that won't drive you bananas." There is a sign-up form with fields for "First Name", "Last Name", and "Best Email Address", and a green button that says "Start your free trial now". To the right, there is a preview of an email campaign for "homedesign gardens" featuring images of potted plants. Next to it is a screenshot of the AWeber campaign configuration interface, showing a "Start Campaign: On Subscribe" trigger and a list of actions like "text action" and "guide" with "Copy" and "Remove" options.

This link will also be added to any follow-up emails and on the page where the videos are found in the upsell product.

You want to capitalise on this and squeeze out some more money from the people who are going to purchase a plan anyway because you have taught them how to make money from using email marketing.

It makes sense for them to be sent direct from your product page to the software system you feature in your videos and report.

There is nothing wrong with this, it is pure marketing and just business.

This business model is described as *useful, but incomplete*.

The first product is useful, it tells people all about the system, what it does and what it can do for them but it doesn't explain or show them exactly what they need to do to get the results they want.

That all comes in the follow up products in the funnel.

Think of it as a movie trailer. It is designed to wet the appetite.

You see the main actors, you see some of the action, you get a feel and understanding of what the film is about but, you do not see it all or know the full story... and so you want to know and see more.

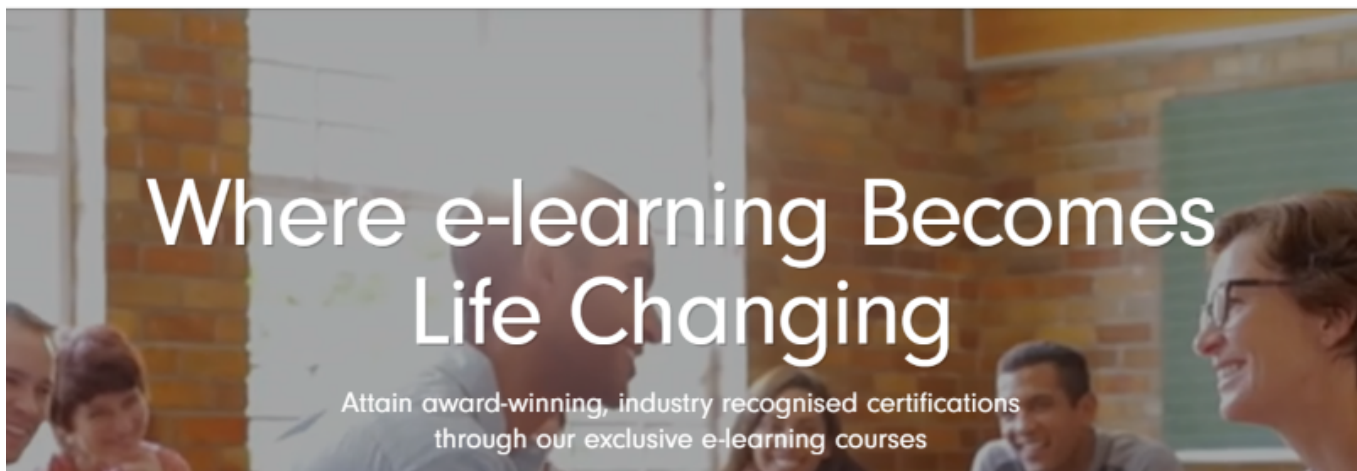
The Wealth Is In The Words

Publishing information is all about content. Mainly the written word, but video and audio is being used more and more these days thanks to the availability of easy-to-use technology. Today anyone can make a half decent video or audio recording for free.

Huge companies publish books or home study courses which focus heavily on the written word.

Take the Dummies books which cover every subject known to man... or it seems.

Then there is the popular Centre Of Excellence company which produces courses which they sell loads to many people.



I can tell you that people who buy one course generally go and buy more. I know that one of my staff has bought a couple in the past - and never finished them. He told me that his wife and one of her friends have also bought several. That company has made a small fortune out of just those three.

