



7 Steps to IP Profits by Gordon Jay Alexander

7 Steps to Information Products (IP) Profits

By

Gordon Jay Alexander

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ACKNOWLEDGEMENTS.

Although this work is exclusive and proprietary to myself it wasn't accomplished without some help.

I'd like to thank my list of buyers, some of whom have been with me for 15 years, for their feedback, comments and suggestions. The information you provided has been greatly appreciated.

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A thanks to my friend Terry for a great job of proofreading and chiding me to use correct grammar and punctuation. Her efforts are greatly appreciated, and have been greatly ignored.

Any stupid mistakes are mine and solely mine (you're off the hook Ter).

A special thanks to Warriors. All 90,000 of you. You have inspired me to write this short, pithy and useful report to help you get out of your rat race and into the "chips".

Anyone else who feels they should be acknowledged, email me at gjabiz@yahoo.com and I'll either give you the acknowledgement you deserve or I'll make sure to mention you at the awards show, fair enough?

Gordon Jay Alexander, Sunny S. FL, Summer 2010.



HOW TO GET THE BEST USE OF FROM THIS WORK:

If you don't want to print it out, then may I suggest you open up a word processor like Word, Open Office, Works, Notepad or whatever and CUT AND PASTE those ideas that resonate with you and you can start your own file.

If you find a link in the report that is not working, please let me know and include the browser you are using too, OK? I'll do everything I can to correct this and quickly publish the corrected version.

You'll get the best use out of the report when you start using the information and quickly make a few transactions. The faster you start, the faster you learn and can grow. The point is to start making money.

Although I've written scores of reports and have created my own Information Products for over two decades, I've purposefully made this short and sweet. It isn't an encyclopaedia, fair enough?

I encourage you to ACT. NOW. Today. Go ahead and read this special report, and then make a decision on how to proceed.

If you have any questions, I have an open email policy, feel free to write, gjabiz@yahoo.com But please, give me 48 hours to respond, OK? I don't work everyday online. I've earned the right and I don't have to.

When you get to this position, I hope you too, will take plenty of time off and do the things you love to do. After all, isn't that the reason for working hard?



INTRODUCTION. The 7 MINUTE discovery.

I live 46 seconds from a McDonalds, that is, if I come to a full and complete stop at the 4 way STOP sign half-way there.

Oh sure, it would be easy to plug in Mr. Coffee and have a fresh brew waiting for my 11 second commute, but, I choose to GO OUT and get my large fix of coffee from Mickey D's for three reasons:

- 1. It forces me to go out and gives me the feeling that I'm actually going to work.**
- 2. They make better coffee than I do (and hotter too, maybe there's a lawsuit there and some easy millions?).**
- 3. I'm incredibly lazy and hate cleaning the coffee pot and I always spill the grounds and make a mess.**

Most days I go right through the drive through with barely a stop, practically tossing my buck forty at the pay window and catching the coffee like a wide receiver in the NFL on the way out, and I'm back at my desk in about 2 ½ minutes.

Then one day I was running late, 7 minutes late to be exact.

And an amazing thing happened. I entered into a different world. There was a line running around the building out to the street. "*What the _____?*" I muttered.

In what has become a recognized condition of my life, a *coincidence* occurred, I was in line for 7 minutes before I got my morning wake up. Thank You.

Seven minutes in a fast food drive thru line is like a month of high speed Internet time. I wasn't upset, just dumbfounded, which comes pretty naturally to me anyway.

So the next morning I did it again, left 7 minutes late and you won't believe this but I swear it is true...I experienced *Deja Vu* because it seemed I had been there before with the exact same people in line. Turns out, some of them were the exact same people, I know because for the next few days I left exactly 7 minutes later than my normal time, and day after day saw the same people going through the line and ordering the same things they did the day before (I went inside to observe).

I can't tell you why, but for some reason, this "*bugged*" me.

The next week I tried something different, I left 7 minutes earlier than I normally would have, and guess what? Another world again. I probably could have "opened" the place up myself, it was like a ghost town...and the one person I could see inside took my money at the delivery window.



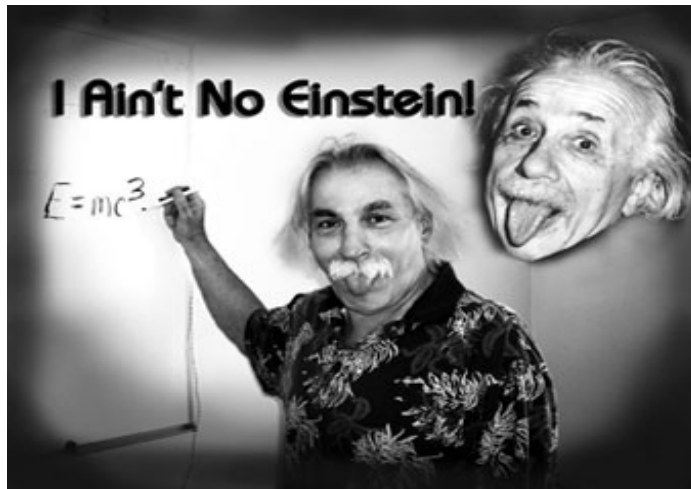
Here is what I learned from my 7 minute coffee run experiment:

Many people, in fact I'll dare to say *MOST*, live in an almost hypnotic state of habitual routine.

And it is this *HABITUAL ROUTINE* of people, once understood, is going to allow you to quickly profit. How?

By creating Information Products which people *ROUTINELY* search for and buy.

