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sales process that turned into an info business page 35 the 40 ways to make money with information products page 41 the quick way to determine the selling price of information products page 43 how simple changes multiplied a product's sales price 4times page 51 how a professional speaker got off the road and built a million dollar business she could run from her home office page 53 blinded and handicapped by multiple sclerosis one info marketer used his disability to build a successful info business page 59 what a successful veterinarian did to get veterinarians from around the world to buy his marketing strategies page 62 how an info marketer from a small town in kansas population 565 built an international business page 72 someone who teaches men how to get women to approach them for dates page 76 an australian built a business teaching salons how to book more appointments and he's never owned a salon before page 81 how an info marketer used his products to create a professional speaking business earning him 10 000 00 per gig page 89 how a mom from new york built a business from her home that kept bill collectors away and gave her family the extra money for a great lifestyle page 101 what an info marketer did with no knowledge and no customers to build a million dollar business within a year page 149 what to say to get customers to believe that you really do offer high quality products page 121 information marketing is responsive to and fueled by the ever increasing pressure on peoples time businesspeople and consumers alike need information provided to them in convenient forms and in some cases need an extension of it methods and strategies that might merely have been taught to them 10 years ago are now done for them the information industry encompasses products like traditional books audio programs videos or dvd's that you might buy in a store from a catalog or online magazines newsletters e books membership websites teleseminars and webinars telecoaching programs and seminars and conferences and combinations thereof much of this business is conducted by lone wolf small quiet operators many with home based businesses most with zero to no more than a few employees most working only part time hours and most netting 7 figure profits

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