

Why do we butcher our profits Online?

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Why do we butcher our profits Online?

By Paul Barrs

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Now this makes me angry!

Why do we butcher our profits when selling Online?

I can't stand it.

How many times I've seen what looks to be a quality product selling for the stupid price of \$9.95 or some great package of products for \$19.95 – I cannot count.

Are the creators of such products insane?

Are they scared that you'll not make any sales at all?

Just this morning while following posts on a message forum I came across yet another site that sells a terrific range of info products – each which can be bought separately. But this webmaster had bundled them together and was selling them for less than one fifth of what he could get if sold separately.

Why doesn't he at least triple his price and sell them for minimum half for the package.

Over the past two months I've made numerous International phone calls to talk with other net business owners who are also feeling frustrated.

Because of the nut-crackers out there who butcher prices, we all are suffering.
Think about it people – let's look at the math.

It's easily worth \$150 – this is hot and has the references to go with it.

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However, the webmaster sells it (or a re seller ever worse) for the all time low price of \$14.95 (and don't laugh – this happens)

He (or she for the ladies) sells 500 copies in the first month. $\$14.95 \times 500 = \$7,475.00$

Now that's not bad, we'd all like to be doing that right?

But let's assume that the sales copy is great, the book is fantastic, people are raving about it all over the net.

So the price becomes \$49 and he (or she – although it's usually guys that do this stupid thing) only sells half the volume. $\$49.00 \times 250 = \$12,250.00$

That's fewer products for more income. Less customer returns (if any), less download problems, less browser based problems etc. Win win.

How about if the owner of the book did the right thing in the first place and sold it for \$99.00.

But understanding that the price is higher, he only sells one third of the original volume. $\$99.00 \times 166 \text{ units} = \$16,434.00$

Can you see where this is going?

====Side Note:=====

Hey, We all know the argument "But what if because it's cheaper more people buy? Surely the volume will make the extra profit?"

OK, let's take a look at it.

At \$99.00 you sell 166 units for \$16,434.00

So using the original price at \$14.95 you'll need to sell 1,100 of them to make the same amount of money.

Now, unless you're a top market with substantial previous experience, that isn't going to happen.

And if you are a top marketer with the experience to sell 1,000+ books in this fictional month, then with your credibility, people will still pay at least \$37.00 for your book which would be \$40,700 for the same amount of work

====End Note:=====

For goodness sake owners, authors and writers – stop shooting yourself in the foot!

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And for those of you who sell resale rights products (stop trying to "give it all away" – you are the one loosing money!

And for those of you who create and sell resale rights products – PLEASE sell by licence to a profitable price marketplace.

Don't let people butcher and degrade your work by selling your \$99.00 product for \$14.94 – it's hurting you as well as us.

Please.

Over the past twelve months I've increased the access to my training site four times. Originally it was \$49.00 (I fell into the trap). Now it's over \$300.00.

Guess what, I have more people register and join now than I did at the lower price, but even if I didn't it would still be worthwhile.

You can do the same – just believe in your products and services.

Between us, we can bring some profit back into the Online Market.

Paul Barrs has compiled a new Free eBook titled "Make More Profit". In it you will find articles from some of the Net's Top eBusiness people, showing you how to Make More Profit in your Internet Business. Download it Free from: <http://www.paulbarrs.com/profit.htm>

Butcher Block Kitchens – Pros And Cons

By Loreno Lepe

Butcher–block counter tops and tables give a beautiful effect to any modern kitchen. The woods used include Maple, beech and ash. If you are giving your kitchen a makeover then think about replacing laminate top work surfaces with butcher–block ones. Butcher block is made from strips of wood glued together to look like one solid piece.

The natural variation present in any wood gives interest and beauty to the surface. Work surfaces made from solid wood are never going to date, they just ooze quality and you do away with all the disadvantages of laminates. No more scratches, no more scorch marks or stains.

Maintenance of butcher–block tables and surfaces is what concerns most people. More maintenance is required than for marble, granite or laminate. Wood is porous, so the surface should never be left wet. Bacteria from meat and other foodstuffs will flourish if the surface is not cleaned adequately after each use.

Wash down with a dilute dishwashing solution after every use, then rinse this off and dry the wood thoroughly. After cutting meat or chicken on your butcher–block surface you should wash the surface

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with a 10% solution of a chlorine-based bleach. Leave the bleach on the surface for 10–15 minutes, then rinse and allow it to dry.

You will need to oil the surface with clear paraffin oil occasionally, just wipe the surface with a little oil on a cloth, leave it for about an hour, then wipe off any excess oil.

It is not a good idea to cut on your surface because it will soon be damaged, no matter what coating is applied. Buy a butcher block chopping board for this purpose, treat it in the same way, but the cutting board is easily replaced or sanded down and resealed if it is damaged.

Find out more at

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Loreno Lepe has a background in the chemical and construction industries. Find more articles at

. For more help visit

and

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