



The Smart Guide to Making a Fortune with Infomercials (Smart Guides)

Kevin Harrington

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In this Smart Guide, author Kevin Harrington, who made a multimillion-dollar fortune in the infomercial industry, reveals all his secrets on how to turn ideas into million-dollar products by detailing everything you need to get started in the infomercial business. Beginning by explaining the primary and secondary markets both domestic and international, how the industry was born, and how you can get into it with just a small amount of start-up capital, the book goes on to detail how to buy air time on cable television stations for as little as \$50 for a one-minute spot, how to pick a winning product, how to test your product on the air with a minimal budget, and how to avoid common mistakes. Also featured are case histories of Harrington's successes and failures in launching more than 500 products on TV, making this Smart Guide the perfect tool for the person looking for a business idea to earn either a secondary or a full-time income.

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