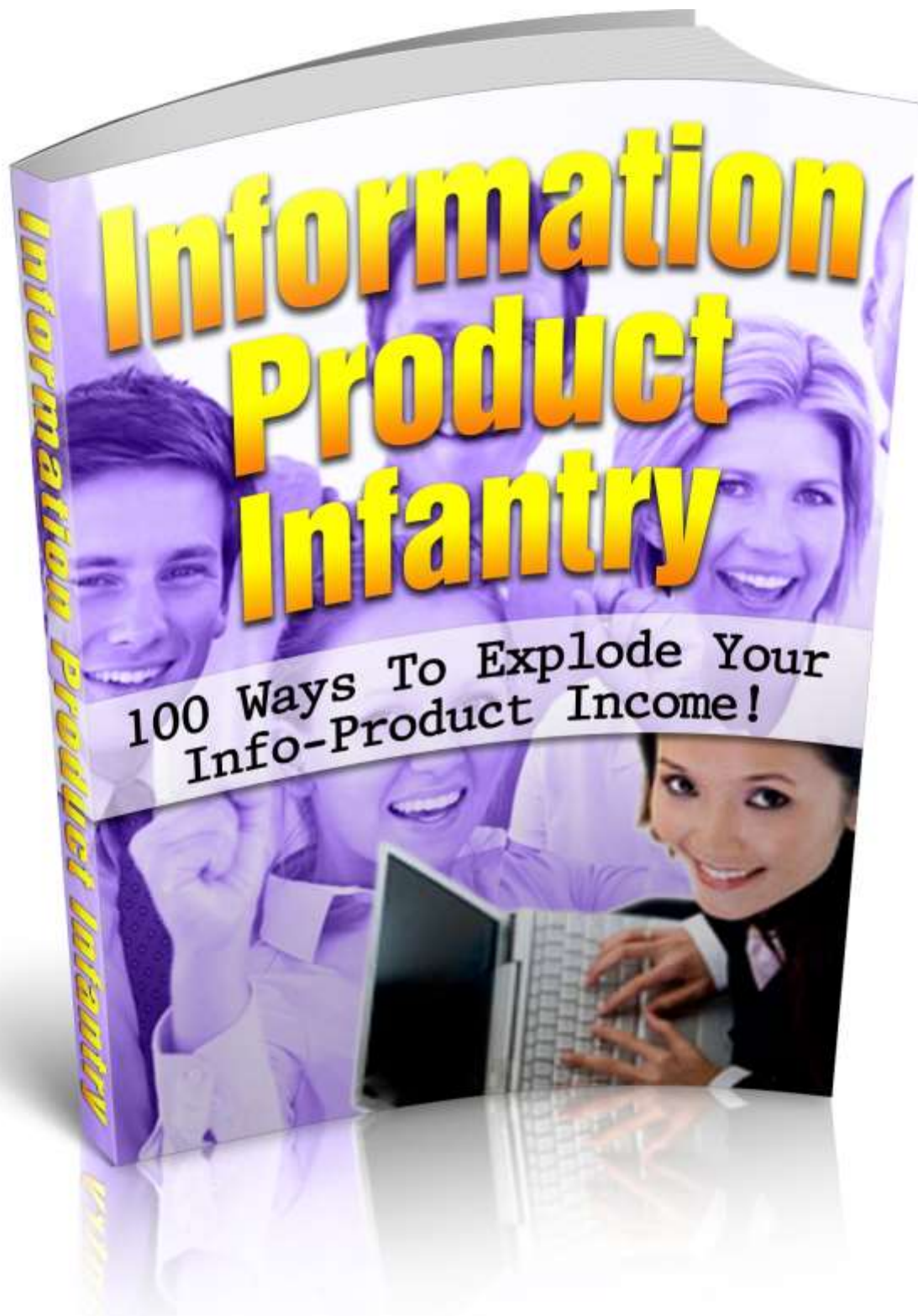


Information Product Infantry  
100 Ways To Explode Your Info-Product Income!



