

Dr.MANI's
INTERNET INFOPRENEUR REPORT

How Infopreneurs 'Lose' Their Jobs



<http://www.InternetInfopreneur.com>

Meet Dr.Mani Sivasubramanian...

The information entrepreneur - with a difference!



Dr.Mani Sivasubramanian is a pediatric heart surgeon. His infopreneur business funds heart surgery for under-privileged children.

Through his infopreneur activities and online marketing, Dr.Mani's team has raised over \$140,000 and sponsored heart surgery in 47 children, with many more to follow.

Dr.Mani is owner of the Ezine Marketing Center and author of an Amazon.com "Hot 100" best-selling book, ***"Think, Write & Retire!"*** as well as many ebooks, reports, tutorials, and home study courses on building and growing an information business on the Internet.

Over 14 years he has taught and inspired thousands of business owners and Internet marketers by sharing powerful insights and experience. He is an active social entrepreneur, philanthropist and networker. Fired by a belief in 'business with purpose', he ties in every element of his work to a passion to help under-privileged kids with heart defects - and will teach you to do the same!

He is an enthusiastic crusader of what's possible for owners of even a small home business - if you correctly and intelligently harness the force of the World Wide Web.

To learn more about how you can build an information empire using your own unique expertise and knowledge, visit Dr.Mani's website at

<http://www.InternetInfopreneur.com>

Books by Dr.Mani

- **Think, Write & Retire** - *How To Turn Words Into Wealth, Easily!*
- **47 Hearts** - *Live Your Dream With Passion, Purpose & Persistence*

What They Say About Dr.Mani...



What makes Dr. Mani great is the way he has leveraged his infopreneurship. He uses the funds he raises with his entrepreneurial endeavors to save the lives of children who really need it. This, to me, is ultimate expression of what the Internet has made possible.

Online marketing is just a medium. It's what one does with it that matters. Yes, some use it to send out messages of questionable value, but some are using it to change the world.

– **Mark Joyner**, Entrepreneur, #1 Bestselling Author & Founder of **ConstructZero.ORG**



Become an infopreneur using the strategies presented here. In addition, learn how to turn your income into good works just like Dr. Mani.

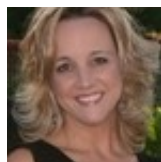
– **Terry Dean**, Internet marketing pioneer & author, **TerryDean.org**



Every now and then a marketer gets me to stand up and take notice. Dr. Mani caught my attention when I discovered the tremendous work he does to help children with congenital heart defects.

I was doubly impressed to learn that Dr. Mani has used Internet marketing techniques and strategies to bring awareness and raise funds. A man who lives with passion and purpose, Dr. Mani also understands how to run a successful Internet business.

– **Joel Comm**, New York Times Best-Selling Author of “**Twitter Power**”



Everyone wants to know how to make money, how to work online, how to create a ‘life’ - and while there are hundreds and thousands of experts and technicians... there is no one talking about the importance of PASSION.

More importantly, there is no one LIVING it quite like Dr.Mani... a technician with brains, skills AND a heart as big as Texas!

– **Carrie Wilkerson**, The Barefoot Executive (TM) & host of **www.BarefootExecutive.tv**



I have never known anyone more generous, he just gives and gives. He gives his valuable expertise, and he gives his profits to charity, so you will be helping yourself on your road to success, and helping a kid live. Who can refuse that?”

- **Chris Garrett**, Co-author of ‘**PROBLOGGER - Blogging to a 6-Figure Income**’

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First Edition

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WARNING - DISCLAIMER

This book is designed to provide information on writing, publishing, marketing and distributing information and infoproducts. It is sold with the understanding that the publisher and author are not engaged in rendering legal, accounting or other professional services by way of this publication. If legal or other expert assistance is required, the services of a competent professional should be sought.

