

THINK, WRITE & RETIRE

DR MANI SIVASUBRAMANIAN

THINK, WRITE & RETIRE



HOW TO TURN WORDS
INTO WEALTH - EASILY!

DR MANI SIVASUBRAMANIAN

Meet Dr. Mani Sivasubramanian...

The information entrepreneur - with a difference!



Dr. Mani Sivasubramanian is a pediatric heart surgeon. His infopreneur business funds heart surgery for under-privileged children.

Through his infopreneur activities and online marketing, Dr. Mani's team has raised over \$140,000 and sponsored heart surgery in 47 children, with many more to follow.

Dr. Mani is owner of the Ezine Marketing Center and author of an Amazon.com "Hot 100" best-selling book, ***"Think, Write & Retire!"*** as well as many ebooks, reports, tutorials, and home study courses on building and growing an information business on the Internet.

Over 14 years he has taught and inspired thousands of business owners and Internet marketers by sharing powerful insights and experience. He is an active social entrepreneur, philanthropist and networker. Fired by a belief in 'business with purpose', he ties in every element of his work to a passion to help under-privileged kids with heart defects - and will teach you to do the same!

He is an enthusiastic crusader of what's possible for owners of even a small home business - if you correctly and intelligently harness the force of the World Wide Web.

To learn more about how you can build an information empire using your own unique expertise and knowledge, visit Dr. Mani's website at

<http://www.InternetInfopreneur.com>

Books by Dr. Mani

- **[Think, Write & Retire](#) - *How To Turn Words Into Wealth, Easily!***
- **[47 Hearts](#) - *Live Your Dream With Passion, Purpose & Persistence***

What They Say About Dr. Mani...



What makes Dr. Mani great is the way he has leveraged his infopreneurship. He uses the funds he raises with his entrepreneurial endeavors to save the lives of children who really need it. This, to me, is ultimate expression of what the Internet has made possible.

Online marketing is just a medium. It's what one does with it that matters. Yes, some use it to send out messages of questionable value, but some are using it to change the world.

– **Mark Joyner**, Entrepreneur, #1 Bestselling Author & Founder of **ConstructZero.ORG**



Become an infopreneur using the strategies presented here. In addition, learn how to turn your income into good works just like Dr. Mani.

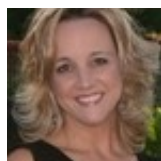
– **Terry Dean**, Internet marketing pioneer & author, **TerryDean.org**



Every now and then a marketer gets me to stand up and take notice. Dr. Mani caught my attention when I discovered the tremendous work he does to help children with congenital heart defects.

I was doubly impressed to learn that Dr. Mani has used Internet marketing techniques and strategies to bring awareness and raise funds. A man who lives with passion and purpose, Dr. Mani also understands how to run a successful Internet business.

– **Joel Comm**, New York Times Best-Selling Author of “**Twitter Power**”



Everyone wants to know how to make money, how to work online, how to create a ‘life’ - and while there are hundreds and thousands of experts and technicians... there is no one talking about the importance of PASSION.

More importantly, there is no one LIVING it quite like Dr. Mani... a technician with brains, skills AND a heart as big as Texas!

– **Carrie Wilkerson**, The Barefoot Executive (TM) & host of **www.BarefootExecutive.tv**



I have never known anyone more generous, he just gives and gives. He gives his valuable expertise, and he gives his profits to charity, so you will be helping yourself on your road to success, and helping a kid live. Who can refuse that?”

- **Chris Garrett**, Co-author of ‘**PROBLOGGER - Blogging to a 6-Figure Income**’

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First Edition

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WARNING - DISCLAIMER

This book is designed to provide information on writing, publishing, marketing and distributing information and infoproducts. It is sold with the understanding that the publisher and author are not engaged in rendering legal, accounting or other professional services by way of this publication. If legal or other expert assistance is required, the services of a competent professional should be sought.

It is not the purpose of this manual to reprint all the information that is otherwise available to infopreneurs, but instead to complement, amplify and supplement other texts. You are urged to read all the available material, learn as much as possible about infopreneuring and tailor the information to your individual needs. For more information, see other resources referenced within the content of this book.

Infopreneuring and information marketing is not a get-rich-quick scheme. Anyone who decides to profit from information marketing must expect to invest a lot of time and effort into it. For many people, however, being an infopreneur is very lucrative and they have built solid, growing and rewarding businesses.

Every effort has been made to make this manual as complete and accurate as possible. However, there may be mistakes, both typographical and in content. Therefore, this text should be used only as a general guide and not as the ultimate source of infopreneuring information. Furthermore, this manual contains data on information marketing that is current only up to the printing date.