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## Introduction:

If you have even a passing interest in the topic of promoting information products, then you should take a look at the following information. This enlightening report presents some of the latest tactics on the subject of information marketing.

The more you understand about any subject, the more interesting it becomes. As you read this report you'll find that the subject of promoting information products is certainly no exception.

### 1. The "Author It" Tactic

Tell your prospects they can have the private label rights to your information product. People want to easily become an information publisher or author without all the work. They could add their name as the author of it, rewrite it, re-edit it, etc.

### 2. The "Time Involved" Tactic

Tell your prospects how many years, weeks or days it took you to write or compile your information product. People will find it more valuable because they'll realize just how much time was involved in creating it.

### 3. The "Turn The Page" Tactic

Tell your prospects how many information-filled pages are in your information product. People sometimes consider a lot of pages or information to be more valuable than a few pages.

### 4. The "Chopped Up" Tactic

Tell your prospects how many chapters, lessons or sections are in your information product. People like information that is highly organized and easy to navigate though.

## 5. The "Mega" Tactic

Tell your prospects how big your information product's download file is. People sometimes consider a large download to be more valuable or a small download to be faster. You could list the number of kilobytes or megabytes.

## 6. The "Original Recipe" Tactic

Tell your prospects that your information product is original information with no fillers, fluff or rehashed leftovers. People like original information because 95% of what they usually read has already been published somewhere else.

## 7. The "Royalty" Tactic

Tell your prospects that your information product comes with royalty free resell or master resale rights. People like to be able to make money with products they didn't have to create on their own.

## 8. The "Can't Be Ignored" Tactic

Tell your prospects that you want their attention with a headline which can't be ignored. People will read or scan the rest of your sales letter if you grab their attention and give them a good reason.

## 9. The "I'll Support You" Tactic

Tell your prospects that your information product comes with free 24/7 customer support. People don't want to be left out in the cold after they buy your product.

## 10. The "Sell It" Tactic

Tell your prospects they can sell the information product and earn commissions by joining your affiliate program. People like to be able to make money with products they don't have to create and fulfill orders for.

#### 11. The "Complete Resource" Tactic

Tell your prospects your information product is the complete resource on the subject. People like to own one product that can give them all the information they will need to get their desired benefit.

#### 12. The "Choose It" Tactic

Tell your prospects they can choose the type of information product they want. People like to have a say in how they want their information delivered. Many popular formats are pdf, html, e-mail, audio or video.

#### 13. The "Real Life" Tactic

Tell your prospects your information product is based on a real life experience. People like true stories and real world examples because they're more believable and they can relate to them easier.

#### 14. The "Trivia" Tactic

Tell your prospects your information product will answer all their questions. People like to read information that won't leave them hanging at the end for more answers to their questions. They want all their questions answered from A to Z.

#### 15. The "Bestseller" Tactic

Tell your prospects that your information product is very popular. People think if tons of people have read your information or it's a bestseller, it has to be worth reading or buying.

#### 16. The "Access Time" Tactic



Tell your prospects that your information product can be accessed in minutes or seconds. People want to get their information as soon as possible. If it's offline information, be sure to offer fast delivery.

#### 17. The "Kid" Tactic

Tell your prospects that your information product is easy to read and understand. People don't want any information that isn't useful or which they can't comprehend. Make sure a kid can understand it.

#### 18. The "No Confusion" Tactic

Tell your prospects that your information product is easy to follow and offers step-by-step instructions. People don't want information that confuses them. They want information that takes them by the hand.

#### 19. The "Nowhere Else" Tactic

Tell your prospects they can only get your information product from you and nowhere else. People will have to read your product in order to get their desired benefit because they know no one else offers what you do.

#### 20. The "Free Refill" Tactic

Tell your prospects they will receive regularly scheduled free updates of your information product. People like information that's up-to-date because information changes so fast in this world.