And the beauty of their model is that they now only use the online domain. You access and download the course content online and via email, you answer questions then you email them back to the course tutor who... emails the results and marks back to you. The only thing you will get in the post in a printed format is the certificate at the end. It is all basically now done online.

This is great news for you, this means that anyone can start up a home based information publishing business online and the cost of entry is probably one of the cheapest around.

Apart from building websites to house your reports or content, the biggest hurdle is producing the content.

To publish information you are going to need to either do a lot of the writing yourself or pay someone to write the content for you which can be ridiculously cheap as you will see below.

<p>Wiseman05 CREATIVE WRITING SERVICES Blog Posts/ Short Stories/ Articles / Web Content</p> <p>For just \$5 per Basic Gig, you will receive:</p> <ul style="list-style-type: none"> -Up to 1,000 words -Received in any Format of your choosing -Careful Research into Subject -Proofread, Spellchecked, and More -Received in less than a week. <p><i>Read reviews and see why Wiseman05 receives such high praise</i></p> <p>wiseman05 Level 1 Seller</p> <p>I will help you write an article, short story, or ebook</p> <p>★ 4.8 (473)</p> <p>STARTING AT £4.18</p>	<p>rontierw</p> <p>I will be your book writer, ebook writer, and ghost writer</p> <p>★ 5.0 (1)</p> <p>STARTING AT £54.28</p>	<p>bellsfab</p> <p>I will write an ebook for weight loss, keto, nutra niches</p> <p>★ 5.0 (1)</p> <p>STARTING AT £12.53</p>	<p>ORDER NOW</p> <p>PROFESSIONAL EBOOK WRITING SERVICE</p> <p>www.fiverr.com/rapheal2019</p> <p>rapheal2019</p> <p>I will write unique ebooks,do ebook writing,be ebook writer,ebook...</p> <p>★ 5.0 (4)</p> <p>STARTING AT £33.40</p>
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Doing the writing yourself is free but it can cost you a lot in other ways. It takes a lot of time to write something of great value. You can be sat staring at a blank screen for ages trying to figure out where to start and then there is the research to consider.

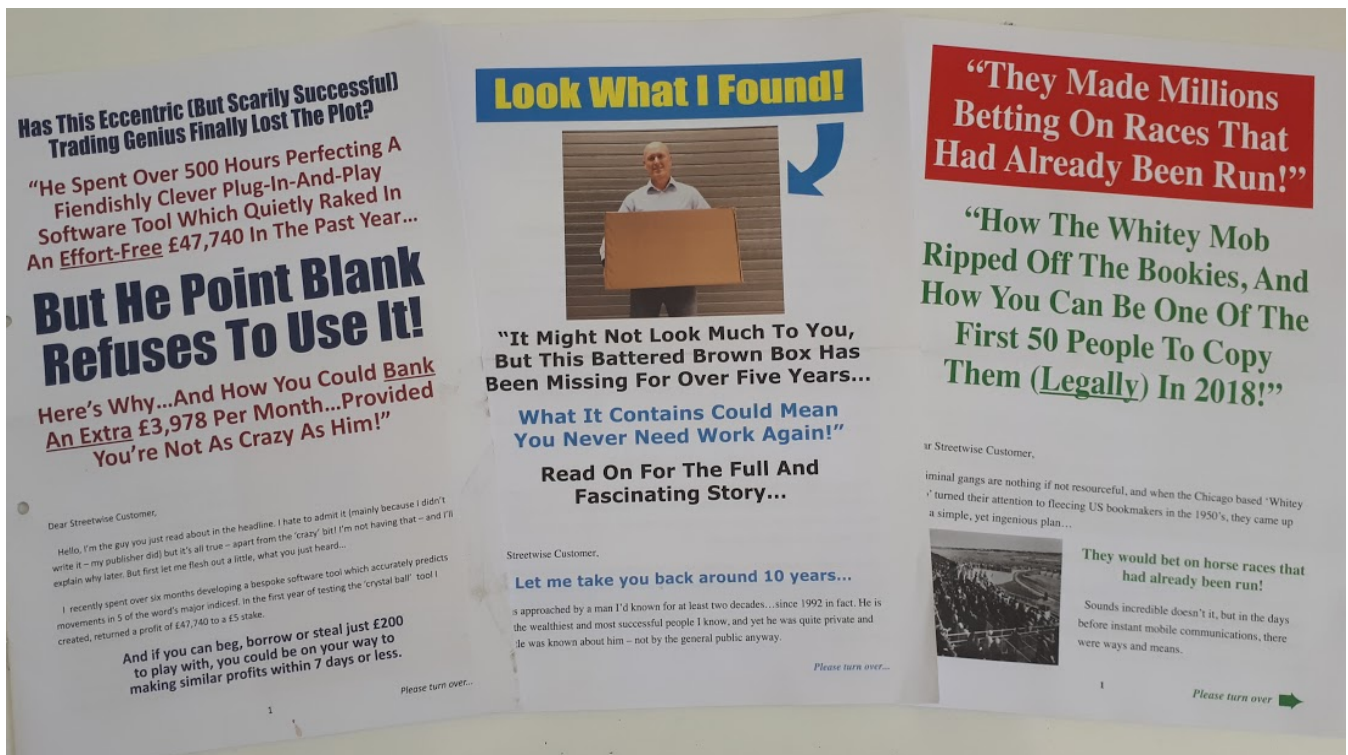
If you are planning on writing about a specific niche or topic which you know nothing about then you will need to do quite a lot of research and learning. This all takes time.

