

Sure-Fire Strategies For Selecting Profitable Products To Sell Or Promote !

By

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You'll Never, EVER, Sell An Unprofitable Product Again!

www.InternetMarketingDissected.com

Introduction

Selecting profitable products to sell or promote is one of the most essential skills to acquire for an online marketer. If you create the wrong product or become an affiliate of such a product, you are doomed to fail from the very beginning.

If you decide to create your own product, you could potentially waste a HUGE amount of time and money if no one wants it in the end. Even if you choose to simply promote someone else's product, the time you spend promoting it can never be regained if it is unprofitable.

So, seeing as product selection is such a critical aspect of internet marketing, this short report will give you powerful tips that will make sure that you NEVER again sell or promote unprofitable products online!

It is a reproduction of one chapter of [The S.U.C.C.E.S.S. Internet Marketing System](#), an ebook I wrote to help internet marketing newbies quickly and easily get started online.

Let's get right into it!

U = Unveil Profitable Products

How to be Relevant to Your Niche or Market

The simplest and yet most powerful way to become a marketing expert is to ask your prospects what they want. Giving them what they want makes you "relevant" to them.

We've touched a bit on this in the previous section on choosing a niche but let's go a bit deeper into how to give your prospects exactly what they want.

Providing your niche with the solutions they want is what will ultimately make you sell more successfully. After you've built your online business a little, this will be super easy because you will be able to simply ask the prospects on the lists that you have built what they want to buy. We will look at that in detail a bit later.

So, instead of playing a game of "wait and see" by putting a product out there first and "hoping" to make sales, what you need to do first is to ask your prospects if your product idea is something they want to buy.

Notice I said "Want" to buy. You may know that people absolutely "need" what you are trying to sell. But "need" is not enough. They have to WANT it. There are several ways you can find out what your niche market wants so that you can be relevant.

The great thing is you can do these things before you even build your own list.

The first method you can use right away is to look at what advertisements are showing up continuously on Google. In order to do this, just enter a search term that has to do with your niche. Obviously this will bring back various search results.

However, the important thing is that there will also be advertisements at the top and the right hand side of Google. Look at these advertisements very carefully because some of the products being advertised will be by companies in your niche.

Those products will most probably be profitable products. The reason for this is because no one, in their right mind, will continue to advertise products that are not profitable.

Advertising costs money, so if a product is not making money, the advertiser will cut his or her losses by stopping to run ads for that product.

If, on the other hand, the product is making money, the advertiser will continue advertising it until the cows come home!

So when you see products being advertised continuously online, on TV or in print, you can be safe in highly suspecting that those products are selling. Those are products that consumers WANT.

The next step for you is to simply see if you can sell those products as well. You could do this by checking if the advertiser has an affiliate program that you can join. This way all you do is promote the products and get paid a commission whenever you make any sells.

You can also check to see if a product is offered through affiliate networks like [Clickbank](#), [Commission Junction](#), [Amazon](#) and other affiliate networks. If it is, you can simply sign up and start promoting it as well. We will look at this in more detail later.

Another thing you can do to is to look at what your competition is selling. Assuming you have already figured out what your niche market will be, you can type that into Google. Your competitors will show up.

Take note of what they are selling. These may be products that your customers will WANT as well. It's important to use this tactic because not all your competitors will advertise their products in ways that allow you to figure out what they are selling.

Some will market their online business exclusively through search engine optimization or SEO. Others will write articles and submit them to targeted newsletters (ezines). Others will do joint ventures in order to get customers.

So if you only look at the ads that show up in Google, you will most likely miss out on a whole lot of other valuable product ideas.

Last but not least, you can use a program called [Survey Monkey](#) to survey prospects in order to find out what they want with atomic precision. It's really easy to use and the best thing is that you can start using it right now for free.

There are 2 ways in which you can use [Survey Monkey](#).

The first way is to create a survey and use it to gain information from people who are already on the Survey Monkey database. This database has millions of people who are ready and

open to be surveyed by you. All you have to do is choose the category that is as close to your niche as possible and survey them.

The second way to use Survey Monkey is my favourite approach. What you need to do here is to create a landing page and include a survey on that page. You will use your own url (website address) and send prospects to it through various methods.

These methods could include pay per click, writing articles and submitting them to various websites and ezines, and video marketing to name a few.

The reason I like this method better is that it allows you to choose exactly who takes your survey. It allows you to make sure that only people in your niche take your survey. This way, the answers you get will be much more accurate.

In other words, it's better to ask people in your exact market what products they want than to ask people in any other market. I'm sure the lists of consumers that Survey Monkey has are helpful. But nothing beats asking the prospects you personally find through your marketing efforts such as pay per click, article marketing and the like.

