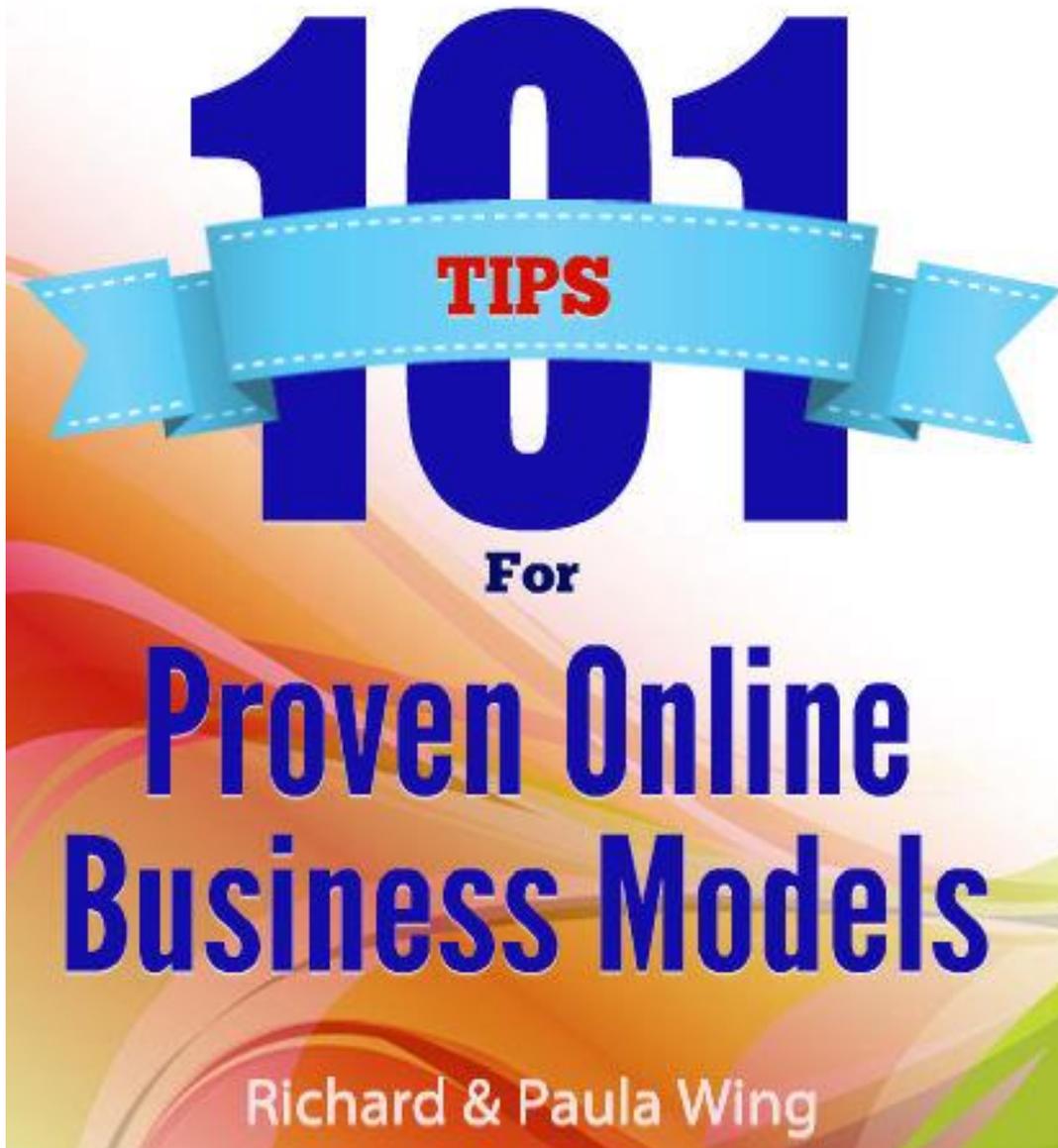


IM Curator Marketing Tips Series



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1. Author A Publication - You can write your own publication about any topic. You should do research first so as to fill a want in an audience or market with money to spend. Otherwise you can waste a lot of time. You can sell it yourself and keep all the profits or deal through other distributors and share the profit.
2. Co-Author A Publication - You can write a publication along with another author. You could sell it separately or both sell it and split the profits. You could also have multiple co-authors.
3. Compile A Publication - You could allow other authors and experts to write the publication for you in exchange for free publicity or other incentives. You would simply contact the authors and experts you want and ask them to donate some content.
4. Start An Affiliate Program For The Publication - You could allow other people to sell your publication for a percentage of the profits. You could eventually have literally thousands of people promoting your product with very little work on your part and no out-of-pocket expenses.
5. Sell The Reprint Rights To The Publication - You can allow others to sell the publication for 100% of the profits. You could include ads for other products that you're selling for a back-end, which means the sale of your other items through the ads.
6. Sell The Master Reprint Rights To The Publication - You could allow other people to sell the publication and the reprint rights to the publication. You could still include ads of your other products.
7. Give Away The Publication - You could allow people to give away the publication to their prospects, customers, visitors, subscribers, etc. Of course, ads to your other products would be included in it. This will easily spread you advertising and potential sales all over the place

8. Give Away A Branded Copy Of The Publication. You could allow other people to give away the publication and allow them place their own ads in it. This gives them an extra incentive to give it away to their prospects, customers, visitors, subscribers, etc.

9. Sell A Branded Copy Of Your Publication - You could allow other people to give away the publication as their own and charge them to place their ads in it.

10. Start A MLM/Multi-Tier Affiliate Program For The Publication - You could allow other people to sell your publication for a percentage of the profits. They can also make commission from people they recruit. You could eventually have literally thousands on people promoting your product with very little work on your part.

11. Publication Of The Month - You could release a new publication every month for a reoccurring monthly fee. For example \$19.95 a month per copy sold. This would give you a residual income stream. Plus you could start an affiliate program for other to make a percentage of your residual income.

12. Publication Of The Month With Master Reprint/Reprint Rights - You could release a new publication with reprint or master reprint rights every month for a reoccurring monthly fee. For example \$19.95 a month. This would give you a residual income stream. Plus you could start an affiliate program for other to make a percentage of your residual income and people could make money 100% profit selling the publications.

