

Focus Guide: Creating Information Products and Courses to Build a Lucrative Online Business



By Connie Ragen Green

**"To achieve great things, two things are needed; a plan, and not quite enough time."
~ Leonard Bernstein - 1918-1990, Composer**

When you think about building a lucrative online business by creating information products what comes to mind? Even if you don't like to write, aren't sure which niche you will specialize in, or feel like you aren't an expert in any area, this Focus Guide is intended to shed light on how you can get started with this business model. Keep an open mind, think about what you are learning here, and then take the next steps to transform your dreams and goals about becoming a successful online entrepreneur into your reality. The single most positive and effective action I took when coming online a decade ago was to take action with these concepts and to make them a part of my daily life.

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Introduction

When I made the decision in 2005 to change my life it was not an easy or a simple one. I had been working as a classroom teacher in the inner city of Los Angeles for the previous twenty years. I also had a small real estate business where I was the broker and also a residential real estate appraiser. Real estate had been my profession before I decided to return to college to earn my teaching credential, and for a variety of reasons I won't go into here I chose to continue this work even after getting my first job as a classroom teacher.

During the fall of 2005 and into 2006 I learned as much as I could about being an online entrepreneur. My dream was to be able to work from home and to replace the income I currently earned as a school teacher and in real estate. For some reason I had no doubt that I could do this successfully, so in June of 2006 I officially resigned from the school district. Simultaneously, I gave away by best real estate clients to brokers and appraisers whom I knew and respected. I burned my boats and took off for online destinations unknown.

The first few weeks were glorious; I stayed up late and got up later. My schedule consisted of doing whatever I wanted to do whenever I wanted to do it. A movie at noon. Dinner with friends at eight p.m. A weekend getaway with new girlfriends who were able to include me at the last minute. I was footloose and fancy free and not earning any income.

So then the reality set in. I had to add some structure to my day. I had to create some type of schedule for myself. I needed to know what I would be working on each day. What did it take to become a successful online entrepreneur?

The result of this month long exploration was that I came to realize that I needed to write each day, and to create products I could sell to others. I was not a writer and had to start from where I was. This led me first to blogging and affiliate marketing and soon to creating my own information products, eBooks, online courses, and finally to writing my own full length books.

Becoming an information product creator, online course instructor, and bestselling author has changed my life in untold ways. You can do the same thing if this is your goal and desire. It is my hope that you will find yourself in these pages and be open to at least experimenting with the concepts I am sharing with you. I will leave you with an anonymous saying that has become my motto...

**"Do For A Year What Others Won't;
Live The Remainder Of Your Life The Way Others Can't".**

What Is An Information Product?

An information product can be defined as a communication of information via various types of digital media such as eBooks, webinars, teleseminars, online audio and video, website content and much more.

These products are more commonly known as "info products" and have revolutionized the way people are able to learn and obtain the information they want and need on the internet. And more importantly, info products are an excellent way for online entrepreneurs to create and distribute their own products, courses, and trainings.

Perhaps what I appreciate most about information products is my ability to make changes so easily. For example, if I create a short report or a book for Kindle and see that there is a mistake or a typo I can simply make the change, save the file, and upload it again. This is in sharp contrast to the traditional way of having your content already printed and having to print it all again to correct a mistake.

Another benefit of information products to deliver your information and training is how quickly you can connect with your students and clients. I can host a live webinar training and within an hour I have provided both the webinar replay and the audio in mp3 format in the member's area for that training. Someone halfway around the world will be able to download and access the information they have paid for immediately (if they are on the live webinar) or within an hour if they are waiting for the replay.

And information products all consist of electrons, so there is nothing to store. Long ago we would have to store books, CDs, and other materials and wait for them to sell. Fulfillment was also an issue, as someone had to take the packages to the post office or have them picked up by a delivery service. This was all time consuming and expensive, not to mention inconvenient. So digital products changed everything for online entrepreneurs.

