

# **What are the Best Products to Sell Online?**

Hi , I'm Mike Bowater and since 2007 I've been working as a Business Web Designer and Online Marketer. Over that time I've promoted products that have bombed really badly and products that done really well.

So you can imagine over that time I've become pretty good at knowing what will and what won't work online.

More importantly, what I've become really good at, is working out how to make products more successful without doing your head in or nearly sending your business to the edge before it finally turns around and starts making a profit.

In other words what I am trying to say, is there are many, many ways to make money online but there are some methods that are much, much easier and much, much more profitable than others.

So what I'd like to do is give you the benefit of what I've learned over the last 4 years . . . . show you what the best products are to sell online, why they are the best products to sell online and how to avoid the mistakes that many make so you can then in the least amount of time for the least amount of effort.

## **What are the Best Products to Sell Online?**

By Far the best products to sell online are Digital Information Products. That's right, things like eBooks (PDF's), Audio Products (MP3's) and Videos (MP4's).

Why? Well, selling and promoting digital products has many advantages over selling physical products and of course some of these are very obvious.

- There are no ongoing manufacturing costs. You only need to make a digital product once and then it can be downloaded over and over again,
- This then gives you the opportunity to offer more digital products as free bonuses to clinch the sale or add value for the customer,
- There are no delivery costs, so not only does that make your product more affordable but also offers the customer instant

gratification by getting their product nearly straight away,

- This means you are then more likely to attract the impulse buyer which can add dramatically to the amount of products that you sell,
- So overall what you find is that your overheads are much, much less than selling physical products which means that your profits will be much, much higher,
- This of course is the real benefit, the much greater profit margins, which ultimately goes toward one big benefit that far out weighs the rest.

It is this big benefit that is by far the most powerful ingredient to making digitally, downloadable products, that you own, by far the best products to sell online.

But before I tell you what it is, it's important that I explain just what I mean by "products that you own".

By that I mean products that you have created yourself or products that you own the rights to.

Now if you're new to Online Marketing you may not be aware . . . . but you can promote other peoples products online and this of course is called Affiliate Marketing. Simplistically speaking, this is where you send leads from your website to the someone else's sales page and then you get a commission if the lead makes a purchase.

If you've been working online for sometime then you've probably already heard of it and maybe even tried it. So you're probably already well aware that Affiliate Marketing can be a very good method of making money online as well.

So what you'll find is this, you can promote Digital Information Products that somebody else owns or you can sell Digital Information Products that you own. Both of which can earn quite a nice income, but which is better?

Well before we answer that, it's best to look at exactly what we mean by "Information Products" and what are some of the Golden

Rules that you do need to follow when creating them.

Firstly, the best types of information products to sell online are products that solve a problem or "How to . . ." products. After all this is why many, many people search the internet. They are looking for information that will solve a certain problem that they have.

Now at this point you're probably thinking that most people who are looking for information are just after free information and are not willing to pay for it. And if you did, then you are correct but only to a certain extent.

So what you'll find is that this next step is **vital** to ensure you do select or create a product that people are willing to spend money on. Not just in dribs and drabs but in enough numbers to make it worthwhile, profitable and worth your time and effort.

Therefore, you need to select the right niche to target right from the very start and here are two vital points that will assist you in doing so . . . .

The bigger the problem somebody has, the **more inclined** they will be to spend money to find a solution,

and

The bigger the problem somebody has, the **more money** you can charge them to find the solution.

So now you're probably wondering . . . . "well that's great but where do I start?"

Well here's a big tip.

There are 3 major niches or markets that fit just nicely into this area. Target one of these niches and you will be well on your way.

So here they are.

- How to solve a Health Problem or get Fit,
- How to fix or start a Relationship, and of course
- How to Make or Invest Money.

Target anyone of these Niches and you should be on a winner.

Why?

Well it's as we said, most of the problems people have in these areas, are big, big problems.

They need to lose weight, they need to get fit, they are chasing financial independence, they need to repair their relationship or they're having trouble finding a partner.

These are all big problems that lots and lots of people have and best of all they are willing to pay money get a solution because they are desperate for answers and they want answers as soon as possible.

So there you have it, the best products to sell online are information products that solve peoples problems in one of the 3 major niches listed above.