- 13 Divide Your Publication Into Pieces - You could divide your publication into pieces and sell them separately. Sometime you can make more income selling parts than the whole product. You could divide up chapters into articles, mini reports, special reports, etc.

14. Publication For Royalties - You could write an exclusive publication for a big time publisher or marketer and allow them to promote it. You would get a percentage of the profits with hardly any work on your part in distribution.

15. Customized Publication - You could offer a customized publication instead of writing the whole thing and guessing what info people will buy. Just let them decide. You could charge people to e-mail you five to ten questions that they want the answers to then place that into a publication. You could charge a high price too.

16. Collectible Publication - You could offer a limited number of copies to different versions of your publication. Some reasons to limit the number of copies would be autographs, different volumes, serial numbers, etc.

17. Turn Other People's Information Formats Into A Publication - You could get permission from a publisher to transcribe an audio or video into a print or electronic publication. You would have nothing to write and you could just pay them an up-front fee or royalties on your sales.

18. Turn Your Publication Into A Free Seminar Speech - You do live speeches that are related to your publication. You could offer it for free in exchange for promoting your publication or business.

19. Turn Your Publication Into An Off-line Audio - You could turn your publication into an audio book, or DVD. Some people like to listen to publications rather than read them.

20. Turn You Publication Into An Off-line Video - You could turn your publication into a videotape or DVD. Some people like to listen to and watch the people speaking and offering the information rather than reading it.

21. Update An Older/Outdated Publication - You could find a older or outdated publication and simply update it with new up-to-date information. You could just get permission from a publisher and pay them an up-front fee or royalties on your sales.

22. Turn Your Publication Into Home Study - You could add lessons and exercises to your publication and sell it as a home study course. You can give a certificate of completion and graduation after they send in the completed lessons.

23. Turn Your Publication Into An eClass - You could divide your publication into lessons and assignments and send them out once or twice a week via e-mail. You grade the lessons and send them back. You could run an eclass for weeks at a time then hold another one all over again or an advanced one.

24. Turn Your Publication Into A Sample - You could take an excerpt of your publication and use it to tempt people into buy the whole publication. It could be a free report, ebook, article etc. Those types of publications could be made viral and spread all over the Internet.

