**How to Become an Online Infopreneur**

Information marketing has taken the internet by storm. As more and more people begin utilizing digital information, and reading and learning online, more opportunities open up for information marketers.

If you have specialty information or have a passion for a topic, information marketing may be the perfect business model for you.

**What Is an Online Infopreneur?**

An online infopreneur is someone who makes a living selling information. It can be a very profitable business model. An example is someone who is an expert when it comes to bird training. They have a passion for or a strong interest in training birds.

They might create training manuals, videos and courses on how to train your pet bird. The information could range from beginner to advanced tricks like how to train your parrot to play dead. Sounds crazy, right? I mean, who needs to train their parrot to do that? Believe it or not, there’s a market for it.

An online infopreneur’s first job is to determine what their passions are and if there’s a market for it.

You might begin by making a list of the topics you’re knowledgeable in or passionate about. Then you begin your research. Using keyword research tools and investigating online, you’d look to see if people are searching for that topic.

Continuing with the parrot training topic, perhaps that infopreneur began with a passion for birds. They found during their research that many people were struggling with their exotic birds.

They were biting and screaming and being generally unruly. This infopreneur then saw that there weren’t a lot of other businesses providing information on the topic. In short, there was a good demand for the information but not much supply. This is the perfect opportunity to create an information marketing business.

So your first step is to find your interests and passions. Your second step is to research them for profitable niches. A niche is a specialty topic. It can also be a demographic like teen bird trainers or bird training in the desert south-west. Or it can be a skill level - beginner bird training, for example.

Once you’ve chosen a niche, it’s time to create your website and information products. Your website will be dedicated to helping your audience learn what they need to know or want to know about your topic. You might post free article or video content. You may offer free reports and digital downloads.

Once you have people interested and accessing your free information, you can take them to the next step which is to offer them a product to buy. Often this is an ebook, an online course or a video series.

The information products that are successful generally solve a problem for their audience. For example, “How to stop your parrot from biting.” You may uncover common problems during your research or you may need to do additional research to find the answers.

If you have a passion, interest or specialty knowledge about a topic, consider using that to create an information marketing business. It’s a great way to make an income. Some information marketers have gone on to make millions from their books, courses and videos. To your success!