



Creating Multiple Streams of Income with Information Products: Turning Your Ideas Into Assets

Antonio L. Crawford, Kris Kiler

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Creating Multiple Streams of Income with Information Products gives you solid strategies and tactics to create and market your first information product. The authors present the bigger picture of information marketing and introduce a unique model to explain how to design your product strategy. Exercises and worksheets are provided to help you refine your strategies. The book is a quick read designed to get you thinking about the larger possibilities for your intellectual property. Whether you're an author who is dreaming big or a business wanting to generate new business and provide value to customers, this book will help you build your information product roadmap.

Praise for *Creating Multiple Streams of Income with Information Products*

"Antonio and Kris provide a critical new mindset and tools for helping authors leverage their time, money and resources to maximize profits and returns."

◁ **William R. Patterson**, International speaker, wealth coach and bestselling coauthor of *The Baron Son*

"Creating Multiple Streams of Income with Information Products shows you how to use your ideas to create everything you want and take complete and total charge of your financial destiny. Take action now and get this book."

- **Marshall Sylver**, Bestselling Author and Founder of Get Rich Radio

"If your message is good then people automatically want more of what you have. Every author or expert can and should create multiple streams of income by re-purposing their book content into information products as soon as they can. This is how you make real money from a book launch and add real value to your customers who keep coming back from more."

- **Paul M. Hecht**, Speaker, investment coach, and author of *Everyday Real Estate Millionaires: How Average People REALLY Do It*

"Excellent work, Antonio and Kris! A great source of information, matched by real-world examples to take and use the material. I'm recommending Creating Multiple Streams of Income with Information Products to all the writers I represent."

- **Chip MacGregor**, President, MacGregor Literary

"Over 100,000 new book titles are published in the U.S. every year, and every author is vying for reader dollars and bestseller status. Creating Multiple Streams of Income with Information Products is the great writer's guide to using information products to stamp out the competition. So, if you want to boost your credibility and create multiple streams of income, Antonio and Kris show you how."

- **N. Kali Mincy**, Coach for Writers, Coach Great Writers

"If you want to get insider wisdom into leveraging your ideas into information products, read this book! Recommend this book to your network<they will thank you for it."

- **Sarah Michel**, Certified Speaking Professional and author of *Perfecting Connecting: A Guide to Mastering Networking in the Workplace*

"A quintessential read for any infopreneur. Packed full of practical ideas and information and presented in an easy to follow format. If you are serious about making money through multiple streams then what are you waiting for? Buy this compulsive read today!"

- **Howard Lock**, Social Media Entrepreneur

"From inspiring quotes to valuable, actionable informationŠthis book has it all!"

- **Marilyn Anderson**, Communications Consultant, Co-founder, Duet-Media

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