Personally, it makes sense to have someone else write your reports and manuals while you get on with other tasks. Especially if it requires using software or making physical items then there are relevant screenshots and pictures to take or videos to record.

So unless it is something which you do and know very well, it could be very time consuming and require you to learn new tools and software.

Your time and effort is best used elsewhere.

If there is any writing that you should focus on, it should be the **sales letter**. The sales letter is what brings in the **BIG MONEY**. Get it right and you are laughing, get it wrong and you are not going to make any money no matter how good your products are.



This is what I do.

And it's what the publisher of the Dummies books do and also the people who run the Centre Of Excellence do.

I leave other people to produce the products which we promote and I write the sales letters.

The product creators know what they are talking about because they are the experts in their fields. I know nothing about what it is that they do. But what I do know is that I can write good sales letters, and it

can take me half a day to write a sales letter which can generate tens of thousands... hundreds of thousands... and even millions of pounds.

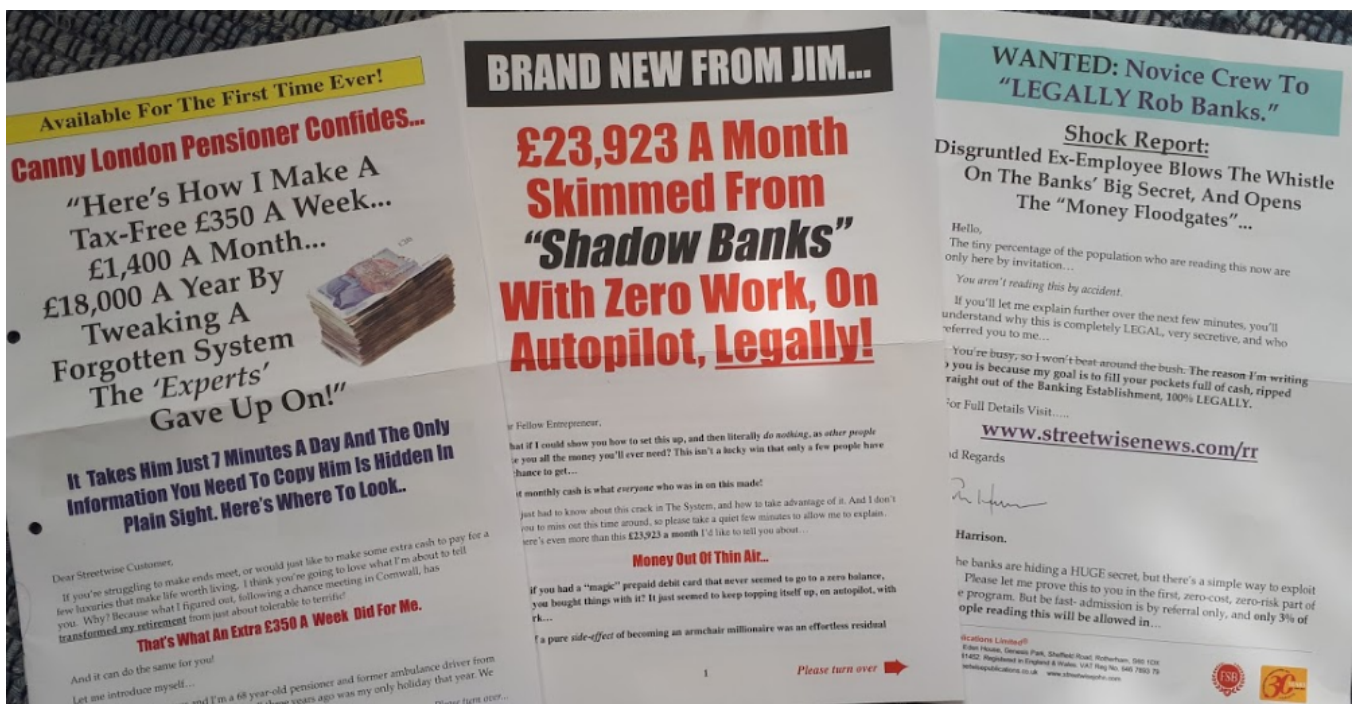
The very first one I ever wrote (*and I didn't have anyone to show me how to do it – I just figured it out myself*) hauled in well over £1 Million and about half of that was clear profit. The most successful letter I wrote...and one of the shortest at two pages of A4...has pulled in over £5 Million so far, and it's still coming in. I wrote that one way back in 1998 – in an afternoon!

Coming right up to date, the most recent letter, which I wrote just last week, brought in over £50,000 in the first four days after being read by less than a thousand people. I fully expect that one to bring in £200,000+ over the next few months. You see, once you have your letter written, it just keeps paying and paying and paying! Over the next few years that sales letter could generate millions for my business.