As you will hear me say many times, it ain't rocket science and I ain't no Einstein.



And you don't have to be one either. Just understand how so many of us are driven by our daily *Habitual ROUTINE*. The 7 minute difference I discovered has had a radical impact on my business.

See, this 7 *MINUTE* phenomenon was on mind as I sat down to write an article. I wondered if I could do it 7 minutes.

Here is the formula used for writing quick articles:

- 1. Tell them what you are going to tell them, 3 sentence opening paragraph.**
- 2. Tell them and do it in 5 paragraphs, roughly 3 sentences in each paragraph.**
- 3. Tell them what you told them, a 3 sentence paragraph summary.**



I use an online timer, the one at <http://www.speedcubing.com/games/OnlineTimer.html> works for me.

Well, using the above formula, I was able to knock out a little article in 7 MINUTES.

The REASON I'm telling you this and revealing this 7 Minute Secret, is, it is the foundation for creating your own INFORMATION PRODUCTS quickly and easily and is the basic formula you are going to use.

Here is the first article I wrote:

How to Add 10 to 20 Yards to Your Drives INSTANTLY.

Who else wants to add distance to your drives instantly? You can gain 10, 20 maybe even 30 extra yards with these 3 simple techniques. Get ready for the inside secrets of the long drive pros.

Try this at the range next time and amaze yourself.

First you want to slightly open your toes toward the target. Take your normal stance, then simply pivot on your forward heel (right hand golfers; the left foot, righties; the right foot) about 45 degrees toward the target.

This allows you to clear your hips on the downswing.

The second key to adding distance is to make sure your bottom hand is looser than your top hand at the set-up and take away. You want to feel like your fingers are barely holding onto the club when you start to take it back. Don't worry, your hands will take hold of the club.

You set up just slightly open, to clear your hips, and grip the club slightly lighter with your bottom hand (the power hand), and then you want to finish your swing.

Make sure you follow through with your belt buckle pointing toward the target. This insures that you have completed the swing and given it optimum power. You should notice a difference after hitting only a few balls at the range.

Try these simple and easy techniques;

1. Forward toes "open" to target.



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2. Lower hand as if holding onto a bird on set-up and takeaway.
3. Finish swing with belt buckle pointed toward the target.

And watch as you hit the ball further than you ever have. Then make sure to send me a thank you note, OK. G. Jay Alexander

It took me just about 7 minutes exactly to write it, *coincidence?* MAYBE.

Now if I wanted to double the size of that article, I know I could do it in a total of 15 minutes, using the same formula times two.

AS I was writing this little article, I checked my email and found that someone was selling a little report called: **\$7 Secrets**. That someone was a young man named Jonathan Leger.

It was one of the best investments I've ever made. Here's why:

I used Jonathan's work as a template. YEP. I copycatted the book, just as he suggests people do. See? I'm hardly the only person making money from selling short and sweet Information Products. Regarding the 7 dollar secrets;

I made a post at Seeds of Wisdom forum, and within 7 minutes, I had 7 dollars in my PayPal account. Within 24 hours I had many, many 7 dollar sales all from that one little post on a small, slightly visited web site.

Good golly Molly, this thing works.

But, I already knew selling Information Products works. In fact, here is a partial list of some of the IP I've sold over the last 15 years.

Here are a few of my personal IP which I've sold over the years.

- *The Chattel Report; The Sprint to Freedom* (Report, private membership, tutoring).
- *The Beginner's Guide to Chatteling*. (Report, private tutoring, networking.)
- *Think And Reach Par TARP* (Golf audio program, cassette, CD, Mp3)
- *How to Play an Unknown Course* (Golf audio program same as TARP)
- *Before You Buy Anything* (Specialized report used for over a decade as a lead generator)
- *The Copywriter's Checklist* (Proprietary Information I was given permission to sell)
- *The Prospect as Product* (Report on how to think your way into your target's wallet)
- *Remote Influence* (Report and Course with membership, tutoring on Remote Marketing)



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- *Fly Low and Collect the Dough* (Report on being an “anti-guru”, a guy who just makes money)
- *The HOTSHEET Report* (Report on how to get started in the lucrative IP field, membership)
- *How to Extract Gold from a Fish's Mouth* (Special “motivational report”)
- *HOTSHEETS* (Dozens of short mini reports focused on a specific niche used for lead generation)
- *How to use FREE Publicity to build your business* (Special report, used with affiliate programs)
- *The Ohio Lotto Model* (Monthly Newsletter and Web site)
- *Lucky J's Lottery Picks*. (Bi monthly Hotsheet with email support)
- *Utter Power* (Audio program on power phrasing for rapid response)
- *Flower Power Selling* (Special Report with audio support)
- *Make it Happen in* (Special report, 2005, 2007, 2009 updates)
- One Page Template (How to make a booklet from one piece of paper)

PLUS I've written several reports on such esoteric, arcane and mystical subjects as:

- *How to Start a Cult for Fun and PROFIT.*
- *Instant Astral Projection.* How to become an 'Astral Spy'. Astral influence.
- *Instant Fascination,* How to get the girl of your choice to fall for you immediately.
- *Power Conversations.*
- Audio programs: *Business Destination. Square One Workshops.*
- Video: *Business Destinations, How to Choose the right business for you.*
- *Resuletters* How to get a Job in Today's market.

And many other things. I've also have been a ghost writer under non-compete and non-disclosure contracts as well as a product developer and copywriter working for some very large marketing companies.

See? For the past decade and a half, I've done Internet Marketing.

