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10 Tips For Creating And Selling Products And Services Online

*Product Development
* Marketing
* Affiliates
* eCommerce
* Delivery
* Tools
* Resources
* Hosting

Hi my name is Quentin Brown and I will be sharing with you a number of different strategies I have used to create various products and services to sell online.

You can use these strategies for your own products and services or for your current business. To generate additional income.

These products generate thousands of dollars for me.

Introduction

I started off my online career in 1998 while working as a accounts clerk. For five years I tried all different things in my spare time form affiliate products to learning to build websites etc.

My first product came out of a need to be able to play audio on a website. I worked for an Aid Organization and an orphanage sent some audio of the children to send to the sponsors. In those days we were on 56 K modems so it had to be able to play over slow connections.

I found some software that used the new flash protocol in the back blocks of the music industry and ended up buying it for $1400. We repackaged it and released it in 2003 and it has made us thousands of dollars and has just reaching its shelf life.

It is called MP3 Sound Stream.

http://mp3soundstream.com

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As speeds increased we were asked for higher bit rates for better quality so we revamped the software and released a new version called HiFi Audio Stream.

http://hifiaudiostream.com

Now I am not a programmer and in fact not a marketer but worked it all out with some help from friends and other sellers online.

We noticed over the months that we were getting certain groups of clients and so I decided to target them. We built websites for streaming audio for churches, one for schools, one for musicians and one for marketers etc.

All had a varying amount of success and income.

Now that we had a lot of success we decided to branch out and hired people to develop other software for us such as teleprompters that could record, as audio books were starting to become popular with the advent of iPods.

http://msiprompt.com

We made video streaming products and many others. Obviously some worked and some were a bit of a flop.

During this time we were also building websites for people and started training people in the different ways to do it themselves.

In 2006 I decided to go back to my roots and charity work and I was making enough to do what I wanted. We moved to Thailand and started training youth and orphans all the things I had learned.

During this time mobiles took off so we developed one of the first mobile website training courses for businesses.

http://businessmobilewebsite.com

I put these links in not for you to buy but to show you I practice what I preach. In fact many do not work any more.

Another way we create products is by helping people get the most from everyday products they use.

While teaching the orphans and young people in Thailand I worked out some simple ways to use Photoshop that no one else was teaching.

https://msiphotoshop.com Free Course

I found this great free eCommerce product and there were very few video tutorials and the YouTube ones were quite complicated so another product was born.

https://malsecommercetutorials.com

This magazine format product is something else we have developed and train people how to use. In fact every time I use something that has little support, or can we leverage off, I create a product.

https://digitalmagazines.com Free Course

We also do coaching for many different businesses where we draw on our past successes to help them promote their products and services online.

Once you develop your skills it is not very expensive to do a trial website and provide a partial product to gauge the marketplace.

For example I created a Teleprompter for myself. I wanted something simple that would let me have some scrolling text so I could read and record articles and turn them into audio.

I had the initial software built for $100 and there was absolutely no demand according to the research. Over time I have sold quite a few as others like me wanted to do the same.

So here are ten super tips to help you get started.

Brainstorming

Tip 1 - Brainstorming

One of the best ways to get started is to have a look at the information stored in your head.

This is best done with a few people to get a wider range of possible ideas. Friends, family or business associates make a good group or do it online with some internet friends.

You can use this technique for developing products, websites, blogs or any project you are going to be doing. In the end the best way to start developing products is to document things you do every day as most of us are like the rest of us.

Write it down – (Very Important) try and write down 20 to 50 ideas but don't limit yourself if you get more, but no less than 20. Remember in brainstorming there are no bad ideas. It will be hard to start with but the ideas will come.

Below is a table we used in my corporate job. It is a great way to find out what market and products you should get into. So we picked out 5 ideas we want to develop.

Rating Difficulty
In the difficulty column give it a ranking plus a numerical value. Use the same for each idea. This ranking will be dependent on your experience and skills to turn this idea into a product.

Don't ask others to answer these questions as ***only you know what are your strengths and weaknesses***. Don't think to much just let this whole process do the work for you.

· **H** = Hard = 1pts
· **M** = Medium = 2 Pts
· **E** = Easy = 3pts

Developing your idea.
In the develop column place an **"M" = 2pts** for Me and **"O" = 1pts** for Outsource.