If you are considering creating an information product of your own, make sure you are providing a product your target audience will benefit from. The fact that it will be digital must not affect the quality of your information and training. Delivering it through a membership site works best in terms of product security and perceived value.

Think of your idea, do some research, and then get busy creating a product you will be proud to call your own. You may want to start by writing and publishing an eBook on your topic, and then add to your product by teaching a webinar or teleseminar. Add some worksheets, checklists, and a resource guide and your product is sure to do well on the internet. The world of information products is one that will be lucrative for years to come.

Passive Income - Your Silent Sales Army

I like to think of my information products as being my silent sales army. No matter where I am or what I'm doing, these digital soldiers are looking out for me by getting out in front of my prospects and clients to let them know exactly which info products I have available. You can have the same kind of business if you set it up this way for passive income.

Teaching online courses is a joy for me, and at this point I have over a dozen of them. This means that I am able to teach my course live the first time so that I may interact with my students in real time. As a former classroom teacher this aspect of my business is one that I do not wish to abandon. But I can have the best of both worlds as an online entrepreneur. For once I have taught the course live it immediately goes into what I refer to as "home study". Then the real magic begins.

The course in home study immediately becomes an information product that will sell over and over without my being there in person or virtually. Because I use SEO (search engine optimization) throughout my site I am able to benefit from the organic traffic Google and the other search engines will send me. I am known online as the "Marketing Madwoman", so I begin to market my info products before they are even completed. And I have many affiliates who continue to let their prospects and clients know about my products. Over time this all builds up to quite a nice business model and an excellent income stream. And my silent sales army is always working in the background to make everything fall into place.

Now I do have many other products that do not contain a live element at all. I created them to stand on their own as information products consisting of written content, audio recordings, and videos that teach and explain the topic completely. These info products can be created very quickly, and as you gain experience you will find that you can put together a new high quality product in just a few days. Your silent sales army will help you to make sure the right people see what you have to offer and the sales will begin rolling in right away.

This business is anything but a "get rich quick" scheme. Instead, it takes time, effort, and hard work to learn what you need to know and to put all of the pieces in place. But once you do, you are unlimited as to what is possible in your business. My Really Simple Info Products training course teaches you everything you need in a step by step manner so that you will not leave out any of the pieces. Begin by creating simple information products on topics you are familiar with, and then expand to more sophisticated products and courses. Over time you will build your own silent sales army and enjoy massive passive income for years to come.

Online Courses as Information Products

Information products can come in all shapes, sizes, and formats. One of my favorite ways to create an info product is to create an online course. I have done this over a hundred times since coming online a decade ago, and each time I perfect the process so that my students may learn it from me and implement the strategy for their own business.

I define an online course as one that can be accessed and consumed virtually, meaning that there will not be a face to face component as a part of the training course. I began by teaching on teleseminars, but for years now I have used webinars to teach a variety of topics online. Also, I record the audio separately so that people in my online courses may choose whether to watch the replay or to simply listen to the audio. Over the years I have found that the majority of people will only watch the webinar once, but want to have access to the audio to listen to additional times.

Online Courses: Choosing Your Topic

Deciding what to teach does not have to be a lengthy process. I get my ideas primarily from conversations I have with my students. I run an active mentor program where people come to me at various points in their online entrepreneurial careers and the discussions that arise lead me to teach a variety of topics. If one person asks about or struggles with something related to their business, then I know that many, many more people are also stuck on that topic. I make some notes and then create a new online course to answer the questions that need to be answered and to share some strategies that are working for me.

You may also come up with ideas based on news articles, discussions in a forum or on social media or even from face to face contact with people you know, and by thinking of things that you struggled with in the past. Ideas are everywhere and when you think about the problems and solutions people have and are seeking you will quickly come up with viable topics for online courses you could teach.