So use Survey Monkey. It's an easy to use awesome market research tool that will help you find products your prospects want. It's the tool I personally use. If you need to do more in depth market research, the survey software at www.askdatabase.com is very effective.

How to Only Worry About How Large Your Profits Will Be

Henry Ford once said, "A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large." I agree very much with this statement and have given it my own little spin. It goes like this,

"A business absolutely devoted to selling only Massive Value products will eventually have only one worry about profits. They will be stupendously large".

It is critical to make sure that you only promote and sell products that are of the highest value in your online business. Infact, you MUST strive to make sure that you earn that reputation. This will make it far easier for prospects to do business with you over and over again.

So what is a Massive Value product? Well, in simple terms, it is a product that:

- Solves your customer's problems
- Is of the highest quality
- Does exactly what it was advertised to do
- Is worth more than it costs
- Makes your customers think they got the better end of the deal

If you only sell or promote products that have Massive Value, your customers will appreciate you and become repeat buyers. You will get referrals from them. They will tell their friends and family members about your products.

Those people will become your new customers. The cycle will repeat itself. They will appreciate you and become repeat buyers. They will refer their friends and family members to your website...and so on and so forth.

Consider Steve Jobs again. If you read any one of the numerous biographies that have been written about him, you will learn that he was very selective. He didn't have to be selective. He was in a new business with practically no competition.

He could have put just about anything computer-related on the market and it would have sold. But he didn't. He chose to sell only the highest quality products and that is one of the things that made his company successful.

People started buying Apple products. They were impressed with the quality. They felt they were getting the better end of the deal, more value than what they had paid for. They told their friends and family members and...well you know the rest.

Another benefit of promoting or selling only Massive Value products is that other online businesses with their own targeted lists will endorse your products, your website, your business and you.

The number of customers you could have as the years go by is practically unlimited. This principle applies whether you are selling your own products or promoting other people's products as an affiliate.

The best way to know if the product you plan to promote as an affiliate provides Massive Value is to try the product yourself. By trying it, you will learn if it is something that other people will want.

If you are satisfied with the product, most likely other people will be too. If you are not satisfied then consider promoting another product.

I know it may be a bit expensive to try out every product before you promote it. Personally, I think it is worth the price because it will help you create an online business that most definitely provides awesome Massive Value. That's why I only recommend products I personally use.

Let me tell you a short story in order to illustrate this point. Once upon a time, I bought a piece of software that promised to help me solve a problem I was facing at the time. It was one of the easiest to use and most enjoyable products I've ever bought. It did exactly what it promised.

It worked like a magic formula. It said click this and this will happen. When I clicked, lo and behold things happened just as promised. And it worked this way EVERY time!

I still use that software and promote it heartily today. I'm so confident (almost arrogant but not quite) when promoting it because I know the undoubtable joy it will bring anyone who buys it.

I can stand behind that product and sleep well at night whenever anyone buys it. That's the benefit of promoting products that you know are the best after using them yourself.

On the other hand, don't worry if at the moment you are not in a place where you can try every product before you promote it. There are other ways to investigate. For example, you can find out if a product offers Massive Value or at least real value by looking at online reviews that show you the pros and cons of the product you are interested in.

If several reviews, written by completely different people, say that the product is great, then chances are that it really is great. It takes a lot of work for several people to collude to lie about a product. Just make sure the website addresses for the reviews are completely different otherwise something fishy may be going on.

You can also try out free products that an online business offers. If they are of great quality, then the chances are high that the products it sells are also of great quality. For instance, if you have ever tried out any of [Dan Kennedy's](#) free marketing products, then you know that they are some of the best free products online. It's very easy to buy his products after reading his free stuff.

The point is that the quality of an online business's free products will give you a great clue as to how much value the products it sales really offer.

Let's move on.

How to Avoid a Fast and Painful Failure

New online businesses fail for many reasons. The products they sell may NOT be low in quality. But the business owner may fail to do the market research and find out what the customer wants. Those things have already been covered. In this section, you will learn four new things that will help you avoid a fast and painful failure.

Let's get right into them.

First, you need to make sure that your products will be profitable when you sell them. To determine profit, you need to consider all of your costs. Your costs may include any number of things depending on the type of online business you decide to go into.

Many people decide to start with affiliate marketing because the start-up costs are low. But low does not mean zero. Even in affiliate marketing, your costs may include:

- Website building software
- Web hosting fees
- Domain name registration
- Advertising costs

Of course, other costs that traditional offline businesses have to consider will not apply to you. You will not need employees, at least not initially. You will be working from home. So, you will not need to consider rent, utilities or travel expenses. The internet has truly made it easier for individuals like you and me to build successful and profitable online businesses.

