

## **Make Your Information Products Available in Various Media Forms**

When discussing the subject of selling information online, most audiences immediately think of eBooks. eBooks have become a large part of this type of market and are still very popular ways to disperse and sell information online, but there are other ways to provide this type of product without using written form.

Many Internet marketers are beginning to offer audio files in addition to a written eBook option for their information products. They may begin with a written product and record the audio afterward, but they do this to offer more options to the buyer.

This not only increases your potential audience exponentially, but also allows buyers to simply download an audio version to listen to while doing other things. This is a popular convenience for anyone with a limited amount of free time to research information they wish to have access to.

There are several different options when selling audio files to customers. Some may directly download the product from your sales page, and later use it on their mp3 player or burn it onto a CD for use in the car or home stereo. They may also wish to order a CD via mail and you can then send a copy for them to play wherever they please.

If you have a CD burner on your computer, you can provide this audio option for only a few dollars. CDs also weigh much less than a book or other common and heavier items, so your shipping costs will be negligible. Of course, you can also always recoup these by charging them to your customers, too.

Videos are another option for Internet marketers to sell to their customer base. Some people learn better via seeing or watching something take place, so the market for this type of product is quite demanding. You may use video software like Camtasia to develop your information video and give customers the option to download it or order it in DVD form via mail.

Whether or not you should offer an audio or video version of your information product will largely depend upon the type of information you're selling. If it's a 'how-to' instruction booklet that will be more helpful if the customer is walked through each step of the process, a video option is nearly necessary.

Also, take a look at your competition; if there are similar information products out there that don't offer audio or video versions, making sure your customers have the option may set your product above the rest.

Some Internet marketers find they are even more successful by offering multiple media formats for each of their products. Buyers will not only have more options to choose from, but are more likely to realize the value in your product and purchase yours over some of the competition's.

Not only will your net profits increase dramatically, but you'll also have the option to offer alternative media formats as a package or less expensive add-ons for previous customers. This

will increase sales and your customer base, and ensure they keep doing business with you in the future.