Online Courses: Delivery

Like I stated earlier, I deliver my online courses using webinars. I may also include handouts, checklists, study guides, and other materials. In this live interaction with my students I am able to guide them through my course over a period of several sessions. In between each session I assign them activities and tasks that will enrich their experience and bring them closer to achieving their goals.

Online Courses: Accessibility

Membership sites work well for accessing materials and replays for your online course. This can all be set up quickly and easily by you or someone who helps you with the technology portion of your online business. This way your students may log in to the member's area whenever it is convenient for them and consume your training at their own pace.

I teach a popular training course on how to do everything I have discussed here, and more in my Really Simple Online Courses training program. I would love to teach you everything I know on this topic so that you could get started right away with this lucrative business model.

Writing an eBook to Build Your Business

Learning how to write an eBook can be the first step in creating information products to build passive and residual income in your online business. You may not be aware that eBooks are more popular than ever, especially after books on Kindle have become all the rage. Readers are able to print out eBooks, and I believe this may be the biggest reason they continue to grow in popularity.

The first eBook I wrote and sold online was on the topic of real estate "farming". This is a common activity among people working in real estate and refers to the process of choosing a geographical area that you can "farm". I used to knock on every door in my farm once a month. It consisted of about three hundred homes. Over the years I became quite proficient at this activity and turned my door knocking into a steady stream of excellent clients. It just made sense that I would share this knowledge and experience with others.

So, where do you begin? Writing an eBook may appeal to you, but you must understand the process to truly be successful with this. Here are some steps to help you move forward:

- Choose a topic that you know well and one that is of interest to others, Search on Google and at Amazon to see what is already available and what is selling well.
- Purchase a domain that will serve as the "home" for your new product. Remember that an eBook is an information product and I will refer to it as such.
- Create an outline for your eBook to make sure you cover everything you intended.
- Start writing! Writing an eBook takes time, but it will be well worth it over time as you add another information product to your inventory.
- Begin blogging about your topic and discuss your upcoming eBook.
- When your eBook is complete, set it up as a product on your new domain.
- Discover creative ways to market your eBook, including adding affiliates, hosting teleseminars and webinars, advertising on Facebook and other sites, and connecting with people locally who would be interested in learning more about your topic. This worked extremely well for my real estate farming eBook.
- Ask others to interview you to introduce you, your topic, and your eBook to their audiences.

- Think about what else you could create that would be a helpful addition to your new eBook. Think checklists, workbooks, and templates. These are amazing add-ons and will bring you additional revenue over the years.

Writing an eBook can be an excellent way to begin your online marketing as an entrepreneur. Remember that an eBook is a digital information product that will serve you for years to come. And once you have written one eBook, begin outlining your next one.

Creating Fast Information Products

It took me a full year of thinking and planning to create my first information product. Most of this time was spent in thinking about what I couldn't do because of a variety of reasons. These included not feeling like I had anything worthwhile to offer, believing that many others knew much more about my topic than I did, and telling myself that no one would be interested in purchasing information from me. The planning and creation of my first product only took about three days.

Once I got over my fears and lack of confidence about product creation and entrepreneurship in general, that's when I really took off as a product creator and online marketer. It turned out that all I truly needed was a boost to my self confidence and then I realized that people were hungry for my information, knowledge, and experiences around many topics.

You can create what I refer to as "fast information products" by choosing your topic and jumping right in to decide what you will teach and share with others. This begins with your outline, where you make a list of what you will include in your info product as well as what you will exclude. This part of the product creation process is crucial to your success, as it is when we write a book or embark on any other journey for our life or business.

Once your outline is complete, begin preparing a written report for your product that can easily be turned into a PDF (portable document format) from within your word processing program. People prefer to have everything written out in this way so they can either print it out or refer to it later for reference.

Then add either an audio or video component to make sure the specifics of what you are teaching are explained and demonstrated in a clear and concise way. This will also add perceived value to what you are sharing in your information product. I would advise against creating an information product comprised of only audio or video training, as the written document is preferred by most people these days.

