

# UNCOVER YOUR HIDDEN GEM



**Discover**  
**The Hidden Secret**  
**Which Will Finally**  
**Make You Money**  
**Online...**



# **Your Hidden Gem: The Hidden Secret (Uncovered) Which Will Finally Make You Money Online**

***-A SPECIAL REPORT-***

Brought to you by **Richard Rigor**  
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Extremely important. This will mean your success or your failure.

# Introduction

So, you are ready to start your own information product empire, but there is one catch...

*You have no clue HOW to do it!*

It's no secret that you can make money – *lots of money* – with only the *street* knowledge you have, but if that is true, then why isn't everyone doing it?

**Simple answer:** *They are clueless.*

The majority of the public has no clue how much money is being made with information products. Yes, they buy books everyday, and they read articles on the Internet everyday, but it never registers in their mind *just how much* money they could be making selling their own: ideas, life stories, and profound knowledge.

Many read best sellers (such as Harry Potter) and subconsciously tell themselves, 'Wow, this author is making a KILLING selling these books!', but that is as far as they take the idea.

They disregard the fact that that cook book they bought last week has sold over 15,000 copies at \$19.95 each, nor do they factor in all the articles they read on the Internet (people – *just like you* – are making thousands, even hundreds of thousands, a year from just writing articles and posting them online – FREE to the public).

## ***Get this...***

Thousands of these so called writers, whom make *six-figures* a year, do not write one single word, insert one measly comma, or even dot one lousy i – yet, they continue to create books, articles, newsletters, and the like. Which in turn, brings them money day-in and day-out.

I can see your thoughts now, 'How in the world can they create an information products empire, and yet, not write ONE word?'. Well, that is what I will reveal to you in this special report, but first:

*Have you ever wondered HOW you can tap into this multi-billion dollar industry?*

Maybe you have had thoughts, but you quickly discarded them into the nearest recycle bin. You believe that creating your own book would take years, and even if you did finish the book, then no one would want to buy it.

*Well, you are wrong.* On both assumptions.

You *can* create your own book, have it finished in weeks (even days), and never write one single word. Oh, and yes, you will be able to make sells. Believe it, or not, people are hungry for what you have to share with them, and they WILL pay for what they are hungry for.

Just think, when was the *last* time you bought a book? Yesterday? Last week? Last month?

*What book was it?* Maybe it was a fiction novel? Fantasy, romance, suspense...

*Why did you buy the book?* (Because you were interested in it and you read the back-cover in the bookstore, and then read the first few pages. You realized you could not put the book down until you read every last page, so, you bought it.)

*"Ok. That is simple enough, but surely it is harder than you are making it out to be."*

No, really it's not.

**Let me ask you another question, when you are curious about something, and you need to know the answer RIGHT NOW – *what do you do?***

Maybe you need to know why hot dogs come 10 to a pack, while hot dog buns come 8 to a package?

You head to your nearest computer, and type into Google.com's search bar the phrase, '*why do hot dogs come 10 to a pack*'. And, you get 22,100,000 search results. (That is a lot of articles!)

Each search link takes you to an article, forum post, or some other information gathering source (website) on the Internet. While each website gives you the information you searched for (*why do hot dogs come 10 to a pack*), they also contain advertisements or try to sell you more information on what you searched for. (They may even try to sell you an 8 pack of hot dogs, so you no longer have to worry about that weird phenomenon again.)

Now, you have seen some examples HOW these people (just like you) are making money with books, articles, and other forms of information, but you are still curious...

***HOW can I do the same?***

Well, keep reading this report, and I will uncover the secret to creating your own information empire!

In this next section, we will uncover your *hidden gem* which will have people BEGGING to give you money – day-in and day-out. And get this...

*You will not have to relearn a thing! So, let's...*

Find Your Gem!



## Discover Your Hidden Gem

What does Harry Potter, Culture of Corruption, and The Time Traveler's Wife have in common?

*They are bestsellers.* But why?

Because they **provide a solution to a desire.**

See, people are interested in what these books have to say, and this creates a desire for the books. What happens next is, these people become BUYERS. Hence, you *buy my book*, and I will *provide the solution* to your desire – which is, the *entire* information contained within the book.

It is that simple.

But, you may be wondering WHAT you have that people will want to BUY? And, even if you knew what that something was, how in the world are you going to get it into the hands of your readers? (You simply cannot publish the traditional way. You do not have the means nor the money to do that.)

And, that is a valid assumption. Actually, it is the exact thought I had myself... Which lead to my researching, and writing this report.

However, before I share that newly found knowledge (a knowledge that will allow you to create information products: fast, low-cost, and without writing one word), allow me to ask you:-

### ***Have you ever read a blog or an e-book?***

Surely the answer to the latter is, yes. You are reading one type of an e-book now, a special report. (In my step-by-step guide, *E-Book Creation Made Easy: How to create an information products empire without ever writing one word*, I go over a few different types of e-books.)