I've created, acquired and sold many Information Products without having to associate myself with ANY guru. Hey, they are probably nice guys, they are certainly trained in getting you to part with your money to make themselves rich...and there is nothing wrong with that, more power to them...it's just, I've CHOSEN not to involve myself in guru launches and back scratching, “my buddy”, you must buy this now type of marketing. It just doesn't suit me.

I've been reading with great interest, all the **FRUSTRATION** at the Warrior Forum, and I see people spending up to thousands of dollars and still not make any money.

I said, “Wait a minute. It's not that hard.”



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And that is where the rest of this story begins. You are about to learn my simple and easy process for creating Information Products which I've done for over two decades.

Anyhow, that is how the whole *7 Steps to IP Profits* got started and now for some quick little ideas for your consideration.

Let me start with a simple premise:

I don't have ALL day to learn how to do this Internet Marketing stuff, do you?

On my shelf there sits a huge pile of DVD's and CD's. Some I paid big money for, hundreds of dollars. Others are gifts. Others only cost a *little bit* of money, a few bux.

OH, I have those 495 dollar big, thick, huge, stuffed to the brim binders full of great information marketing courses.

I've never read any of them all the way. Have you?

I have several DVD's on marketing from some of the biggest names, the most well known gurus, the most sought after copywriters...and yet,

I've watched very few of them... I don't know why, maybe it is hypnotic suggestion and I'm getting brainwashed while this happens, but most of them make me drowsy and I fall asleep watching them. They work better than Leno or Letterman.

Some of these guys might want to consider selling their programs as a sleep aid?

HEY, I don't have the time to spend hours, let alone weeks and weeks or months and months and let's forgetabout years and years, OK? to learn how to do this stuff.

I do have 7 MINUTES to spend. Which is why the **7 Dollar Secrets** was so attractive to me. It is short, to the point, great information I could put to use right away...and gave me some great ideas too.

It was the perfect product for me.

Because more than anything else, **IGUARD my time** like a junk yard dog protects the rusted out Fords in the graveyards of American cars...

viciously.



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With a nod to one of my Heroes, songwriter and troubadour Harry Chapin, “*I let time go lightly... with loved ones, but I keep a close eye on time when I’m working.*”

Let me ask you a question, OK?

YOU got time to watch all those videos, take all those courses, read all the books, and still have a life?

And do it while you are **NOT MAKING ANY MONEY?**

YOU DO? That’s great, good on you. Then this 7 Minute stuff should be a piece of cake and make you a lot of extra money for doing just a little part-time work, while you’re getting the real education you feel you need to become financially free.

BUT, if you are one of the TIME STRAPPED ones, then congratulations, you’re going to love the **7 Steps to IP Profits** stuff. I guarantee it.

OR your bux cheerfully and quickly refunded.

Anyhow, I’ll tell you in a few minutes exactly how to use this report to make money. OH? You can’t wait?

FINE: HERE’S the **7 Steps to IP Profits:**

1. Pick a topic
2. Write a “hotsheet” or one page overview
3. Expand the hotsheet into a 4 page White Paper
4. Use the White Paper to find “citations” and create bullet points
5. Make your bullet points your subject headers
6. Use the 7 minute “article” writing technique to fill out heade
7. Put your IP on the market and sell baby sell

This is your 7 Step Process to create your own Information Products quickly and easily and the rest of this report will show you exactly how.

It is my opinion it is better to get started, to DO something than to spend a lot of time trying to get everything perfect right from the start. I know there are different schools of thought on this, but I've been working for only myself for over 15 years and this “formula” I've developed has provided me with a lot of TIME do other things, that is, other than “work”.

I have given you an almost magical formula for writing articles quickly and easily and if you know about “article” marketing, then you already know how to convert these quick and easy



articles into cold hard cash. And using article marketing will help you establish expertise which leads to credibility and translates into sales.

STEP ONE. CHOOSE A TOPIC

Ok. We want to keep this short and sweet, so here is how to go about choosing a topic to create your Information Product. At the end of this report is a list of several dozen topics, any one of which could be turned into an information product. But this is an overview of what you want to consider when picking a topic. Here is what the OVERALL process of creating an IP looks like:

- ❖ Find a group of people with a **HIGH PASSION** for a subject.
 - This **hot** group is called a **NICHE** or Market **SEGMENT**
 - Create or acquire an **information** product similar to what they are already buying and paying for.
 - Make em an **offer** they can't refuse, like a 7 DOLLAR 7 MINUTE OFFER.
 - ◆ Have other things, a **family of similar products** to offer.
 - **Repeat** this process over and over and over again.

Some people have summed this up in other ways:

Find people who **WANT** something. Give them what they **WANT**.

People. Product. Pay.

Prospect. Product. Promotion. Media.

LISTS. Offers. Automate.

Well, that saves you about two months of watching videos. Because **that** is the marketers' digest of WHAT you need to do. OH sure, there are details. And you are going to get them.

How about an example?

On my TV as I write this, there is a station on selling KNIVES. What? A whole program on almost every night selling KNIVES.

KNIVES?!? Holy cowhide Batman, there are at least TWO channels on my satellite that sell knives practically all day and night long. Who knew?

Well, hunters, fishermen, outdoor types, campers, tradesmen, hikers, policemen, firefighters, military types...and every good Boy Scout in America.



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Getting your first pocket knife was a rite of passage in my childhood. Unlike Ralphie in *A Christmas Story* who was constantly warned, “*You’ll shoot your eye out*”...which he almost did of course...

