

Mission Publishing™ Special Report

# **55 Time-Tested Information Products and Programs**

**John Eggen**

# Discover Your Information Publishing Possibilities

Which of these 55 time-tested information products and programs would you like to have working for you as the “building-blocks” of your information empire? This is how leading professionals, entrepreneurs and other experts impact the world and, in return, generate multiple streams of income.

A quick and easy way to expand your thinking about ways you can turn your expertise into books and higher priced information products and programs is to simply circle the “publishing options” that you can share your expertise with and profit from.

**Note:** This tool and the explanations for each building block are provided to you compliments of John Eggen, Publisher and President, Mission Publishing, a division of The Mission Marketing Mentors, Inc.

Books	E-books	Audio Books	Booklets and Mini-books	Workbooks	Reference Books
	Single Audio Cassettes or CDs	Audio Learning Programs	Downloadable Audio and Document Products	Subscription Audio Series	Video Trainings
Multi-media Programs	CD-ROM DVD Training	Home Study Programs	Professional Education Programs	Web-centered Distance Education Programs	Keynote Speaking
	Breakout Sessions	Speakers Bureau Programs	Public Seminars	Teleseminars	Webinars
Corporate Training Programs	Train-the-Trainer Programs	Boot Camps	Teleboot Camps	Cruise Ship Seminars	Coaching Programs
	Mentoring and Apprentice Programs	Business-building and Practice-building Systems	Long-term Consulting Contracts	Subscription Consulting	Licensing
Facilitation and Certification Programs	Weekend Retreats	Newsletters	Ezines and E-newsletters	Special Reports or White Papers	Syndicated Columns
	Television and Radio Shows	Private Label Newspapers, Magazine or Newsletters	Ghostwriting and Co-authoring	Pre-sold Book Programs	Branded Retail Products
Acquiring Rights	Selling Your Intellectual Property Rights	Media Expert Contracts	Spokesperson Contracts	Software	Trade Shows And Conventions
	Trade Associations	Membership Web Sites	Finder and Agent Programs	Custom Products For Fundraisers	Philanthropic Trusts and Foundations

**Books**—You can self-publish a book, go after a traditional publisher to do it for you, hire a book packaging firm to create one for you, or self-publish initially and flip it to a traditional publisher after your book has initial success.

**E-Books**—You can turn your book content easily and quickly into an E-Book, and market it either before or after you publish your regular book...it's easy to do.

**Audio Books**—You or someone else can read your book and turn it into an audio product your target market can benefit from while driving, doing chores, or whenever.

**Booklets and Mini-Books**—Here you bundle a small percentage of your content into a miniature book that companies and organizations purchase from you in quantity, and use as high perceived value premiums to help sell their offers.

**Workbooks**—These are often created as standalone products to serve as training tools. A lot of times you can turn your internal forms or documents easily into a high-perceived value workbook.

**Reference Books**—Here you compile public facts or other existing resources into a helpful product that a target market finds valuable.

**Single Audio Cassettes or CDs**—These are used either as products you sell or as marketing tools or both.

**Audio Learning Programs**—These are more than one CD, usually packaged in a “clamshell,” which is a vinyl audio album.

**Downloadable Digital Audio and Document Products**--These are digitally recorded and delivered as one or two media, one which you listen to and/or the other which you read...easy to do, useful to your target market, and very high margin.

**Subscription Audio Series**—This is where people subscribe for a fee and you deliver audios...as a CD or as a WAV file...(maybe with transcripts or printed material)...and you deliver it typically on a monthly basis.

**Video Trainings**—This is an easy way to take the same content in an audio product and deliver it at a higher price, as video trainings sell at a significantly higher price than audio products.

**Multi-Media Programs**—This is where you bundle your audio product with a transcript or other printed materials and maybe a video version of the audio product, too, all bundled into one program.

**CD-ROM/DVD Training**—Because CD-ROMs and DVDs are more sophisticated technologies, they provide features and benefits as training tools that typical audio and video cannot provide.

**Home Study Programs**—These are multi-media programs that are developed as “a complete system in a box.” Because they are marketed as a system, they sell for more than a Multi-Media Program.

**Professional Education Programs**—This is where you provide your expertise in Adult Education programs or industry groups to professionals or others who often purchase them to earn Continuing Education Units (CEUs).

**Web-centered Distance Education Programs**—This is where you create longer-term courses and deliver them online, sometimes supplemented by periodic in-person sessions.

**Keynote Speaking**—Here you deliver your expertise, motivation, or inspiration to hundreds or thousands from the platform.

**Breakout Sessions**—This is where you deliver content and attract new clients at industry events.

**Speakers Bureau Programs**—Here you create your own in-house Speakers Bureau (often for your own speaking, initially), then earn additional streams of income by allowing others to use it and benefit.

**Public Seminars**—This is where you speak at seminars organized by professional seminar organizers, and up sell attendees into your higher-priced programs.

**Teleseminars**—These are seminars conducted with groups by telephone bridge lines. Although these will evolve into Webinars over time, teleseminars will remain their own distinct information product for some time still.

**Webinars**—These are seminars conducted with groups via the internet, providing a synergy of visual, audio and email communication. They are popular now only with select niches, such as high-end corporate markets. Although I am focusing this list on the most time-tested media available to you, I include webinars because they are an example of the new media communication that will continue to emerge year after year, making an even larger selection of information products and programs for you to choose from.