The purpose of this manual is to educate and entertain. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused, or alleged to have been caused, directly or indirectly, by the information contained in this book.

If you do not wish to be bound by the above, you may return this book to the publisher.

Think, Write & RETIRE!

How To Turn Words Into Wealth - *Easily!*

There is far too much confusion and complexity surrounding the idea of becoming an Internet Infopreneur - a person who creates informative content, distributes it through the Internet, and turns it into income streams.

True, there are many variations. But in essence, it is a simple, straightforward process.

This sample chapter from the Amazon.com HOT 100 best-selling book, ["Think, Write & Retire"](#) will introduce you to the steps to take before you can call yourself an Internet Infopreneur!



Click on the little bird above...

and share this sample chapter with your Twitter followers

Chapter 1

Welcome to the Wild, Wacky, Wonderful World of Infopreneuring

Just over a decade ago, it burst upon the world with the cataclysmic impact of a Force 10 hurricane. It radically re-arranged the business environment, creating permanent, irreversible changes in the way marketplaces functioned - globally.

We're talking about the Internet.

And the fuelling force of the Internet is INFORMATION. Or rather data.

What's the difference? Data is the raw, unprocessed, diverse and disparate collection of bits and pieces of knowledge about everything. It is NOT usable... until it has been processed.

Data needs to be collated, compiled, analyzed, re-ordered, interpreted and packaged into bite-sized pieces that are easily digestible for a consumer, an end-user, a customer.

Enter the INTERNET INFO-PRENEUR.

The role is not new. The medium of operation is, however. And by its pervasive, extensive, global reach, the Internet has thrown open exciting new possibilities for an infopreneur - opportunities that can be tapped, exploited and maximized by ANYONE.

Yes, YOU can be an Internet Infopreneur.

I was fortunate to catch this tidal wave almost at the very beginning. In the early days of the Wacky Wild Web, in 1995, I tentatively took my first steps into this exciting medium - and quickly got sucked in by the tremendous potential in being an infopreneur.

Unlike most other technological or sociological upheavals, the Internet information revolution has kept growing steadily - even at a faster rate than earlier - for over a decade.

And there's no sign of it slowing down soon!

That's great news - for you. Because even if you are entering the arena with a plan to become an Internet Infopreneur 10 years later than I did, you still

have a competitive edge that is uniquely your own - and can easily set yourself apart from the crowd, carve out your market niche and dominate it.

The tools, resources and access to experienced mentors and guides is a luxury not available before. And the medium itself has matured, become more 'mainstream' than before, giving it the 'respectability' many hesitant entrepreneurs crave before they are willing to step outside a self-imposed comfort zone.

I encourage you to jump right in. Don't worry. The water's warm!

Why Should You Be An Infopreneur?

The 'information business' is one uniquely suited to harness the global reach and impact the Internet offers because it taps right into the major driving energy of the Net - an interconnected digital network over which data (and information) can flow without friction over great distances, almost instantly.

Email changed the way we communicate. Online marketplaces changed the way we buy and sell. Web-based communities are affecting the way we interact - even offline, in the real world.

And information shared, exchanged, bartered, sold - and hidden - over the Internet is impacting all these areas, deeply and irrevocably.

You, as an infopreneur, can be a part of this exciting revolution.

Never before has it been as simple, profitable and inexpensive to take knowledge, experience and wisdom you have or acquire, and turn it into a revenue generating business - one that can run practically hands-free, on auto-pilot!

What's even more exciting, this business can be managed from wherever you are in the world, all around the clock, day and night, without a staff or employees, entirely by implementing technology solutions to power your enterprise.



The 11 Reasons To Be An Infopreneur

1. You need only your own experience. No extra resources necessary.

Everything you need to be a successful infopreneur resides right between your ears, inside your brain! In this book, you're going to learn how to extract that precious information, compile it into a product or service, and sell it to the folks who need it desperately - and are willing to pay you for sharing it with them.

And these folks could live right across the street from you - or halfway across the globe!

2. Work from home, only in your available spare time.

Tele-commuting is all the rage for corporate employees. But you can't beat the lifestyle of an infopreneur. I mean, who else can choose to work in a pinstripe suit in a plush office, or out of their bedroom in pyjamas - or even both?!

And as an infopreneur, you keep no time, answer no boss, meet no deadlines - except ones you impose yourself. It's a dream come true for many lazy entrepreneurs.

3. Low start up cost. Affordable for anyone.

Have you ever looked into the start-up costs of setting up a small business in the 'real' brick-and-mortar world?