#### 21. The "Pick Your Poison" Tactic

Tell your prospects that they have plenty of ways to get your information product. People like to have choices that cater to their specific situation and needs. It could be via a download page, mail, e-mail, etc.

#### 22. The "Guarded Secrets" Tactic

Tell your prospects that they will learn closely guarded secrets within your information product. People like to learn about something that few or no people have heard of. It's just like when your friend has a secret that you try to pry out of him or her.

### 23. The "Nothing Held Back" Tactic

Tell your prospects that you don't hold any information back in your information product. People like information to be uncut and uncensored so they don't miss a thing. They want to learn every thing from start to finish.

### 24. The "Extra Time" Tactic

Tell your prospects how much time they'll save by using your information product. People need to save as much time as they can because they want to use the extra time to enjoy life.

### 25. The "Seeing Double" Tactic

Tell your prospects a repeated or new selling point using a P.S. or strong closing. People can be persuaded easier if they see or hear the same message repeated an amount of times. It also works if you can word it differently each time and still have the same meaning.

### 26. The "Twist Of New" Tactic

Tell your prospects that your information product has the newest information. People like new information because they want to be up-to-date on their subject of choice. They want information to be fresh, exclusive or have a new twist.

### 27. The "Navigation" Tactic

Tell your prospects your information product is easy to use and navigate through. People sometimes buy an information product for only a few

benefits and want to find them as quickly and easily as possible. They want it to be highly organized or fully searchable.

#### 28. The "Third Party" Tactic

Tell your prospects who endorses or who has given you testimonials for your information product. People will trust a third party before they will trust the business advertising the information product.

#### 29. The "Ease Their Concerns" Tactic

Tell your prospects they don't have to be an expert to learn or understand your information. People sometimes think they have to be an expert to learn something new so this eases their concerns. Tell them they can be a beginner or a pro.

#### 30. The "Pet The Puppy" Tactic

Tell your prospects that they can read a sample excerpt or chapter from your information product. People assume your information product must be good if you're giving away a free sample and it will get them more interested too.

#### 31. The "Bigger Is Better" Tactic

Tell your prospects that your information product is crammed full of information or is a huge collection of knowledge. People think bigger is better and perceive it as more valuable. They feel they will be getting their money's worth.

#### 32. The "Misinformation" Tactic

Tell your prospects your information product is thoroughly researched and highly accurate. People don't want information that is inaccurate because misinformation could possibly make their life worse.

### 33. The "Customize It" Tactic

Tell your prospects they can rebrand or customize the information product with their own links. People like to get free exposure for their own business or other people's affiliate products by giving away or selling your information.

### 34. The "Handy Dandy" Tactic

Tell your prospects that your information product is a valuable reference. People like information that comes in handy, like a dictionary or encyclopedia. They can always go back and look up something in the future.

### 35. The "T And P" Tactic

Tell your prospects that your information product has been tested and proven. People don't want information that is not even tested or proven to work. They will be more interested if they have proof.

### 36. The "Limited Edition" Tactic

Tell your prospects that your information product is a limited edition. People consider time-limited information to be more valuable. They don't want to miss out on information that could improve their life.

### 37. The "No Worries" Tactic

Tell your prospects that they have no risk at all using your information product. People don't want to buy or commit to a product that could be a big risk. They will be more inclined to use your information if it's guaranteed and they have no worries.

### 38. The "Award" Tactic

Tell your prospects that they will get free bonuses for using your information product. People like to be rewarded for things that they do. Freebies will give them a little extra incentive to buy.

#### 39. The "Ancient Secret" Tactic

Tell your prospects that your information product includes ancient or classic information. People like information that is hard to find or no longer around. They will consider your information to be rare or timeless.

#### 40. The "Serial Number" Tactic

Tell your prospects your information product is collectable. People like to collect things. They think that collectibles are worth more money because they are limited editions and go way up in value.

#### 41. The "Helpful Tools" Tactic

Tell your prospects how many helpful links, references and resources are in your information product. People like to know about other resources that might help them achieve their desired benefit.