It is not the purpose of this manual to reprint all the information that is otherwise available to infopreneurs, but instead to complement, amplify and supplement other texts. You are urged to read all the available material, learn as much as possible about infopreneuring and tailor the information to your individual needs. For more information, see other resources referenced within the content of this book.

Infopreneuring and information marketing is not a get-rich-quick scheme. Anyone who decides to profit from information marketing must expect to invest a lot of time and effort into it. For many people, however, being an infopreneur is very lucrative and they have built solid, growing and rewarding businesses.

Every effort has been made to make this manual as complete and accurate as possible. However, there may be mistakes, both typographical and in content. Therefore, this text should be used only as a general guide and not as the ultimate source of infopreneuring information. Furthermore, this manual contains data on information marketing that is current only up to the printing date.

The purpose of this manual is to educate and entertain. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to have been caused, directly or indirectly, by the information contained in this book.

If you do not wish to be bound by the above, you may return this book to the publisher.

How Infopreneurs 'Lose' Their Jobs

Meet Eric Louviere, *Internet infopreneur*

Eric Louviere is a top-notch copywriter. See his website at **Viper Copywriting** - <http://www.vipercopywriting.com/> for details about his services.

In addition to a lucrative career as copywriter, Eric also is an accomplished infopreneur who came late to the Internet infopreneuring field but quickly made a name for himself.

Within a year of doing this seriously, Eric was able to go 'full time' and leave his regular day job to focus on his Internet business.

In this short interview, Eric shares some of his experiences with being an Internet infopreneur.

1. How long have you been an Internet infopreneur?

I have been an infopreneur for about a year and a half. My first product was on legal rights for a common legal problem. I came up with the idea after talking to a friend, who is an attorney.

He said to me that he was tired of handling the same problem over and over again, and wanted to handle a new case that covered a new legal problem.

I figured if the problem was so common, perhaps I could help with good quality information and sell it online.

I went to the bookstore and purchased a book that covered the problem. I read it from cover to cover while taking notes on the general topic points.

I then, researched other sites online that was in my niche. I pulled ideas from the competition as well.

I then wrote my own ebook that helped people with this particular legal problem.

My first sale was for \$9.97. I mostly used PPC (pay per click advertising) and articles to drive traffic. After I made about 10 sales, I raised the price to \$19.97. I noticed that the conversions stayed about the same, and raised it again to \$24.97.

For a while, I adjusted the rates, the copy and just tested many different aspects of this niche. Then, it dawned on me - If I could create other niche products, like this one, I could generate enough income to quit my \$90,000 a year job.

Less than a year later, I quit that job.

2. Did you learn yourself or did you buy ebooks, courses and attend events teaching you to become an Internet infopreneur?

I did not learn myself. I purchased books, read articles, read forum posts, talked to other marketers and just kept learning and learning.

I also kept throwing stuff up against the wall. I did not care if I made any sales at all. I just wanted to crack the code and figure out what worked and what did not work.

I would say that a combination of learning, asking and trying created the results I needed.

3. How long did it take you before you were comfortable with the way things worked, where you could get income streams up and running quickly and efficiently?

Well, since I focused on that first niche infoproduct exclusively, I'd say it did not take long at all. The thing that took me the longest period of time was testing. I was just never satisfied and kept testing and trying new ways to convert more visitors into buyers.

Once I decided to diversify and expand my income, I stopped testing so diligently on the first product - and got excited about the next one.

However: I then figured out that I should be adding in up-sells and backend products. So, I ended up revamping my first infoproduct and utilized my new methods.

After I launched my second infoproduct, I believe I had it down well enough to make money anytime.

From the time I first launched that first infoproduct, to the time I felt comfortable with the way things worked, where I could get income streams up fast, I'd say was about 4 months into it.

Therefore, it took me about 4 months of being serious, launching products and testing before I had my own system down pretty well.

