

IM Curator Marketing Tips Series



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1. Professional Interview - You would ask an expert for an interview in exchange for free publicity. The interview would be about their professional life. You want the interview to be long enough to fill up your information product.

2. Personal Interview - You would ask an expert for an interview in exchange for free publicity. The interview would be about their personal life. You want the interview to be long enough to fill up your information product. This would involve someone of fame with enough interest for others.

3. Group Interview - You would ask a number of experts for an interview in exchange for free publicity. You want all the interviews to be about the same subject so it coincides with your information product. The interviews can be shorter since you would have many experts. They can also be done at different times and then combined.

4. One Question Interview - You would ask many experts one single question that would require a long answer in exchange for free publicity. When you ask one question, it tightly focuses the subject of your information product. Very good for a bonus to your main offer.

5. Tips, Strategies, Secrets, Etc. - You would ask a number of experts about their tips, strategies, secrets, etc. on a particular subject in exchange for free publicity. They could be very small pieces of information so you will need to have many contributors.

6. Specific Tips, Strategies, Secrets, Etc. - You would ask a number of experts more specific and beneficial tips, strategies, secrets, etc. on a particular subject in exchange for free publicity. It should be unusual tips, little know strategies, unspoken secrets, etc, so they have value to others. Most information products have less value because the data is more commonly known.

7. Step By Step Plans - You would ask one or more experts for a step-by-step plan about a particular subject in exchange for free publicity. People like such plans because they are easy to follow and don't require much thinking. Successfully proven too. Better directed to new people in the field.

8. Discussions/Conversations - You would ask two or more experts to have an discussion and record it on the subject of your information product in exchange for free publicity. It could be in-person, over the phone, chat room, etc. You could convert it into audio, video, transcripts, etc. Maybe you've heard of people having or selling recordings of round table discussions. The same idea.

9. Brainstorm Sessions - You would ask two or more experts to have a brainstorming session on the subject of your information product in exchange for free publicity. It could be in-person, over the phone, chat room, etc. You could convert it into audio, video, transcripts, etc.

10. Paid Live Seminar - You would ask many experts to participate in a live seminar that you're hosting in exchange for free publicity and a chance to promote their products instead of their normal commission. You could make a back-end by selling the transcripts, audio, video, etc, of the seminar.

11. Free Live Seminar - You would ask many experts to participate in a live seminar that you're hosting in exchange for free publicity and sale of their products. You would make money selling the transcripts, audio, video, etc, of the seminar.

12. Paid Live Teleseminar - You would ask many experts to participate in a live teleseminar that you're hosting in exchange for free publicity and a chance to promote it in exchange for commission. You could also make money selling the transcripts and audio of the teleseminar.

13. Free Live Teleseminar - You would ask many experts to participate in a live teleseminar that you're hosting in exchange for free publicity for their products. You would make money selling the transcripts or audio of the teleseminar.

14. Paid Live Webinar - You would ask many experts to participate in a live webinar that you're hosting in exchange for free publicity and a chance to sell product in exchange of full commission. You could also make money selling the transcripts, audio, video, etc. of the webinar.

15. Free Live Webinar - You would ask many experts to participate in a live webinar that you're hosting in exchange for free publicity for their products. You could make money selling the transcripts, audio, video, etc. of the webinar.

16. Original, Exclusive Articles - You could ask a number of experts for an original, exclusive article about a subject of your information product in exchange for free publicity. You would then compile all the articles you get into your information product. If they need extra incentive to write the article, you would allow them the first chance to sell it. A danger in that with others involved...get general approval from all first!

17. Recommended Resources - You would get many experts to tell of recommended resources for subjects of your business and technical information product in exchange for free publicity. For example, web sites that accept marketing article submissions. You could ask the web site's owner if you could have permission to list their web site in your information. See if they would write a description of their web site. Your product would be full of links with descriptions to lead people to the resources.

18. Recommended Information Recourses - You would get many experts to recommend information resources for the subject of your how-to information product in exchange for free publicity. For example, web sites that have free gardening tips. You would ask the web site's owner for permission to list their web site in your information product. Ask if they would write their own description for their web site. Your information product would be full of links with descriptions to lead people to the resources of their interest.