Depending upon where in the world you live, this could vary - but it's always a sizable chunk of change. There's office space to rent, equipment to buy or lease, employees to hire and pay, legal formalities to complete, licences to purchase, inventory to stock, manufacturing costs to incur and a lot more.

When you combine this with the startling statistic that over 95% of small businesses will fail within 3 years of launch, the low set up cost of becoming an Internet Infopreneur begins to appear an attractive advantage.

4. Plenty of guidance available from role models and fellow info-preneurs.

Yes, there's no need to reinvent the wheel. Almost every facet of infopreneuring has been explored and experienced by others before you - and luckily, many of them have shown themselves able and willing to share their

hard earned lessons with others... for a price, of course! (Infopreneuring to infopreneurs)

When I got started selling information products on the Net, there were barely a handful of courses teaching me what to do. Today, the problem lies on the opposite end of the spectrum, with the bigger problem being to identify the best, most reliable, valuable courses out of the glut out there.

Still, that's a better problem to have than scarcity!

5. Powerful, intuitive, easy-to-use technology available to help you.

It has grown by leaps and bounds. And smart entrepreneurs tweaked and adapted the tools to further their needs, in the process making them more valuable and useful to budding infopreneurs like you.

To take one quick example, look at 'follow up email autoresponders'. This simple, yet powerful technology lets you set up a sequence of marketing or customer follow up messages to be delivered by email - at pre-determined intervals, AUTOMATICALLY.

You don't need to keep track, and send them out one by one, manually. Just click a few buttons - and you have a 24/7 sales-person conveying your sales message to qualified prospects on a schedule.

It just doesn't get much easier than that. And technology solutions for almost every aspect of infopreneuring exist today.

6. Can be set to run hands-off, on auto-pilot.

Don't you wish you could be lying on a beach, sipping pina coladas, while your business chugs along raking in millions?

Well, maybe you won't be carrying the green stuff to your bank in sacks. But fully automated income streams running on auto-pilot with zero effort on your part are a 'dream come true' for many infopreneurs - including me.

Don't get me wrong. I don't mean all you have to do is wish for it, and checks magically starts appearing in your mailbox. No. You'll need to put in some effort first. Hard work, maybe. But once it's done, you'll enjoy the fruits of your labor for a long time - even many years.

7. Scalable - you can take it as high as you want.

Looking to make a few hundred dollars more every month? You can do it. Want to replace your day job, and make a full-time income from your infopreneuring? That's possible too. A bit harder, but not very.

Do you plan on building your own information empire online, creating a huge fortune based on your infopreneuring? It is well within your reach. Just know you'll have to do things better, in a more structured, organized, systematic way to achieve this goal.

In 10 years since I started out as an infopreneur, with many wrong turns, stumbling and groping my way through, I have still managed to create a business that not only meets my needs but also helps fund a major project needing huge cash inflows.

Your ambition as an infopreneur is only limited by your imagination!

8. No time limitations. Grow your business as fast or slow as you like.

Tired of punching a clock, turning up at the office 'on time', running on a treadmill that's ever moving faster - yet going nowhere!

Infopreneuring can be your salvation. You work a schedule determined by yourself, depending upon the targets and aims you define for your enterprise. Big or small, short term or long, there's a method you'll find optimal and suitable for your work as an infopreneur.

9. No geographic restrictions. All you need is a computer with an Internet connection.

It does not matter where in the world you live. Or where you travel. Or how often you do.

As long as you have access to a computer and a way to get hooked to the Internet, you can conduct your infopreneur operations unfettered. Indeed, within a short time, you'll learn to set things up so that you won't even need to check on things too often - maybe once a week, or month, or even once every year!

10. No barriers to entry like language, social status, physical handicaps or anything else.

The World Wide Web is a great leveller. A one-man show can compete on its merits with a Fortune 500 corporation (within limits, it's getting harder than before. But it's still very possible - just not as easy as it once was)

You do NOT need expensive tools or equipment. You do NOT need a big marketing and advertising budget. You do NOT need an office, staff or employees.

You can launch your information business with a story - one based on your own experience, education or expertise.

11. Potential for passive income - for the long term.

To me, the biggest advantage - and one that is often overlooked - is the potential to work once and get paid over and over again. Many people who read about the potential in becoming an infopreneur give up too early, thinking it sounds like too much hard work.

You write a report or book once - and yes, it can be hard work. But guess what? You get paid for that work a year later... 4 years later... even 10 years later, or more! That's FUN.

One of my speciality info-products was created in 2002. Four years later, I have sold 205 copies at a price of \$39.95 each - without lifting a finger, doing nothing except renewing the website domain name every 2 years! That's over eight thousand dollars in PASSIVE income. Sweet.

How Easy Can It Be?

