

**Dr. MANI's**  
**INTERNET INFOPRENEUR REPORT**

# **The Recipe To Success**



**<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.

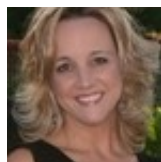
– **Terry Dean**, Internet marketing pioneer & author, **TerryDean.org**



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.

# **The Recipe To Success**

# Introducing Kevin Riley, *Internet infopreneur*

Kevin Riley is the Mission Leader at **Mission: Make Money Online** - <http://MissionMakeMoneyOnline.com/> where he leads new Internet marketers on a full 6 month Mission to build their own successful online businesses.

He has been an entrepreneur, building and running businesses, since 1977. In 1994, he first started building websites and created his first commercial site in 1995. Now, Kevin runs a number of online enterprises from his home in Osaka, Japan.

The information product business allows him to travel widely, and run his business from anywhere in the world. It wasn't until the late 1990s that Kevin realized that future profits lay in information products - books, audios, videos. Now, he's an entrepreneur who markets information - an infopreneur.

And, at **Product Creation Labs** - <http://productcreationlabs.com/> - he helps others to make their own money-making info products. In this short interview, you'll get some powerful insights into how he does things as an Internet infopreneur.

## 1. How long have you been an Internet infopreneur?

That's hard to quantify. I used to be more into direct commodity sales and then I started dabbling with information a few years ago. I had a Japanese recipe site, but wasn't monetizing it - just testing the waters.

I did do information marketing offline many years ago. Wrote a few small books in the pre-Internet years. But, I'd say I got serious about online information marketing about a year, year and a half ago.

Then, about 8-9 months ago, I decided to impart my many years of entrepreneurial knowledge and create information products around that. That's when things really took off. After all, marketing and business building

follow the same principles offline or online, so I simply adapted my earlier knowledge.

I think the main reason this niche is doing so well for me is it's my passion. I've been teaching business-building and marketing offline for many years. You really need to build your Information product business around your strengths and passions.

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

I bought a ton of e-books, and I still do. I believe in never-ending education. I'm a voracious reader. I'm continually printing out e-books, taking them on trains, vacations, I've even tested my wife's patience by sneaking one into a restaurant.

Being an Internet infopreneur does have some challenges not faced in the offline world. Things change so quick that you have to continually keep up.

I did buy a course a few years ago, when I first started investigating information marketing. Having a course is a great way to get the overall picture. I find I grab ideas from all kinds of sources, then adapt them and work them into my marketing mix.

## **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?**

I think something like half a year. Internet marketing is not one of these things you rush into and expect to make a million overnight. If you approach it with that attitude, you will fail. You need to steadily build up a solid business, following a strong plan with a well-defined goal.

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

### \* Picking the right niche market [ 6 ]

*I give this a higher number, because it's so important and you really need to dig deep here.*

### \* Coming up with the content ideas to offer them [ 2 ]

*This fluctuates. Sometimes ideas just pour in, other times the well is dry. Then, I read and ideas come to me.*

### \* Creating the content [ 1 ]

*This is my favourite part of my business. The only difficulty I had here was spending a lot of time learning how to get the most out of some of my content-creating software, like Camtasia.*

### \* Technical aspects of setting up your content on the Web [ 7 ]

*7 for technically difficult things like scripts (although I pulled off my latest installation of \$7 scripts flawlessly), because I'm technically challenged. However, a straightforward html site would rate a 3 with me.*

### \* Marketing and attracting visitors to your content [ 6 ]

*This is an ongoing learning experience. Online, what works today won't work tomorrow.*

### \* Selling or making money from the content [ 3 ]

*Here, I'd say learning ways to efficiently and effectively serve your customer can be challenging. Thankfully, we have Aweber.com*

### \* Growing and scaling it up to become a business [ 2 ]

*For myself this was quite easy, because I've been an entrepreneur since*

*1977. At that time, we never built a business - only because we were two tennage guys selling cow manure and our supply dried up.*

*Later I built a few offline businesses, and I find the same principles apply to online businesses. This is very important - you must treat your online marketing as a business.*

\* Automating the processes to run hands-off [ 5 ]

*Still working on this. Of course, having services like Aweber really helps here. I need to set up a help desk, but I also like to keep personal contact with my customers. It's very important to me to have direct contact with them and give them my guidance.*

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

My main information now revolves around product creation and marketing. I've been involved in product creation since 1982, when I had a small shop creating wooden toy kits. I love product creation, so I provide a weekly newsletter with tips, case studies, techniques - mainly for creating product, but also with tips for marketing those products.

As for what content I market, it's mainly e-books or video home study courses covering business building, niche research, product creation, marketing.

## **6. Very briefly, what is your business model?**

My business model is the sales funnel. I market low-price reports (as of recently \$7 reports) to bring in new customers. Give them a taste of what kind of information I give them, and how I present it.

Then, I offer my slightly higher-priced mini-home study courses (mainly ranging from \$15-30) or my full 6-month business-building home study course at \$99.

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

Sorry, I don't really keep any regular hours. It's well over 40 hours when I'm doing projects. Other times, my wife and I will take a few days off - either to just bum about our lovely city or go to a hot spring somewhere. Then, a couple of times a year we fly to Europe or Asia for a holiday.

It's what I love about IM - I can work when and where I want. No set hours. Work full out to get the project done, then take a well-deserved break.

If you want to be successful in IM, you do need to treat your business as a full-time business. Don't think you can get by with an hour in the evening. That's what the dream-sellers will tell you, but the reality is that you have to put in some heavy work to reap the rewards.

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

More diversity in my product line and also physical products. I've gotten away from physical products because digital is so hassle free. Now, I'm ready to get into physical products again, but using a fulfillment house to handle all my distribution.

I'm also looking at branching into more niches. Just need the right team for running everything.

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

Maybe I would have started earlier. But, mainly I'm quite pleased with the way I've done it. I should have gotten my mailing list off to an earlier start - I had a bit of a snag with my mailing from my membership site that hung things up a bit, but not a big problem.

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

LOL, where do I start the list. There are so many things to learn in IM. All I can say is, it's a smart move to educate yourself well in your first few months. Read, read, and read some more.

Find a mentor and follow their teachings. Don't jump all over the place.

Most important - just do it! Quit saying, "I'd like to make money online." You have to take action.

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

I have a number of websites. But a good place to get started is my Product Creation Labs at <http://productcreationlabs.com> because there you can sign up for my Newsletter. With that you get a series of 21 E-book Writing Tips and a weekly Newsletter, in which I do case studies, give tips and techniques, and sometimes find great resources for my readers.

I've gotten some great feedback on my **Product Creation Labs Newsletter**, and I continually work to give my readers a great bunch of information.

### *(End of Interview)*

As you might imagine, there are many nuances to each step of the process that Kevin 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*"

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