£50,000 in four days... that is half of a 6 figure year business in less than a week!

Yes, there are costs to come out of that and not every sales letter or product performs as good as that but... and this is the BIG important **BUT**... there are 365 days in a year. That one sales letter generated £50,000 in four days. How much more will it generate over a full year?

One good product and one fantastically written sales letter can easily pull in over 6 figures in one year.



The sales letter is by far **the most important part of the process**, and the most important skill which you should be focusing on.

The sales letter is ridiculously easy to write... when you know how. And believe me when I tell you that anyone can learn how to write a highly profitable sales letter... if I can do it... so can you.

Once you know the formula and how to structure the sales letter, there is no stopping you.

It really can be **cheap as chips** these days.



One Letter From Retirement!

To learn more on how to write successful sales letters check out our own Letter Writing course **One Letter From Retirement** here: <https://www.streetwiseneeds.com/OLR/>

Not only will you learn how to write successful sales letters using the tried and tested formula and structure, you will study several of our most successful letters and headlines.

Joint Venture Product Partnership

I suggest that you search out people who are very successful at what they are doing, offer them a joint venture where they create the product and you focus on the marketing and delivery of the product. (Unless you want to promote affiliate products... but more on that later.)

The products you sell should work in the real world and not just theory. For example, we produce several products to do with horse racing, and these products have been created by the people who are actually making thousands of **TAX FREE** pounds each month from the systems they use.

