

# **The “New” Accelerated A-Z Blueprint Seminar**

***for The Information Marketing  
Business***

# Bill Glazer's

## Information Marketing Formula

**Q. P. + Q.L. + M.F. + R.R. + C.I. + W.N.  
= BIG \$\$\$**

**Q.P. Quality Product**

**Q.L. Quality Lead**

**M.F. Marketing Funnel**

**R.R. Risk Reversal**

**C.I. Continuity Income**

**W.N. What's Next**

# Advantages Of The Information Marketing Business

- 1. Replaces Manual Labor With Multiplying and Leveraging What We Know**
- 2. Buyers of Products Will Buy More**
- 3. Small or No Amount of Interaction With Buyers is Possible**
- 4. Small Quantity of Staff Required**
- 5. Small Investment of Inventory**
- 6. BIG \$\$\$\$\$\$**