25. Turn Your Publication Into Software - You could take your information and turn it into a helpful tool. For example: you could turn a book about sales letters into sales letter template software.

26. Turn Your Publication Into A Paid Seminar Speech - You do live speeches that are related to your publication. You could get paid to do the actual speech and promoting your publication or business.

27. Turn Your Publication Into Consulting/Coaching - You could consult or coach about the topic of your publication. People will pay well for that kind of help and live information. It could be in person, over the phone, via e-mail, etc.

28. Turn Your Publication Into A Live Work Shop/Class - You could teach a group of people the topic of your publication. You could charge a lower price than consulting because you can have more clients at one time.

29. Turn Your Publication Into An Online Audio - You could turn your publication into an online audio file. People could download and listen to it at their convenience while surfing the net, checking their email, working, etc.

30. Turn Your Publication Into An Online Video - You could turn your publication into an online video file. People could download, listen and watch it at their convenience while surfing the net, checking their email, working, etc.

31. Give Away Your Publication And Charge Later - You could actually give your publication away on a trial for 30 to 60 days and charge people later if they want to keep it. If they don't like it, they can send it back to you. You need to get their credit card information before you give it away.

32. Give Away Your Publication And Charge For Updates - You could give away your publication and have an offer that sells monthly updates for it. You charge either a one time fee or per installment. If people like your publication, they will likely pay for the updates.

33. Give Away Your Publication And Charge For Extras - Give away your publication and have an offer for extra features of your publication. It could be leather covers, special types of paper, autographs, hard covers, extra-uncut chapters, different versions (audio, video, ebook print, etc.).

34. Unedited/Uncut/Uncensored Publication - You could sell an unedited, uncut, uncensored version of your publication. If you don't want to worry about editing, spell checking, punctuation, etc., you could sell your e-info product as research or as-is. There are markets for this type of info. For example: "My Lost And Forgotten Notes On Internet Marketing" Buy them now! Unedited and Uncut!

35. Others Give Away Your Publication And You Charge Them For Bulk Quantities - You could have others give away your publication and you receive a bulk purchase sale. For example a business may want 100 copies of your publication to give to their employees. You could charge them a lower cost per item because of the large quantity that you're selling.

36. Charge For Your Publication Or Trade To Get Traffic - You could write an ad for the publication and actually set up an ordering

option for it. You give your prospects the option of getting it at no cost if they link to or advertise your web site. It's very persuasive because they'll receive a product you're selling for free. What a bargain!

37. Catalog Publication - You could allow multiply businesses to place their ad or link in your catalog in exchange for them giving away the catalog to their prospects, visitors, subscribers, customers, etc. You would of course have your ad in the front of the publication. It would be a catalog full of related products.

38. Package Your Publication With Other Products - You could ask similar but non-competing businesses to create a package deal. You would sell your publications or product together in one package deal. You would split the profit or each sells them separately for 100% of the profits.

39. Trade Reprint Rights - You could trade the reprint of your publication for another business's publication. You both would have a new product to sell. You could sell the extra publication as a up-sell, back-end or use it as a bonus or tag-along product.

40. Turn Your Publication Into A Free Live Webinar/Web Cast - You could do a web cast about a topic in your publication. You could advertise your publication and/or other products during or at the end of your web cast.

41. Turn Your Publication Into A Paid Live Webinar/Cast - You could do a web cast about a topic in your publication. You could charge people to listen to the web cast and advertise products at the end.

42. Turn Your Publication Into A Free Teleclass/Seminar - You could do a teleclass/seminar about a topic in your publication. You could advertise your publication or other products during or at the end.

43. Turn Your Publication Into A Paid Teleclass/Seminar - You could do a teleclass/seminar about a topic in your publication. You could charge people to listen to the teleclass/seminar and advertise products at the end.

44. Turn Your Publication Into A Free Chat Room Class/Seminar- You could do a chat room class/seminar about a topic in your publication. You could advertise your publication or another product during or at the end of your seminar

45. Turn Your Publication Into A Paid Chat Room Class/Seminar - You could do a chat room class/seminar about a topic in your publication. You could charge people to listen to the chat room class/seminar and advertise products at the end.

46. Give Away Part Of Your Publication As An eCourse - You could divide part of it up into a free autoresponder course and advertise your publication in it. It will persuade them to buy because they will see your content several times over a short period of time.