But nonetheless, you will have some costs even with an online business. The major cost will be advertising. So in order to avoid a fast and painful failure, the first thing you should make sure of is that the money you make from the products you advertise allows you to cover your advertising costs and make a good profit.

This way you will be able to reinvest your money into more advertising and make even more profits. If you're not making a reasonable profit, you will be out of business in no time. For example, if I spend \$50 on advertising a digital product, I expect to make at least \$100. That allows me to reinvest \$50 in more advertising while leaving me with a profit of \$50.

Secondly, you should consider the length of time it takes before you will get paid. Affiliate marketing programs vary in how quickly you will start to see checks rolling in or deposits made into your [PayPal](#) account.

[Clickbank](#), for example has great affiliate programs but you must be an affiliate for at least 60 days before you receive your first payment. That might not be suitable for you. You might need to see some money coming in sooner in order to cover your monthly web hosting fees or other costs. To find affiliate networks and programs that pay quicker, you can search at places like [AssociatePrograms](#), [WarriorForum](#), [Payspree](#) or [Rapbank](#).

Of course you can also search for affiliate programs in any niche by simply doing a Google search and then reading through the fine print to find out how quickly you get paid.

For instance, when I searched for "health affiliate programs" the first result was [Market Health](#), an affiliate network for various health related affiliate products. It took me just a couple of minutes to find that the program pays commissions twice a month. So, you could conceivably start earning in less than a month.

Another thing that affects how long it takes for you to start earning money with affiliate marketing programs is the "threshold". Practically every program has set a threshold amount that you must reach before you will receive a payment.

The threshold may be as low as \$20 or as high as several hundred. You need to think about whether or not you can reach that threshold quickly enough to cover at least some of your initial costs.

The sooner you start earning money, the happier you will be. Seeing money coming in encourages you to keep doing what you are doing. It helps you stay motivated.

Thirdly, it is a good idea to consider selling products that pay a "recurring" income. For example, you might earn monthly recurring fees from a membership site.

The initial fees that you earn keep you going in the beginning. After a while, there is a snowball effect that adds up to a lot of money very quickly.

Every time you refer a new customer, you get paid a commission. But, the good part is you also get paid for the other 100 customers you referred last month, EVERY month, until they unsubscribe. So your snowball of earnings and profits keeps getting bigger.

Fourthly, you can also find affiliate marketing programs that pay “lifetime” commissions. This means that once you send a prospect to a merchant through your personal link, you get paid every time that person buys something from that merchant...for Life.

Anytime you see an affiliate program in your niche that pays lifetime commissions and offers Massive Value, sign up for it. It’s a no-brainer. It is a source of passive residual income. It is passive because you do no extra work to earn it. You do the work once and continue to earn as the years go by.

So use these four tactics in your online business and you will be well on your way to avoiding a fast and painful failure.

Do This to Create a Profit Generating SYSTEM

POWER Tip: Create a product funnel and sell a variety of products at different price points: Never rely on one product!

I’ve already mentioned that you never want to rely on a single product because if that one stops selling, you are out of business. Instead, you want to create an online business with depth by offering a variety of different products.

You have also discovered the concept of Massive Value. By selling only products that have Massive Value, you’ll get repeat customers and referrals. I want you to keep those concepts in mind as you learn about the “product funnel”.

Everyone knows what a funnel looks like. It is large at one end and small at the other. So a product funnel starts with several low priced products (but still high in value) at the large end of the funnel.

It then gradually progresses to fewer products that keep on increasing in price and are truly massive in terms of value. Here’s an example of what I am talking about.

Let’s say you have an internet marketing business. Imagine prospects signing up to your newsletter. The first thing you will probably offer them is a free report and the opportunity to receive your free weekly newsletters by email. Your prospects get something of value and you also gain a list of email addresses to market to again and again.

With the first weekly newsletter, you offer the opportunity to purchase a \$17 report that goes a bit further than the free report. If your customers found the free report valuable, they decide to purchase the \$17 report.

In a later newsletter, you reveal that you have found the solution to a very pressing problem and you have written a 50 page ebook that details the solution. You offer the e-book for \$47. The \$17 report was valuable. So, some of your customers decide to buy your ebook.

Later on, you offer your customers a \$67 digital manual that reveals insider secrets that will cause them to use what they learnt in the \$47 ebook even more effectively. You keep sending your prospects your newsletter every week with valuable information concerning internet marketing.

After a month or so, you offer a very detailed \$97 how-to guide that shows them how to perform very high level tasks that will greatly speed up the progress of their internet marketing business.

Your customers find it very helpful but still need some personal support. So you offer them group coaching sessions for \$297 per session. Some come on board.