This is who will be responsible and actually do the work for this idea. If you are skilled and want to do it then place an **m** next to the idea. If you would like to outsource the idea then put an **O**.

No	Idea + Totals	Difficulty	Develop	Knowledge
1	RSS Script = **3**	**H 1**	**O 1**	**N 1**
2	How to Blog = **5**	**M 2**	**O 1**	**L 2**
3	Flute Videos = **5**	**H 1**	**M 2**	**L 2**
4	Video Lighting = **8**	**E 3**	**M 2**	**E 3**
5	Child Safety Kit = **4**	**M 2**	**O 1**	**N 1**

Brainstorming (cont)

How Much Knowledge Do You Have?

· **E** = Expert = 3pt
· **L** = Limited = 2pt
· **N** = No personal Knowledge = 1pt

Now go through your list and add one of these letters and numbers next to each product. This rating is based on your own personal knowledge of each idea.

Gather the Statistical Information

Many people fail at this point because they choose products on an emotional level.

Essentially they choose products they want to create.

Don't get fooled by this!

Try and stay detached at this stage. I know its hard but once you have released a few successful products you can afford to be a bit more risky about your projects.

	RSS Script	How To Blog	Flute Videos	Video Lights
Passionate	1	1		1
Have Money	1			1
Spend Money			1	1
Repeat Buyers	1	1	1	1
Insatiable		1		1
Addicts		1		1
Reachable	1	1	1	1
Already Interested	1	1	1	1
Already Motivated				1
Possible Back End				1
Already Predisposed to buy	1		1	1
Total Idea Score	3	5	5	8
Total Evaluate	5	6	5	11
Grand Total	8	11	10	18

Brainstorming

Brainstorming (cont)

What you should be looking for is the top category – **E**asy/**M**e/**E**xpert

The last priority would be **H**ard/**O**ther/**N**one.

This one would surely take a lot of money time and effort. We all have limited resources and this group would certainly use them all up. All the rest will fall somewhere in between.

Now take the top ten ideas and move onto the next section. If you have too many over 6 you may want to do the brainstorming again.

Evaluating your top product ideas.

This is the essential part of the evaluation process that gets overlooked.

So we compare the top few with our previous results.

Video Lights – 10 – E/M/E – 8 **Total 18**
How to blog – 5 – M/O/L/ – 6 **Total 11**

It has become fairly obvious that Video Lighting would be a good product to progress with. I did create the product and it has sold well. How to blog would also be a good product to develop next.

The other is that I was going to build the other products anyway so with any project I do, I take photos and documented the process.

This could be done for changing blades on a mower to cake decorating, scrapbooking etc.

Things that you may do every day.

Do not make the mistake that most people make and try to develop all the products at the same time.

Select one product, create it, market it and make some money before you move onto the next.

Lets assume it takes 3 months to develop a product and you have three products ideas.

If you create one product at a time you will produce a product every three months. If you try to develop all the products at once it could be nine months before you have a finished product to sell.

You will have to evaluate each product idea and then target a market that the product relates too.

It is best to promote a product the market currently wants or needs rather than develop a product you think the market might like.

At the Core of Each Product/Niche is Content.

Whether it will be **text, graphics** or **media** or a combination of all three you now need to develop an outline.

Below was my outline for the eBook on video Lighting. Just remember if it is an audio, video or eBook, blog or website; **at the core of each product is content.**

Brainstorming (cont)

Project Outline - Organizing Your Creation Process

The last part of your project is to gather all the elements. I actually add this to an excel spread sheet with the above Project Outline.

Obviously if it is an information blog you will attack it a little differently.
I followed exactly the same procedure but instead of project outline it was blog outline. I still needed graphics, content etc but I could do a lot of it on the fly.

Its pretty old now as we can use LED lighting which is a lot more versatile and efficient however you can see the process I used.

Video Lighting	Task	Completed
Ebook Cover	Graphic	☑
Copyright	Writing	☑
Dedication	Writing	☑
Table of Contents	Writing	☑
Preface	Writing	☑
Introduction	Writing	☑
1. Building Lights	Photo and Writing	☑
2. Build Green Screen	Photo and Writing	☑
3. Compare 10 best public Video	Research, graphic, writing (Copy paste)	☑
4. Cameras	Research Copy Paste	☑
Conclusion	Writing	☑
Resources	Writing/Research	☑
Web Page	Graphics/Writing/media	☑
		☑

In this special and exclusive report we cover how to make your own professional video lighting for around $200.00. Sure you can go get some spotlights from the local lighting shop however the heat they generate will have you melting in front of the camera in a few short minutes.