WE were told...when asking for a knife: “You’ll cut your finger off.” And I did. OH, they were able to sew it back on but I don’t have feeling in parts of it...when you meet me, ask to see it, its one of three knife scars I still have (I cut a couple of other ones off...HA!).

Anyhow.

USING the above “formula”... you would start with your topic.

So the first thing you want to do is go to Google and Bing and Yahoo and other Search Engines, but especially these 3. Search for knives.

YIKES. You'll see too much. And this is good. You now can narrow down your search, but, before you do, VISIT the top 10 sites on each of the search engines and bookmark them, be sure to create a special folder on your favorites so you can find these quickly.

Then, you'll go to ezinearticles.com and search for articles on Knives.

This is all **quick** research which shouldn't take more than an hour or two. You don't want to get hung up on this part, what you are looking for is a MARKET. One of the great tools of direct marketing is the Standard Rate and Data Services (SRDS) book of lists. Visit SRDS online and spend a few minutes looking over what they offer.

Knives could easily find many lists in the SRDS of people who have bought knives in the last couple of years.

OK. Knife buyers are a **NICHE**. Sub-niches, or segments of that market would be the groups I talked about...

A fisherman needs a different kind of knife than a deer hunter. So, if he is **ONLY** a fisherman, he will have a collection of knives mostly that he would USE.

Likewise, a tradesman wouldn't be carrying around a big Bowie knife for cutting things on the job.

HOWEVER, they both could be COLLECTORS...and this is a very HOT niche.

OK, you don't have a product for this NICHE, right? Well, how about you take your little self over to ClickBank...and open another browser and stop by eBay...and then one more for GOOGLE and then to Amazon and look for knife products. You could have affiliate links in your IP which will create streams of income for you too.



Now do a search on “knife collectors”, knives, knife accessories, knife stuff, How to buy a knife, best knives, hunting knives, fishing knives...well, you get the point.

I’d bet you a DONUT that you’ll find a **ton of products** that you could buy and resell to this niche, OR you will find a REPORT or a download available perhaps from ClickBank or Paydotcom.com that has to do with KNIVES. This is just an example, you’ll use the same process no matter what your chosen topic. It is a PROCESS you follow.

Same thing goes for GOLF, tennis, horses, any sport or leisure activity, any HOBBY, any craft subject, any activity you can think of will have SOMETHING that the niche people BUY.

The very best TOPIC for you to choose is a topic which you KNOW about personally.

Which is always why the first thing I do when working with someone is to have them make a list of their hobbies, activities, skills and experiences. This is the best place for you to find a topic which will hold your interest.

STEP TWO: WRITE A HOTSHEET.

My topic is knives. Which is a pretty broad subject. My “research” has shown me there are all kinds of niches and sub niches. Knives for fishermen, campers, pocket knives, military knives. So I’m going to create a “hotsheet”, which is nothing more than a fact sheet (aka a cheat sheet) about knives. Make it one piece of paper. Or two pages on your word processor.

By the way, I use Open Office (it’s FREE) for creating my reports because it has a built in PDF file creator with a push of a button. Once the report is in pdf form, I can upload it or send it as an attachment.

The hotsheet on knives will include:

Web sites where knives are sold, talked about or referred to. The initial research you did on your topic will give you some **bullet** points. Bullet points are short and simple sentences which give you an overview “idea”. You’ll see more on bullet points later. One thing I do is use the information I first see at a website, the “what it is all about” info on every web site you see as soon as you get there. Anyhow, you’ll use short “bullets” on your hotsheet.

Don’t let the term “hotsheet” trip you up. Think of it as a FACT sheet Or a cheat sheet. You want to *write down as many facts* about knives as you find.

So, you may have information about collecting knives. Or different types, different materials, the kinds of different types of knives other countries have. Remember, this must be a HOT topic because there are TWO channels on TV which do nothing but sell knives.



Your topic may not have a TV program, but, you'll find a market if you follow this plan.

HINT. Writing the HOTSHEET is your first act of doing. You are creating something. Even if it is a list of URL's and web sites, or articles. It is an important step. It is your beginning.

See, my philosophy is simple. And I've worked with scores of people over the years. People who want to write best selling books. They dream of writing a book. And most of these people don't even have an outline for their book.

If you can't write a simple ONE page hotsheet or a 4 page "White Paper", how in the world do you expect to write a book?

Again, I'm NO Einstein. Quit making things hard and difficult. Get your first Information Product to the market and LEARN a few tricks. THEN, you can go on to bigger and better things.

STEP THREE: THE WHITE PAPER

A "White Paper" on a subject is a short (think four pages) little dissertation or discussion on the subject matter. What I do is use the bullet points from my hotsheet, or pull up the sites in the favorites file I've saved and try to write a brief paragraph about each thing.

For example, I'll write a 3 paragraph statement about knives in general:

Knives are one of the most collected items in the world. The knife industry can be found in many countries. Carrying a pocket knife is an American tradition for millions of boys.

Knife blades are made of many different materials including steel, iron, titanium and even silver. Knife handles have been carved from wood, ivory, stone and often embedded with precious stones. Knives are considered a piece of must have emergency equipment by many organizations.

The Swiss Army knife is one of the best known knives in the world. It has several different types of blades and functions. Many militaries throughout the world issue a "Swiss Army" type knife to their troops.

See? Three short paragraphs, each with 3 short sentences, but you can pack a lot of information into them.