One of the many niche markets I work in is the highly competitive one of 'Internet Marketing'. Even in such an over-crowded, hyper-competitive area, the principles of good infopreneuring can help you win easily.

As you will learn in this book, to create and sell an information product, you need to know what your market wants, then find a solution to solve their biggest problem, and then package it into an easily consumed product - and finally, you have to place the offer in front of the right audience and make sales.

So, how easy can it be?

Done the right way, it can be VERY easy!

Some years back, I emailed my list of subscribers a short survey. In it, I asked them what their biggest problem was. Many said they did not know how best to take advantage of a new income model the search company, Google, had made available to website owners. It was called 'Google AdSense'.

The answer surprised me - as this was an area I had not much experience about. But I remembered a few friends mentioning it to me earlier. A quick email confirmed they were trying out some interesting new ideas - and they worked well.

Within a few hours, and with just a few email exchanges and a phone call, we had planned a 4-part course to teach my subscribers about Google AdSense marketing - for a modest fee.

I sent out an announcement to my mailing list of 1,280 readers - and sold out the 47 seats on the class within 24 hours!

The exercise generated over \$1,700 in a day for my business - selling specialized information to an audience that craved it, wanted it, demanded it.

And what's more, I didn't even have to create the information myself!

As an infopreneur, you too can soon be doing deals like this one. It really can be that easy!

END OF SAMPLE CHAPTER



Did you enjoy reading this chapter?

Are you eager to begin your journey to being an infopreneur?

If yes, then read this carefully...

Make This Your New Beginning!

With what you'll learn from a Internet Infopreneur Special Reports ([read all in the series here](#)) you can go out and build an information business empire of your dreams.

All it takes is focus, persistence and action.

Where I Started - And You Can Too

Nearly 15 years ago, I built my first website. Soon after, I created my first infoproduct. It was about something I knew well, was an expert, where not many others could compete.

Since then, that one information product - a short special report - has **sold 348 copies** at a price of \$39.95... literally on auto-pilot (all I do today is renew the domain name and pay for web hosting - once in a year!)

That's over \$1,000 every year, for 11 years, from just one product - with no work after the initial set up. Over the years, I have created and sold another 64 different kinds of information products (priced from \$7 to \$997) - and many more I did not even create myself!

By packaging and presenting the same information in different formats, I have created multiple unique income streams to monetize the material and boost profits.

In all, this infopreneuring empire has sold over \$250,000 worth of products - entirely over the Internet!

The amazing part is that right now, you too have some valuable information locked up in your own brain... that people - many people - will gladly pay you to share with them.

**You Too Have AT LEAST One Profitable
Info-Product Inside You...**

Let Me Help You Find It!

This short chapter and what we discuss in the special reports has barely scratched the surface of what it takes to build and nurture a successful online infopreneur business. While some readers can manage the rest, learning and trying things out on their own, many others will want more direction and guidance.

Each of the individual sections we explored in the series of reports contains many more, and finer, details to study, apply, and optimize. And the one thing experience has taught me is that different people have different needs.

Some can take a bare-bones outline, flesh it out and adapt it to their skills and resources. Others will be baffled by the same outline, and wish for more details, guidance and support. If I stopped here and left you hanging, it would be fair neither to you, nor to the many business coaches and mentors who taught me, shared their wisdom and knowledge selflessly, and in many ways are responsible for my online success.

That is why I decided to do something about it for readers of this book like you who are interested in getting more detailed information on building, growing, and optimizing your Internet Infopreneur home business.

Here's what I came up with:

- What if I could put together a comprehensive course covering every single aspect of information product creation and marketing?
- What if I outlined the very same steps and process smart infopreneurs go through when planning and launching a product?
- What if I give beginners all the tools needed to tap into the powerful and valuable material lying idle in their head?
- What if I revealed my most lucrative trade secrets so anyone can tap into an eager, hungry, ready-to- buy market?
- What if they can use this training to create an info-product empire that grows and swells into a steady business, bringing in profits automatically for years?

Would that be 'interesting' to budding infopreneurs like you who hope to earn money working online?

Of course it would. That's the reason I created a supplemental program...

It's called

“The Internet Infopreneur System”

<http://www.InternetInfopreneur.com>

In this program, you will receive a complete, step by step blueprint to build a massively profitable infopreneur business within one year... and take the first step on your exciting journey to becoming an Internet infopreneur today.

If you have a sincere work ethic, can follow instructions, and are serious about learning how to create information products and profit from them in multiple ways including selling them over the Internet, and are looking for in-depth guidance, instruction and support, you will find this program useful.

Now, after creating this program, I ran into a new problem - some eager infopreneur students could not afford the complete package.