But how do you create a product in one of these niches if you feel you don't have any experience? Well remember, I said I was here to answer all your questions, so please keep reading as we're going to look at that as we progress.

Next though I'd like to show you why the best products to sell online are your own products and why selling you own products online is so much better than promoting somebody else's. So, please read on.

## **Why are Products that you create the best products to sell online?**

Remember we spoke about either promoting products as an affiliate or selling your own products and which was better.

Both can be a very good way to make an online income but in this section I'd like to explain why it's so much better to sell your own products than to work as an affiliate promoting somebody else's.

So, let's look at the example of the affiliate who's promoting someone else's product and is most likely earning quite a handsome commission for doing so.

Let's say the Affiliate is promoting a product that sells for \$47 and pays a 75% commission, which is quite typical.

This means that after fees he/she will earn about \$32 a sale and if they make say 5 sales a day they will earn \$160 per day or \$4,800 per month.

Not bad money really, for promoting just one product!

Now Imagine if you were the vendor of that same product. You'd only be earning about \$11 per sale which comes to \$55 per day or \$1,650 per month. Not quite as good, right?

But imagine now, if you the vendor had 10 affiliates (not just 1) and each affiliate averaged only 2 sales per day? That then comes to \$220 per day or \$6,600 per month.

Does that sound realistic? 10 affiliates averaging just 2 sales per day?

Sounds a little better, as now you're in front of your top affiliate.

So you can now see how being a Vendor can be a lot more profitable than being an Affiliate, but lets not just stop there. Let's take a look at how you can then go about doubling your earnings.

After all, if you're thinking of throwing in your day job, you don't just want to replace your income. You really want to be able multiply what you're already earning by as much as you possibly can.

So, first of all the Affiliate. It's certainly possible for the affiliate to increase his earnings. All he/she needs to do is find another product to promote, then build another website/blog or set up another PPC campaign or replicate whatever method was used to promote the other product.

OR

The other way to do it, is simply double the amount of traffic to the sales page, right? All things being equal this should double the amount of sales.

But to do this though, the affiliate will have to do quite a bit of work. Write more articles, write more blog posts, market more on Twitter and Facebook and so on and so on. Whichever way the affiliate goes about getting more traffic to their site it all adds up to one thing . . . . Lots more work!

Therefore what it comes down to is this . . . . the Affiliate pretty much needs to double their workload to double the income.

Sound fair? Well after all, this is how the wage earner works. You know, the guy or gal that works in the day job that we're all so desperately trying to leave behind. If a wage earner wants to earn more money they just work more hours.

But is there a better way?

Well lets look at how the vendor or product owner can increase their income. For starters let's acknowledge that the product is already created, the affiliate and sales systems are already in place and your product is converting and profitable.

So now all that's required, is to do one simple thing . . . .

Recruit 10 more affiliates. How hard to you think that would be? After all, if you've already got 10 you already know how to recruit 10 more.

So as a Vendor, if you want to increase your income all you need to do is recruit more affiliates. So you can see, the gap widens even further between the Vendor and the Affiliate.

Sounds pretty good, but that's not all. There is another big advantage a Vendor has over an Affiliate.

By selling your own products you then have the opportunity to build a list. And not only that, it will be a list of qualified buyers that will most probably want to become repeat buyers.

Therefore, what you find is that for every sale you make you then have the opportunity to sell even more products. How good is that? But wait, there's more and here's the best bit . . . .

Not all of these products need to be your own. They can be somebody else's . . . . you can then promote other peoples products and earn a commission from those as well.

Sound's pretty fantastic, right? But isn't that just the same as being an affiliate I hear you say?

Well here's something vitally important you need to understand.

The real reason why you promote another vendor's products isn't for the commission at all (although I'm not suggesting you do it for free). It's for a much, much more powerful reason.

It's because it allows you to do something that is far more profitable than earning commissions, and that is of course, a JV. That's right a Joint Venture. This is where you find a Vendor with a similar product to yours. One that is complementary and maybe, not in direct competition.

So what you find is that you promote his/her product to your list and he/she will promote your product to their list. That way when a prospect from your JV partner's list buys one of your products they become a new customer and as such end up on your list.