They create the product course material, I write the sales letter and market the product.

After expenses, you and the product creator take a 50-50% share of the profits.

Your job as the publisher is to build the email list, the landing page, the sales page and delivery page (download page) and write the sales letter. And as you will have read about in the previous section, writing sales letters is incredibly simple, as is building the website which will deliver your product.

You only need a basic WordPress website which can cost as little as £120 for 2 whole years.

You can add as many sales letters and products to your website as you like. £120 is an incredible price for a piece of online real estate for 2 years... and remember in the previous section I told you how just one of my sales letters has generated £5 Million to date.

Each and every sales page you have on your website is live 24 hours of the day, 7 days a week, 52 weeks of the year. All online and able to take orders every hour... even as you sleep. You can access a lot of my sales letters online here: <http://www.streetwiseneeds.com/productlist/>

To see for yourself how easy it is to build a website, watch our bonus video here: <http://www.streetwisepublicationsltd.com/htbawf-video>

Running your own online information publishing business is not only easy to do these days from a technical point of view, it is incredibly cheap to do. Especially compared to the costs we had to endure when we started pre-internet days.

Direct Mail Marketing Vs Email Marketing

Direct Mail Marketing is where you send your sales letter to people through the post. Using lists of hot people who are interested in your products. It can be costly to do but with a great sales letter, the right audience and a good price, direct marketing can make a lot of money.

It has for us over the years.

We have generated millions in profit from using direct mail marketing. It is what we specialise in because we started doing direct mail marketing before the internet was available to everyone.

Email marketing is the online version of direct marketing, the principles are the same, you use the same sales letters, you give away free or cheap products and you build a list of potential customers to sell to and a list of customers who have already bought from you. The only difference is that it is all online and digital.

There are no sales letters to print and mail out, no envelopes or stamps to buy, no cheques to bank and no mail orders to process and no product to send out. *(Well that last bits not always true, we often sell physical products via email.)*

Today, we use a mix of the two. We still send out postal mailings but we also send out a lot of emails. The emails send people to online sales letters, and some of our postal mailings direct people to those same online sales letters. The majority of the orders are made online but we give people the opportunity to buy from us over the phone or through the post but there are a lot of people who now only use email marketing selling digital products which can only be purchased online.

It can be very streamlined and automated.

Keeping everything online can make the opportunity to make money a lot cheaper. Only today while writing this, I watched a video about a guy who built an email list in the Keto diet niche of 10,000 people at \$0.11 per person. So for a \$1,100 investment, he has a 10,000 list of people who are interested in buying products about the Keto diet.

If just 1% bought a product which generated \$50 profit within the first few emails, he would have made half of his investment back. If the product he sold generated \$100 then he would be at break even.

But now he has a list of 10,000 people he can email repeatedly with future products or affiliate products. Over time, that investment would have generated far more than what he spent out.

With email marketing, it is all about relationship building. The relationship you have with your list is vital. If you only send emails pushing products then the people on the list will get fed up and unsubscribe. If you do not send emails regularly then out of the blue drop a product sale email on them, they will unsubscribe.

But if you send regular email updates with useful free information and keep them happy, an email list can and will generate you an ongoing monthly income. The bigger list you have, the more money you can earn... in theory. But that's not always the case, it depends on how great your list is.

A list of 10,000 people who are not really interested in your niche will not generate you much money whereas a list of just 1000 people who are fanatically into the subject matter which you are promoting could make you thousands of pounds.

For example: I once wrote a sales letter which brought in over £40,000 in the first two days after being read by less than a thousand people. That was a hot and hungry audience who wanted to know more about the subject I was mailing them.

The great thing about a product once it is complete is that it can be edited, changed, updated or added to other products to make more money. Sometimes just the simplest changes to a product can yield big returns.

Take Emanuel Haldeman-Julius for example: Known as the split-testing king, E. Haldeman-Julius was one of the biggest publishers in the USA during the 1920s selling over 100 million books of a back catalogue containing 2000 titles.