Each of these paragraphs can be a separate subject. In the above example, 3 short paragraphs, you'll find the following “subject headers” to use:

- Knives as collectibles
- Knife industry throughout the world
- American traditional knives
- Knife blades
- Knife handles
- Emergency knives and organizations
- Swiss Army knife
- Different functions of knives
- Military knives

Each one of these “subjects” can be used as a sub heading. A four page White Paper on knives might look like this:

- The History of Knives
 - In America
 - In the World
 - With Pirates
 - With Armies
- How Knives are made
- Materials used
- Knives of the ancient world
- Knives of the modern world
- Collecting knives
 - How to get started
 - Where to go online
 - Value of knives

The White Paper practically writes itself, IF you've done the initial web research on the subject. You could take each of the above subjects and write a paragraph or two on them and you'd get your White Paper. Once you have your White Paper written, I think you can clearly see HOW the topics of your specialty report will be written, don't you?

You simply create your own IP one short paragraph at a time.

STEP FOUR-PULLING BULLET POINTS FROM WHITE PAPER

The white paper acts as a rough outline for your Information Product. You can now go back to web sites, your research you bookmarked and EXPAND the subject headers. You are filling out the information and in the process you are learning and becoming the expert.



OF course, IF you already collect knives, then this will appeal to you and you may already have expertise you can tap into. This is the reason I encourage you to start with what you already know.

START WITH A SUBJECT YOU ALREADY KNOW.

YOU don't have to, but it makes things much easier if you do start with what you know. Creating the white paper is an exercise in your developing your product creation skills. You don't have to be a great or even a good writer. The TOPIC can help you, for example, with a topic of knives, I'd use a lot of pictures.

You want to keep it simple for your first Information Product because you have to learn, and if you've never done one before, if you overload it with pics and graphics, it could slow down the download process and you may lose some customers.

Many of my Information Products are graphics free, but I have a few, like *Remote Influence*, which are loaded with pics and graphics and in that case I have to Zip the file and my buyers have to “unzip” it, which is a minor thing to most people...yet there are still people who have no idea what to do with a zip file.

POINT. You need to give very detailed instructions for downloading your product. Which is why you should **KEEP IT SIMPLE** to get started.

You are now ready to USE your White Paper to create BULLET POINTS.

This is probably the most important part of this report so I'll spend some time on discussing bullet points.

Good bullet points will help you to SELL your product when the time comes, but, they also help you to CREATE THE PRODUCT itself. In fact, when you have a long list of bullet points, you can write and post graphics for each one.

Good bullet points create curiosity. You will often see NUMBERS used such as:

- 5 Ways to Test Your Knife for Safety
- 3 Blade types you never want to own
- 7 simple steps to sharpen your knife

Also, HOW TO makes a good bullet point:

- HOW to buy a good first knife for your son
- HOW to prevent your knife from getting dull
- HOW to determine if a collectible is the real deal

Bullet points may arouse curiosity in other ways too:



- See page 7 for the hottest knife on the market
- Includes LIST of wholesale knife suppliers
- Find out where the best knife in America is made (See Pg. 9)

Using your White Paper of resources, you want to make a list as long as you can with as many bullet points as you can. These bullet points are going to help you create the PRODUCT and the PROMOTION.

STEP FIVE: BULLET POINTS INTO REPORT HEADERS

Now you can take the bullet points and use them to create your report headers. Use the 7 minute “article” writing technique to fill out headers and you are on your way to writing a specialized report.

Listen, you don't have to write 100s of pages. Most of my reports are under 30 pages long. It is one of the great advantages of writing LOW Cost information products.

- You can create LOW COST IP quickly,
- it has less sales resistance,
- most people are willing to take a chance on a 10 to 20 dollar product, but balk when it gets to the higher price levels.
- Also, by using LOW COST IP, I've found my buyers to be VERY responsive to other offers, as long as I don't kill em with email every day.

I offer my list about 4-5 products a year. And a large majority of the list buy everyone of them.

Also, I actually sell many 2 dollar HOTSHEETS throughout the year, and I give away thousands of others, just to give a SAMPLE of my work out. I've found that by giving away a free sample, people will come and buy other work. I've given away hundreds of specialized reports to the Warriors at the Warrior Forum.

Can you see the FORMULA? IN Action? You choose a topic, do your initial research, bookmarking sites (and citations) as you go along. Create a HOTSHEET, then write a White Paper. Pull out BULLET POINTS and expand these. Use the bullet points to write articles using the 7 minute writing method. String the articles together for a chapter. Put the chapters together for a saleable Information Product.

Now here is an added benefit for using this formula. You create ARTICLES as you develop the product. These articles can be used and can be a quick and easy way to sell your IP.



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POST your article at an article site that gets good search engine traffic...and put a link to your AFFILIATE product you have at ClickBank or somewhere, or better yet, link to your own IP. It isn't rocket science, but it works for thousands of people.

HEY, I didn't invent this idea, didn't even come up with the concept, but it sure is a great GUERRILLA, low cost way of marketing. Don't you agree?

STEP SIX-WRITE YOUR REPORT

Listen, it isn't rocket science and you don't need to overcomplicate things. USE the 7 minute formula and write ONE paragraph, one page at a time. IF you have used the bullet points, you can easily and quickly turn out a pithy, yet meaty report which people will buy.

AND, if you are really terrible at writing, it is an easy task to OUTSOURCE, there are scores of Warriors at the Warrior Forum looking for writing assignments.

As mentioned, I use Open Office to write my reports and convert them to PDF files. This is a basic get started method. Once you have some success, you can use or get other tools to create a more sophisticated report. My friend Dien Rice had his eBook created with Adobe which has more "professional" tools, like kerning and font control.