And, if you are an avid Internet user, then you have already read blogs (whether you realized it or not). Quite possibly, you have even read news articles on news sites... Not exactly a blog, but the ideal behind it is the same: articles that provide *sought after* information via web posts.

### ***Why is this important to you?***

Well, because you can start your own information empire for nearly the cost of a decent dinner for two.

You can create your own website with highly informative articles that people are searching for RIGHT NOW on Google. Heck, you do not even need your own website... You can submit your articles to article directories (this is a whole book in itself), and make money.

Still, in my opinion, the best (and easiest) way to create an information empire is to create e-books that people can buy and instantly download to their computer.

With the age of the Internet, everyone expects to get what they want NOW, and with e-books it is possible to do that (unlike your hard copy books of old ages).

*Here is the best part!*

It is extremely easy to create an e-book, and very practical. In fact, in my step-by-step guide, *E-book Creation Made Easy*, I show you exactly how to create your very own e-book – *I take you by the hand* – and I show you how to do it without ever writing one single word! (The kicker is, you can do it over, and over, and over, and over, etc... It is a never ending – *cash printing* – cycle.)

But, before we can consider HOW we will deliver your *highly sought-out* (and valuable) information, we need to know WHAT that information is.

To do so, I am going to reveal to you part of step 3 (out of 5) which I share in my step-by-step guide: *determine what it is you are offering*.

Before you can jump into creating your own e-book, articles, or whatever, you need to know what it is you have that people want and will pay you for.

*"Hold on now. I never said I wanted to sell what I know... I am simply reading your report to find out how I can create my own information products – to give away for FREE. Why? Because I do not*

*care about the money, I only care about sharing what I know."*

That is awesome! If you are one of these people, then what I have to say, right now, caters to you more than it does to others. No matter what you create (e-book, article, whatever), your reader will ALWAYS pay you something.

That something might be money, or it might not be money.

*"What! How can you pay for something without money? You are making no sense at all."*

Let me explain. If you create an e-book, and you put a price of \$17 on that e-book, then the perceived value of that e-book is \$17. If the reader desire's that e-book more than his \$17, then he will make an exchange with you.

**However, there is a hidden cost associated with the e-book: time.**

The reader must now take the time to read your e-book. This too is a cost that the buyer must consider. There have been many books I have turned down (e-book and hard cover books), only because I did not have the extra time to dedicate to read the book.

**This is a HUGE factor** if you are giving your e-book away.

First off, what are the other associated costs for free e-books? Depending on your requirements to receive the e-book, it will vary. But, many authors ask for an email address, or a physical address if they are going to give away a book. (This helps build your list of potential buyers for future books.)

But, there is a form of payment: *your personal information, and your time.*

And, there is another side disadvantage – there is no perceived value.

Because you're offering your e-book for free (and not \$17), then the reader does not expect any 'true' value from the e-book. Now, you must work twice (maybe three times) as hard to create that desire in the reader. If you do not, then they will not *'buy'* your book, even though it is free.

There have been dozens (if not hundreds) of books created to teach you how to inspire desire in your prospective reader, so, I will not dive into that lengthy topic. But, I will help you open your mind, and find that *gem* which will capture your reader's initial attention (actually, it is what they have been searching for all along): *your own experiences, knowledge, and imagination – shared with them via words.*

### **What is it that you love? What inspires you?**

Do you love fiction novels? Perhaps books like the Narnia series intrigue you? Or, maybe Sherlock Holmes?

Do you have an imaginary world playing out in your head everyday? Or, maybe you don't, but you wish you did...

You could become a fiction author. Inspire and intrigue young readers and old readers alike. Create your own world of wonders... Invent new technologies only conceived in imagination... Create a lust over your romantic hero...

There are many possibilities you can pursue with creating a fiction novel, and you could be self-published. Provide immediate gratification to your readers via instant download.

Possibly fiction is not your genre. Instead you desire non-fiction (and this is an even more vast area).

You could create an e-book based on your own life experiences (a journal others would PAY you for). Or, you could write a step-by-step manual on how to tear down and put back together a transmission... Very lucrative field.

This report you are reading now would be classified non-fiction. I would say it is factual, inspirational, and somewhat a guide. It tells you the truths, gives you hope and gives you several venues to explore and exploit your desires, and turn them into opportunities.

What ever it is you love or have knowledge in, I am 100% positive that you have something others are wanting.

