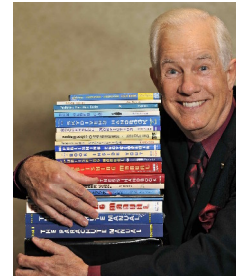


## Infopreneurship from the Perspective of Great Infopreneurs: an interview with Dan Poynter\*

### Abstract

*Dan Poynter is author of more than 130 books, has been a publisher since 1969, and is a Certified Speaking Professional (CSP). He is an evangelist for books, an ombudsman for authors, an advocate for publishers, and the godfather to thousands of successfully published books. In this interview Poynter offers his point of view towards infopreneurship in context.*



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**Keywords:** Infopreneurship, developing countries; Dan Poynter.

\* Interviewer: Mahmood Khosrowjerdi - Member, Central Library and Documentation Center, Allameh Tabataba'i University, Tehran, Iran, **Contact:** [mkhosro@gmail.com](mailto:mkhosro@gmail.com) / This interview was done by email. I sent the questions, and Dan sent back the answers. I thank Dan for his valuable information and also for his patience.

### **About Dan Poynter**

Dan Poynter is author of more than 130 books, has been a publisher since 1969, and is a Certified Speaking Professional (CSP). He is an evangelist for books, an ombudsman for authors, an advocate for publishers, and the godfather to thousands of successfully published books. Some of his books include *Writing Nonfiction*, *The Self-Publishing Manual*, *The Skydiver's Handbook*, *The Expert Witness Handbook* and *The Older Cat*.

His seminars have been featured on *CNN*, his books have been reviewed in *The Wall Street Journal* and his story has been told in *The New York Times*. The media come to Dan because he is the leading authority on book publishing. His 26-year-old newsletter, *Publishing Poynters*, has a circulation of more than 21,000.

Dan travels internationally more than 6,000 miles each week to share, inspire, and empower writers, publishers, and professional speakers through keynote addresses and seminars. Dan shows people how to make a difference while making a living by coaching them on the writing, publishing and promoting of their books.

He has turned thousands of people into successful authors. His mission is to see that people do not die with a book still inside them.

### **The Interview**

**MAHMOOD:** Please define Infopreneur and Infopreneurship. What are the ideal characteristics and competencies of a good infopreneur?

**Dan:** (an infopreneur) is a researcher and expert who sells his or her expertise. The ideal feature of good infopreneur is to provide the information his core audience wants to buy.

**MAHMOOD:** If you want to teach infopreneurship, what will you say to your students? (Please describe the infopreneurship phases which you suggest)

**Dan:** I have found from writing books on many subjects, that more money can be made telling people how to do things that actually doing them. For example, it is easier and more lucrative selling books on how to skydive than being a skydiving instructor.

**MAHMOOD:** How did you start your activities in infopreneurship? What was your business plan? (From the beginning of idea to the return of capital)

**Dan:** I wrote a monthly column for many years in *Parachutist* magazine. The column was titled *Parachuting Poynters*. After several years, I realized that I had enough material to start a book.

The column helped me to collect a bank of material, improve my writing style, and accumulate a following of readers.

**MAHMOOD:** Do you focus on some common techniques in your products, etc? What are the building blocks of a successful product?

**Dan:**

- Write in pieces and put them into order later. Write about whatever interests you at the time.
- Write the first chapter last. Chapter one tends to be an introduction to the book and you don't know where you're going yet.
- Make the first chapter an action chapter. Get your reader involved from page 1.

See <http://parapub.com/sites/para/resources/infokit.cfm>

**MAHMOOD:** Can you suggest 10 good and cheap infopreneurial jobs for newcomers with low investment capability?

**Dan:** To write books, you only have to invest your time today. All the information you'll need will come from your personal experience plus research. Research can be done online, there's no need to leave home. The Internet is the world's largest library. See Wikipedia and YouTube.

**MAHMOOD:** Why did you choose "*Para Publishing*"? What was your branding approach (identity, personality, value, etc)?

**Dan:** My initial books were on parachutes and skydiving. The name of the company was Parachuting Publications. Then I began writing in other fields. So I shortened the name of the company to Para which does not have a meaning in English.

**MAHMOOD:** What were your marketing avenues? Which avenue had more influence on information selling?

**Dan:** My strength has always been selling directly to the user and user groups. For example, parachute books went to parachute stores, parachute catalogs, parachute associations, parachute centers, and so on. The dealers bought in carton lots, paid in less than 30 days, and never returned a book. This was much more successful than selling on spec to the book trade (stores).

**MAHMOOD:** What is your prediction for the future of infopreneurship profession?

**Dan:** Information has more value than physical inventory. Information is the future.

**MAHMOOD:** Do you have any lessons for infopreneurs in developing countries?

**Dan:** The Internet provides you with the same access to information and the same access to markets as anyone else in the world. You can live in paradise and the playing field is level.

**MAHMOOD:** Anything else you want to add to this interview? Do you have any other contributions for Infopreneurship Journal?

**Dan:** Writing books is a business. Learn as much about the business as possible before you invest your time and money.

*More information about Dan Poynter and his works:*

**Wikipedia,** [http://en.wikipedia.org/wiki/Dan\\_Poynter](http://en.wikipedia.org/wiki/Dan_Poynter),

OR

[http://www.slideshare.net/Dan\\_Poynter/dan-poynterparachutes-skydiving-aviation](http://www.slideshare.net/Dan_Poynter/dan-poynterparachutes-skydiving-aviation)