The final step is to write a short sales letter where you introduce yourself and your topic to your target audience. Include some bullet points listing exactly what you are teaching on your topic and also tell readers what is included in the product. Don't forget to tell them what they are

receiving so they will know if the material is written, audio, video, or a combination of two or three of these modalities.

I deliver all of my products using a membership site plugin called Wishlist Member. I was in a Mastermind with the creators of this WordPress plugin for several years and use Wishlist on more than forty of my sites.

You will find that creating fast information products is an excellent way to grow your inventory and build a lucrative online business. An example of one of these "fast information products" is one I created with Adrienne Dupree called Top WP Plugins for Business. It sells for only ten dollars and shares our top twenty WordPress plugins we use for our own businesses.

Selling From the Stage

Making money as an entrepreneur means that someone must buy from you (your own products and services) or through you (affiliate marketing) in order for you to make a sale. I thought it would be valuable for me to take you through this process with examples of how to do this effectively when you make a presentation and selling from the stage to those you are speaking to in the audience.

I've been a professional speaker since 2008. That was the first year I was asked to speak at a marketing conference and became immersed in the world of selling from the stage. Since that time I have spoken at dozens of live events, conferences, and workshops in various cities around the world, as well as my own events I hope twice each year. And my skills continue to improve as I make a study of myself and others to see which are the most effective strategies.

When you speak at someone's live event you begin selling the moment you arrive. This means that all eyes are on you to learn more about who you are as a human being. This is the time to be humble, vulnerable, and caring to others. If you start bragging about your accomplishments and not truly listening to others your time with the group may be off to a start that cannot be reversed. First impressions mean everything!

If you're an author, bring at least a few copies of your book(s) to give away to attendees. I've carted a suitcase filled with my books to events in Canada, the United Kingdom, and Finland, as well as on cruise ships to the Caribbean and to events throughout the United States. I've never

sold my books or only given them to those who purchase from me at the event because that is not my business model or the way I wish to communicate with others. Instead, I make them available for those who would like them as a gift from me and then autograph them, if I am asked.

If the event I will be presenting at is not my own, I make sure to promote it to my list for several weeks in advance. There are several reasons to do this. First, it is respectful to the promoter. They will also be providing you with an affiliate link to their event, meaning that you will earn a commission for each person you invite. In my case, once someone makes a sale of any of my products they are cooked in for all future sales. Many of my speakers over the years go on to earn thousands of dollars in the future because of the people who attended my events through their affiliate link. This is the type of "big picture" thinking that brings great results over time. And do not rely solely on social media to get the word out, as this will typically be your least effective type of marketing.

Once you're on stage, introduce yourself in relation to the topic you will be speaking about to the group. This is the moment where congruent messages must be communicated from beginning to end. What I mean by this is that many of us are credible in several areas and may speak on a variety of topics. But on that day, for ninety minutes or so you are only representing your knowledge, experience, and expertise in one specific area. This "message to market" must be consistent throughout your time at the event, while you are on stage, and for the remainder of the time you are there. Keep in mind that something you might see as pertinent to your talk may be perceived as braggadocios to others.

Your offer at the end of your presentation is where you are selling from the stage. What you offer the audience must make perfect sense for those in attendance. It's an extension of your presentation. Including a live component becomes crucial, until you have reached the status very few attain of being THE expert and authority in your field instead of being AN authority or expert. Also, limit your bonuses and remember that less is more. Adding more and more as you share your offer is a red flag to your audience that you lack confidence in your knowledge and overall in your life. Instead, offer one or two bonuses that make sense to complete your package. Keep it simple and in alignment with what you wish to project about yourself and your knowledge.

If public speaking and selling from the stage are a part of your business model, make sure to get in front of a live audience once a month to practice your skills. Be open to ideas and feedback on what you could change to be even more effective. Once I made the decision and commitment to add this to my business I learned how to close as many sales as possible at each event where I was fortunate enough to be asked to present on my topic.

