Infopreneurs Online and Global: Taking the Hottest Business of the '90s into the 21st Century

H. Skip Weitzen, Rick Parkhill

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Infopreneurs Online and Global

Infopreneurship, the art of turning data into dollars by finding, packaging, and selling information, is a multibillion-dollar business. These days, you can increase your profits even more by learning about the hottest trend in this booming business — the worldwide buying and selling of data online.

This authoritative guide will teach you how to become a successful online infopreneur. You'll learn to define and research your idea, evaluate the market, then apply basic infopreneurial techniques to:

- Leverage online database information
- Customize or repackage your information
- Facilitate access to your information
- Accelerate the flow of your information
- Provide around-the-clock delivery of information
- Integrate the Information Triangle

In addition, you'll get a wealth of useful tips and guidance from the top online infopreneurs, some of whom started with as little as $100 and have since become millionaires. From publishing an online magazine, to starting up an electronic mail-order business, to marketing your services as a consultant, here's where you'll find a road map for success in starting and running a profitable information business online.

Critical acclaim for H. Skip Weitzen's Infopreneurs: Turning Data Into Dollars

"The bible for individuals hot on seizing information opportunities." — Success

"A must for anyone who wants to maximize their data skills and knowledge in today's information-oriented business world." — Income Opportunities

"An excellent resource." — San Francisco Examiner

"Infopreneurs is required reading for anyone who operates an information-based business or plans to start one, and an inspiration for those who just haven't thought of it yet." — Sydney Shaw United Press International

"Loaded with the facts, concepts, and contacts to help you develop an idea into a money-making information business." — Al Ries, Chairman Trout & Ries Advertising, Inc. coauthor of Marketing Warfare

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