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**FRONT COVER:**

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# Foreword

Millions of people throughout the world now make their livelihood from selling online products. The number of people engaged in online selling is growing daily. The appeal of selling on line is great for a variety of reasons. Very importantly, online selling allows an individual to work from their own home. Learn what you need to know here.



## ***Product Perfection***

How To Create The Best Products Online

# Chapter 1:

## *Product Basics*

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### Synopsis

Working from home means that an individual will have no travelling to do, their overheads will be small and they will have considerable freedom with their time usage.



## **The Basics**

With only a small number of resources it is possible for an individual to go into business as an online retailer. It would be necessary to have a computer with internet access and an email account.

A person would need to establish a credit or debit facility to be able to pay for any product or service. Some thought and outlay would be necessary to set up a website or sales page and it would be advisable to organize web hosting so that they could operate twenty four hours a day. The most important consideration and investment of all would be securing product or a service to sell.

Online selling involves three possible options. It is possible to sell physical products such as cosmetics or shoes, to sell downloadable products such as software or e books or else to sell a service online.

Online sellers could operate by selling a product of their own or else they sell other people's products. By selling their own product on line an operator has the opportunity to reach a huge market and to reduce their capital investment in physical premises.

This can be a very positive move for individuals who have product. People who have no product of their own to sell can still sell online by operating as middlemen.

To do this individual's could approach another retailer and offer to sell their product online for them for a commission. An alternative

would be to sell as online affiliate in the digital market place and receive a cut of profit for every sale made.



# Chapter 2:

## *Understand Your Interests*

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### Synopsis

The online market place is highly competitive and before undertaking any online marketing operation it is crucial that an operator understands their aim and objectives in entering the market. It is essential that they know exactly what product they are going to attempt to secure.

The target market has to be ascertained and the trader must know why they are attempting to attract that market with their product. A marketing strategy has to be thought through and planned.



## **Your Passion**

Success of the venture depends on critical planning and research. Thought needs to be given to the area of the market that is to be secured; for example are sales only going to be made nationally or is it intended to try to secure an international market.

It also has to be established where the product is to be sourced from and again consideration needs to be given to the advantages or otherwise of securing product from the local market or else attempting to secure product from overseas which may be cheaper but comes with added hurdles such as import restrictions and administration.

Online retailers who are considering selling physical products need to consider the choice of the product to be sold very carefully indeed. One basic consideration should be to look for product that is not fragile and is easy to transport and ship.

The size of the product is important too as it is in the retailer's interest to select product that won't take up too much space. In order to make maximum profit from sales, product should be selected that has an ambiguous value.

Electrical items for example don't have this and potential customers can readily assess their value but other items such as instructional materials or keepsakes are hard to value. Coupled with this it would

be of interest to select product that has a certain timeless quality and will not date on the shelf. High fashion garments and electrical items for example do not meet those criteria.



# Chapter 3:

## *Examine Top Products At Clickbank That Fit Your Interests*

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### Synopsis

Individuals who want to venture into online selling but have no physical product of their own to sell could well investigate sourcing digital product to sell from a provider as an affiliate. One such provider is Clickbank.



## **Clickbank**

Clickbank is in fact a privately held online marketplace for thousand of digital products. Digital products are products or services that can be delivered online such as eBooks, memberships and software. It is possible for a person to sell a product to Clickbank or to buy from Clickbank or else to promote product.

Clickbank serves as a connector between digital content creators and affiliate marketers who promote the products to consumers.

There are advantages to be had by selecting digital products to trade online. Digital sales for example are made instantly and commission payments are received quickly.

There are also very large volumes of stock and an enormous range of items to be selected. Last year Clickbank had over 46,000 different products to offer to its affiliates so there is a lot of choice.

In order to assist affiliates to make a suitable selection the products for sale are listed in popularity across a number of categories. Products are ranked by their productivity score which is based on affiliate sales.

If a product hasn't had a valid sale in eight weeks it falls out of the market place. This makes it easier to ensure that you are not buying a dud.

Another feature of the Clickbank system that might help a potential affiliate decide to purchase or not is that there is a feature of the programming that allows key word searching.

Keyword searching on products will allow a potential purchaser to obtain extensive information on commission's sales for the product and its ranking thus making it easier to make an informed decision as to whether or not to proceed with a purchase.



This preview copy ends here and to get the full product, please go to (the website URL ).