4. On a scale of 1 to 10, which components would you rank hardest to learn?

With 10 being the most difficult, and 1 being the easiest, here are my answers:

- * Picking the right niche market [4]
- * Coming up with the content ideas to offer them [5]
- * Creating the content [6]
- * Technical aspects of setting up your content on the Web [5]
- * **Marketing and attracting visitors to your content [6]**
- * Selling or making money from the content [5]
- * **Growing and scaling it up to become a business [6]**
- * Automating the processes to run hands-off [3]

However, none of those above are very difficult at all once you know what you are doing!

5. What form(s) of content do you make available to your audience - and what kind of topics do you cover?

I provide ebooks and articles mostly. The ebooks cover answers to problems, advice, guidance and insights the audience is already searching for and buying.

The articles have AdSense on them, and I drive my subscribers & customers to good quality articles I recommend they read.

I have recently started providing some audio and video. I will interview experts in the niche (even competition) and offer the audio files as products. With video, I started using Camtasia to create step-by-step illustrations.

6. Very briefly, what is your business model?

I find a niche where people are already spending money. I then research the competition diligently to see what they are offering. Then, I look to provide better information than them. In other words, I compete.

So, for example, if I find a competitor who has a solid product and offer, I may join their affiliate program, buy their product, talk to them, etc.

Then, if they are providing an ebook with a bonus report, I'll look to provide more and in a better manner. I'll look to out-market them. My salesletter will be better, my promotion methods will be better, my graphics will look better and my offer will be better.

Then, I look to provide much more value than what others are providing. Then, I build a relationship with my customers and prospects. Then, I sell them over and over via the backend by pitching affiliate products, articles, memberships and other cross-over niche products of my own.

Then, repeat.

7. How long do you work on your Internet infopreneur business every week, on average?

Well, since I am also a copywriter, I have spent a great deal of time building my copywriting business the last several months. My infoproduct business has remained pretty constant considering I have not been launching new products much.

Therefore, currently, each week, I spend about 4 hours on it. Before, I spent much, much more time on that aspect of my business.

Also, since I started outsourcing more and more, my personal time spent on that portion of my online ventures has decreased more. However, the income has not really decreased at all.

8. What are your plans to grow and expand in the near future?

Well, I plan on growing my online business in two fronts - I want to expand my infoproduct business by reaching more people. I plan on implementing some offline advertising and more expensive advertising online.

The other front is to expand my coaching reach and copywriting reach. To me, the key is to reach more and more people and provide them with higher and higher quality products and services.

In other words, I look to take it to the next level.

9. If you could go back and change something about your Internet infopreneur business, what is it?

Hmm... I would have outsourced more earlier on than I did. I did everything myself when starting out. I did not want to depend on anyone else but myself.

So, I worked hard.

Now, looking back, I did not need to work so hard. I just needed to work smarter. And, by outsourcing more now, currently, I have more time to work on other things - or spend more of my time coming up with new ideas.

Coming up with new ideas is what makes me tick anyway!

So, I spend more time doing the things I enjoy now, with much more free time than before.

10. What one thing do you wish you had known while you got started that might have made you do things differently - and why?

I wish I would have know how important it is to build quality relationships with people. Once I started getting to know other marketers and other business people in my niches, my business and fun expanded.

Before, it was just me. It was sort of like, Eric versus the world. Then, I started building close relationships, and everything changed. My entire mindset changed.

After I realized that, I felt like I could do greater things and help more people than ever before.

11. What is your website URL and what would you like to share with our readers about your Internet infopreneur business?

My website is: <http://www.vipercopywriting.com>

Copywriting is severely important to your success. I am not just talking about purchasing copywriting from some star writer, but learning it yourself. The more you understand copywriting, the more successful you will be online.

Read all you can and learn as much as possible about copywriting.
(End of Interview)

As you might imagine, there are many nuances to each step of the process that Eric follows as an infopreneur and marketer. And it would take more time and effort to describe them in more detail.