47. Turn Your Publication Into An eCourse - You could divide part of your publication it up to create a free autoresponder course and sell the rights to it. People would buy it so they could automatically follow up with their visitors with quality content and their product advertisement.

48. Give Away The Reprint Rights To Your Publication - You could give away the rights to your publication. It would give people an incentive to advertise it to others. You could make money off the back-end by placing ads for other product or affiliate programs in it.

49. Give Away Your Publication And Charge For Advertising - You could give away your publication after charging others to place ads in it. Then allow others to give it away. If people like your publication and its value, they will pay for the ability to advertise in it.

50. Publish A Free E-mail Newsletter For Selling Products - You could publish a free e-mail newsletter to promote your products, affiliate products, MLMs, etc. You would want to mix in some quality content that is related to your business and products.

51. Free E-mail Newsletter For Selling Advertising Space - You could publish a free e-mail newsletter to sell advertisements for other businesses. You would want to mix in some quality content that is related to the theme of your e-mail newsletter. You could also sell your own products.

52. Publish A Paid Subscription E-mail Newsletter - You could charge a monthly or yearly subscription to your e-mail newsletter. To be successful in selling subscriptions to an e-mail newsletter you need highly targeted original content.

53. Publish A Free E-mail Newsletter And Another With More Value - You could publish a free e-mail newsletter and another with more important and valuable content with a charge for subscriptions offered to the same client.

54. Publish A Free E-mail Newsletter To Charge For Original Content - You could publish a free e-mail newsletter and charge a subscription fee for 100% original content. For example free subscribers would get reprint and edited content while paid subscribers could get 100% original content.

55. Publish A Free E-mail Newsletter To Charge For No Ads - You could publish a free e-mail newsletter and charge a subscription fee to people who don't want to get advertisements in every issue. Free subscribers would get ads and paid subscribers wouldn't.

56. Publish A Free E-mail Newsletter To Charge For An Online Community
- You could publish a free e-mail newsletter and charge a subscription fee to people who like to chat with other subscribers. It could be a message board, chat room, e-mail discussion list, etc.

57. Publish A Free E-mail Newsletter To Charge For Archives - You could publish a free e-mail newsletter and charge a one time fee for the e-zine archives. In order for people to pay for the archives your content will have to be 100% original.

58. Publish A Free E-mail Newsletter To Charge For The Full Version - You could publish a free e-mail newsletter and charge them per article. You would simply give them a taste of each piece of content in your e-zine and charge them if they want to read the full version of the article.

59. Publish A Free E-mail Newsletter To Charge For Reprint Rights - You could publish a free e-mail newsletter that has original content and promotes only affiliate products. You could charge people a subscription fee to reprint each issue and use it as their own e-zine. They would just have to change the titles, contact info and affiliate link codes.

60. Publish A Free E-mail Newsletter To Charge For A Print Edition - You could publish a free e-mail newsletter to then charge for a subscription for a print edition. You just have more or original information in the print edition.

61. Free Web Site To Promote Products - You could publish a free web site to promote your products, affiliate products, MLM's, etc. You would want to mix in some quality content that is related to your business and offerings.

62. Free Web Site To Sell Advertising - You could publish a free web site to sell advertisements to other businesses. You would want to mix in some quality content that is related to the theme of your web site. You could also sell your own products.

63. Paid Subscription Web Site - You could charge a monthly or yearly subscription to your web site. You would password protect your content. In order to be successful selling subscriptions to a web site, you'll need highly targeted, original content.

64. Interview Subscription Web Site - You could set up a paid subscription web site that interviews experts related to your target audience. You would contact the experts and ask them if you could interview them in exchange for free publicity and allowing them a back-end along with you.

65. Product Discount Subscription Web Site - You could set up a paid subscription web site that has products from other business that have discounted prices. You would contact the business owners and ask them if you could offer their product at a discount to your members in exchange for free publicity.

66. Sample Products Subscription Web Site - You could set up a paid subscription web site that has product samples from other businesses. You would contact the business owners and ask them if you could offer a sample of their product in exchange for free publicity.

