



BUILD A PROFITABLE

ONLINE BUSINESS

WORKING FROM HOME

**12: How To Sell Nano
Products & Online Courses**

How To Sell Nano Products

With relatively small, budget priced (<\$100) products the simplest method is using a **written sales page**



“Dear Friend” Narration

1. Problem
2. Consequences
3. Conventional Solutions
4. Problem With Conventional Solutions
5. Product = Solution



How To Sell Online Courses

You **can** use a written sales page

(As a very general rule the higher the price, the longer the page)

Or you can use a ***product launch sequence...***



Product Launch Sequence



Bottlenecks