19. Information Linking - You would find the places you want to link to using search engines, online directories and other online references about the subject of your information product. Get the permission of the webmasters, authors, publishers and/or owners. Even ask if they want to write a short description for their link. Your e-book would be full of links with descriptions to lead people to the references or information.

20. Excerpts Of Online Communities - You could ask participants of online communities and/or the community owner to use, or link to,

posts about the subject for your information product in exchange for free publicity. It could be message boards, web blogs, chat rooms, newsgroups, email discussion lists, forums, etc.

21. Excerpts Of Free Content- You would ask the free content owners if you could use excerpts of their content in your information product in exchange for free publicity You would compile it all together. It could be free ezines articles, web site content, ebooks, ecourses, reports, etc.

22. Excerpts Of Paid Content- You would ask the paid content owners if you could use excerpts of their content in your information product in exchange for free publicity. You would compile it all together. Sometimes they may ask for payment. You would need to determine the value to you and others. It could be paid ezines articles, membership web site content, ebooks, books, reports, newspapers, magazines, ecourses, reports, audio, video, etc. Always be careful that the approval covers everyone involved! Lawsuits can be expensive.

23. Excerpts Of Audio And Video - You would ask the audio or video owners if you could use excerpts of their content in your information product in exchange for free publicity. You would compile it all together in transcriptions or recordings. They may ask for payment. Your product could be paid videotapes, audio books, online audio, event recordings, streaming video, etc.

24. Information Collections - You would ask writers or publishers for a collection of things that you could compile into a information product in exchange for free publicity. For example, you could put a collection of recipes into an e-book. Other ideas would be poems, product reviews, photos, short stories, etc.

25. Personal Profiles - You could ask a number of experts to profile themselves in your information product in exchange for free publicity. It could be a profile about their personal life and preferences. For example: favorite foods, where they went to high school, first job, etc.

26. Professional Profiles - You could ask a number of experts to profile themselves in your information product in exchange for free publicity. I would be a profile about their professional life and preferences. For

example: favorite part of their business, favorite business book, business web sites they visit regularly, etc.

27. Non-Personal Profiles - You would ask a number of experts to profile themselves in your information product in exchange for free publicity. I would be a profile about things in their professional or personal life. For example, you could ask a webmaster to profile his web site. You could have categories like: how many pages, average visitors, and freebies he/she offers, etc.

28. Templates - You would ask a number of experts to provide content that could be used as tools, templates or models for others in exchange for free publicity. For example, you could ask for sales letters that other people could use as templates. You would turn them into fill-in-the-blank templates. Other ideas would be business letters, drawings, classified ads, headlines, romantic letters, etc.

29. Surveys And Polls - You would ask many people to take a survey and use the results in your information product in exchange for a freebie. It could be "fill in the blank" or "multiple choice" survey. Your information product would be of survey results your target audience would be interested in.

30. Rewrite/Update/Add-to Someone Else's Information - You would ask an author or publisher to rewrite/update/add-to their information product to create a new one in exchange for free publicity and a percentage of the profits or a up front fee.

31. Reformat Someone Else's Information - - You could ask an author or publisher to reformat their information product to create a new one in exchange for free publicity and a percentage of the profits or a up front fee. For example changing a print book to an audio book.

32. Retarget Someone Else's Information - You could ask an author or publisher to retarget their information product to create a new one in exchange for free publicity and a percentage of the profits or a up front fee. For example: changing a book about off-line marketing into a one about Internet marketing.

33. Co-Author - You would ask another writer to co-author an information product with you in exchange for free publicity and a percentage of the profits or a up front fee. You would be able to write or create an information product quicker.

34. Multi-Co-Author - You would ask a number of writers to co-author an information product with your in exchange for free publicity, a percentage of the profits or up front fees. You would be able to write or create an information product even quicker than with just one co-author. If you get enough people you might only have to write a title, table of contents and an introduction.

35. Archived Information - You would ask one or more authors/publishers to use their archived information to create an information product in exchange for free publicity. It could be old e-zine issues, articles, reports, free reprint articles, stories, etc.

35. Directory Information - You would ask many people to contribute to your directory information product in exchange for free publicity. . For example, you could tell them you're creating a directory e-book, which will list e-zines that accept paid advertising. It could be e-zines, web sites, message boards, software freebies, businesses, offline resources, etc. You could have a pre-made form that would enable them to fill out their information just like online directories do.

