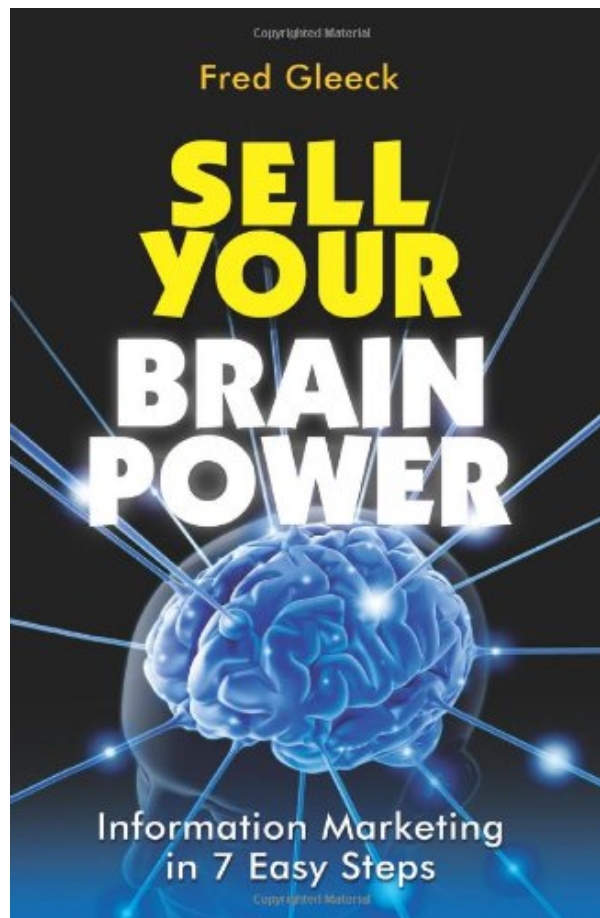
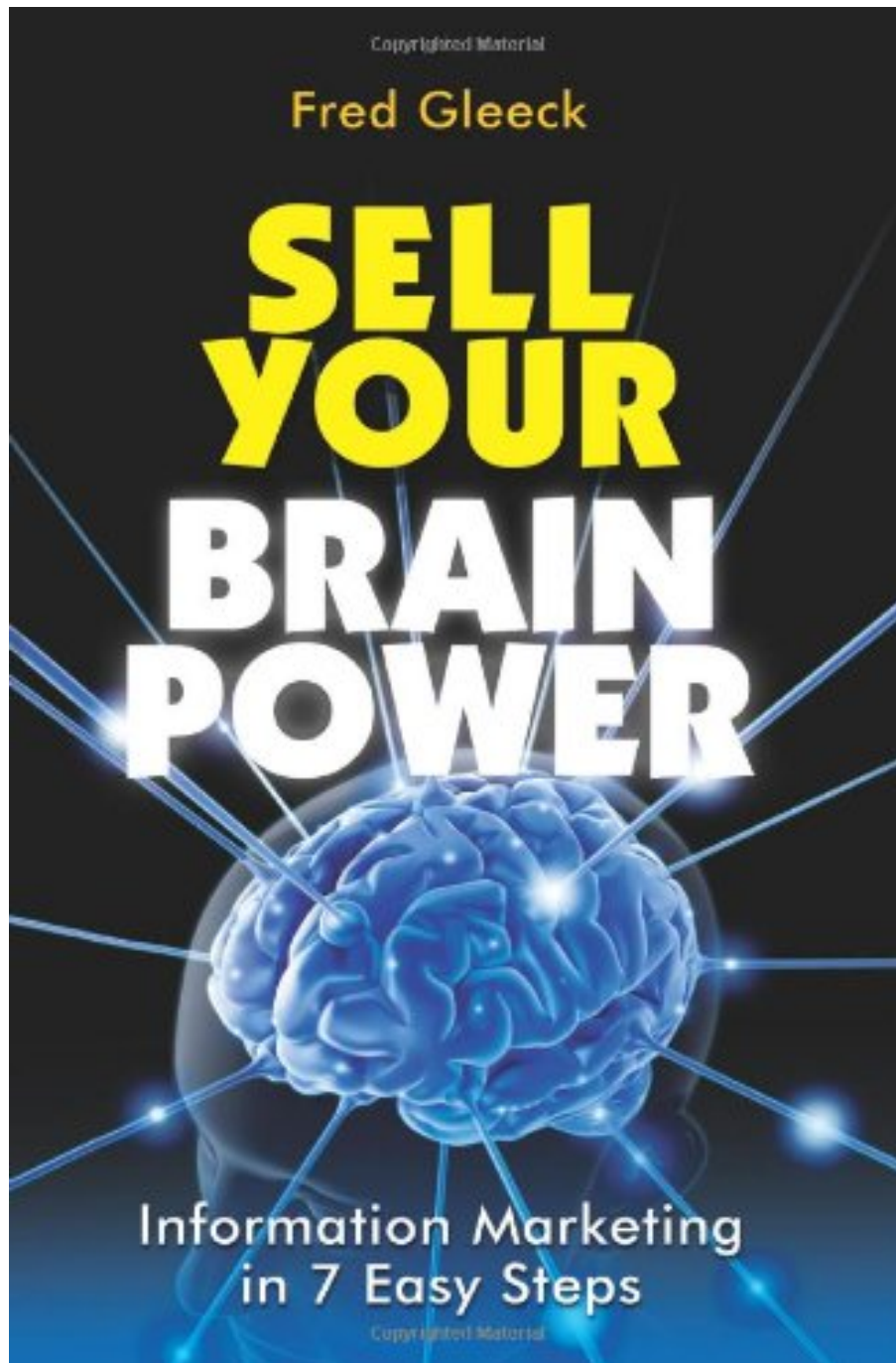


