

WHAT'S THE BEST PRODUCT TO SELL?

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WHAT'S THE BEST PRODUCT TO SELL?

By Bob McElwain

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This is a question I'm asked repeatedly. Others related to it include ...

"I saw this neat whatever. Do you think I can make money selling it?"

"I like the idea of multiple income streams. How do I do this?"

"I haven't much time. What's the easiest way to start?"

"If I read this book and follow the plan in it, will I do okay?"

You can't make significant bucks selling "whatever" without a site that works. The same is true of building multiple income streams. As to time, if you haven't got it, there's no place to start, easy or otherwise.

The Real Challenge

The last question above is the one toughest to answer. Say a fellow buys a book, then reads it. Assuming it offers a good approach, can he expect to succeed with the plan suggested?

Possibly, but there's a point here that is being ignored. Infoproducts explaining how to succeed on the Web are generally sold with the implication that this product makes it easy to succeed. But is it so?

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A bit of common sense brings a definitive answer quickly. First, if it was easy to succeed online, anybody could do so. Second, there's a difference between reading about an idea and implementing it.

Implementing Even A Simple Idea May Not Be Easy

I love Joe Robson's book, "Make Your Words Sell." ([Click here](#) for my review.

It's the best approach I've seen to producing great ad copy for the Web. I've read it four times now, made voluminous notes,

and have produced half a dozen pages seeking to follow Joe's methods. I haven't got it yet. And I am not likely to get it soon. I did not expect otherwise.

Suppose you took Geometry in high school. Suppose you really understood it, that you even got an A. Does this mean you are prepared to teach the subject? Not at all. It only means you have essential tools with which to continue your study of mathematics. Further, if you do continue, you will learn even more about Geometry.

There is no book, teacher, or consultant that can provide you with the experience required to build a successful online business. Quite the contrary. You'll need to understand the contents of many books. You'll want all the quality input you can get. And all must be internalized so that you can effectively implement what you have learned.

The Wrong Question

One who asks such questions has things backwards. As I've stated elsewhere, the first question should be who do you want to sell to. Having answered this, the task is to find where they hang out on the Web and join in. While interacting with people with whom you enjoy, continue looking for a product that suits their needs.

A Great Site Is A Must

Slapping up some banners or a sales pitch won't ever work, regardless how grand the benefits of the product being offered.

You need a core content that attracts visitors. It must be

WHAT'S THE BEST PRODUCT TO SELL?

of interest to search engines, and to those with whom you may be able to swap links. Without this, there is little that can be done. Even advertising is likely to fail.

So What Products Do Sell Best?

This is still not really a good question, for several other factors need to be considered. The one that matters most is what product can *you* sell most effectively with *your* site. Still, while searching for potential products, consider the following.

> A combination of related products so the cost of generating a first sale can be distributed over others as possible. (Not all will return.)

> Products visitors will buy repeatedly – fancy soaps, maybe.

> Products you create and control. Some can be marketed with an affiliate program.

Say No To Web Related Infoproducts

There are flat too many people out there trying to sell all sorts of stuff to those new to the Web. Unless you can come up with a brilliant plan bound to work, you are competing with thousands of others, many far more experienced than you are.

On the other hand, there is grand profit in selling infoproducts that provide specialized information in a field in which you excel. Most any successful site can add a good deal to their bottom line by producing and selling one or more.

The Best Plan

Focus closely on a small target. With a newsletter, and later a site, develop core content that establishes you as the expert in your niche and draws visitors. Then, as possible, introduce a line of related products including items repeatedly purchased. Further, continue to produce and sell your own infoproducts

It Isn't Easy

The above over-simplifies the challenge of building a successful business. To fully understand the paragraph above

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will require a good deal of effort and time. It's not easy.
Only those fascinated by and committed to the task will discover
the rewards of building a successful online business.

Bob McElwain Want to build a winning site? Improve one you already have? Fix one that's busted?
Get ANSWERS. Subscribe to "STAT News" now! <mailto:join-stat@lyris.dundee.net> Web marketing and
consulting since 1993 Site: Phone: 209-742-6349

How To Turn Any Product You Sell In To Residual Income

By Larry Dotson

The concept of this is for you to offer a subscription type product as an upsell or backend product. For example, if you're selling an ebook for \$37 offer a subscription to a related e-zine for \$9.95 a month. Instead of an e-zine, it could be monthly updated information for the ebook.

It's not just for e-books, you can make it work for any product or service you sell. Some subscriptions that might work for your product could be:

e-mail/telephone consulting

a private or members only web site

print newsletters/magazines

product updates

subscription warranties

product insurance

e-zine/webzines

the ideas are endless.....

The subscription product should be related to the product or service you're selling. You could charge a weekly, monthly, or yearly subscription for the upsell product. You could sell your main product and upsell product as a total subscription package deal. You wouldn't charge the one-time price for your main product; you would just charge the basic subscription price of the upsell product.

The major benefits are that you don't have to keep creating new upsell and back end products. Once you get enough subscribers you won't have to sell anymore, you just keep generating income from your current subscribers. You would only have to sell again if you lost a lot of subscribers.

As a bonus, Bob

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Osgoodby publishes the free weekly "Your Business" Newsletter – visit his web site to subscribe and place a FREE Ad!

How To Turn Any Product You Sell In To Residual Income

10 Resourceful Things You Can Do With A Product That Doesn't Sell

10 Amazing Product Selling Formulas!

10 Mind Blowing Ways To Sell Your Products!

CHOOSING PRODUCTS FOR YOUR WEBSITE

How To Create HOT Information Products

Money Making Flashy Designs in a Box

The Great Big Book of Internet Marketing

Software Empire

The Gurubuster Doubler



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