36. Unfinished Information - You would ask others for unfinished information products and finish it for them in exchange for free publicity and a percentage of the products or an up front fee. Tell them you will also list their name as a co-author.

37. Unpublished Manuscripts/Information - You would ask authors for unpublished information products and finish it for them in exchange for free publicity and a percentage of the products or an up front fee. Tell them you will also list their name as a co-author.

38. Reprint Or Master Reprint Rights - You would buy the reprint or master reprint rights to someone else's information product for 100% profit.

39. Affiliate Program - Join another's affiliate program then sell someone else's information for commission. You would also promote their web site. You would have to take orders and deliver the information product, etc.

40. Affiliate Program For Some Else - You would find an information product being sold with no affiliate program and offer to sell it for them for a percentage of the sales. You could create an affiliate program for them where you're the sole affiliate.

41. Trade Reprint Rights - You would trade reprint and master reprint rights if you already have at least one information product. It will help you acquire new ones to sell.

42. Compile For Reprint Rights - You would compile other people's information into different formats for them in exchange for the reprint rights to it. Such as: ebook format, print format, audio format, etc.

43. Rent Out Information - You would buy information products and rent them out multiple time. For example: video rentals, music rentals, book rentals, etc.

44. Q and A Session - You would ask a number of experts to answer questions from your target audience in exchange for free publicity. You would invite your list of customers, leads, subscribers, etc. to the question and session and they could ask the question or you could ask them to provide their questions ahead of time. The question and answer session could be held via teleseminar, webinar, chatroom, etc. You could charge for it and/or do it for free and turn it into an information product to sell.

45. Half And Half - You would take your subject of choice and mix strategies from another subject either closely related or able to be transferred. The other information is available without your writing it. For example: mixing Internet marketing with real estate selling.

46. Free Reprint Articles - You would ask a number of writers to allow your use of their free reprint articles to create an information product and, in exchange, you'll leave their resource box at the end. There are

thousand of free reprint articles and other content on the Internet.

47. How To Reality Information - You would film another expert (or yourself even) doing something in exchange for free publicity. For example, you could tape an expert doing a craft project. It could be named 'How To Build A Bird House'. You or the expert could narrate it. It could be a taped video, live webcam, online video, etc.

48. Catalog Information - You would create a catalog on a specific subject then give it away or sell it. You could let businesses have ads in it for free in exchange for a link to it or give it away to their customers. You would only be writing your ad and the main content would be ads that the others write. If your catalog was an ebook it could literally be spread all over the Internet.

49. Testimonial Information - You would sign up to any affiliate program and compile a free information product that contains testimonials of other people that have used the product. You could get them for the business owner or compile them yourself with his permission.

50. Internet/Offline Radio Programming - You would create a whole station where all you do is read free content that is on the Internet based on your subject of choice. You would get the content owner's permission.

51. Diary Information - You would ask a number of experts to write a weekly or daily diary for a month of stuff that is related to the subject of your information product in exchange for free publicity or a percentage of the profits. For example, you could have online marketers write a weekly diary of things they do to promote their website.

52. User Generated Information - You would allow a number of experts giving advice and aid free access to your private online community in exchange for free publicity. It could be a message board, chat room, e-mail discussion list, etc. People will want access to it to see what the experts are writing and posting. Plus your target audience's questions and the answers will create content as well.

53. Results Information - You would ask experts to give results of tests and experiments they have done in exchange for free publicity. For example: specific clickthroughs and sales ratios of advertising campaigns they have done.

54. Live Voyeur Information - You would set-up a live webcam on yourself so your customers could view a particular environment or place they are interested in. For example, it could be you running your home-based business or an element of it.

55. Lessons/Assignments - You would ask experts to allow you to use their content in exchange for free publicity in your information product. You would create a lesson assignment, with an exercise at the end of the content. You could use it to create an eclass, teleclass, live class, workbook, etc.

56. Information/Content Pass - You would ask a number of content owners to allow you to sell access to their content in exchange for a percentage of the profits. For example, you could sell access (a pass) to a number of paid ebooks by different authors for one low price. This would be done for those unfamiliar with the value of their product.

57. Summary/Highlights Information - You would ask a number of authors and writers to write summaries of their information in exchange for free publicity. You could group all the summaries together in your own information product. This would be a handy digest saving them time and money.