I appreciate and understand that. After all, for the first 3 years of my learning the basics of Internet marketing and infoproduct creation, my most expensive investment in education was a \$29 ebook!

Well, because it was a challenge to try and deliver a large portion of the value in the full 12-module course in a more condensed, simplified and instructive fashion, I set out to write a book called "**Think, Write & Retire**".

It contains the core principles and essential values of the bigger program - though not everything - and because there is no hands-on training or personal interaction that would tie up my time, I can afford to offer it at a rock-bottom price as a print book.

In a nutshell, here is the biggest advantage you will gain from reading the book after reading this report...

It will be easy, quick and fun to do all that you have just learned. The number of times you fail will be less. Your chances will be brighter of sticking with it and seeing it through, instead of throwing up your hands in frustration and giving up.

And then, one of my infopreneur students had a brainwave...

He suggested further slashing the price by **delivering the content as an ebook!** So, now you can get "**Think, Write & Retire!**" as an ebook - at a ridiculously low bargain-basement rate... see <http://ThinkWriteRetire.com>

Learn At Your Own Pace Right From Home

As you read this ebook, you'll discover how badly you've under-estimated your skills and abilities - and learn:

- * how to **tap into your hidden assets** and talents
- * how to *find eager crowds* of prospective buyers
- * how to **create your first info-product**, and sell it
- * how to *leverage* this to create *multiple streams* of income
- * how to quickly **build strong, sustainable income streams**

***"Think, Write & Retire"* is your passport to an exciting new land where happy, successful and wealthy infopreneurs enjoy life.**

Six months from now, you too will be a successful infopreneur - delighted with your achievements and excited about your potential. This ebook is...

**Your Key To Quickly Build Strong,
Sustainable Income Streams
On The Internet**

Learn more about the ebook and grab yourself a copy today (you'll get a bunch of valuable bonus gifts, too, if you do!). You'll find all the information you need about **"Think, Write & Retire"** at

<http://www.ThinkWriteRetire.com>



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and share this sample chapter with your Twitter followers**

So, Are You Ready To Succeed As An Infopreneur?

I hope you answered “YES”.

Prepare and Plan To Succeed

A few years ago, my young daughter wanted a Barbie doll. I refused to buy her one. After a lot of ‘power negotiating’, we arrived at a deal. If she raised one half of the money she needed to buy her doll, I’d pitch in with the rest.

What happened next amazed me.

She drafted out a plan to create hand-made cards, and sold them to relatives and friends. She first calculated how many cards she needed to sell, then figured out long it would take to create them; and then went out and did it.

Within a month, she had raised the money – a considerable sum. Now she has her Barbie doll. The secret is simple: Prepare and Plan.

To succeed in your infopreneur business, you too need a plan.

Decide how much you want to earn from your effort, and in what time. Estimate what kind of money you can reasonably make from the income streams you intend to include in your content. Calculate how many pages of content you’ll need, how much traffic these pages will have to receive, and what kind of time investment is required to create them and drive traffic to them.

Analyze your own resources and skills. Do you have what it takes to create content websites or other forms of information products ? If not, can you find them or buy them or have someone create them for you? What new things will you need to learn?

Be realistic. Factor in delays in receiving payment from AdSense or affiliate merchants, the time it takes to get your site indexed in search engines, and the upfront costs you will incur in web hosting, marketing, tools and software. Don’t expect cash to start pouring in tomorrow, or even next week. It may not happen.

Modify your plan often. As you grow and gain experience, you’ll see that some ideas are good, and many are bad. Be ready and willing to modify your

plan. Stay focused on your goal, and you'll stand a better chance of succeeding.

Why have I chosen to focus on these points in this book? The reason is simple. In my experience, these are far more important than the nuts and bolts of building websites and promoting them. That part is technical. Learn it once, follow the steps, and you'll get the job done.

But if it is really such a simple process, **why is it that not many folks succeed with it?**

I wrote and distributed a short report called **Content Profit Secrets**. More than 2,000 people downloaded and read it. Over 100 testimonials poured in. But I'm willing to bet that *no more than 50 readers* will actually take action on even one-half of what I teach in it. And the sad truth is, only five of them will actually stick with it for long enough to make the system massively profitable for them.

This single multifaceted reason for this difference is:

- mindset and preparation
- passion and purpose
- planning and action

Be different. Decide to succeed. You will change your life.

I wish you every success, dear Infopreneur!

All success,

Dr. Mani

The Internet Infopreneur

<http://www.InternetInfopreneur.com>

Author of "*Think, Write & Retire*"

<http://www.ThinkWriteRetire.com>