## Ask yourself these 3 basic questions:

1. What skills do I have that others do not, but would love to learn or know more about? (mechanic, martial arts, nurse, web designer, etc...)
2. What interests and desires do I possess which others might want me to share with them? (cars, bowling, computers, marketing, running, etc...)
3. What knowledge do I have which others are hungry to learn? (foreign language, math, how to make money, etc...)

Then, ask yourself this last basic question:

*How can I deliver that knowledge?*

The answer to that last question is simple. You will deliver that knowledge via words (articles, e-books, etc...).

However, you do not have a clue WHERE to start, nor have a clue HOW to do it.

Yes, you possess many skills, but *writing* is not one of them. And this is ok...

Because in this next section I will shatter the world of writing by uncovering a hidden secret (which you too can use to build your own information empire without writing one word).

## The Hidden Secret (Uncovered)

You have your *hook* (your special knowledge, skill, or interest), and are ready to create that e-book (article or whatever). You have it all planned out in your head:

- the idea or hook
- your target audience
- what you want in the book
- and the reason you are creating the book (money, building a list of *potential* buyers, etc...)
- you know *what* you need to create the book

But...

*What you lack is the knowledge HOW to put it together.* Nor do you have the skill.

Ok, maybe you do have the skill to write the best e-book under the stars... But, you just do not have the TIME. Your schedule is hectic already, and you cannot exert your energies any further.

And, this is all ok.

Lack of skill, and lack of time will not stop you from creating your e-book. Hey, even lack of money should not be an issue, because I am about to blow wide open a way you can create your e-book (articles or whatever) without writing one word, spending an enormous

amount of time, or forcing your wallet to take a weight-loss diet.

How? Well, I will reveal how in a moment. First...

Have you ever seen the movie Stars Wars? Certainly you have. If not, then you are missing a great movie, and you **MUST** watch it right away. (That's right, put this book down and watch Star Wars right NOW.)

But seriously, it is a great movie which no doubt, if you have not watched it... You have heard of it.

Star Wars has 6 movies attributed to it: *Episode I through Episode VI*. What's more exciting is that Star Wars has an extensive novel series with a good majority of the novels authored by the great George Lucas (producer of the blockbuster films).

What is unbeknownst to most is that Sir Lucas uses a hidden secret weapon to create these awesome novels: *a ghostwriter*.

***"What? A ghostwriter... What in the name of Zeus is that?"***

I am glad you asked that question. A ghostwriter is a person whom writes content (books, articles, etc...), and gives full rights to another person (whom authors the content).

So, essentially George hired someone to write some of the Star Wars novels for him. This by no means devalues the content in the novel, or discredits the original writer or George Lucas himself.

In fact, this allows the author (George) to spend more time on other pressing projects (like producing a film), while at the same time catering to his followers by offering more great novels, adding to the already award winning Star Wars saga.

### ***What does this mean to you?***

You can do the EXACT same thing that George Lucas did! Hire a ghostwriter to write your content.

*"But George Lucas is RICH and I am NOT. I am sure he paid that 'ghostwriter' more money than I make in a year."*

You are right – no question about that. But, why do you have to pay as much as George did? Let me rephrase that...

### ***Why do you have to pay HALF what George did?***

The answer: *you don't*. In fact, you will be surprised how much you will have to pay a ghostwriter to write your own e-book (or other content).

For instance, I personally hire ghostwriters to write e-books for me. I pay anywhere from \$50 upwards to \$500. Sometimes more. It all depends on *what* I need, and *what* market I am writing for.

Just imagine. You could hire your own ghostwriter for \$50 to create a small 10 page report, and then you can take that report and sell it for an easy \$27 per download.

Make 2 sales, and you profit \$4. Make 5 sales, and you profit \$85. Make 10 sales, and you profit \$220.

### ***Get this...***

I sell ghostwritten books up-to \$97 each, and I can make an average of 5 sales a day! Some days more... And I teach you how to create e-books just like these in my step-by-step guide (*E-Book Creation Made Easy*).

Still, hiring ghostwriters does not come without its risks.

In the next section I am going to jump in and share with you the benefits and risks involved with hiring a ghostwriter. This is must know information (DO NOT skip this section).

So, buckle your seat belt, hold onto your roof handles, close your eyes, start praying, and get ready to...

## Discover What No One Else Will Tell You

Now that you know the secret to the success of many great authors, there is a dirty side you must know.

But, before I shed light on this evil... I want you to feel the warmth of the sunshine yourself.

Many will say that hiring a ghostwriter is 'deceptive', and I would argue using a pseudonym, wearing makeup, using stunt doubles, and buying a house are all deceptive.

(Ok, maybe that last one is not 'truly' deceptive, but I bet you the realtors whom sell the house are. They only tell you the good sides of the house, and leave out all the rest.)

While it may be deceptive, it is not bad, and it IS NOT unethical. Authors have been using ghostwriters for many millennia.

