

How To Develop Gushing Rivers Of Never Ending Cash

The best thing to sell on the Internet is something that is a digitally delivered product or service like ebooks, courses, membership sites and software. Digitally delivered products and services provide this instant gratification because they can be accessed or downloaded immediately upon online credit card payments. This is not possible with products or services that require shipping.

Digitally delivered products and services cost little to produce and have the potential to yield never ending revenue. Once you have your site completed and your product or services ready, you incur no additional costs. The product or service is created once, then sold and resold. Such products and services have virtually no overhead and don't require storage or shipping charges.

The key to developing a digital product is to 'sell your knowledge.' What do you know that others could benefit from?

Are you a great cook? You could put together an ebook on cooking.

Are you an artist? Then sell an online course teaching how to paint and draw.

Are you a mom? Sell a members-only mom site that tells everything you know about infant care or child rearing.

What do people ask you advice about? What hobbies do you have? What are you passionate about? Write all your thoughts down without editing them and once you have a list of about ten ideas, start to work through them. You will be amazed at what you know about certain subjects.

The best way to determine your customers' wants and needs is to simply ask them.

A good way of finding out what your customers' want is to use PagePersonalizer.

What this does is ask your customers or prospects what their most important question is regarding a certain product or service. When they enter their question, they also enter their name and email address and you are creating a database where you can sort through all the questions people ask of you.

This is a great way of finding out what your potential customers need and want because it's in their questions.

After finding out what your subscribers want and need, redirect them to a 'Thank You' page, which is perhaps the most valuable piece of Web real estate you own.

This is the page that people are redirected to after taking some sort of action on your website: subscribing to your newsletter, making a purchase or submitting a feedback form.

The 'Thank You' page is a prime opportunity to up-sell or cross-sell your visitor with related products or services. Generally, up-selling means to sell a customer a higher priced version of a product or service.

For example, if a customer just bought an audio program, you could ask, "Would you like to buy the transcripts to go along with the audio you just purchased?"

On the other hand, cross-selling means selling a different, but related product or service. For example, when you buy insurance for your car, the salesperson may ask if you would like to buy home insurance too.

Always be polite by thanking your customers.

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