67. Profiles Subscription Web Site - You could set up a paid subscription web site that give a personal or a professional profile of people or things that are related to your target audience. A profile could contain those things relative to their position or the audience's interest. You would contact them and ask them if you could do a profile of them or their business in exchange for free publicity.

68. Product Review Subscription Web Site - You could set up a paid membership web site where you review other business products and give your honest opinion about them. You would contact other businesses and ask them for their product for free to review in exchange for free publicity. You could also allow people to submit their products for review.

69. Success Stories Subscription Web Site - You could set up a paid subscription web site where you offer success stories of people that are related to your target audience. You would contact the people to allow you to write and publish their success story in exchange for free publicity and possible product promotion.

70. Product Monthly Subscription Web Site - You could set up a paid subscription web site where you offer a new product every month. You would create or buy a new product to give to your members every month that related to your target audience.

71. Online Community Subscription Web Site - You could set up a paid subscription web site where you offer an online community for your target audience. It could be a message board, chat room, web cam chat

etc. You could ask experts to chat with your members in exchange for free publicity.

72. Resource Directory Subscription Web Site - You could set up a paid subscription web site where you offer a regularly updated directory of resources for your target audience. It could be web site links, free stuff, ebooks, ezines, etc.

73. Step By Step Plans Subscription Web Site - You could set up a paid subscription web site where you would ask experts, related to your target audience, for a step by step plan. It could be for money, increasing traffic, gardening, etc. You would contact the experts and ask them if you could interview them in exchange for free publicity.

74. Original Content Subscription Web Sites - You could set up a paid subscription web site where you write and offer all original content. Usually general content won't work. You'll need to find a niche. You could also contact the experts and ask them to write original content in exchange for free publicity.

75. Brainstorm Session Subscription Web Sites - You could set up a paid subscription web site where you could brainstorm with other experts. You would record the brainstorm sessions and offer them to your members every month. Also sell the archived ones for a back-end either to those missing them or new subscribers...or use them as a bonus.

76. Live Seminar Subscription Web Site - You could set up a paid subscription web site where you offer live seminar information. You could offer transcripts, audio and video of recent, live seminars each month. You would contact the owners and ask them if you can use them in exchange for free publicity.

77. Best Of Subscription Web Site - You could set up a paid subscription web site where you could offer the best of something. You could offer the best of e-zine articles, dating web sites,

message board posts, investing ebooks, etc. You would contact the owners and ask them if you could use 'their best of something' in exchange for free publicity.

78. Archived Subscription Web Site - You could set up a paid subscription web site where you archive and then sell other people's information. You would contact the owners and ask them if you could archive their information exchange for free publicity.

79. Barter Subscription Web Site - You could set up a paid subscription web site where you allow people to trade products and services. It could be for advertising, links, products services, leads, expertise, information, etc.

80. Traffic Exchange Subscription Web Site - You could set up a paid subscription web site where you allow others to join without charge in exchange for bringing traffic by placing your advertisement on their web site. Their content and yours would offer something of value to those regular, charged subscribers. The nature of the advertisement could be a pop up exchange, exit exchange, banner exchange, screen savor exchange, etc.

81. Test / Experiments Subscription Web Site - You could set up a paid subscription web site where you could do tests and experiments then release the results each month. It could be advertising results, marketing experiments, product tests, etc.

82. Internet Radio Subscription Web Site - You could set up a paid subscription web site where you offer an on-going Internet radio station. It could be talk or music. You could invite guest, read information and content, have commercials etc.

83. Templates Subscription Web Site - You could set up a paid subscription web site where you offer a template to make something easier or faster. It could be sale's letter templates, web site templates, ezine templates, love letter templates, etc.

84. Case Studies Subscription Web Site - You could set up a paid subscription web site where your offer case studies of how-to

information. You would contact the people and ask if you could interview them in exchange for free publicity.

85. Donation Subscription Web Site - You could set up a paid subscription web site where you ask people to donate good tips and strategies about the subject of your audience's choice. You could give them free publicity or have them win prizes for the best piece of information. This also could lead to an ebook also.

86. Summary Subscription Web Site - You could set up a paid subscription web site where you could write summaries of other information product. People like to save time and find out if they really like it before they buy it. A "Reader's Digest" type of thing.

87. Software Subscription Web Site - You could set up a paid subscription web site where you could offer different downloadable software or updates. People would like a good, central location to find all the software they need.