Most auto-biographies are written by ghostwriters in the name of the author. Just because something is ghostwritten does not mean it does not hold the views and ideas of the author.

***But why? Why would you use a ghostwriter?***

Well, we covered one aspect: *time*.

Hiring a ghostwriter saves you time. Time and energy you could use for other projects, or to spend on your family and personal life. Hiring a ghostwriter helps you live life to the fullest.

In a sense you are delegating your work, and there is a great quote by Mary Cantando on delegation:

“The effective person never asks HOW I will get to do this, but rather WHO I will get to do this.”

If you take that statement to heart, then you will become more effective in not only your business, but your life... Because you will preserve your time and energy to expend on something else.

Maybe that something else is to write a second e-book yourself? Or, find other ghostwriters to write more e-books for you (which takes time in and of itself).

Either way, you cannot put a price on your time, but you can put a price on this next benefit of hiring a ghostwriter: -

***Sales!***

You may not realize this fully, but if you *get this*, then you will

make more money than you know what to do with.

Hiring ghostwriters to create content for you (e-books, articles, etc...) will add to your overall business worth (and I show you exactly how to hire the perfect ghostwriter in *E-Book Creation Made Easy* – step by every little step).

Why? First off, you do not have to hire only one ghostwriter at a time. Therefore, ghostwriters allow you to multitask. (More e-books, means more products; more products, means more potential buyers; more potential buyers, means more sales; and more sales, means more money in your bank account.)

Oh, and did I tell you this? You can hire an EXPERT to write YOUR e-book for you! (And it will not cost you an arm and a leg.)

That's right. Your own expert in your chosen niche, which means you will be perceived as the expert. This will surely increase your sales two-fold.

As if that was not enough, you will get ghostwriters that are extremely professional. These ghostwriters will make 100% certain that they only deliver absolute *high quality* content for your readers to read.

A great ghostwriter will research your market, and will understand your audience's needs. Oh, and they will deliver on those needs.

Also, a great ghostwriter will hire their own team of editors to make certain that what they deliver is readable by your audience. This

includes spelling, grammar, and audience language and terminology.

If you hire a professional – *seasoned* – ghostwriter, then you will have QUALITY content which WILL captivate your readers, inspire your readers, and turn your readers into followers.

This leads to more subscribers on your email lists (or physical address lists), and ultimately more money in your pocket.

However, there are things you need to be aware of... Things no one else will tell you about, and I am going to share that with you right now.

***There are scammers lurking in the dark – ready to STEAL your money.***

And I intend to shed light on these *evil* doers...

It never fails, thieves follow where the money is. Period. But I will help you arm yourself (and your wallet) against these thieves.

How? By revealing some minor (yet major) techniques to spot them.

First off, I will never deal with a non-English speaking ghostwriter. (Not to say that *all* of these writers are bad, but I will tell you why I feel that way.)

See, since I speak only English, and my markets are English speaking, then I need good solid English written e-books. Most '*English is my second language*' ghostwriters have broken language, and this will force me to rewrite what they have written (going against

WHY I hired them to start with: *time*)

Also, most scammers in the ghostwriting community I have come across have resided in non-English speaking countries. Therefore, I tend to stay away from these ghostwriters (unless I get a recommendation from a close friend).

Another thing to look out for is, any ghostwriter wanting payment through certain means.

You can hire the majority of your ghostwriters via PayPal or other popular payment gateways, but there are those that *insist* payment in a different form. One such form is Western Union.

Never pay your ghostwriter via Western Union (nor direct deposit) unless you have dealt with this ghostwriter in the past. Also, never give the ghostwriter your credit card number. (I know this sounds like common sense, but there are those scammers that will tell you they have their own payment processor which they use for their offline clients, and this is the only way they can charge you.) Never fall for this!

In my step-by-step guide, I go over several ways you can hire your own ghostwriter, and one of these ways includes a system which escrows your funds into a safe and secure account.

Your ghostwriter will **ONLY** get the funds if he delivers what is promised, and when he receives funds, then he can choose multiple ways to be paid the funds.

This is the **ONLY** way I hire new ghostwriters. If I have dealt with a ghostwriter in the past, and have received quality work, then I do

not mind paying in other ways, but I still protect myself against fraud (as you should always do).

**I will give one last tip before we part ways.**

Always ask for sample work from new ghostwriters. This needs no further explanation other than, doing this allows you to know the quality of work you are paying for. It helps in your decision making if you have multiple ghostwrites that wish to work for you. (This too is only ONE tip I give in my step-by-step guide, [\*E-Book Creation Made Easy\*](#)).

Now that you know the secret to creating your own information empire without writing one word – you have no excuse.

Get started today! And, tomorrow you will see results...