Free Information Products

Have you ever thought about giving away an information product at no cost? There are several ways to do this and this strategy has been quite effective for me over the years. I will describe each of the three ways to use free information products to build your list, connect with new prospects, and grow your online business in a way that makes sense for your niche and for your specific topic within that niche.

The very first time I created what would become a free information product was years ago when someone who had been online for many years wanted to recommend me to others. His community was huge in comparison to mine and we wanted a way for him to share what I was doing with his vast audience. The answer was for me to create a new optin page (also known as a squeeze page) through my affiliate link. That way when someone came over to check me out and opted in to my list, they were doing so through his affiliate link. This strategy also allowed me to experiment with different headlines and copy and to reach out to a demographic I hadn't even thought of going after before this time.

The actual free information product for these is a short report on a specific topic, such as affiliate marketing or teaching online courses. These days I have several of these single page opt in websites up and they continue to generate leads and business for me.

The second free information product is one in which I create a post on my blog and turn it into a free online course over a period of time. I have done this for going on my seventh year with my annual productivity challenges. Allow me to describe in more detail what I am doing:

- I start a new blog post and explain that this will be a thirty day challenge
- Each day I add to that existing post and include new tips for the challenge
- On about the third day I forward the post to a domain I have purchased for this purpose
- At the end of the challenge I turn the entire post into a downloadable PDF
- This becomes yet another free information product to add to my inventory

This one continues to be a popular way for others to get to know me without having to purchase anything up front.

The final way I create free information products is through another opt in page. This time the free giveaway is a short report on a specific topic, such as content creation and marketing and it leads those who opt in to a limited version of an online course I have taught on this topic. No one has ever complained that they paid for something I am also giving away because the paid version is complete and also includes some excellent bonuses.

By now you can see that the free information products strategy is a solid one that is worth pursuing in your own business. I'd love to hear your thoughts on this as to how you will be using this technique to build your online business.

Your Book as an Information Product

My first book was published in 2010 and I have since written more than a dozen books of the topic of entrepreneurship and online marketing. At first I saw this as a way to become more credible and visible as an author. Then it became a way for me to become a public speaker. But soon it made perfect sense that each of my books was actually a new information topic on one aspect of my overall topic of online entrepreneurship.

Are you thinking of the books you have written or will write as serving this purpose in your business? Let's take a closer look at this strategy and how you can make it work for you, no matter what your experience or which niche you have chosen to work in as an online entrepreneur.

When I think about a topic for a new book I am really thinking about how I can serve my target audience by providing information that will help them to achieve their goals. For example, my first book was on the topic of how to make huge profits with a tiny list. This was actually an answer to the question of that time when people thought you have to have at least ten thousand names on your list before you could earn a worthwhile income on the internet. In my book I shared my personal experience of how I was able to reach six figures with fewer than a thousand names on my email list. Then I went on to explain how the reader could do the exact same thing using my steps and methods.

Along with writing the book on this topic I had created a popular blog, a free giveaway, a short report, a live presentation, and finally an online course on how to make huge profits with a tiny list. By following through with everything necessary to take the reader from beginning to end in a step by step manner, this book became a part of my information product funnel. And because I continue to discuss this topic on a regular basis, this "book as an info product" business model continues to earn me income and to brand me as a successful online entrepreneur who is willing to share exactly what is working today.

I have since used the strategy I am sharing here to create a book as an info product in the areas of using a book, your blog, and your podcast as an effective strategy, time management and productivity for entrepreneurs, developing the concept of being a "weekend marketer" until you go full time, and several others.

I highly recommend that you write a book as an info product based on your area of knowledge, interest, and expertise. Teaching others how to be successful is a noble endeavor that is worth your time and effort. Look at the topics you have been blogging about to see what you can put together as a free giveaway and as a short report. This will be the beginning of creating a book as an info product that can be an important piece in your funnel.