But, I've found that my customers like the "down and dirty", the INFORMATION more than the look and feel, however, it is a good idea to know how to have it done professionally. Again, I refer you to the Warrior Forum and the Warriors for Hire section.

One tool which I have come to love is a software program, Dragon Naturally Speaking, which allows me to dictate to Open Office. Once I trained it, it makes it very easy to churn out specialty report after report. And all of them bring in CASH.

STEP SEVEN -MARKET YOUR REPORT

Ah, the "easy" part. NO, it really isn't but it isn't all that hard either. IF you have chosen a topic you know something about, you already know where people go online to find information about this topic. Knives have several forums and groups, and each sub niche, like fishermen, hunters, etc., all have their own groups too.

You have to get started and I'll give you some details about this further in the report.

IF you were to STOP right now, and not read another word, you will have enough information to get started developing your own IP and to do so at breakneck speed.

But, I'm going to give you plenty of DETAILS. The details which will make this one of the most valuable reports you've ever read. OK?

Let me tell you a thing or two about FREE and low cost ways to profit from your IP.



I'm going to make a couple of suggestions for you. This is based on my having scores of web sites, using almost every top hosting service out there and testing and testing.

IF you have NO experience, use Hostgator for both your hosting and domain registration. Sure, you can save a couple of bucks registering your domain with GoDaddy or NameCheap or somewhere else. But go ahead and pay a few bux extra and have Hostgator register your first domain, so you don't get bogged down in the learning. You will eventually want to register domains as cheaply as possible and then move them to your servers, BUT

KEEP IT SIMPLE to get started.

I have used a FREE web host for almost 15 years. It is Lycos/Angelfire. I suggest you start there, for FREE. You could pay just a little bit to have the ads removed, but I've not done it. AND, I have literally sold thousands of dollars of IP from this free site.

The reason I like Lycos/Angelfire so much is they give you a slew of tools to use, including a free web site developer tool, free blog, free photo holder.

It is a great deal. So, my advice is to start with FREE at Lycos/Angelfire and invest in Hostgator account when you have a domain picked out. Also, by using Hostgator, you can create many sub domains and have them redirected to one of your IP sales site.

Hot topics or super niches.

Here are the topics which are HOT, always sell and have large numbers of people who **HABITUALLY SEARCH** for.

I have included my IP in *Italics* next to topics so you can see I take my own advice

- Making Money **HOT** If you have real life experience with a way to make money this can be a very lucrative topic *The Chattel Report, The Beginner's Guide to Chatteling*
- Sports Improvement *Think And Reach Par, How to Play an Unknown Course*
- Marketing and Internet Marketing *Remote Influence, Before You Buy Anything*
- Starting a Business If you have ever started a business, or have taken one over, you have valuable Intellectual Property you can convert to Information Products
- Health This is a broad stroke topic, but it has many subniches

Here are some ideas for you and these are some of the most lucrative topic areas for you to get into. IF you have experience and skills in any of these, you are sitting on gold, simply convert it to IP using the simple 7 Step formula.

REAL ESTATE. Always has been a hot topic people need information on a wide variety of products. I'm a former real estate agent and took college classes to learn. ANY one of those classes could be converted into an IP. You don't have to be the expert, if you know of an



expert in any form of Real Estate, you could always INTERVIEW this person and create an almost instant product.

RELAXATION. We are a stressed out society. Offer up a SOLUTION to help people relieve stress and you have a winner. A report on great spas, resorts, vacations. An IP on meditation, visualization and even music or sounds of nature are being sold.

OH, by the way. Even though I'm speaking mainly of "Specialized Reports" in this report, don't forget that audio and video products are also forms of IP. My golf programs were originally on cassettes and then CD's. I have a CD called "Midnight at Mary Campbell's Cave" which is useful in relaxation and even with Astral Projection.

Include under this BROAD topic are the sub categories, the niches, like hobbies and recreational activities.

PERSONAL RELATIONS. Oh my! Every thing from dating, to marriage, to dealing with jerks...and even SEX. This is a huge topic which you will always find a hungry, ready and willing to buy market for. If you have any experience or expertise in aiding people with their personal relationships, you'll find a vein of gold waiting to be mined.

Take a few minutes and go over this IDEA STIMULATOR.

IDEA STIMULATOR

Go through this list and check off any of the ideas that INTEREST you. Every idea on this list could be turned into IP. They cover all of the HOTTEST niches.

■ **MARRIAGE**

- Wedding Checklist
- Make your Shower a Real Success
- Hot Honeymoons
- Sharing Your First Home
- Cooking Tips for Newlyweds
- Newlyweds Budget
- Let Your Husband Cook
- How to Organize Your Housework
- How to Win a Fight with your Spouse

■ **FAMILY AND CHILDREN**

- Expecting a Baby
- Select the Right Name for your baby
- Facts about Childbirth for Men
- Inspire you Child to Learn



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- How to Listen to Your Child
- Successfully Raise an Only Child
- Choosing a Baby-sitter
- Keep your Child Active
- How to Pick your Baby Doctor
- Can You Understand a Teenager
- Summer Camps for you child
- Teach your Child a Trade

■ **FAMILY PROBLEMS**

- Guide to Today's Dangerous Drugs
- Mom's Guide to Thrift Shop Buying
- How & When to Apply for a Loan
- Better health through better eating
- Trace your Family Tree w/Your Kids
- Single Parent Families
- Does your Child Eat Right
- What Unwed Mothers Should Know

ENTERTAINING AT HOME

- 19 Ideas for a birthday party
- Be a Gracious Hostess
- The Home Party Guide
- Turn an Ordinary Meal into a FEAST