But that's exactly what I've done in my book **'Think, Write & Retire!'** course. It is a guide designed with the needs of a beginner and intermediate infopreneur in mind.

Make This Your New Beginning!

I hope you've found this overview of building an online information business helpful. With what you have learned in this Internet Infopreneur Special Report ([and the others in the series](#)) you can go out and build the information business empire of your dreams.

All it takes is focus, persistence and action.

Where I Started - And You Can Too

Nearly 15 years ago, I built my first website. Soon after, I created my first infoproduct. It was about something I knew well, was an expert, where not many others could compete.

Since then, that one information product - a short special report - has **sold 348 copies** at a price of \$39.95... literally on auto-pilot (all I do today is renew the domain name and pay for web hosting - once in a year!)

That's over \$1,000 every year, for 11 years, from just one product - with no work after the initial set up. Over the years, I have created and sold another 64 different kinds of information products (priced from \$7 to \$997) - and many more I did not even create myself!

By packaging and presenting the same information in different formats, I have created multiple unique income streams to monetize the material and boost profits.

In all, this infopreneuring empire has sold over \$250,000 worth of products - entirely over the Internet!

The amazing part is that right now, you too have some valuable information locked up in your own brain... that people - many people - will gladly pay you to share with them.

You Too Have AT LEAST One Profitable Info-Product Inside You...

Let Me Help You Find It!

This short ebook has barely scratched the surface of what it takes to build and nurture a successful online infopreneur business. While some readers can manage the rest, learning and trying things out on their own, many others will want more direction and guidance.

Each of the individual sections we explored in the series of reports contains many more, and finer, details to study, apply, and optimize. And the one thing experience has taught me is that different people have different needs.

Some can take a bare-bones outline, flesh it out and adapt it to their skills and resources. Others will be baffled by the same outline, and wish for more details, guidance and support. If I stopped here and left you hanging, it would be fair neither to you, nor to the many business coaches and mentors who taught me, shared their wisdom and knowledge selflessly, and in many ways are responsible for my online success.

That is why I decided to do something about it for readers of this book like you who are interested in getting more detailed information on building, growing, and optimizing your Internet Infopreneur home business.

- What if I could put together a comprehensive course covering every single aspect of information product creation and marketing?
- What if I outlined the very same steps and process smart infopreneurs go through when planning and launching a product?
- What if I give beginners all the tools needed to tap into the powerful and valuable material lying idle in their head?
- What if I revealed my most lucrative trade secrets so anyone can tap into an eager, hungry, ready-to-buy market?
- What if they can use this training to create an info-product empire that grows and swells into a steady business, bringing in profits automatically for years?

Would that be 'interesting' to budding infopreneurs like you who hope to earn money working online?

Of course it would. That's the reason I created a supplemental program...

It's called

"The Internet Infopreneur System"

<http://www.InternetInfopreneur.com>

In this program, you will receive a complete, step by step blueprint to build a massively profitable infopreneur business within one year... and take the first step on your exciting journey to becoming an Internet infopreneur today.

If you have a sincere work ethic, can follow instructions, and are serious about learning how to create information products and profit from them in multiple ways including selling them over the Internet, and are looking for in-depth guidance, instruction and support, you will find this program useful.

Now, after creating this program, I ran into a new problem - some eager infopreneur students could not afford the complete package.

I appreciate and understand that. After all, for the first 3 years of my learning the basics of Internet marketing and infoproduct creation, my most expensive investment in education was a \$29 ebook!

Well, because it was a challenge to try and deliver a large portion of the value in the full 12-module course in a more condensed, simplified and instructive fashion, I set out to write a book called "**Think, Write & Retire**".

It contains the core principles and essential values of the bigger program - though not everything - and because there is no hands-on training or personal interaction that would tie up my time, I can afford to offer it at a rock-bottom price as a print book.

In a nutshell, here is the biggest advantage you will gain from reading the book after reading this report...