#### 42. The "General Public" Tactic

Tell your prospects when your information product is in pre-launch, pre-release or has just been released to the general public. People like to use things that are brand new because it will give them a sense of being one of the first to own it.

#### 43. The "Authority" Tactic

Tell your prospects how much expertise, experience or credibility you have to persuade them to use your information product. People are easily persuaded by people who are considered to be an authority on the subject. You could mention any professional titles that you have too.

#### 44. The "Precisely Detailed" Tactic

Tell your prospects how specific or detailed your information product is. People don't like general information because they want all the precise details so they can easily apply what they learn.

#### 45. The "Speeding Bullet" Tactic

Tell your prospects about all the benefits of your information product using a bullet list. People quickly scan ads to find all the benefits. One of their first stops is reading the bulleted benefit list.

#### 46. The "Got Gifts?" Tactic

Tell your prospects they can give away your information product away as a bonus product. People like information they can give away with their own products. They feel it will make their product more valuable and increase the conversion ratio.

#### 47. The "Traffic Tools" Tactic

Tell your prospects how much the information product will increase their traffic by publishing it, giving it away or linking to it. People's number goal is to get traffic to their web site. They know they need any advantage they can get with all the competition.

#### 48. The "Huge List" Tactic

Tell your prospects how much the information product will increase their e-zine subscribers by publishing, giving away or linking to your information product. People know the money is in the list. They want to build a huge list as fast as possible.

#### 49. The "Follow The Leader" Tactic

Tell your prospects how many celebrities, companies, experts or reputable people use your information product. People will think since those types of people are using your information product, they should to.

#### 50. The "It's Proofed" Tactic

Tell your prospects that your information product is free of errors. People don't want to find any errors in your information. They want the information to be professionally proofread and edited.

#### 51. The "Recycle It" Tactic

Tell your prospects they can republish your information product for free. People are always looking for free information that they can republish on their web site and e-zine. It can increase their traffic and search engine ranking.

#### 52. The "Take Action" Tactic

Tell your prospects they can have your information product for no cost if they take a certain action. People like to get stuff at no cost and be rewarded for their actions. It could be opting-in to your list, running your ad, referring people to your web site, etc.

#### 53. The "Small But Huge" Tactic

Tell your prospects how short and effective your information product is. People sometimes don't want to go through a ton of information just to learn something new. You could tell them something like, 'It only takes 10 minutes to read.'

#### 54. The "Discount Reward" Tactic

Tell your prospects they can get a discount on your product for taking specific action. People like to save money and definitely be rewarded for it. It could be subscribing to your e-zine, linking to your web site, signing up to your free e-course, etc.

#### 55. The "Choose Fee Or Free" Tactic

Tell your prospects they can buy your information product or acquire it at no cost if they take a certain action. People like to have a choice. People like to get information products that most people have to pay for.

#### 56. The "News Outlets" Tactic

Tell your prospects that your information product has been publicized and reviewed in popular media outlets. People will think it's got to be good if it's been mentioned by a popular publication, TV show, radio, etc.

#### 57. The "Re-Buy It" Tactic

Tell your prospects your information product has recently been updated. People will re-buy information products that have been updated or are in a new edition. They want information that is up-to-date at all times.

#### 58. The "Don't Do It" Tactic

Tell your prospects not to buy or use your information product. It's just like using reverse psychology. People want information they can't have. They think if other people have it, they can too.

#### 59. The "Password" Tactic

Tell your prospects your information product is password protected to make it seem more valuable. People will think if it's closely guarded, it must be extra valuable. You could even just give them a top secret link to read or download.

#### 60. The "Casino" Tactic



Tell your prospects they could win a certain prize if they buy or use your information product. People like to have the chance to win stuff. It gives them a little extra suspense in their lives.

#### 61. The "Buy Stats" Tactic

Tell your prospects the ratio of people who buy or use your information product. People want popular information products. They will think yours is popular if the ratio of people using it is high.