58. Discounts/Coupons - You would ask a number of information sellers to give you an exclusive and lower price to be in your discount/coupon information product. It would give them free publicity and you would have an information product using their products. It could also be any product or service, not just information products.

59. Reviews - You would ask a number of other businesses to allow your review of their product in exchange for free publicity. You could do several different businesses and compile all the reviews in one information product. You could rate in categories such as quality, price, and performance. The rating would be based upon usability rather

than general quality. If it is a poor product, have nothing to do with it!

60. Fad Information - You would take your subject of choice and mix strategies from a current hot trend or fad. It is always a good policy to attach your product with a current trend or fad. For example: gardening with a low carb diet. This can help sell your product much faster.

61. Collectible Information - You would ask an information product seller to convert it into a collectible information product for a percentage of the profits. You could sell it as a print edition with autograph, add collectible bonuses, add a limited edition chapter, etc.

62. Try Before You Buy - You would ask writers and authors if you could sell their information product as a 'Try Before You Buy Offer' in exchange for a percentage of the profits. Many merchants don't like that because the rate of return is a higher. It requires extra customer service that you could provide. This could be offered as one part of a CD-ROM, DVD, a print publication, etc. Much like a sampler with limited usage.

63. Affiliate Managing - You would ask an information product seller to allow you to manage his affiliate program and sales tracking for a percentage of the profits.

64. Public Domain Information - You would create an information product using public domain information. You want to make sure the information you are using is really public domain so you don't into any legal trouble. Public domain means property rights that belong to the community at large, are unprotected by copyright and are available to anyone. You would repackage them; perhaps give a new title also.

65. Sample Information - You would ask authors for samples of their information products in exchange for free publicity. You would then combine them into one big information product.

66. Photo Information - You would take pictures, screen shots and compile a photo information product. For example: an information product that contains pictures and descriptions of different types of

flowers.

67. Story Information - You would ask writers for their fiction or non-fiction short stories in exchange for free publicity. It could be success stories, children stories, fiction stories, etc. For example, I'm currently compiling an e-book that will contain 5 short stories on how people decided to start their own business.

68. Top Lists - You would ask people or experts their opinion of important topics to your audience in exchange for free publicity. For example: '10 Ways To...;', the 'Top 20 Gardening Tips', the 'Top 5 Easiest Ways To...;', etc.

69. Personal Rolodex - You would reveal your personal rolodex of web sites, bookmarks, contacts, etc. that are related to your target audience. For example: a rolodex of good or bad e-zines for a particular purpose, for instance, for advertising.

70. Tabloid Information - You would ask people or experts for gossip, rumors or inside information that is related to your target audience in exchange for free publicity. You could compile it into one information product or as an on-going subscription product.

71. Forms - You would create simple or complex forms or have others offer those they typically use in business in exchange for free publicity. The forms would relate to your target audience. They could be organizational forms, results forms, legal forms, etc. You could also make them printer ready.

72. Event Calendar/Dates - You would compile or ask other to contribute event dates in exchange for free publicity. You want the forms to be related to your target audience. It could be seminar events, concert dates, sports events, etc.

73. Case Studies - You would ask experts for case studies in exchange for free publicity. They could be successful or unsuccessful studies. Such studies are very valuable, especially as a guide.

74. Year Book - You would compile an information product based upon the entire year that related to your target audience. It could be about news stories, products of the year, web site of the year, people of the year, etc.

75. Checklist - You would create a simple checklist or ask experts to contribute one for your information product in exchange for free publicity. A checklist would be used as a guide to insure things are done right and in proper order. To promote organization and success.

76. Group Information - You would ask publishers and writers to contribute their whole information products into one big package deal. You would gather the content suppliers, promote the site and take the orders. You would be acting as more than an affiliate.

77. Out-Of Print - You would find out of print information products and ask the publishers to sell them in exchange for an up-front fee or a percentage of the profits. You wouldn't have to write anything and you might offer to convert it into another format.

78. Announce Lists - You would start an announce list where people subscribe to the list so as to get important announcements related to their preferences. The subscribers would set the content for their particular list. For example: an announce list about new free ezines. Other ideas would be news alerts, safe lists, product announcements, etc.

79. Information Product Ideas - You would sell your information product ideas instead of creating the product. You could sell them for an up-front fee or royalty on all the sales.