Therefore what you find is that a JV will give you the opportunity to grow your list even larger and which allows you to sell even more of your products and so the process goes on and on . . . . .

So as you can see, building and growing your list can be quite profitable but only if you have one vital ingredient . . . . .

Your very own unique product!

So you can see, not only are digital, information products the best products to sell online but products that you own, have created yourself or have the rights to are also much more profitable than promoting other peoples products as an affiliate.

Still not convinced? Well at the end of this article I'm going to introduce you to an online marketer who's top affiliate earns over \$40,000 per year from just promoting this marketer's digital information products. Now that's not bad money for the affiliate, for just promoting one affiliate program.

But then compare it to the marketer/vendor. His income is over 30 times that of his top affiliate. So you'll be able to see you will always earn more money online selling you own products than you ever will as an affiliate.

Therefore if your own products are the best products to sell online how exactly do you go about creating them, especially if you've never done it before and have no idea where to start or how to come up with ideas?

## **How to come up with ideas for your own unique products that you can sell online.**

This is one step in the "how to make money online" process that can trip many people up. Simply because many people can become

daunted by the prospect of having to create their very own product. Fortunately though, the reality is this. It's not nearly as hard as many people first perceive because what I'm about to show you are two tried and tested methods that have been around long before the internet was invented.

One is freely available, the other is very cost effective and best of all, both are easily accessible for anyone to use.

So here we go . . . .

## **PLR Products**

PLR stands for Private Label Rights and basically these are products that you can buy for low cost and mostly aren't restricted by somebody else's copyright.

In other words you can actually take these products and sell them as your own. All you need to do is rework them to make them unique. You can easily do this by adding your personal knowledge, combining them with other pieces of similar PLR or presenting them in another format, such as audio or video. In fact the sky's the limit.

**The most important thing to understand though, is this . . . .** you need to make them unique and you need to improve on them or in other words . . . . add value to them.

But here's the big benefit. With PLR, most of the work is already done for you. Plus they can be a great way to add to your knowledge on a topic and inspire you to come up with new and unique ideas of your very own.

PLR can also be used in many different ways . . . .

Not only can you use it for product creation, you can also use it for creating content for Free Reports to give away, creating Back End Products, writing Articles, email swipe files and other tools for your affiliates to use and even just for basic research.

So you can see, PLR has many, many benefits and uses but before you enter into the world of PLR there are a couple of basic things you'll need to know first.

Not all PLR is worth buying. As I'm sure you're already aware . . . . information can become out dated very quickly these days. The best way to do something one day can get superseded by a better

way very quickly.

Therefore knowing what to buy and where to buy it can be very important.

Next, it's important to understand that not all PLR Products come with the same rights. In other words not all PLR has unrestricted rights.

So knowing how to interpret the rights that are offered with a product is vitally important. Otherwise you may inadvertently infringe someone else's copyright.

Therefore now you're probably wondering where the best place is to buy PLR, how not to get into trouble with it and then how to take a piece of PLR and turn it into a unique and valuable product that you can sell to make a profit.

Well I'm going to show you where you can find some answers very shortly but first I'd like to show you another valuable and free resource. One that is 100% free and is available for you to use to create unique and valuable products.

### **The Public Domain**

The Public Domain is basically a free collection of Books, Images, Photos and Videos that are not covered by the laws of Copyright. This means anybody can use them as they wish. Therefore, the Public Domain can be an invaluable resource for anyone wanting to create new and unique products.

But isn't this stealing I here you say?

Well, the first thing to understand is that using and making money from Public Domain works isn't anything that is new.

After all, many of the works that Walt Disney created came straight out of the Public Domain. Walt took fairy tales collected by the Brothers Grimm and reworked them into wonderful movies and cartoons for everyone to enjoy once again.

A young lady called Rebecca Fine, received a book in the mail back in 1998, called *The Science of Getting Rich*. This book was written 100 years ago and wasn't covered by copyright. After she read the book she was so impressed she built a website, reworked the book and started to sell it online.

Consequently she built a large and prosperous online business

around that one little book, that is still going strong today.

So you can see, the Public Domain, can be an absolute treasure trove for creating products. Just like PLR though, you do need to be careful. Knowing what you can and can't do is vitally important.