88. Conversation Subscription Web Site - You could set up a paid subscription web site where you could offer closed-door conversations. The conversation would reveal tips and strategies related to your target audience. You would get them from recruited experts in exchange for free publicity.

89. Survey Subscription Web Site - You could set up a paid subscription web site where you could have results of surveys, polls and market research. You would tell of the surveys on your free web site with general results information and give in-depth results and details in your paid subscription web site.

90. Diary Subscription Web Site - You could set up a paid subscription web site where you publish a diary or an action log. You could tell how you complete certain tasks every day or week that relates to your target audience. You could also give others free publicity to do the same. A type of expert's forum and a how-to one.

91. Mall Subscription Web Site - You could set up a paid subscription web site where you could host an online mall. You would charge rent for the online stores and shops that would benefit from the membership and having others, through numbers, cross promoting.

92. Finder Subscription Web Site Web Blog - You could set up a paid subscription web site where you could search for information and tools that others are having a tough time finding. The information could be posted within the site or sent via e-mail. This could be labor intensive so make it worth your while and time.

93. Club Association Fan Club Subscription Web Site - You could set up a paid subscription web site that contains information, tools and a online community. It should be related to your target audience. A fan appreciates belonging to a group, especially if it gets attention from that central one.

94. Calendar Of Events Subscription Web Site - You could set up a paid subscription web site where you offer an updated list of events related to your target audience. It could be seminars, concert dates, meetings, sport events, etc.

95. JV Directory Subscription Web Site - You could set up a paid subscription web site where people that sign up can view or submit joint venture offers to other members. You could have message boards, joint venture products, a member directory, etc.

96. Info/News Alerts Subscription Web Site - You could set up a paid subscription web site where you send out up-to-the-minute news that is related to your target audience. People want to be informed and that is becoming tough. It would work great for niche topics.

97. Safelist Subscription Web Site - You could set up a paid subscription web site where you can sign up members that want to receive e-mail ads from other select members. With e-mail filters and SPAM laws the way they are, it would be a valuable community.

98. Rental Subscription Web Site - You could set up a paid membership web site where you rent either physical services, online ones or digital products. The software ones would be limited to their membership and turned off when it terminates. People sometimes would rather pay-as-they-go than pay a large price to hold a package. A backend might be developed with the original seller. Get permission if needed.

99. Teleseminar Subscription Web Site - You could set up a paid membership web site where you have recordings of teleseminars members can listen to. You could add new ones every month. You could also give members access to live ones. This also lends itself to archives for those joining later.

100. Webinar Subscription Web Site - You could set up a paid membership web site where you have recordings of webinars that are available for members. You could add new ones every month. You could also give members access to live ones.

Extra Bonus Tips:

101. White Boards Subscription Web Site - You could set up a paid membership web site where you have recordings of white boards lessons or demonstrations. You could add new ones every month. You could also give members access to live ones.

102. Host A Live Teleseminar - You could find a good location and ask speakers and experts to speak at the seminar. . A teleseminar is manly were people sit and listen to a bunch of speakers. They sometimes take questions at the end. You could also give them the first chance to promote the seminar for a big percentage of the profits. You could also record it a sell it as a audio or video.

103. Host A Live Seminar - You could ask experts to speak at your

teleseminar. The speaker often seeks to place their products for sale. That may be sufficient for their time and fee. If you have approval, you may record that seminar for later use. Possibly to be used as a bonus if with good content. At the beginning, it may be required to give the large share of fees collected from attendees to the speaker.

104. Host A Live Workshop/Coaching Session - You ask coaches and experts to help at your workshop. A workshop is mainly getting one-on-one, how-to help. This is like the seminar approach. Since it involves more direct contact, the audience may be smaller. A larger fee would be charged too. A bit harder to sell after-the-fact items since it is usually more visual. A video would be best but requires a considerable outlay for you. Definitely get approval from the speaker!

105. Host A Live Brainstorm/Mastermind Event - You ask recognized experts to speak at your mastermind event. A mastermind event is people getting together brainstorming and sharing ideas. Since there is a sharing, best to do some work in advance to make sure all are qualified and able to contribute. Not a place for wallflowers or only listeners. An active flow is required. An excellent thing for archiving but, again, it requires approval from all contributing.