It will be easy, quick and fun to do all that you have just learned. The number of times you fail will be less. Your chances will be brighter of

sticking with it and seeing it through, instead of throwing up your hands in frustration and giving up.

And then, one of my infopreneur students had a brainwave...

He suggested further slashing the price by **delivering the content as an ebook!** So, now you can get "**Think, Write & Retire!**" as an ebook - at a ridiculously low bargain-basement rate... see <http://ThinkWriteRetire.com>

Learn At Your Own Pace Right From Home

As you read this ebook, you'll discover how badly you've under-estimated your skills and abilities - and learn:

- * how to **tap into your hidden assets** and talents
- * how to *find eager crowds* of prospective buyers
- * how to **create your first info-product**, and sell it
- * how to *leverage* this to create *multiple streams* of income
- * how to quickly **build strong, sustainable income streams**

"Think, Write & Retire" is your passport to an exciting new land where **happy, successful and wealthy infopreneurs** enjoy life.

Six months from now, you too will be a successful infopreneur - delighted with your achievements and excited about your potential. This ebook is...

Your Key To Quickly Build Strong, Sustainable Income Streams On The Internet

Learn more about the ebook and grab yourself a copy today (you'll get a bunch of valuable bonus gifts, too, if you do!). You'll find all the information you need about "**Think, Write & Retire**" at

<http://www.ThinkWriteRetire.com>

So, Are You Ready To Succeed As An Infopreneur?

I hope you answered “YES”.

Prepare and Plan To Succeed

A few years ago, my young daughter wanted a Barbie doll. I refused to buy her one. After a lot of ‘power negotiating’, we arrived at a deal. If she raised one half of the money she needed to buy her doll, I’d pitch in with the rest.

What happened next amazed me.

She drafted out a plan to create hand-made cards, and sold them to relatives and friends. She first calculated how many cards she needed to sell, then figured out long it would take to create them; and then went out and did it.

Within a month, she had raised the money – a considerable sum. Now she has her Barbie doll. The secret is simple: Prepare and Plan.

To succeed in your infopreneur business, you too need a plan.

Decide how much you want to earn from your effort, and in what time. Estimate what kind of money you can reasonably make from the income streams you intend to include in your content. Calculate how many pages of content you’ll need, how much traffic these pages will have to receive, and what kind of time investment is required to create them and drive traffic to them.

Analyze your own resources and skills. Do you have what it takes to create content websites or other forms of information products ? If not, can you find them or buy them or have someone create them for you? What new things will you need to learn?

Be realistic. Factor in delays in receiving payment from AdSense or affiliate merchants, the time it takes to get your site indexed in search engines, and the upfront costs you will incur in web hosting, marketing, tools and software. Don’t expect cash to start pouring in tomorrow, or even next week. It may not happen.

Modify your plan often. As you grow and gain experience, you'll see that some ideas are good, and many are bad. Be ready and willing to modify your plan. Stay focused on your goal, and you'll stand a better chance of succeeding.

Why have I chosen to focus on these points in this book? The reason is simple. In my experience, these are far more important than the nuts and bolts of building websites and promoting them. That part is technical. Learn it once, follow the steps, and you'll get the job done.

But if it is really such a simple process, **why is it that not many folks succeed with it?**

I wrote and distributed a short report called **Content Profit Secrets**. More than 2,000 people downloaded and read it. Over 100 testimonials poured in. But I'm willing to bet that *no more than 50 readers* will actually take action on even one-half of what I teach in it. And the sad truth is, only five of them will actually stick with it for long enough to make the system massively profitable for them.

This single multifaceted reason for this difference is:

- mindset and preparation
- passion and purpose
- planning and action

Be different. Decide to succeed. You will change your life.

I wish you every success, dear Infopreneur!

All success,

Dr. Mani

The Internet Infopreneur

<http://www.InternetInfopreneur.com>

Author of "*Think, Write & Retire*"

<http://www.ThinkWriteRetire.com>