

VALUE FIRST

... the manifesto behind the movement!

Join us?
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What if **YOU**, as an online business owner and value-obsessed infopreneur, did **these** things?

For anyone who stumbles across your presence on the Web...

Create a website that is loaded with content that informs, educates and entertains your audience, delivers what they need, provides them with something useful and profitable - for free

For anyone who takes time to explore it...

Give away a treasure trove of precious information based upon your expertise, experience and enthusiasm, things that will improve the lives of everyone who comes into contact with you - without requiring registration or even an email

For anyone who joins your email list...

Publish an email newsletter that is chockfull of the exact answers to questions your market is asking itself, solutions to problems that beset them, guidance, advice or support in reaching their goals

For anyone who reads your ezine...

Communicate clearly and stay in touch frequently, find out what they want and need, figure out ways to deliver it effectively, and act as their compassionate guide and mentor in your area of specialization

For anyone who wants to buy stuff from you...

Create, compile or licence a product that introduces your prospects to your area of expertise, in a manner and style that is defined by how they will benefit from any purchase, rather than how you will profit from making a sale

For anyone hesitating about that first purchase...

Make an offer so attractive, risk-free and benefit-laden - and priced so affordably low in relationship to the value inherent in it - that this decision is as easy, safe and stress-free as possible

For anyone who has ordered your product or service...

Follow up with, enquire after, and empathetically engage with buyers after they have purchased from you, to see that they get the maximum value out of that interaction, regardless of how big or small that initial sale was

For anyone who wants to go further and buy some more from you...

Be selective in what products, programs or services you offer your clients, tailoring them to their needs and level of expertise and skills, rather than simply loading them up with whatever the traffic will bear

In other words, what if you, in your Internet infopreneur business, lived out the philosophy of giving **VALUE FIRST - *even before money ever changes hands*** - and then continue along the same lines... forever?

Can you imagine how your business will thrive, how good you will feel about it, and how much fun you'll have helping your people by following this approach?

Your focus will be the welfare, protection and success of your prospects, your subscribers, your clients, YOUR FRIENDS... not merely the bottom-line profit margin of your infopreneur business.

And yet, remarkably enough, that business will grow. Thrive. EXPLODE.

What's even more important, in a sense, is that YOU will enjoy being in that business, running it every day of your life, as you add value to your network.

The key to this is asking one critical question, for everything you plan to do in your business. The question to ask yourself is this:

"Will what I am doing make my client's life better, in some way, than it would have been if I had never been in it?"

Whenever the answer is "Yes", your reward is guaranteed, be it in terms of money, respect, influence, market share or increasing asset value.

Conversely, whenever the answer is "No", your course of action is clearly to change what you plan to do... so that you get a "Yes" to the question!

Add VALUE FIRST...
Even Before Money Changes Hands!

What do you think about this message?

Please take a moment to share your thoughts by leaving a comment on our blog, [Money.Power.Wisdom - click here](#).

And while you're there, don't forget to [pick up a package of FREE reports](#) worth a fair bit of money that I'm giving away - as my way of adding **VALUE FIRST** to your business and life.

Join the movement?

The **VALUE FIRST** manifesto will become the seed of a movement towards creating a better Internet for infopreneurs. One different from the greedy, grasping marketplace where "*anything for a quick buck*" is the motto, and that is more aligned with the TRUE infopreneur ethic of positively influencing the lives of our audience.

To do this, we need to join hands. Make a concerted effort to bring about change. **Create a movement.**

It begins by spreading the word. Share the **VALUE FIRST** manifesto with your friends - business partners, subscribers and clients.

What's more, if you want to **share this manifesto with YOUR friends**, there's a way to do it that can even be profitable to you. [Learn about it here](#).