#### 62. The "Feel What I Feel" Tactic

Tell your prospects how excited you are about your information product. People will become interested in your information product because you are so excited about it. They will want the feeling of excitement too.

#### 63. The "Bargain" Tactic

Tell your prospects the actual retail value of your information product. People like to get good deals and bargains. They will feel as though they are getting something valuable for a lower price.

#### 64. The "Privacy Policy" Tactic

Tell your prospects when they buy or use your information product, their personal information will be kept confidential. People like to keep what they use or buy to themselves. Tell them your privacy policy and their information will never be sold, rented or leased to anyone.

#### 65. The "Apply For It" Tactic

Tell your prospects that they have to apply to use your information product to make it seem more valuable. People will feel as though you're not out to get their money because you're making them qualify to use your information. They think the information will be more valuable.

#### 66. The "Been Around Forever" Tactic

Tell your prospects how long you've been in business or online. People trust businesses more if they have been in business for a long period of time. They will think you must have good information if you've been in business that long.

#### 67. The "Mood Enhancer" Tactic

Tell (give) your prospects a compliment that will persuade them to use your information product. People like to be complimented because it makes them feel good, it makes them feel noticed and also makes them feel important. They will be in a better mood for when you present your offer.

#### 68. The "Talk To Yourself" Tactic

Tell your prospects to tell themselves they want to use your information product. People will be easier persuaded by themselves than by your business. They will talk themselves into taking your offer. For example: 'Yes! I want to improve my life.'

#### 69. The "Get Closer" Tactic

Tell your prospects your information product is free. People like to get information free of charge. They will feel closer to your business and be more persuaded to buy any of your offers in the future.

#### 70. The "Follow My Orders" Tactic

Tell your prospects to take action and buy or use your information product. People like to be lead and shown what to do so they don't get confused. That's why there are more followers than leaders in this world.

#### 71. The "Give Feedback" Tactic

Tell your prospects to give you feedback about your information product so you can improve it. People like to voice their opinions, especially if they are asked to. They will feel more involved with your business because you asked for their help.

#### 72. The "Lucky" Tactic

Tell your prospects how many other people have bought your information product, but that they're getting it for free. People will feel lucky because they didn't have to pay for your information. It also makes free information a little more valuable to them knowing at one point you charged for it.

#### 73. The "Content Ingredients" Tactic

Tell your prospects the kind or type of information product they will get. People want to know the exact the type of information they will be getting before they will buy or use it. It could be full of tips, how-to articles, interviews, stories, etc.

#### 74. The "Want A Job?" Tactic

Tell your prospects you will pay them to buy or use your information product. People always need a little extra spending money. You could allow them to join your affiliate program, give them a rebate or a discount.

#### 75. The "It's Not That Much" Tactic

Tell your prospects the price of the information product divided by a number of benefits or features if you are selling it for them to use. People will think it's a bargain because people will see exactly what they will be paying for each piece of information.

#### 76. The "Story Time" Tactic

Tell your prospects a story that will persuade them to use your information product. People like to be entertained. They will read or watch a story just to take time out from the harsh reality of the real world.

#### 77. The "Peer Pressure" Tactic

Tell your prospects what their friends, family, customers and others will say, think, do, feel as a result of them using or not using your information product. People are easily persuaded by the people they are close too.

#### 78. The "Double Fortune" Tactic

Tell your prospects to imagine what will happen if they use or don't use your information product. People will be persuaded by the benefits of using your information and the consequences of not using your information.

#### 79. The "Emotion Shifting" Tactic

Tell your prospects the positive or negative emotions and feelings they will get from using or not using your information product. People are persuaded by emotions and back up their emotions with facts.

#### 80. The "What Do I Get" Tactic

Tell your prospects the benefits of using your information product. People want to know how your information will benefit them. They won't be easily persuaded if you just list the features of your information.