Repurposed Information Products

Whether you are new to information product creation or a seasoned product creator, at some point you realize that almost every topic has been covered before. What your information product will serve to do is present and teach a unique perspective that is based on your experience and expertise on the topic. This is where repurposing comes into play, as most of us have already created content in one format or another that can be successfully repurposed into a valuable and helpful information product.

For example, I recently released a new online training course on how to become a local celebrity. This is a concept I developed after becoming an "accidental celebrity" when first starting my online business over a decade ago. At my last live marketing event I once again discussed this topic and decided to see what I had already written to repurpose this content into a new product.

It turned out that I had first blogged about how to become a local celebrity in 2011. Then I wrote about this topic in four of my bestselling books over the years, as well as sharing more information on how to do this at each of my live events since that time. The result was massive amounts of content and information that I could easily repurpose into an online course.

Now lest you think that if you have already talked about a topic and written about it that it isn't right to repurpose this content into a paid information product, remember that everything any of us want or need to know is already available on the internet. But rather than researching, downloading, sorting through, and then printing out even some of this information, we all prefer to pay someone to sift through it all and present us with an organized product that we will benefit from more readily.

When I create a three or four part course it is my goal to present the information that will be most beneficial to my audience in a clear and concise way. Additionally, I may omit older or outdated information and details while also adding newer information and resources. When someone purchases an information product from me they can be assured they are receiving cutting edge information that will help them to achieve their goals.

So instead of being shy or intimidated by the idea of creating an information product on a topic that has already been covered many times before, seize the opportunity to share your unique perspective in a way that will be beneficial to more people than ever before and position you as an expert in your field.

Finding Affiliates for Your Info Products

I started out as an affiliate marketer and the most effective recommendations I shared were those for the products, courses, and services I had purchased, was already using and benefitting from in my business, and was anxious to tell other new entrepreneurs about for their businesses. So if you are looking for affiliates to promote and recommend your products, begin by contacting those whom have already purchased from you and who have become raving fans.

If you step back and think about this objectively you will find this to be an excellent strategy. Yet so many people are willing to promote products they have never purchased or used, simply to earn the income as an affiliate. This will not bring long-term success in most cases, unless you are purchasing traffic in various niches. For the majority of us this is a relationship business that is based on people doing business with other people they know, like, and trust.

When I was just getting started I had no affiliate program whatsoever. Instead, I attempted to sell my products on my own. This was somewhat effective, but definitely not scalable over time. Eventually I set up an affiliate program, but only opened it to those who had purchased something from me. My thinking here was that the people who had gone through my products and courses would make better affiliates because they had experienced what it was like to learn from me and would share that enthusiasm with others. Finally I opened up my affiliate program to everyone. I was curious as to what would happen once I did this. It turned out that those who did not know me at all were ineffective at selling my products and courses as an affiliate.

These days my affiliate program is still open to anyone who applies, but I do reach out to those who already know me and encourage them to actively promote and recommend my products and courses to others. Taking this extra step ensures that I am top of mind when a marketer is thinking about recommending something to their audience. And I always offer to create a discount coupon for them if they think this will be helpful.

If you are new to affiliate marketing these are the strategies I would suggest. Write a blog post about what you are doing online. Mention one or two products, courses, or services you have benefitted from in your business. Include your affiliate link and ask readers to click on the link to get further information. When others know that you are using a product or service and getting the results promised by the product creator or vendor they are much more likely to give it a try themselves.

Over time you will connect with more people who can be helpful to you when it comes to having affiliates promote for you. Just two or three well connected affiliates can increase your income substantially over time. And remember that the best affiliates are those who are familiar with you and your products.

Summary/Next Steps

As you can see, the topics of creating information products, writing books and creating online courses, and finding the right affiliates to promote your products are important ones for online entrepreneurs.

Writing is the key to sharing your message with the world. Whether you are writing blog posts, eBooks, books for Kindle, paperback books, or online courses, once you get into the habit of writing each day your horizons will expand exponentially. This writing will be the basis of every information product you create.