GARDENING

- Build a Greenhouse
- Eat what you grow
- Easily Grow Gorgeous Roses
- Beginners Guide to Landscaping
- How to Grow Food in an Apartment

■ **HOME DECORATING**

- Tips for Your Bedroom
- 11 ways to beautify your kitchen
- Decorate your Windows Professionally
- Make Your Patio Beautiful
- Beginner's guide to window dressings
- Wallpaper can make the difference



- Feel Glamorous in your Bathroom
- Selecting Plants for your Home
- Feng Shui for your new home
- **HEALTH**
- 9 old fashioned cold remedies
- 10 ways to cure insomnia
- 17 recipes for diet candy
- How to Fast
- Avoid a nervous breakdown
- How to care for your skin
- Grandma's Best Advice
- Is this all there is
- **SALESMANSHIP**
- 12 Ways to Close the Sale
- Sell it at a Flea Market
- EZ selling for the sales klutz
- Ten Successful Selling Tips
- Improve your Sales Methods
- Why People Buy
- Sell Sporting Goods
- Directory of Local Selling Firms
- Get Leads by Telephone
- Recruit Salesmen to sell for you
- **BEAUTY**
- Glamour Tips for Teens
- Beauty Tips for an Expectant Woman
- Apply Make-Up like a Pro Model
- Your Personality makes you
- What Color is Right for you
- Achieve the Natural Look-Naturally
- Choosing the right hair style for you
- **ANTIQUES**
- Introduction to Antiques
- Facts Regarding Antique Auctions
- How to Get Started Selling Antiques
- Go to an Antique Show
- How to Become an Antique Dealer
- Directory of Antique Publications



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- Can You Detect Fake Antiques
- Restore Antiques for Fun & Profit
- **WRITING**
- Writing Mysteries
- How to Write Publish Your Poetry
- Can You Write Gags for Television
- Writing for Newspapers
- How to Start a Writers Club
- Opportunities as a Ghost Writer
- How to Write for Trade Papers
- Writing for Children
- Today's Hot Markets for Short Stories
- Writing for religious magazines
- How to Plot a Novel Start to Finish
- Selecting a Literary Agent
- How to Write Special Reports
- How to Review Plays and Movies
- How to Become a Music Critic
- What they Don't Teach you in School
- **PHOTOGRAPHY**
- How to Repair your own Camera
- Digital Photo Retouching for Beginners
- Become a professional photographer
- Make better home movies
- Selecting the right camera
- How to build your own dark room
- Become a wedding photographer
- Where to sell your photography
- **AUTOMOBILES**
- How to change the oil in your own car
- Save money on parts
- How to inspect a car before you buy
- You can repair the brakes yourself
- **PETS**
- Raise your kitten to be a great cat
- 12 tricks your puppy can learn
- How to build your own aquarium
- Fashion tips for your star poodle



- Operate a dog kennel for profit
- How to start a pet grooming service
- How to win at the dog show
- Are snakes good pets
- Successfully raise rabbits
- **TRAVEL**
- Overcome your fear of flying
- How to get a passport
- Vacation tips to insure a good time
- Tips for honeymooners
- Go camping and enjoy it
- Places haunted by ghosts
- How to survive a beach vacation
- A vacation in the desert
- Plan a hiking and canoeing trip
- **MISCELLANEOUS**
- How to be a TV contestant!
- Facts every inventor needs to know
- How employees steal from you
- How to prepare a publicity release
- Beginners guide to the stock market
- Effective speaking for beginners
- How to pick mutual funds
- Get free publicity for your business
- **ART**
- How to do landscapes
- Make your own frames
- Painting for beginners
- How to work with acrylics
- Beginner's guide to water colors
- How to display your paintings
- How to buy art supplies wholesale
- How to become a model for art classes
- How to sketch portraits for profit
- Work with chalks
- **STAMP COLLECTING**
- How to start a stamp collection
- Organize a stamp collectors club



- Collecting stamps by country or topic
- Sell your stamp collection quickly
- Go to a stamp auction
- How to sell stamps by mail
- What is on approval?
- How to recognize rare stamps
- Should you be investing in stamps?
- **HANDCRAFTS**
- Work with leather for profits
- Pottery making for newbies
- Jewelry making for beginners
- How to make beautiful dolls
- Introduction to enameling
- Make puppets for kids
- How to use a potter's wheel
- Craft projects for children
- Profits in American Native jewelry
- Make stained glass in your kitchen
- Working with beads
- Make your own Christmas cards
- Doll houses plans
- Christmas crafts you can make
- Knitting ideas for the beginner
- Selling handmade crafts at art shows
- Candle making for beginners
- Weave rugs
- The art and profit of shell craft
- Selling crafts on consignment
- Needlepoint for newbies
- Toll painting
- The art of Paper-Mache
- Introduction to ceramics
- Conducting handcraft classes
- What you can make from macramé
- Christmas crafts for kids
- Bread dough art for the babysitter
- **NEW CAREERS**
- What and when to ask for a raise