Download your copy here to see how I did it.

Tip 2 - Product Design

Design of your products is just as important as the content

Design of your product whether websites, blog, software eBook or packaging is a very important part of your business.

We will look at this aspect all through your coaching and by learning this you can do it yourself or at least understand how to do it so when ordering from a contractor you can understand the process thereby saving you some finances.

We create boxes, eBook covers etc for all our products and will show you how its done in many of the tutorials.

If you can get your hands on a copy of Adobe Photoshop it will be a great investment. You don't need the latest version and you can pick up older copies at auctions, classifieds, garage sales etc.

I use Photoshop CS 2 and you can pick up a free copy here.

To get the free downloads, you need a free Adobe Member account.

Once you sign up you can download the entire suite or individual applications for free.

The software's a bit outdated at this point, but if you have an older computer or you simply don't need all the new bells and whistles, CS2 will certainly fit your needs.

http://www.adobe.com/downloads CS2_downloads

I have a lot of tutorials at https://www.msiphotoshop.com to help you and there are thousands more all over the net.

If you don't have Photoshop you can use free online graphics programs and Pixlr is a specially good one.

https://pixlr.com

In fact learn this program and creating a bunch of tutorials on how to use it. Click here for a bunch of video tutorials.

Summary

Using these techniques you can make numerous products to sell.

You can also produce support information for your business, content for your business and even create outlines for all the different functions for your business.

Tip 3 - Research

Everything we do should be based in research to see if there is a market for what we do and what type of associate products we can sell.

Doing the proper research is the best insurance there is to finding and forming a successful niche business online.

In the old days business market research was a very expensive task.

I used to work for a Public Relations company attached to Hanson Robinson McCann Erickson which was a large advertising agency.

As part of our services we used to have to scan through all the different publications looking for news stories, adds and any information our clients requested.

This form of Business Market Research was called public relation and was very different to what it is today.

This had to all be done by hand and was a very time consuming operation.

Without research it's like "pin the tail on the donkey" blindfolded.

Too many entrepreneurs make up their mind early and begin without research — a fatal flaw that causes a staggering death rate of new online businesses.

If the research does not back up your product then you will have to decide if you are willing to take the risk or maybe you just have to re work it a bit.

When I did the teleprompter not many people wanted just a scrolling screen but when I added audio recording to it then the market changed.

The first thing we want to do is check whether our idea is getting any traffic.

It is important here to be specific. For example Health is not a niche. Usually if people are entering a single word they are doing research.

People who buy products will usually be more specific. Cure diabetes, or how to loose weight.

They will use terms not one word.

A great place to get keyword tools etc is http://www.seobook.com/

What to do with your Business Market Research

Once you know what people are looking for and you have your competition pegged you simply target those areas with good content and web marketing.

Tip 4 - How To Videos

Over the years we have made thousands from using screen capture software to produce videos on many different subjects.

Simply pick something that you want to know about, research it then make some tutorials.

You can also make tutorials for software. We make tutorials for the office so new staff just watch them rather than someone having to spend time out of their day.

https://cybersecurityforbusiness.com

There are some tools that make this easy.

Camtasia - probably the best investment I ever made as it has made me many thousands of dollars over the years.

More than a simple screen recorder, Camtasia helps you create professional videos easily.

Use Camtasia to record on-screen activity, customize and edit content, add interactive elements, and share your videos with anyone, on nearly any device.

This program also has a huge amount of training videos showing how to use it

You can download a free 30 day trial to see if you like it. You can watch these videos first to see how it works especially the editing which is very powerful.

Camtasia Tutorials

Jing – is another product by Techsmith but uses an online system to take screen capture video.

Simple and free, Jing is the perfect way to enhance your fast-paced online conversations. Create images and videos of what you see on your computer screen, then share them instantly!

LOOM is a video recording tool that helps you get your message across through instantly shareable videos.

With **Loom**, you can record your camera, microphone, and desktop simultaneously.

You can use **Loom** on Mac, Windows, Chromebooks, and iOS devices (iPad/iPhone)

One of Mine https://msiphotoshop.com

Tip 5 - eBooks & Magazines

For many years ebooks were the product of preference for product creators and then they sort of died a little bit.

With the advent of tablets and kindles they have seen a huge resurgence in the marketplace.