He ran large full page adverts in papers and magazines across the USA promoting around 200 of his books at a time. They cost \$0.10 each and people could choose which title(s) they wanted from the list... without any blurb about what the books were about.

WORLD'S FAMOUS BOOKS ONLY

10c EACH

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E. H. Julius, Pres., Appeal Publishing Company, Appeal Bldg., Girard, Kansas

People were buying the books blind. Relying on the book titles only. If a book sounded interesting and exciting, people would buy it.

Any books which were not performing well, he would change the titles on the next advertising run and see if sales improved. He constantly tested new titles which increased his sales tremendously.

Gautie's Fleece Of Gold originally sold 6,000 copies but when the name was changed to *A Quest For A Blonde Mistress* it sold nearly 50,000 extra copies.

The book *Patent Medicine* only sold a few thousand copies but once the title was changed to *The Truth About Patent Medicine* sales tripled.

The Art Of Controversy is perhaps his best example of how a small change to an already existing product can sell so well. The book sold only a few hundred copies with its original title, but once it was changed to *How To Argue Logically*, it went on to sell 30,000 copies.

That is somewhere in the field of *100,000 extra copies* of books sold thanks to nothing more than swapping the titles on those three books. Using just 12 different words resulted in tens of thousands of extra sales.

I don't know how many title changes he made over the 2000 books he published, but I imagine he generated a lot of extra money over the years doing that one small thing.

When I write my sales letters or emails I regularly change the headlines and test variations.

Sometimes changing just one word or even adding just one simple extra letter can increase sales exponentially. It really can be the difference which puts thousands of pounds extra into your pocket.

Now that everything is online and digital, it has become a whole lot easier to do... at no extra cost.

What Information Are People Buying?

Basically... **anything** and **everything**.

2K People Enrolled	2K People Enrolled	5K People Enrolled	780 People Enrolled	13K People Enrolled
£127.00	£97.00	£127.00	£127.00	£127.00
HOBBY & CRAFT COURSES Children's Party Planner Diploma Course	HOBBY & CRAFT COURSES Chocolate Making Business Diploma Course	HOBBY & CRAFT COURSES Crochet Diploma Course	HOBBY & CRAFT COURSES Cross Stitch Diploma Course	HOBBY & CRAFT COURSES Digital Photography Diploma Course
13 Modules	8 Modules	17 Modules, 15 Videos	10 Modules, 8 Videos	17 Modules
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If you are not sure as to what information you can sell, check out the Centre Of Excellence website. (Pic above)

There are some interesting courses available.

And many of the courses found on the Centre Of Excellence website are not **life changing**.

But take a look at the prices they charge for some of them. They often run a lot of *cheap* promotions reducing the course prices to around £30, but once a course is online and digital... it doesn't matter what price you sell it for as you have no physical material to print or send out.

Even at top price the COE courses are cheap when compared to a lot of other online courses. Only this week I was looking at an online course about making money promoting affiliate products via email, something I know quite a bit about already... the price of that course was \$997.

It was all online and delivered digitally!

Imagine selling a few of those each month.

Would be nice wouldn't it?

A lot of people do.

Compare that course to those in the picture below... the information in that \$997 course has the power to change the financial situation and the lives of the people who buy it... if they do the work of course.

Those courses in the picture below probably won't.

Enrolled	Course Title	Price	Modules/Videos	Certified	Accredited
2K People Enrolled	Embroidery Diploma Course	£127.00	10 Modules, 5 Videos	Yes	Yes
810 People Enrolled	Extreme Couponing Diploma Course	£127.00	10 Modules	Yes	Yes
2K People Enrolled	Fashion Design and Dressmaking Diploma Course	£127.00	10 Modules	Yes	Yes
2K People Enrolled	Feng Shui Diploma Course	£127.00	10 Modules	Yes	Yes
4K People Enrolled	Floristry Diploma Course	£147.00	6 Modules, 9 Videos	Yes	Yes

Take a close look at how many people have signed up for those courses.

