



# Mindshift

In Association with  
**Preeminence**



## INFORMATION MARKETING BUSINESS

**This mindshift story highlights the value of researching available assets for repackaging and reuse within your market.**

Years ago I was in the information marketing business in the general forum, and we would sell \$39 reports. And I never, ever, ever had a report originally created. I would merely go to major New York publishers, find generic non-fiction (business and skill-type) books that had been written, that were now out of print, but were timeless, meaning the content was great. It just came and it went, which is what happens to a lot of books. They have a little arc of about six to twelve months, and then they're sort of dead.

I would get the reprint rights for about \$1,000, and a royalty of \$.50 a book. I would take the 400- page book and get rid of half of it, take 200 of the most powerful pages, and turn it into an 11x17 **\$39** manual, and I sold approximately 40,000 of each one of them, and it cost me almost nothing to get control of the asset.

