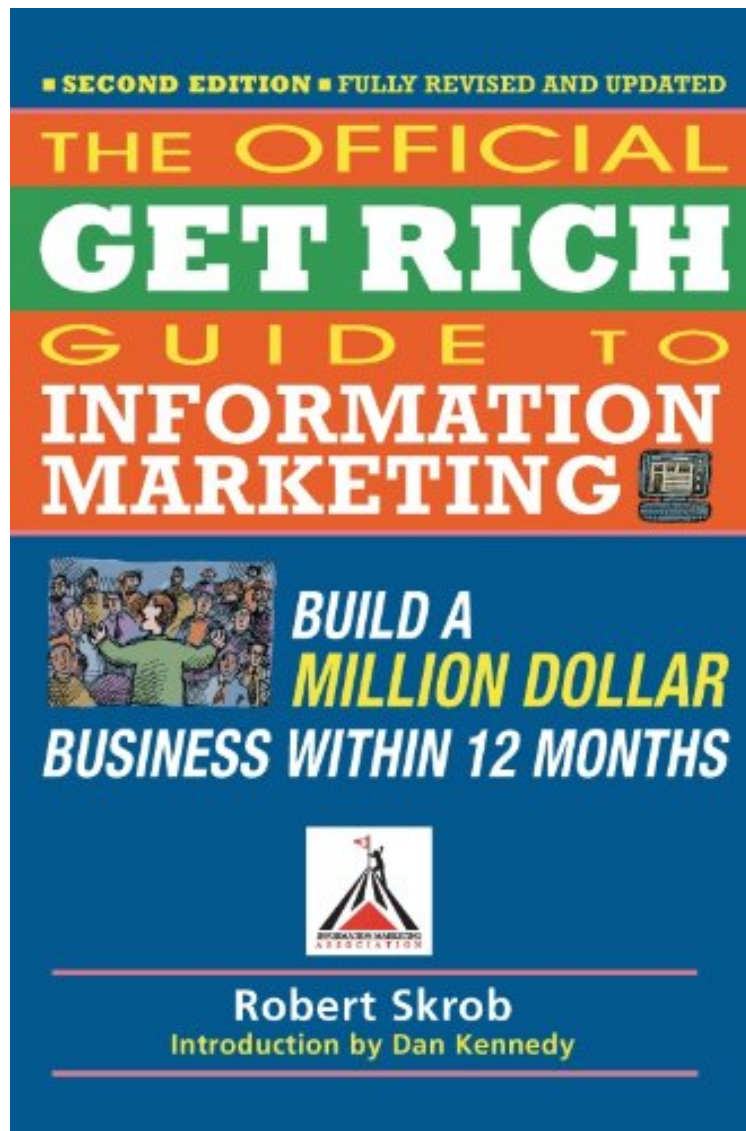


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About the Author As the President of the Information Marketing Association, Robert Skrob works with hundreds of information marketers and sees what works and what isn't working in the industry. Information Marketing Association (IMA) members include many multi-million dollar informationpreneurs as well as many others that are just starting out in the business. The IMA boasts over 1000 members selling information on everything from creating scrapbook pages, coaching for parents of children with ADHD, marketing advice auto repair shops to hundreds of other hobbies and business niches. IMA members are professional speakers, book authors, magazine publishers and internet marketers creating some of today's most advanced social networking platforms for their members. Robert Skrob started his first business when he was 23 years old. Today, at 40, he has become a serial entrepreneur in several industries. He personally publishes three newsletters a month for three different industries; one is 24 pages, another is 16 pages, and the last is a "quickread" newsletter at four pages. His first book, co-authored with Dan Kennedy and Bill Glazer, titled *The Official Get Rich Guide to Information Marketing; Build a Million Dollar Business Within 12 Months*, was first published in November 2007 and topped the Barnes Noble best-seller list as the number 1 business book. Its second edition, published May 2011 sells briskly as do the other two books Robert co-authored. Although he hasn't practiced public accounting since 1995 he maintains his CPA license and fulfills its continuing education requirements for his mother, who wants him to keep his license so he has something to fall back on if this information marketing thing doesn't work out. Robert has been married to Kory since 1994 and has two children, a daughter Samantha (17) and a son Robert (13). He enjoys running and smoking Partagas #10 cigars, although rarely at the same time.