2,000 on the *Embroidery Diploma* course, 810 have joined the *Extreme Couponing Diploma* course - a great example of a course which you would think wouldn't sell well - and there are 4,000 who bought the *Floristry Diploma* course.

Anything and everything can be a course as long as you can match it to the right audience.

Just remember... you won't sell pork sausages to vegetarians... unless you repackage them as tofu and don't tell them, but that will lead to a whole other set of problems *you really do not want to experience*.

So as you see, it is vitally important that you find the right people to sell your products to, when you do, you can make a lot of money.

More Money For Less Work

To make more money you need to find the products which are going to deliver the best life changing results fast.



You can charge more for products which can change a person's life dramatically.

For example: if the product you were selling could take a person from being an employee earning £1,200 a month to being free of the day job earning £5,000+ doing just a few hours work a week within 30 days of starting... people will pay more for it.

Why wouldn't they?

If they are in a job they hate, working more hours than they would like, have a lot of debts and desperately want an easier stress free life with spare money in the bank and the freedom to spend it... and your product can help them do that in a relatively short period of time without busting a gut... then they are highly likely to buy your product.

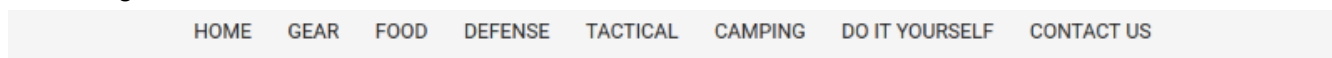
As long as other factors don't prevent them from buying your product, such as doubts to your claim that it will help them, lack of funds or lack of time.

Doubts and objections to the validity of the claims you make for your product are addressed in the sales letter.

As mentioned before, the sales letter is vital to the success of your publishing business and is something which really should not be ignored.

Information Publishing Business In The Digital Age

In many ways a website can be considered an information publishing business. Websites like survivalife.com are essentially publishing information in a specific niche and they are making megabucks from doing it.

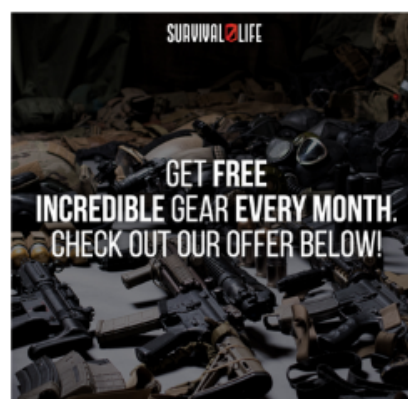


Want To Become a Gear Reviewer for Survival Life? [YES I WANT FREE GEAR!](#)

How To Stay Warm In Winter | How To Heat Your Home



How to stay warm in winter? Here are survival tips to keep your home warm without the need for electric power. 6 Survival Life Tips on How to Stay Warm In Winter Winter ...



[CLICK HERE TO GET FREE GEAR NOW](#)



GET YOUR TEE SHIRT FOR FREE! JUST COVER \$6H

They generate money from a combination of paid advertising, promoting affiliate products on their website and in their email newsletters and I believe that they create their own products which they sell.

