

# 52 Different Kinds of Information Products

*Someone once asked me how much I made for my first 'Guerrilla Marketing' book. The answer I gave was \$10 million. The book itself only paid me about \$35,000 in royalties, but the speaking engagements, spinoff books, newsletters, columns, bootcamps, consulting, and wide open doors resulted in the remaining \$9,965,000.*

**Jay Conrad Levinson**

*Founder of the best-selling Guerrilla Marketing series of books and information products*

## Books

Published or Self-Published

## E-Books

Including how to distribute

## Audio Books

Not just a reading of your book, but original content in audio form

## Audio Programs

More than one cassette or CD, typically in a vinyl audio album

## Single Audio Cassettes

Used both as products and as marketing tools

## Video Trainings

An easy way to deliver the same content at a higher price

## Multi-Media Programs

Audio / Video / CD / Printed materials sold together as a program

## Workbooks

Individual, standalone training tool not part of other products

## Coaching Programs

Provided by you or by others under your direction

## Mentoring & Apprenticeship Programs

Offering one-on-one advice + group training to protégés

## Keynote Speaking

Delivering motivation and inspiration to thousands from the platform

## Breakout Sessions

Delivering content and recruiting new customers at industry events

## Speaking Representing Your Employer

Delivering product information at industry events

## Public Seminars

Used to upsell attendees into higher priced programs

## Train-the-Trainer Programs

Teaching others to present your material and use your products

## Corporate Training Programs

Your material licensed for use on a company-wide basis

## Presenter at Large Events

One of several presenters masterfully selling from the platform

## Boot Camps

Intensive weekend trainings by you and your hand-picked experts

## Teleboot Camps

Same intensive content delivered by phone over several weeks

## Hourly Consulting

Packages that boost your hourly rate and image in the industry

## Long-Term Consulting Contracts

Consulting to meet a long-term goal for major corporations

## Subscription Consulting

Ongoing consulting for a monthly or annual fee

## Spokesperson Contracts

Your reputation and expertise utilized to sell products & services

## Licensing

Your products, services and content distributed by others under your name or theirs

## Infommercial Product

Product designed to sell on the radio or via television infomercials

## Home-Study Courses

Multi-media product format designed to be a complete system in a box

## Teleseminars

Seminars conducted via one or more group telephone conference calls

## Weekend Retreats

Typically self-help or personal-growth weekends delivered to foster change

## Subscription Audio Cassette Series

Your subscribers receive monthly tapes or CDs for a fee

## Newsletters

Printed or electronic, free or for profit

## E-zines

Monthly or semi-monthly communications, either for free or paid subscriptions

## Radio or Television Show

Everything from short segments to syndicated radio shows to TV specials

## Philanthropic Foundation

As an outlet for your message or for other causes

## Media Expert

Providing regular content to news organizations

## Syndicated Column

Your articles appearing regularly in periodicals

## Private-Label Magazine

Magazine with your name and title, but produced by others for your use

## Ghostwriting & Co-Authoring

Writing for others with cover credit or not

## Branded Retail Products

Hard and soft goods produced for retail consumers with your logo or name

## Mini-Books

Smaller versions of your book with cut-down content used as premiums

## Rights — Yours

Foreign, serial, broadcast, syndication and derivative product rights

## Rights — Other People's

Acquiring and re-selling other experts' products and content

## Special Reports & White Papers

High-priced information on a specific business topic

## CD-ROM / DVD Training

Typically sold for use as a training tool, but can be used for marketing, too

## Counseling Services

Usually one-on-one, personal growth counseling

## Adult Professional Education (Continuing Education Units)

For industry associations or for consumers through local seminar companies

## Compiled Reference Guides

Directories and other compilations on useful forms, resources and material

## Software

Your own or templates designed for use with off-the-shelf applications

## Trade Association

Operated by you to assist a specific industry group

## Industry Conventions & Trade Shows

With revenues from workshops and trade show booths

## Agenting & Arbitrage

Representing others in deals and profiting on the margins

## Business-Building & Practice-Building Systems

Materials developed to help others increase revenue

## Seminar Company Workshops

Your material developed and licensed for presentation by others at public seminars