#### 81. The "Remember A Time" Tactic

Tell your prospects to remember a past experience that would persuade them to use your information product. People are easily persuaded by memories because they consider them to be either good or bad.

## 82. The "Hear And See" Tactic

Tell your prospects that they will get the audio and video reproduction rights to your information product. People know that a lot of people don't like to read. They know that audio and video are the future.

## 83. The "It's A Report" Tactic

Tell your prospects that your information product ad isn't an ad by using a content-related headline. People will read your information product's ad quicker if it doesn't start out to look like an ad.

## 84. The "Template" Tactic

Tell your prospects that your information product is a helpful tool or template. People sometimes want information that is actually a tool. They want information that will help them accomplish their goal fast and easy.

## 85. The "Sounds Real" Tactic

Tell your prospects the specific and detailed benefits of using your information product. People will believe your benefits quicker if they are specific because it doesn't sound all made up.

## 86. The "I'll Publish Yours If" Tactic

Tell your prospects you will use their information product if they use yours. People want to life to be fair. They feel it's only fair for you to do the same for them. You just set up a joint venture deal with another business owner.

## 87. The "Oh, That's Simple" Tactic

Tell (give) your prospects a metaphor that will persuade them to use your information product. People will be able to understand your information products better if you relate it to something simple.

#### 88. The "Something In Common" Tactic

Tell your prospects that you both have something in common to persuade them to use your information product. People like to do business with people that have a similar knowledge or interest.

#### 89. The "Agree With Me" Tactic

Tell (ask) your prospects questions you know they will agree (answer yes) with to persuade them to use your information product. People are easy to persuade if you get them to say or think yes before you present your main offer.

#### 90. The "Same Choice" Tactic

Tell your prospects they have a choice of instructions which mean the same thing, to persuade them to buy or use your information product. People like to choose and it doesn't matter which choice they make - you win either way.

#### 91. The "Lead In" Tactic

Tell your prospects they can give your information product away and make money on the upsell or backend offers. People and affiliates know that it's easier to get traffic to a web site if you give away something free first.

#### 92. The "I Have Faith" Tactic

Tell your prospects how much you really believe in your information product. People will believe in your information product if they see how much passion you have for it. They will want to see why you're so passionate.

#### 93. The "Common Sense" Tactic

Tell your prospects it's common sense to use your information product. People will think it's just natural to use your information product. They don't want to be left out and will want to be like everyone else.

#### 94. The "Facts Of Life" Tactic

Tell your prospects facts that will persuade them to use your information product. People like facts because it will back up their emotional decision to buy or use your information product.

#### 95. The "Past, Present, Future?" Tactic

Tell (ask) your prospects questions about their past, present or future that will persuade them to use your information product. People have been influenced their whole life to answer questions. They were branded by their parents, teachers, employers and other people of authority.

#### 96. The "About You" Tactic

Tell your prospects something about themselves that you know is true and would persuade them to use your information product. People will feel intrigued that you know so much about them and that you really understand them without even meeting them.

#### 97. The "Other People" Tactic

Tell your prospects what other people have said about your information product so that it will persuade them to buy. People are highly influenced by other people or satisfied customers.

#### 98. The "Indirect" Tactic

Tell your prospects an indirect command (like you may or you might) that will persuade them to use your information product. People will think you're not directly telling them to use your information product but merely suggesting it.

#### 99. The "Vivid Demonstration" Tactic

Tell your prospects a vivid description of your information product, using plenty of adjectives and words that attract the senses. People are influenced by their senses because they can trigger their buying emotions.

#### 100. The "Gave Me Goose Bumps" Tactic

Tell your prospects the physical reaction of other people or what they experienced as a result of using your information product. People will usually understand what types of emotion go with the physical reactions. They may be persuaded by those emotions.

#### Conclusion:

I hope that reading the above information was both enjoyable and educational for you. Your learning process should be ongoing. The more you understand about any subject, the more you will be able to profit.

This report's coverage of the information is as complete as it can be today. But you should always leave open the possibility that future research could uncover new facts.