Adobe PDF Delivery

Its important to know that nearly all types of digital publishing media is delivered in the PDF format.

The thing that separate the different styles such as eBook, magazine or report is simply the formatting of the document.

It can also be distinguished by the digital cover artwork.

Product Creation

There are some interesting things to remember in that if you call it a magazine people are used to adds etc in a magazine more so than a book or report.

All the different types can easily be produced in any type of wordpressor and then saved as a PDF document. This magazine is an example of what you can accomplish very simply.

Formatting

With so many different platforms for reading your content it is important to format it in such a way that you can access it on a tablet to a laptop or TV.

The way to do this is keep the content in a little larger font and keep the layout large.

This is especially so for the magazine format. Many traditional magazines just convert to pdf however 4 columns is almost impossible to read on a tablet.

Size of the download is also important for the same reason. Today while researching this topic I went to download a very popular magazine and it was over 50 mb.

On a tablet this would be a quick sign to a reader to not download it.

Once you master it you can use the same skill to create digital catalogues etc.

So you can choose to create your own for create them for others.

https://digitalmagazines.com Free Course

Tip 6 – eCommerce

In its simplest form ecommerce is the buying and selling of products and services by businesses or consumers over the World Wide Web.

Selling your product can be a very confusing project as there are so any shopping carts and merchant providers around.

There are a few factors to take into account such as are you going to be selling locally or globally.

If selling locally it could be a good idea to look for a local provider however if selling globally, accounts with Paypal, Stripe etc are easy to set up and integrate with most shopping carts.

If you want a simple free shopping cart and also the facility to gather affiliates then Mals Shopping Cart is easy and quick to setup plus can be integrated into any website.

You can set it all up yourself or we have some **video tutorials for you here**.

Wordpress Ecomerce

If you have a Wordpress site there are quite a few plugins you can use however the most common being WooCommerce which allows you to sell digital and physical products.

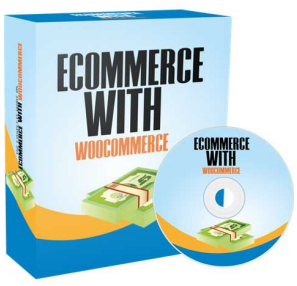
We use one called **WP eStore** because they also have a Membership and affiliate plugin that all work together.

Using one of these systems will save you a lot of time and provide support.

I don't process credit cards.

I let my merchant facility do it all for me. Handling other peoples Credit Card information can be a real nightmare.

No Internet business will work very well if you cannot collect and process credit cards.



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Tip 7 – Hosting Websites

Setting up your own hosting business can produce a great semi passive income with minimal work.

Lots of people think you have to be a real techie however if you are happy to do a bit of reading and follow the rules basically anyone can do it.

The secret is to add value because you simply can't compete against the large hosting companies.

This can be in the form of manual monthly or weekly backups, web design and a whole range of different services.

How to set it up?

Most hosting suppliers will offer a range of services from single hosting packages to what is called reseller hosting packages (wholesale).

You can then break up into smaller hosting packages and sell retail. The best thing is you can start small then grow as you get more clients.

So a basic reseller package will provide you with 50 GB space and 500 GB bandwidth for $25 a month.

Break that up into 50 sites of 1gig and 50 gig of bandwidth which is more than enough for most sites.

Each site will have its own cpanel, emails, etc. Sell each package for $10 a month and your 475 a month in profit.

Add Services to your Hosting

Their hosting package comes with a free site builder or you could learn Wordpress and build it for them or outsource.

You can also build your own websites to sell the different products you develop all for the one low price. You only have to sell $25 worth of product to cover costs.

One of the best hosting sites to do this with is **Hostgator** as they provide excellent support and are one of the industry leaders

If you need help we have all sorts of tutorials and helpful advise when you join **Web Marketing For Profit** and we will set up a site with you to help you learn.

Tip 8 – Responsive Website

Nearly everything these days is going online so building websites is a key skill both for yourself and clients.

Don't get bamboozled by technology.

A little bit of training and there are a number of products you can develop.

A responsive website will look good on any device.

Business Websites

You can either learn how to build yourself or outsource.

Membership Websites

Once you learn how to compile a website there are many other things you can do like membership sites, training sites, shopping carts and so much more.

The secret is to get half a dozen clients that will pay for your hosting then you have 100 or so free sites you can create and see what works.