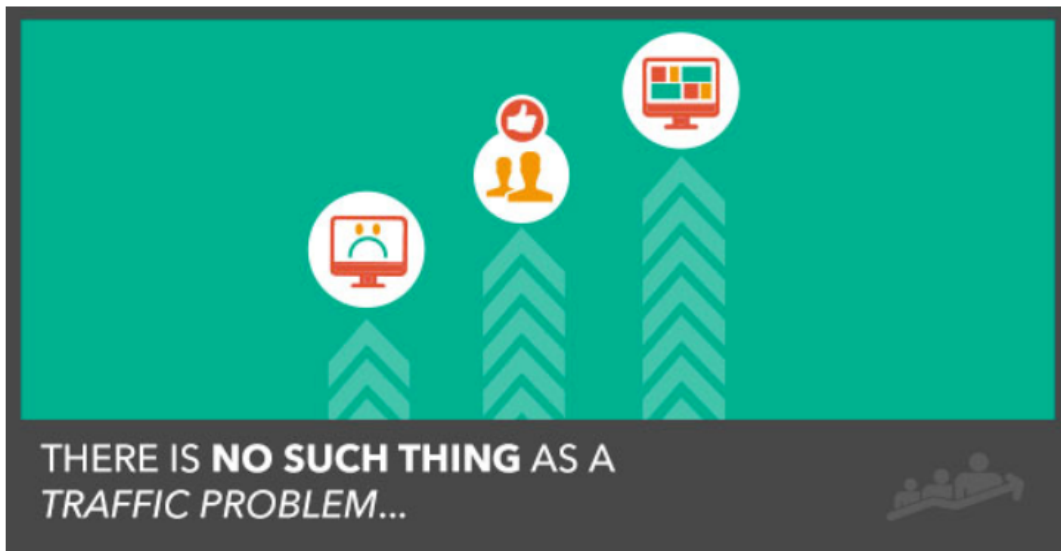
This is one very popular website and according to Stuart Walker over at [Nichehacks.com](http://nichehacks.com) this website was earning a cool \$1 million each month back in 2014. <https://nichehacks.com/survival-life-1-million/>

What it is earning now one can only guess.

It was originally set up by Ryan Deiss a well know online information publisher and internet marketer as a 'case study' on how to make a successful and profitable authority blog.

Over at Ryan's own website DigitalMarketer.com Ryan published the case study back in 2014 called How We Grew a Blog from ZERO to \$6 Million... <https://www.digitalmarketer.com/blog/6-million/>

How We Grew a Blog from ZERO to \$6 Million...



February 26, 2014 By [Ryan Deiss](#)



This is Part 1 of a 3-part series on building authority sites through blogging:

- **Part 1 – [You Are Here]** – How We Grew a Blog from Zero to \$6 Million...
- **Part 2 – How To Make (At Least) \$1000 a Month From Your Blog**
- **Part 3 – Stop Guest Blogging (But not because Google told you to)**

Ryan Deiss is a genius when it comes to internet marketing but what is it that he does that really makes him money?

He publishes information which people need, want and will help them to change their lives for the better.

He is rewarded with insane amounts of money for giving people what they want to know. Yes he is clever in that he used specific cross promotions and upselling techniques and email sequence templates. But these are all basic marketing tricks.

There are several ways to be an online information publisher, some people offer online courses, others build subscription based membership websites and others prefer to build authority websites focusing on advertising revenue and affiliate sales.

The one thing which unites them all is that they build email lists which they send promotional emails to and they sell or use information to generate their income.

Information is incredibly profitable... it is the new gold!

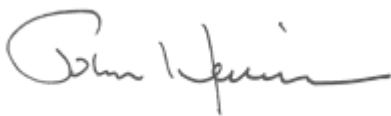
Conclusion

- Information is the new gold, selling information to people has made untold millions for many people over the last hundred years or more. Myself included.
- Huge multi-million and billion publishing empires have grown from providing people with information and the written word.
- The return on investment is much greater than most other businesses, made a lot cheaper and easier today thanks to the internet and the digital age.
- Where it used to be relatively expensive to get started with (but still a lot less than other businesses), it is now one of the cheapest businesses to get started in.

This report itself is a piece of valuable information which can become very profitable if used.

The information in this report can be your golden ticket to bypassing the doom and gloom everyone else seems to be wallowing in at the moment – your fast track to a long and comfortable retirement, or even the first step on the road to a multi-million pound fortune.

The choice is yours.

A handwritten signature in black ink, appearing to read 'John Harrison', written in a cursive style.

John Harrison Streetwise Publications