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## **The Value of Information**

by Dan Poynter

Information about a product or service often earns more than the product or service itself. Pick just about any product, service or industry and you will find that the consultants, seminar leaders and authors are making more money than the business owners.

Patti attended a real estate seminar to learn more about the speaker's angle on the business. Of course, the speaker was selling books and CDs in the back of the room (BOR sales).

Later she went to work for the speaker's seminar company and discovered the company made more money on books, CDs and seminars than on real estate.

She also discovered that she bought the wrong book. She did not need a book on real estate. She needed a book on how to write a book because there is more money in information.

People buy nonfiction books to learn something or to solve a problem. Your nonfiction book contains valuable information that people will buy to save time and money. Buying some books is cheaper than a mistake.

“The new source of power is not money in the hands of the few but information in the hands of many.”

—John Naisbitt, author, *Megatrends 2000*.

There is more money telling people how to do things than there is in doing it. Realize the value of information.

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