



building an information product empire

learn to leverage your business and build passive income with high quality/low cost information products...

one day information product workshop

One of the toughest challenges for entrepreneurs in the health and wellbeing industry is the primary way of making money is using your hands - we call this physical labour. Working for an hourly rate has financial limitations. Sure, you can increase your hourly rate but to make a high 6 figure plus income, you need to start developing a range of information products. How would you like to make money while you sleep? Or go on holidays and relax on a beach taking comfort with the fact that your products are selling and working hard when you're not.

5 reasons to be part of this workshop

1. You want to start making money from information products but aren't exactly sure how to go about it
2. You want to earn more money and take more holidays through building passive income streams
3. You've already been to a PT Plus workshop and want to learn a whole lot more
4. You want to know how to use products to help position you as an information expert and make more money
5. You want to discover the secrets that Andrew used to make more than \$250,000 in the last 12 months alone from selling and packaging information products

information product master class is for the person who ...

- wants to understand how to make high-quality information products for minimum cost
- has tried making info products before but it all seemed too hard
- wants proven checklists and templates for writing books, eBooks and special reports; recording audio CDs, DVDs and pod casting; through to packaging high end multi-media products and web pages
- feels like their business has hit a plateau and really wants to stand out from the rest of the pack and be an 'infopreneur'
- needs immediate strategies to move from charging by the hour to creating multiple income streams, now!

what you will get ...

- 1 x full day Information Product Master Class (valued @ \$340)
- Comprehensive 'Creating Information Products' Workbook (valued @ \$97)
- 'Building an Information Product Empire' eBook (valued @ \$77)
- Information Products 4 week online learning program (valued @ \$90)
- 'How to Make Money While you Sleep' audio MP3 with Andrew May and Gihan Perera (valued @ \$47)

... all for a special rate of **\$340 + GST**
(total value \$651)



what you will learn ...

(creating) understanding the information product maze

- international trends and where to find the best resources to fast track your business
- 5 awesome websites that you just need to know about
- how to flip the medium to create 576 different products from just 1 idea
- understand the pros and cons of physical vs. digital products
- learn how to really leverage and make more products in less time

(writing) books, eBooks, special reports and more

- learn a successful format to package heaps of your own eBooks and special reports
- 3 ways to overcome writers block and perfection/procrastination issues
- how to know whether you should self-publish or go to the big publishers with your book
- how to establish a 'platform' and point of difference with your message to cut through the noise
- how to package information articles, monthly e-newsletters, online learning programs, intranets and blogs

(recording) CDs, DVDs and pod casts

- 8 step template for recording successful interviews time and time again
- how to record your first CD/pod cast positioning you as expert
- doing it yourself vs. using professional studios
- how to create high energy, high impact DVDs from talks and workshops
- tele-seminars and turning them into audio CDs and other saleable products

(selling) marketing and making money

- strategies to build your contact list and use the 'pricing ladder' so your products attract a range of different buyer levels
- how to use multimedia and bundling to sell products at the high end of the market
- using information products to break into media (radio, TV, newspapers and magazines)
- affiliate programs and partnering with other businesses to maximise sales
- how to set up product driven web pages, shopping carts and tips for packaging and distribution

program facilitator - Andrew May

In a short amount of time Andrew May has become an information product expert. From having absolutely no idea about info products 2 years ago, his business now turns over more than \$250,000 a year in information products alone. Andrew has written a multitude of eBooks and special reports; has recorded dozens of audio CDs and DVDs; has a monthly audio CD program that goes out to more than 200 people in 10 different countries; regularly comments in the media; has just released his first commercial book and has another 2 books coming out in the next 12 months; and he has spun his initial '6 Figure Trainer' concept into 23 different saleable products. More importantly he has made tonnes of mistakes and he teaches from hands on experience. Over the past 12 months Andrew has worked with more than 30 'fitnesspreneurs' to help them build information product empires and earn 6 figures and well beyond.

want more proof?

"I really wish I knew Andrew before creating my first product. I spent more than \$20,000 and the product I created is still sitting in my garage gathering dust. Since that mistake though, Andrew has taught me cost-effective ways to create DVDs, CDs, eBooks, special reports, and high end products that make lots of money - not collect dust! And more importantly, the products I've created position me as an expert in several different fields and allow me to charge a lot more for my services".
Brad Sheppard, Peak Physique, Brisbane

"Thanks to working with Andrew our business has major national contracts with industries as diverse as mining, law enforcement, food processing, forest resources and stevedoring. Andrew has helped us package industry specific DVD programs, audio CDs and MP3s, online learning programs. He really helped us clarify our point of difference in the market. Put simply, you're crazy to not do this program!"
Ricky Langford, Healthy Business, Hobart



special offers

The following special offers are only available if you are one of the first 10 people to sign up in each location. Please refer to separate brochures for specific information regarding these products and programs. Complete the order form below and take advantage of this great opportunity.

Product	Please tick preferred location		Regular Price	Today's Price
	Sydney	Melbourne		
Corporate Speaking Workshop	... 19 October	... 30 November	\$651	\$340
Info Products Workshop	... 20 October	... 1 December	\$651	\$340
6 Figure Trainer Monthly Pod Cast (for 12 months)			\$447	\$250
45 minutes mentoring with PT Plus (only available with offer 4)			\$650	free!

Please tick the Special Offer you wish to take advantage of, then complete the order form below:

<p>... Offer 1: \$340 + GST (total value \$651 + GST)</p> <p>x Corporate Speaking Workshop</p>	<p>... Offer 2: \$340 + GST (total value \$651 + GST)</p> <p>x Info Products Workshop</p>
<p>... Offer 3: \$600 + GST (total value \$1302 + GST)</p> <p>x Corporate Speaking Workshop</p> <p>x Info Products Workshop</p>	<p>... Offer 4: \$850 + GST (total value \$2399 + GST)</p> <p>x Corporate Speaking Workshop</p> <p>x Info Products Workshop</p> <p>x 6 Figure Trainer Monthly Pod Cast (for 12 months)</p> <p>x 45 minutes mentoring with PT Plus</p>

ORDER FORM

Fax back to 02 9690 0506

Payment details

... Charge my credit card (details listed below) with the total amount OR

... I will transfer the total amount to BSB 067-102, Ac No: 10125406, Reference: Special - Your Name

Name: _____ Card Type: VISA Mastercard American Express

Company: _____ Card Number: **PLEASE PRINT CLEARLY**

Address: _____

Suburb: _____ Postcode: _____

Phone: _____ Name on Card: _____

Fax: _____ Expiry Date: _____ CVN: _____

Email: _____ Signed: _____

Cancellation policy: All cancellations outside of one calendar month of Class will incur a \$25 administration fee. If you cancel your registration within one calendar month of Class 50% of total fee will be withheld. If you cancel your registration within 7 days of Class 100% of total fee will be withheld. All registrations are fully transferable.



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