SELL YOUR BRAIN POWER: INFORMATION MARKETING IN 7 EASY STEPS BY FRED GLEECK



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About the Author

Fred GleecK is an information marketer. If you go to Google and put in the keywords: "information marketing" his site, FredGleecK.com comes out #1.

Fred is the author of 20 books on a variety of entrepreneurial topics. His other books include: "Marketing and Promoting Your Own Seminars and Workshops", "Speaking for Millions" and "How to Double Your Sales on the Web in 90 Days or Less" to name just three.

In addition to teaching others how to market and sell info products, he does it himself as well. He has created over 4,000 audio and video products for himself and his clients over the last 28 years.

Fred GleecK is a MASTER teacher. He takes his subjects and make them easy to understand, even for the first time reader of a subject.

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For more information about Fred, visit his site, FredGleecK.com.

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SELL YOUR BRAIN POWER: INFORMATION MARKETING IN 7 EASY STEPS BY FRED GLEECK PDF

Want to make money selling information products? Then this is the book for you!

No matter what your topic, there is probably someone who would be interested in learning how to do it. YOU can sell them that information!

Virtually ANY topic lends itself to the field of information marketing. YOU could be cashing in on this hot new trend.

Know a lot about skiing or gardening or quilting? Why not sell what you know about that topic to others? Help make their lives easier and get paid for doing it.

This book is a no-nonsense, step by step, guided tour to show you how to make money selling info products.

My name is Fred Gleeck. If you Google the term "Information Marketing" I come up #1! I've been working in this field for almost 30 years.

This book is my roadmap to show you how to make it in this business without making the mistakes that I did.

In this comprehensive, content packed book you'll learn:

- * Systems You MUST put in place before you start
- * The SEVEN Key Steps to Info Marketing Success
- * How to Select the Right Niche to Go After
- * Ways to Write Effective Copy to Sell Your Info
- * Creating KILLER Audio Products People Will Love
- * Designing a Website That Will Sell Your Products
- * How to Effectively Drive Traffic to Your Site
- * Converting a Greater Number of Visitors to Buyers
- * Getting Customers to Buy More and More Often
- * Resources you MUST Use to be Successful
- * And Much, Much More!

This book is your roadmap to success in the field of information marketing. Nothing has been left to chance. Don't try to do it alone. Instead benefits from the mistakes I've made so you don't have to make them yourself.

This book is all MEAT and no FLUFF. It explains a system I've used and taught to many others. It has worked for THEM and it will work for YOU.

BUY IT NOW!

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- Published on: 2012-01-06
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- Binding: Paperback
- 152 pages

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For more information about Fred, visit his site, FredGleek.com.

Most helpful customer reviews

16 of 16 people found the following review helpful.

Fred Gleeck has a lot to sell you, starting with this book

By Steven H. Leibson

Information marketing can be a great business. Selling over the Internet can make you millions. As a result, there are a lot of snake oil salesmen out there waiting to take your money in exchange for questionable advice about or the latest get-rich-quick scheme for making it in the information marketing business. Nevertheless I believe people can make money in this business, because I've seen it happen, so I've been studying it. My latest purchase is this book written by Fred Gleeck, one of the leaders in the field. I found out about the book via a sales email from a Gleeck affiliate, who no doubt made some money from my purchase. That too is part of the Information Marketing business.

When I opened the package from Amazon, I was distressed at the thin volume it contained. This doesn't look like a 20-buck book. However, rest assured that it covers all the topics you need to know about although it covers them somewhat briefly in my opinion.

