



10 Ways to Make Money From Your Information Product



- 1) **Give away at presentations** – Collect business cards and invite people to be on your list. Then pull a name out of a bowl of the cards for a drawing.
- 2) **Bundle with a live paid or non-paid workshop or presentation** – Include the product for each attendee to increase the value of your workshop.
- 3) **Back-of-the-room sale** – Sell it at the end of your speaking engagements, workshops, or other live presentations.
- 4) **Selling online** – Make a one-page sales letter listing all the benefits of your product and drive traffic to it.
- 5) **Give as a bonus** – Bundle the information product with your other services, i.e. coaching program, group program, mastermind program.
- 6) **Give to key people** – Your information product could be an effective lead generator for influencers, industry leaders, magazines, publishers, journalists, associations, and others who cater to your ideal prospect.
- 7) **Create an affiliate program** – have other people sell your product. An inexpensive one that does the job is WP-affiliate.
- 8) **Use as part of a training program** – make purchasing your information product a pre-requisite for participating in a training program.
- 9) **Bundle it with someone else's program** – Find a joint venture partner who would find your product a relevant and attractive bonus for their training program.
- 10) **Transcribe your information product into a book** – You can take the content of your product and format it into book form and sell it as a paperback and/or digital ebook.