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## New Breed of "Infopreneurs" claim to out-Google Google

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A growing number of specialised information consultants are in demand by businesses. Consultants who can quickly interpret, analyse, condense and deliver online business information are valuable. And those who can deliver business information and intelligence which remains hidden from search engines are valued especially highly according to a new report.

### "Its all on the Web for Free"

Employees are wasting an increasing amount of company time searching the Web for information. A new report by top US independent information consultant Mary Ellen Bates -- "Marketing for the Info-Entrepreneur: Top Techniques to Build your Business" -- addresses the misconception that all information is on the Web for free.

The report's author, Mary Ellen Bates, is the current president of AIIP, The Association of Independent Information Professionals <<http://www.aiip.org>>. AIIP is an international organisation of over 700 people who run their own information businesses. They have started their businesses to ferret out vital information for the benefit of their clients in business, government, and non-profit settings.

Annabel Colley, Editor of FreePint, who commissioned the report said;

"Bates epitomises the entrepreneurial spirit of this new breed of information professionals. Whilst they are experts at training others to use the advanced features of search engines like Google, they also use their knowledge of the information landscape to deliver from a much larger range of hidden sources. Far from putting library and information professionals skills out of business, the growth of the Internet has provided them with real business opportunities to work as independent consultants. FreePint's successful online community represents an increasing number of such people and their clients".

The report is available to purchase online from FreePint <<http://www.freepint.com/shop>> -- the 68,000 strong community of information searchers FreePint is based in the UK, with subscribers and contributors in over in 200 Countries.

### High quality information is hidden

Reliability and timeliness is crucial, and much high quality information is not available free on the Web but hidden in databases, trade journals or full text Government documents. This information is often termed "the invisible Web" and much of it does not show up in search engines.

Independent information professionals don't only use Internet search engines but have access to a wide variety of online information sources and special databases, trade associations, Government agencies, and other expert resources. Information consultants deliver business information, profiles on industries and companies, and vital market and competitive intelligence for clients across all sectors.

### Searching for "free information" wastes money

More and more companies are finding that employees are wasting company time wading through information thrown up by Internet searches. Time is money and that's the biggest problem with "free" information. A recent study jointly commissioned by Factiva found that US businesses spend \$107 billion a year paying their employees to search for free information. But finding some information is not the same as finding the right information. Search engines provide plenty of information and links but don't always provide answers.

According to Bates, the marketing challenge info-entrepreneurs face is that they are selling something that is inherently intangible; research skills. Their expertise is in knowing quickly where to go to find information cost effectively and the ability to deliver added value through analysing and distilling existing information, summarising it for instant business benefit.

Bates concludes: "Info-entrepreneurs are immersed in information -- we are accustomed to swimming in oceans of data ... our clients on the other hand could sometimes be described as data-intolerant ... Anything that helps the client absorb and digest the information will be viewed as added value and that is what enables you to always 'out-Google Google'".

The full report is available online at [www.freepint.com/shop/report/](http://www.freepint.com/shop/report/)

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## Notes for Editors

"Marketing for the Info-Entrepreneur: Top Techniques to Build Your Business"

URL: <http://www.freepint.com/shop/report/>

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Press copies are available for review.

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## About Mary Ellen Bates

Mary Ellen Bates is the owner of Bates Information Services Inc. <<http://www.batesinfo.com/>>, providing business research to business professionals and consulting services to the information industry.

She founded her business in 1991, after having worked in specialised libraries and research centres for over a decade. Mary Ellen is the 2004-2005 President of AIIP, the Association of Independent Information Professionals <<http://www.aiip.org>>. She has written innumerable articles and six books on the information industry, including "Building and Running a Successful Research Business: a guide for the independent information professional (Information Today, 2003)". She is a frequent international keynote speaker on the information industry. Mary Ellen writes two free email newsletters, "Search Tip of the Month" and "Info-Entrepreneur Tip of the Month".

## FreePint

Established in 1997 and now with more than 68,000 subscribers worldwide, FreePint is the largest community of information searchers in the world. FreePint is a free email newsletter, Web portal and online discussion area (the FreePint Bar). The newsletter is packed with tips and articles on using the Internet for work and serious research. In the six years since FreePint's launch, our expert consultant authors have helped business users find reputable Web sources on a very diverse range of topics. FreePint also publishes information-related jobs, book reviews, events and interviews with key industry figures. It commissions and sells original research reports, and hosts interactive exchange seminars on hot topics like search engines, knowledge management and electronic copyright.

FreePint's sister company Willco Limited <<http://www.Willco.com>> provides modular community hosting technology to online communities and member-oriented Web sites. Willco technology runs the FreePint site and over 50 other network sites. Willco also provides the popular URL shortening service DigBig.com.

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## Useful Addresses

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