Your next steps could include making a plan for what you will create products about, the format you will present them in, and what you will do with your information products once each one is completed.

For example, you'll want to think of your info products as solving people's problems, so begin with some research into which problems you wish to solve. My info products solve problems around the topics of entrepreneurship, time management and productivity, and authorship.

No matter which path you choose for information product creation, know that time spent writing and creating is valuable to your future as an entrepreneur.

None of what I am sharing with you here may come easily for you right now, but with a little time and effort you can turn yourself into a successful information product creator. Go back through this Focus Guide and chart your own course. Or perhaps you have more experience in these areas than I did when I began and you want to forge ahead more quickly. The choice is yours, so choose what is comfortable and moves you closer to your goals.

You may want to consider joining my popular course on this topic, [Really Simple Info Products](#).



Resources

My [Online Marketing Incubator Mentoring program](http://TheOnlineMarketingIncubator.com) is at:

(<http://TheOnlineMarketingIncubator.com>) - Work with me personally, as well as with my current students and mentees. These programs include the opportunity to speak and present at one of my live events, as well as an invitation to be a part of one of the Retreats I host several times a year in Santa Barbara, California.

Hosting: <http://ConnieLoves.me/A2Hosting> - easy to navigate, c-panel hosting for everything you need to set up technically for your online business at a fair price.

Autoresponder service - <http://ConnieLoves.me/Aweber> - the most popular and easy to use system for staying connected to your subscribers at a fair price.

Membership Site Plugin - I have this installed on more than forty of my sites and I know the creators personally, as I was in a Mastermind with them for several years while they were creating and perfecting Wishlist Member - <http://ConnieLoves.me/Wishlist>

How to Market for Small Business (<http://HowtoMarketforSmallBusiness.com>) - a training course I teach and present along with small business and offline marketing expert Ron Tester, this is an excellent way to start earning income quickly while honing your skills as an online marketer.

My "Really Simple" series of online training courses continue to be one of the best investments you will make into your business. Email me to discuss course that best suits your needs.

Subscribe at no charge to my two award winning podcasts on iTunes. Details at: <http://PodcastShowNotes.com> or check them out individually at:

Online Marketing Interview Series - <http://itunes.apple.com/us/podcast//id494678649>

Online Marketing Tips - <http://itunes.apple.com/us/podcast//id591740909>

Trainings I recommend for learning how to get started right away with selling physical products on Amazon and other e-commerce sites are from two people I continue to learn from personally:

Jessica Larrew runs her Amazon business from home with the help of her husband and young son - <http://ConnieLoves.me/SellingFamily>

Jim Cockrum has been selling physical products and teaching others how to do it for over ten years now, longer than anyone else teaching this business model - <http://ConnieLoves.me/PAC>

About the Author

Connie Ragen Green is a bestselling author, international speaker, and online marketing strategist who is dedicating her life to serving others as they build and grow successful and lucrative online businesses. Her background includes working as a classroom teacher for twenty years, while simultaneously working in real estate. In 2006 she left it all behind to come online, and the rest is history.

She makes her home in two cities in southern California; Santa Clarita in the desert and Santa Barbara at the beach. In addition to her writing and work online, Connie consults and strategizes with several major corporations and some non-profits, as well as volunteering with groups such as the international service organization Rotary, the Boys & Girls Clubs, the Benevolent Protective Order of Elks, the women's business organization Zonta, and several other charitable groups.

As the 2016 recipient of the Merrill Hoffman Award, presented to Connie by the Santa Barbara Rotary Club, being honored with this award has strengthened her resolve to serve others around the world in any way she is able to by using her gifts, talents, and experiences in a positive and sincere manner.

Please pick up one or more of my books as a way to get started on the path to online entrepreneurship. If you're not sure where to begin, simply hit "reply" to any of my email messages and I will respond to your questions promptly.