If you've researched the information marketing business for a while, you know that the initial purchase of a book merely gets your toe in the water. If you don't know that, you will after reading Fred Gleeck's book. A good information marketer has a big "back end" full of products to sell to you and this book is an entry into Gleeck's back end. Gleeck's book will give you a step-by-step plan to develop an information marketing business but the advice it contains is thin like the book. In general, Gleeck doesn't survey the alternatives. Rather, he gives you one way to execute each step. It may be the "best" way, from Gleeck's perspective, but it's also the way he'll make more money from you either through direct or affiliate sales.

For example, Gleeck recommends that you use Wordpress for Web sites and blogs. Wordpress is free, but if you want a better template for creating a unique look for your site, Gleeck gives you one place to get those templates for \$100 or so. Ditto for getting Internet domain names and Web hosting. The pointers are all to Gleeck's own products or products belonging to affiliates. Another example: the book mentions a particular site with a set of merchant tools you'll need for your business. In fact, it mentions this site about "50 times" according to one sentence in the book itself. That's 50 sales pitches for one of Gleeck's moneymaking ventures in the book you just bought for \$20. It's not hidden. Gleeck freely admits it, tells you what's going on, and then says it's the best way for you to accomplish a certain set of tasks. Perhaps it is.

Note: There's nothing inherently wrong or evil with this approach, as long as you know up front what you're going to be getting.

Gleek has more than a decade of experience with Information Marketing. He has five free downloadable books on this site, clearly described in his book. Download those books and your amortized cost for this book is perhaps a bit over three dollars. Cheap.

No doubt Gleeck's advice is solid. If you want to come up to speed on the basic concepts associated with the business, this short and relatively cheap book will help you with that with a couple of hours worth of reading time. To really get going, as Gleeck points out in the book, you'll need a few thousand dollars of startup capital. Just wanted you to know that, up front, as well.

14 of 14 people found the following review helpful.

Great Book for Anyone Interesting in Selling their Knowledge and Experience

By Avinash Parashar

This is an awesome book for anyone who feels they have great information in their heads but don't know how to get it out to the world (and make money from it!) Fred Gleeck knows his stuff, and in this book he lays it out, step-by-step.

There are three things I really like about this boo:

1 - The process is laid out step by step. The book tells you what do, in what order, and also lists out resources you might need (and where to get them). Follow the plan, and you'll be up and running.

2 - It's realistic. If you're tired (like I am) of internet marketers promising vast riches in short-order (if you buy their \$1,000 product) then you'll like Fred's approach. He is realistic in both the dollars you can expect to make and the time it will take to make them (Hint: if you're looking for get rich quick, this is not the book for you)

3 - He's frugal. Wherever possible, he gives you free options for the resources you'll need. When he does recommend paid services, he goes for realistic and inexpensive options. Going through the process in the book will cost you some money (you are building a business after all), but you won't break the bank doing it.

Bottom Line: This is the kind of step-by-step process most people only sell in multi-thousand dollar form. This book lays it all out in a way that anyone can follow. If you are even remotely interested in selling your brain power, then this book is a no-brainer (sorry for the pun!)

4 of 4 people found the following review helpful.

This belongs on your bookshelf!

By Alan

Fred Gleeck's **SELL YOUR BRAIN POWER** is a book uniquely suited for our times; in an era when many top professionals are being downsized out of their corporate positions, and others are stuck doing jobs that they have no passion for, this book provides both inspiration and execution to help you take another path.

Utilizing his 30 plus years as the top leader in the information marketing industry, Fred breaks down step-by-step exactly how to turn your own subject knowledge into a profit center that allows you to achieve the goals of not only leaving the grind, but also turning your passion into a profit.

I've personally utilized the techniques Fred advocates and teaches in **SELL YOUR BRAIN POWER**, and I can tell you first hand that they work. Gleeck is an honest, ethical, no nonsense voice that can absolutely show you what you need to know to make information marketing work for you. And, perhaps best of all, he's an entertaining, witty writer who fills the book with great examples that really flesh out his concepts.

This might just be the best book purchase you make in 2012.

See all 13 customer reviews...

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The publications *Sell Your Brain Power: Information Marketing In 7 Easy Steps By Fred Gleeck*, from easy to challenging one will certainly be a really useful operates that you could take to change your life. It will not offer you adverse statement unless you do not get the meaning. This is definitely to do in checking out a book to get over the significance. Commonly, this publication qualified *Sell Your Brain Power: Information Marketing In 7 Easy Steps By Fred Gleeck* is reviewed considering that you truly such as this sort of e-book. So, you can obtain easier to recognize the impression as well as meaning. Again to constantly remember is by reading this e-book **Sell Your Brain Power: Information Marketing In 7 Easy Steps By Fred Gleeck**, you could satisfy hat your interest beginning by finishing this reading book.

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