80. Best Of Information - You would ask authors and publishers to contribute the best of their information in exchange for free publicity. For example, you could use the best bits and pieces of e-zines. There are so many e-zines, people don't have time to read them all. They want a quick way to get all the information.

81. Biographies - You would write a biography of someone important to your audience. An expert, a writer, a publisher or someone famous.

This could be a compilation by many or just you.

82. Opinions - You would have people submit opinions about news stories, world events, products, business, etc. in exchange for free publicity. You could compile all the opinions into an information product. Just make sure it's something your target audience would be interested in.

83. Services For Information Publishers - You would trade your service in exchange for a fee or reprint rights to the information product. You could trade copywriting, proofreading, recording equipment, web hosting, editing, web site design, etc.

84. Ad Free Information - You would ask an information publisher to convert their ad supported information product into one ad free in exchange for a percentage of the profits.

85. Information Brokering - You would supply information publishers with people that are interesting in buying their products or find specific information products for people that are searching for them. You would just charge either the business, the prospect or both.

86. Information Contest - You would hold a best ideas contest and convert the ideas into an information product. It could be ideas for marketing, gardening, new products, etc. Participates could include your web site visitors, current customers and e-zine subscribers. The prizes could be cash, your product or other items. You could make it an on-going contest and award prizes every month. This will give you a cheap, steady supply of current information of interest.

87. Information Submissions - You would allow people to submit information for your information product in exchange for free publicity. For example, you could have a membership web site that lists tons of business that want to joint venture with other businesses. You could allow businesses to submit their information for free and charge businesses that want access to the whole list.

88. Commission Splitting - You would join a number of information product affiliate programs and place them in an ebook or on a web

site. You could tell people that order through your links that you'll give them a rebate. Just make sure you have the proper tracking and permission from the program owner.

89. Free Stuff Bundling - You would find tons of free information products and bundle them together into one big package deal. Get permission from the owner. It could be reports, ebooks, ecourses, ezines, software, freeware, shareware, articles, informative web sites, web directories, etc.

90. Fan Club - You would ask an expert, celebrity, performers, athlete, film star, etc. to allow you to manage an information based fan club for them. They could provide all the information about them you need and you would just send out the fan information.

91. Example Information - You would ask people to compile examples of their materials in exchange for free publicity. For example, you could compile a bunch of successful sales letters into an information product. You would want the examples to be related to your target audience.

92. Unedited Information - You would quickly write an information product by not proofreading, editing or spell checking it. You would just advertise as it an unedited information product. It could just be notes, jotted down ideas, etc.

93. Be A Publisher - You would publish and sell other people's manuscripts and information products. You would take on all the expenses, promotions, orders, etc. You would pay the authors an up-front fee or pay a royalty on every sale. Many authors want a publisher because all they want to do it write.

94. Consultations - You would answer people's questions and give them advice on the subject you have knowledge in. You won't have any information product to create. You could consult with people by phone, in person, via e-mail, by webcast, etc.

95. Information Mall - You would set up an online mall for information products. You rent out space to the information publishers and sellers.

They would benefit from you promoting the mall. You could also ask them to promote the mall.

96. Information Payments - You would give information publishers a way to accept card cards for their orders without needing a merchant account. You would turn into the seller and they the wholesaler. They would be required to do all of the promotion of their own web site.

97. One Page Affiliate Templates - You would create quick, simple one-page affiliate templates. For example, a web site template advertising some affiliate programs that people can add their own affiliate codes.

98. VIP Information - You would run a VIP information source for another information publisher. It could be a list or private web site. It would give those potential customers subscribed insight to the product before others. It could be new affiliate products to sell, special promotions, new information releases, discount offers, etc.

99. Auction Information - You would start an online auction for information product sellers. You could charge fees for publishers to list their information product or charge a percentage of the final bid total.

100. One Page Web Site Templates - You would create quick, simple one-page web site templates. It could be start pages, about me pages, faq pages, thank you pages, contact us pages, etc. Subscribers would add their own information.

Extra Bonus:

101. Drop Ship Program - You would promote a drop shipped information product and just pay the publishers a percentage of each sale you make.

102. Wholesale Information - You would buy information products at a bulk/wholesale prices and sell them for a higher price.

103. Used Information - You would find used information products and buy them cheaply and sell them at online auctions. It would work well for used books, magazine, reports, etc.