I use DiVi theme as it covers pretty well all styles and I can use it for multiple Sites and Customers for a one time fee.

As you do your research you will hear a lot about new technology etc however over the last 20 years of building websites I can tell you that fresh content will always give you good results both from a search engine aspect plus visitor retention.

Regular content also provides you with information you can link back to on your website bringing in a constant stream of visitors and potential clients.

All the previous ideas will also utilize your website building skills.

All the content you create can then be used in social media, articles and used to write books and set up training.

I did this and created a book all about retiring which you can checkout here.

http://52retirementsecrets.com

At the end of the day, we want our content marketing to become an asset.

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Your Website will be built on the Wordpress CMS and will include Yoast SEO, WP Cache and Woo-Commerce shopping cart. It will be developed on the very popular Divi responsive theme. It will be hosted on an Australian cloud server for speed and includes a SSL security. You can have un-limited pages, graphics, posts and products

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$300 + GST

Includes compiling your website, hosting for 12 months and then $99 per year hosting and support.

Fast Hosting With SSL

Fast Australian based hosting with FREE SSL security on every account provided for 1 year then $99 per year after that.

WordPress & WooCommerce

Wordpress loaded with WooCommerce. You can add unlimited pages, images and products. We will fully manage or you can self manage or a mix of both.

Responsive

Your site will be fully responsive so can be viewed on all devices. Over 70% of views these days are on mobiles. Visitors can view and buy products on their phone.

FIND US:

Brisbane, Australia
+61 481269620
quentin@wmfp.com.au

Tip 9 – Membership

Paid membership sites are one of the surest ways to achieve a regular cash flow on the internet.

Paid membership sites are one of the leading business models online today.

This is mainly due to the fact that paid membership sites offers more advantages compared to other types of businesses.

Just hype and hoopla or the real stuff?

First off, let us understand what paid membership sites are. These are informational hubs that provide specialized knowledge in a well-packaged form. When you look at their structure, you can easily begin to see how profitable they are.

Suppose you were to set up a niche website on dog training. With some strategic advertising, you start getting members. You charge $50 for a membership and attract 200 members in the course of the first few months. What would your income be?

You would make a cool $10k every month, just by preserving your membership base. But you don't stop there.

Suppose you were to spice it up a little and throw in a closed affiliate program for your 200 members. Suppose each of your members brings in 5 new members,

What would the math be?

In one smart move, your membership base has suddenly expanded to 1000 members. Even at a 50% commission rate, you will easily make an extra $25k. And, you are nowhere near saturation.

This is the power of membership websites; they are a recurring income model.

The Money Gets Better!

To further make money with membership sites, you could start handing out some multi-tier commissions to a public affiliate program, which would encourage down-line building. As the number of people joining you increases, you get a fatter membership income.

Membership websites are the best way to procure self-reliant, subscription-based, continuous revenue. That is how membership websites beat one-time offers when it comes to making steady income.

With a one-time offer, you have to promote your product every time. With membership websites, you start making money continuously from the moment a member signs up.

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Tip 9 – Membership (cont)

And the secret is…

The secret to making huge profits with your membership website is to create an effective marketing plan and act on it without delay.

Sounds obvious?

You will be surprised by the number of marketers who forget to perform their marketing duties.

Make a to-do list of duties.

Your marketing duty of the day may be a simple five-minute task like typing in a few comments about a new product or it could be as extensive as a one-year PR campaign.

Whatever it is, keep chipping away at the huge list of people who have evaded you, one way or the other.

This is the best way to multiply your turnover from membership websites.

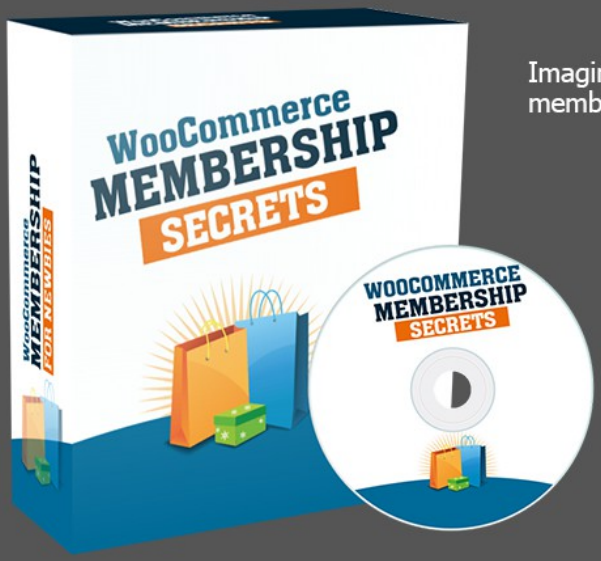
Paid membership income is the newest internet giant that is only just waking up and flexing its muscles.