During the group coaching session, you offer them the opportunity to invest in a complete turnkey business package for \$997. Your customers are happy with their new business but want to stay in touch with you to continue to benefit from your experience. You reach the end of your funnel by offering 1-on-1 coaching sessions for \$1997 per month or more.

That's an example of a product funnel. See how it starts with several lower priced products and progresses to fewer higher priced products?

This product funnel is about internet marketing but the same principles apply to any niche.

As you can probably see, a product funnel can really increase the profitableness of your online business. It allows you to make very large profits on the back end.

What's a back end?

Well, considering the product funnel example above, all of the products that came after the first purchase are called "back end products". The underlying principle here is that it is easier to sell to an existing customer than to a new one.

Equally wonderful is the fact that it costs no advertising money to sell the back end products. That's the reason why the profits can be very large even if fewer people buy the more expensive products.

If you do just a bit of research on all of today's internet marketing "gurus" like Dan Kennedy, Armand Morin and Frank Kern, you will discover that they all have a powerful product funnel with solid back end products. So do likewise in your online business.

It's a powerful way to create a "profit generating" system.

Let me give you another great example of selling back end products. I suspect you have probably heard about the company Gillette. They used to sponsor the show "Gillette World Sports Special". I'm not sure if they still do. Awesome sports show.

Anyway, Gillette makes a variety of disposable razors. They often give out free samples that include a reusable razor handle with a disposable razor head. The reusable handle is very nice. It has value.

The "catch", if you want to call it that, is that you have to buy the razor heads on a regular basis in order to keep using your very nice handle. The razor heads are quite expensive. They are Gillette's backend products.

There is no doubt that Gillette also sells a lot of their 99 cent plastic-handle disposables. But they would never generate as much profit if they did not sell their expensive razor heads.

So the concept of backend products applies no matter what you are selling.

As I hinted before, it's natural that the number of buyers will drop as the price goes higher. More people will buy your lower priced products than your higher priced ones. But that does not mean you should stop trying to sell your higher priced backend products.

They will undoubtedly make your online business far more profitable.

Conclusion

Congratulations! You now have solid knowledge that you can use to select products that you can sell or promote profitably.

Here's a quick recap of what we have covered.

- Choose products that your market wants because that will make you relevant to them.
- Only promote or sell Massive Value products because these products thoroughly solve your customer's problems and earn you a powerful reputation in the process.
- Only promote or sell products that both cover your advertising costs and leave you with enough extra money to reinvest in yet more advertising and still keep a profit.
- Create a product funnel that includes several products that keep increasing in price. This will drastically increase the profitableness and stability of your online business.

So there you go! You now have the knowledge. You know how to select profitable products. There's only one thing left.

Start taking action!

Discover the Money Making System that the Most Successful Internet Marketers Have Used to Build Profitable Online Businesses that Rake in MASSIVE Profits on a Consistent Basis!

You just discovered four proven ways to select profitable products. And while these product selection strategies are a good start, that's all they are – a start.

Because savvy online business owners know that the real key to online success lies in creating a complete money making system that works.

Many online business owners go bankrupt trying to figure out the different pieces of a successful online business WHILE running their business. But you don't have to.

And you don't have to spend months or years learning how to create a profitable online business through trial and error.

Because when you click here now to get [The S.U.C.C.E.S.S. Internet Marketing System](#), you'll quickly discover EXACTLY how to start an online business that is consistent, dependable and profitable.

Yes, you can have a successful business! You can join the ranks of those who do the high-volume product launches everyone talks about. You can start being a rainmaker in your niche. It's all possible.

But none of that will happen if you don't know the PRECISE steps you must take in order to create a solid, profitable and sustainable online business.

So get [The S.U.C.C.E.S.S Internet Marketing System](#) right now – and get ready to watch your online fortunes change from lack of success to consistent profits from a well built online business!

Here is a taste of some of the things you will learn

- The Real Secret to Unearthing a Highly Responsive Niche
- How to Create an Online Business That Has Depth
- The Best Way to Create a Profitable Website
- Proven Easy Ways to Get People to Join Your List
- How to Get Traffic That Easily Buys Your Stuff
- The Unlikely, Yet Obvious Way to Guarantee Success
- How to Tell a Story That Makes a Great First Impression
- The Smooth Way to Make Sells
- How to Triple Your Sales

And much more!

As an added bonus, you'll also get the following special reports to help you hit the ground running.

- The Ultimate Free Traffic Model –How to Get All The Free Traffic You Want!
- 37 Quick and Easy Ways To Raise The Cash You Urgently Need

Just send me your receipt at musonda@internetmarketingdissected.com and I will send them to you.

[Here's the link again](#). It's really a no brainer.

To Your Success,

Musonda