- Create your own resume
- Make money tutoring
- Your future in business
- How to dress right for job interviews
- Raise funds for not for profits
- Gun repair as a career
- Have fun! Be a water ski instructor
- Today's jobs in law enforcement
- Manage apartment and get free rent
- Writing for small town papers
- Are you a natural mechanic?
- A place in TV awaits you
- Show business opportunities
- State of the art electronics industry
- Environmental careers and jobs
- Match your aptitude to your job
- Nursing is HOT, is it for you
- Break into public relations
- Transportation of the future
- How about becoming a consultant
- Is your future as a travel agent
- Opportunities for part-time workers
- Aviation Mechanics
- Summer camp jobs
- Work opportunities in Alaska
- How to find satisfaction in your job
- Should you become a social worker?
- **MONEY MAKING IDEAS**
- Making money with comic books
- Start a secret shopper service
- How to start a newspaper
- Make money with turquoise
- Investing in real estate the right way
- 20 ways to get rich slowly
- Be your own boss today
- Turn ideas into cash
- Does your town need a typing service?
- How to open an art gallery



- How to start a flier delivery service
- Start a profitable bookkeeping service
- Penpals can be big business
- How to cash in on the nostalgia craze
- Start a resume and job search
- Start making profits with auctions
- Money making for college students

■ **HOBBIES**

- Coin collecting for fun and profit
- Chess the hobby of champions
- Model boat building for beginners
- Bicycle your way to health
- Repair bicycles for profits
- How to join a motorcycle club
- How to repair your motorcycle
- How to enter a chess tournament
- Start your own chess club!
- How to collect military medals
- 200 things you can collect
- Collecting paper weights
- Gun collecting as a hobby
- Guide to antique car collecting
- How to collect gems and minerals
- Become a silent film buff
- Model railroading: an introduction
- Bow to collect old postcards
- How to build model airplanes
- Collecting postmarks
- Go fly a kite!
- Gardening - America's #1 hobby
- Guide to seashell collecting
- Tips for radio hams
- collect bottles for fun and profit
- How to collect autographs
- Collecting old automobile manuals
- Do you collect old magazines?
- Book collecting for beginners

■ **PERSONAL PROBLEMS**



- Protect yourself from muggers
- Protect your home from burglary
- How to handle obscene phone calls
- How to say "No" to a salesman
- Defend yourself from rape
- How to sublet your apartment
- How to sell your home
- Investing in jewelry
- What YOU should know about banking
- How to buy stocks and bonds
- What credit bureaus know about you
- How to balance your checkbook
- How to save on your hospital bills

■ **SPORTS**

- How to enter professional football
- Improve your swimming strokes
- Can you handle racing cars?
- How to play better baseball
- Wrestling holds: An introduction
- Guide to ski reports
- Amateur boxing guides
- Know your hunting rifle
- Tennis for beginners
- Keep in shape! Bowl!
- Treasure hunting can be fun
- Let's go deer hunting!
- The thrill of salt water fishing
- Jog your way to health
- How to lift weights
- Build your own gym!
- Ice hockey: an introduction
- Play basketball!
- Wild game hunting
- Body building tips

■ **MORE MISCELLANEOUS**

- What to wear in the jungle!
- How to pan for gold
- How to select the perfect gift



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- Sewing tips (from a professional!)
- Make your own cheese
- Build your own canoe
- How to be a ventriloquist
- The Florida flea market guide
- 101 ways to decorate a cake
- How to identify counterfeit money
- Guide to professional cooking schools
- Facts about franchises
- 20 ways to get your name in the news
- How to meet celebrities
- Guide to radio talk shows
- How to adjust to a new neighborhood
- Recipes for homemade jelly
- How to conduct a political campaign
- How to hold a fashion show!
- How to move - easily, economically
- How to mold public opinion
- How to spot a potential suicide
- How to train a hunting dog

Whew, I hope you got at least ONE good idea. Pick a couple of the ideas which may interest you, do a Google, Yahoo, Bing search, visit the top listed sites and see what is out there. Then check with ezinearticles.com and eBay and PayDotCom and ClickBank to see if there are any affiliate programs you could easily add to your IP.

IT is essential you get something done. And there is no reason you can't have your very own IP on the market in the next 30 days if you follow this plan and formula. Let me give you a case study from my files.

CASE STUDY:

Meet Alan Bullington and family. Alan and his family have sold over 35,000 bars of homemade soap they made in their kitchen from the milk of their own cow. They sold these at fairs and flea markets.

But the soap was only ONE product. They eventually had several products they sold at Arts and Craft fairs. They even created their own catalog of products.



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I spoke with Alan and suggested he put together a KIT that told people how to do what they had done. He was hesitant at first, but he agreed to do a HOTSHEET. I think Alan will admit, the first one wasn't much to look at. But he kept improving it.

From that first HOTSHEET, he created a small report. Then added some more information. LONG story short, it took less than a year for Alan to put together one of the really great HOW to kits being offered.

The HOW-TO KIT is one of the greatest pieces of IP you can create.

And to help him sell his KIT and the pieces of it, he has a 7 Dollar VIRAL report that will help to sell all kinds of information about Rural Living and Homesteading and Back to the Land sort of information for many years to come.

You can see his kit at www.soapbizkit.com

See, you have to start. Then you can add and expand your IP. You can have a "family" of products, and the cool thing, not all of them have to be yours. By being an affiliate, you can really start other income streams flowing. I've earned thousands of dollars from being an affiliate and by mentioning and putting links into my reports which will lead the reader to the promotion for the other guy's IP. Sweet. I get paid when they order.

At this point, I'm going to ask you **WHAT ELSE DO YOU NEED TO KNOW?** **Email me your questions gjabiz@yahoo.com and I'll compile all of them together and send you the answers back pronto**

I feel you have everything you need to get started. You have IDEAS and hot subjects. You have the simple 7 Step Formula to rapidly create information products. You have both a FREE web site and a paid one to use to get started.

What else do you need? Or want?

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