**Corporate Training Programs**—This is where your material is licensed by others for use on a company-wide basis.

**Train-the-Trainer Programs**—This is teaching others to present your material and use your products. It could be for the aforementioned Corporate Training Programs or for something else.

**Boot Camps**—These are usually intensive weekend trainings or week-long trainings delivered by you and your team of experts.

**Teleboot Camps**—These are the same content as in the Boot Camps, but delivered by telephone bridge lines over several sessions.

**Cruise Ship Seminars**—In these, you deliver your content bundled with a vacation-like experience for attendees. These are popular with everything from personal growth to certain high-end investor market niches.

**Coaching Programs**—These are multi-session programs delivered by you or others under your tutelage.

**Mentoring and Apprenticeship Programs**—These offer a combination of one-to-one and group training to people who become your protégés.

**Business-building and Practice-building Systems**—This is where you bundle together the business growth tactics, tools and processes you have developed (or others have developed) for a specific niche of businesses or professional practices into a complete system they buy or license from you.

**Long-term Consulting Contracts**—This is where you you're your consulting and packaged into bigger offers to meet a long-term goal for a large corporation. It is a very high-priced information program you develop for your target market of corporations, non-profits, or government agencies.

**Subscription Consulting**—This is where you provide consulting packaged as a bigger offer and deliver it, say, on a weekly or monthly basis, for a monthly or annual fee.

**Licensing**—This is where you grant the right for your content, services, or products to be used by others, under your name or their name, while maintaining legal ownership and a high-degree of control over your content.

**Facilitation and Certification Programs**—In contrast to licensing programs and the high-degree of control they give you over your content, facilitation and certification programs are a less-rigorous strategy you can use to sell your process or system to many other practitioners.

**Weekend Retreats**—Originally these were used a lot by self-help or personal-growth experts, and are designed to deliver their content and create a transformational experience for attendees. Nowadays high-paying niches like C-level executives use them, too.

**Newsletters**—Here you deliver your content in printed form, for a fee.

**Ezines and E-newsletters**—This is a digital version of a newsletter, delivered weekly, semi-weekly, or monthly, often for free or sometimes for a fee.

**Special Reports or White Papers**—This is where you take your content on a specialized business topic and deliver it in a high-perceived value format for a high price.

**Syndicated Columns**—This is where your content is delivered by a syndicator as an on-going series of articles in periodicals that reach your target market.

**Television and Radio Shows**—These can be in many forms. They can be short segments, special individual shows, or syndicated series. For example, the Chicken Soup book series has been turned into its own syndicated television series, running on the Wisdom Channel. As cable and the internet and other technologies continue to increase the number of radio and television channels, the opportunities to have your own radio or television show continue to increase.

**Private Label Newspapers, Magazines and Newsletters**—These can be done one of two ways. First is for you to act as publisher, and create a magazine or newspaper or newsletter that others get the right to private label and market. Second is where you license the right to private label a magazine, newspaper, or newsletter someone else published for your use.

**Ghostwriting and Co-authoring**—This is where you write for others, for a deal which includes either you getting cover credit or the client getting cover credit. There are many variations of this.

**Pre-Sold Book Programs**—Here you make it easy for individuals or corporations to get their own book by writing and printing one for them, using a system where they pay you in advance for the whole project.

**Branded Retail Products**—This is where you license your name or logo for use on all sorts of hard and soft goods produced for consumers. Again, the Chicken Soup folks are a great example of using this tactic.

**Acquiring Rights**—Here you are on the other side of the table, and are buying the rights to use and profit from other people's content and products.

**Selling Your Intellectual Property Rights**—This is where you sell the rights to, say, your book, to another party for a specific use. This includes foreign, serial, broadcast, syndication and derivative rights. For instance, common uses could include selling the rights to publish your book to a publisher on another continent, or selling the rights to publish your book as an Audio Book to an Audio Book publisher.

**Media Expert Contracts**—Here you provide your expertise to media organizations who broadcast it as content in return for short-term and long-term fees to you.

**Spokesperson Contracts**—Here you provide your expertise and expertise to companies who use it to promote and sell their products and services, and pay you short-term and long-term fees in return.

**Software**—This is where you turn your own expertise, forms and processes or others' expertise, forms and processes into off-the-shelf applications that hundreds, thousands or millions in a target market can use and benefit from.

**Trade Shows and Conventions**—Here you rent space typically for a weekend or a week, hold an event for a lucrative industry or profession, and make money from selling booth space and workshops.

**Trade Associations**—This is where you target a lucrative niche industry or profession, especially a hot, emerging one, and bundle together such things as a newsletter, on-line forums, and seminars or conferences together into a trade association, selling it as a subscription membership program to people in that niche in return for short-term and long-term income streams to you.

**Membership Web Site Programs**—This is where you target a lucrative niche of people with a common interest they are passionate about and very committed to, and sell a subscription membership program to them that provides exclusive access to a Web site where they can get high-perceived value information about their passion.

**Finders and Agent Programs**—This is where you introduce others or represent others and earn a percentage or stream of income in return.

**Custom Products for Fundraisers**—This is where you bundle your content into information products that non-profits use to raise funds...every donation of, say, \$150 or more gets, for instance, your audio learning program as a free bonus. In return, you get a fixed price for each program distributed to their donors as well as a ton of great publicity.

**Philanthropic Trusts and Foundations**—These are more sophisticated strategies to fund getting your cause out to the world.