It has still to rise to its full potential. Even so, stories of spectacular successes – and dismal failures – of membership websites are thick all around us.

Of course, paid membership websites can bring you a decent income. They can also be hassle-free if you stay organized.

WOOCOMMERCE MEMBERSHIP SECRETS

7 PART SERIES - WATCH OVER SHOULDER - VALUE $197



Imagine if you could build your own Wordpress membership site and generate income easily?

High quality video content shows you how to build a highly converting membership site...which results in more backend sales.

Get access to this video training course immediately, even if we are sleeping.

Tip 9 – Membership (cont)

Offer trial memberships to ezine publishers who already have a large client base.

Offer the publisher a percentage of your membership fee and they will promote you.

If you have already established you niche, you can 'wholesale' memberships to affiliates who will buy from you in blocks.

You can give these memberships as bonuses. It is a win-win deal for everyone.

Learn from the experts:

Invest in some coaching material. Learn how the experts became successful and duplicate their methods. Let other people show you the way.

It's far simpler than clearing the path yourself. As they say, you can't make a dime without breaking a buck.

Your membership website could be about anything at all. All that matters is that there is demand for the information and a willingness on your part to over-deliver consistently.

Come visit us at Web Marketing For Profit to see one about developing your own membership website.

BECOME AN AFFILIATE AND EARN MONEY!
new!
1 Join the program 2 Spread the word 3 Get rewarded

Tip 10 – Affiliate Products

Allan Gardyne is the founder and CEO of **AssociatePrograms.com** and a bunch of other affiliate-driven websites.

A full-time affiliate marketer since 1998, he spends winters in Queensland, Australia, and summers in New Zealand.

If you want to learn about Affiliate marketing he has taught me a lot and can help you.

How do you choose the right affiliate product for your website?

So you're working on setting up a new affiliate marketing website but you want to promote the best product so you can get the maximum results for all of the effort that you are putting in.

Which affiliate product is the best? Which one will make you the most money in the shortest amount of time? Which affiliate product will be irresistible to your visitors?

The answer is quite simple… it depends on your audience and your content.

Isn't that annoying? When I get answers like that, it reminds me of some sort of Zen riddle. I want a straight answer but I get a question instead. The truth is that you already know the answer.

You know the answer because it's directly related to how you interact with different sites when you visit them.

Match your affiliate product to your audience

If you are interested in growing orchids and you go to an orchid growing site, you are more likely to click on a link or advertisement for a "How to grow orchids" book than one about building an online business. It's a very simple truth isn't it?

This is basic marketing. Find out what your buyer wants then find it or create it and sell it to them. Don't make the mistake that a lot of people make.

They find a product then they try to find a market. This is the hardest way to build an online business unless you are experienced in traffic building or are prepared to go down the paid traffic track.

You need to do your keyword and niche research, set up a site that targets the people looking for those keywords and promote products that directly relate to what those people are interested in when they come to your site.

Test your affiliate product page's effectiveness

Discover How to Manage And
Promote Your Business Online
With Our Premium Coaching
And Training Program

BECOME AN AFFILIATE AND EARN MONEY!
new!
1 Join the program
2 Spread the word
3 Get rewarded

Tip 10 – Affiliate (cont)

When your traffic, content and affiliate program match, you will increase your conversions.

After you get this right, it becomes a numbers game. Improve your headline and test. Try a different product and test.

It doesn't matter if you have an endless stream of traffic, for example you're in position #1 for the keyword "business" or you're working in a small niche like "fish-eating squid" it is worth improving your site so that you increase your conversions.

As your traffic increases, a 5% increase in conversion could add up to thousands of dollars.

In my experience, most people start their website on a zero budget or lower and can't afford to spend money on advertising.

If you can afford to, it opens up a much larger range of options to you.

Resources

You still need to do your research, find a product and set up landing pages but you can get instant traffic.

So what is the best affiliate product?

Answer: The one that has the product your visitors want to buy.

http://www.associateprograms.com

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