In a nutshell, anything published in 1922 and before is in the Public Domain but from 1923 to 1978, some products are copyrighted whilst others are not. So, just like PLR it is important to be aware of what you are doing, so you can stay out of trouble and free from receiving a nasty letter from someone else's copyright lawyer.

Therefore the Public Domain and the world of PLR Products can be a very simple solution for creating your very own unique products.

So as you can now see, creating you very own products doesn't need to be daunting task. PLR products and the Public Domain can be your complete solution or you can even use them to assist you with ideas that you already have.

## **To Summarise So Far . . . .**

So far we've discovered that the best products to sell online are digital products rather than physical products, they need to be information products that solve a problem and they need to be products that you own rather than affiliate products owned by somebody else.

But by far the biggest ingredient to making this whole method work will be your ability to recruit affiliates to promote it for you. Now once again this might sound like a daunting task but just like most things it's only daunting when you don't know how.

So in the next section I'm going to write about how to attract affiliates to your affiliate program so you can then really start making sales and turn your products into the profit pulling earners that they really should be.

## **Recruiting Affiliates to Promote Your Product**

As we've already discussed, it's one thing to create a product but it's another to get it out there in the faces of your target audience.

Of course you can do all the work yourself but as you already know, that can be very time consuming and a lot of hard work. Therefore [recruiting affiliates](#) is the obvious answer.

Having said that though, you don't just want any affiliates. You

need affiliates with large lists and can send you large volumes of traffic to your sales page.

You need Top Gun Affiliates . . . .

Therefore, how do you go about recruiting those type of affiliates?

Well, here's just some of the vital ingredients

- Firstly, it's as we already stated . . . . you need to select a profitable niche. One where people are desperate for a solution and one where people are prepared to part with their money for a solution.
- Next you need to be able to create a product that is relevant to the niche you're targeting. One that is unique and one that is valuable. This of course is where the Public Domain and PLR Products come in very handy. Even if it's only just for research.
- Next up you need to make your product as profitable to your affiliates as possible. This can best be achieved by refining how well your product converts, considering how much commission you pay your affiliates and by also adding a back end product that your affiliates can profit from as well.
- Finally you need to ensure your product is digital and can be easily downloaded. Digital Products have higher profit margins, are much easier to sell and as a consequence allow you to pay your affiliates the highest amount of commission you can possibly afford.

Remember how we said earlier that digital products have one big benefit that is by far the most important reason why they are the best products to sell online?

Well that's the reason. It will give affiliates a much greater incentive to jump aboard and promote your products.

So, these are just some of the basic essentials for [attracting Top Gun Affiliates](#) to your affiliate program.

But obviously, as you know . . . . there's always more to it than that.

Therefore what I'm about to do is introduce you to my No 1 tip on how to go about setting up an Affiliate Program. One that will attract Top Gun Affiliates like crazy.

After all, this is the real secret behind building a long and lasting profitable online business . . . . and here it is . . . .

You need to get hold of the inside information from someone who's already done it for themselves, that's right . . . .

You need to be able to talk to someone who's already created and built their very own Super Achieving Affiliate Program . . . .

Why? Well that's exactly what I did . . . .

But having said that though . . . . I also understand that not everyone's going to be able to get access to such a person.

So what I did is this . . . . when I got my opportunity to speak to such a person I recorded it, so you can benefit from this knowledge as well.

Therefore if you'd like to listen, first hand to a 7 figure Online Marketer, talk frankly and openly, about how he built an affiliate program that attracts Top Gun Affiliates like crazy then follow this link [here](#) now . . . .

And yes, he's the guy I spoke about earlier who has one affiliate that earns over \$40,000 per year from promoting his products.

And why does he pay him so much?

Well it's because he can afford to, because he makes so much more himself.

So if you'd like to listen to this Online Entrepreneur and discover just how he went about creating an affiliate army that he's used to build his online business then I guarantee you won't be disappointed.

So go ahead and take a look right now . . . .

Oh, and just before you go . . . . thanks very much for reading. I sincerely hope you've got a lot of value from this eBook and I know you'll definitely get even more from the interview at the other side of this link . . . .

**[CLICK HERE NOW](#)**

All the Very Best with your Online Successes,

*Mike Bowater*