

17 Simple Ways To Increase Your Prices WITHOUT Losing Any Sales



Rocky Tapscott

EmailAlchemy.net

If you find the information in this report helpful, please feel free to share it with anyone you think will love it

If you have any comments or questions, feel free to contact me by using the contact form at:

<http://emailalchemy.net/contact>

© Copyright 2014

No part of this ebook may be edited or reproduced in any way, including but not limited to digital copying and printing.

The author, Rocky Tapscott, and the Publisher, EmailAlchemy.net, have made their best effort to produce a high quality, helpful and informative book. However, they make no representations or warranties of any kind with regard to the completeness or accuracy of the contents of this book. They accept no liability of any kind for any losses or damages caused or alleged to be caused, either directly or indirectly, from using or acting on any of the information contained in this book. As always, the advice of a competent legal, tax, accounting or other professional should be sought before acting on anything discussed in this book. The author and publisher do not warrant the performance, effectiveness or applicability of any of the sites listed in this book. All links are for information purposes only and are not warranted for content, accuracy or other implied or explicit purpose. The author and publisher make no guarantees that using the information contained in this Book will make you any particular amount of money. By reading this book, you acknowledge that you are entirely responsible for your own actions and that you are using these ideas and strategies at your own risk.

Images in this book are taken directly from my own records or purchased online. Text and images available for download over the Internet may be subject to Copyright and intellectual rights owned by third parties.

Resources To Help You...

- **Learn how to double your optin and conversion rates** with the same system used by big names such as Ryan Diess, Todd Brown, James Schramko (SuperFastBusiness), Michael Port (best selling author of Book Yourself Solid), Juan Martitegui (CEO Mind Valley Hispano), AJ Silvers and many more. [Click here for details.](#)
- **Learn why a Billionaire funded an unusual Psychological Marketing Experiment** on August 3, 1932, that hundreds of smart entrepreneurs are now using online to get thousands of customers and clients, and convert 12.98%... 15.89%... even up to 46.8% of their prospects into buyers. [Click here for details.](#)
- **If you can copy and paste words from one document to another**, you have everything you need to make huge increases in the number of sales you are making right now, regardless of what business you are in or what you sell. [Click here for details.](#)

Introduction

Welcome to the **17 Simple Ways To Increase Your Prices WITHOUT Losing Any Sales** report!

Many business owners feel all their problems would be solved if they could just increase their prices. Unfortunately some of them have trained their customers to always ask for discounts whenever they buy, so it can be very difficult to break this cycle.

But the thing is, the customers who are screwing you down on price tend to be the same ones who demand more of your time and resources than anyone else. Wouldn't it be nice to just say goodbye to those pain in the arse customers, so you only have to associate with the people you really enjoy dealing with?

Well it's possible, and dare I say, you have an obligation to make it happen. It's YOUR business and you set the rules. If you don't do something about it, nobody else will.

But raising your prices does not mean you have to lose all of your good customers too. Statistically 5% to 10% of people are price shoppers. They'll search out the lowest price even if it means driving hundreds of miles to get it and settling for inferior quality and service. You don't want these people around, sucking the life out of you and your business.

Another 10% to 15% of people will always take the highest price because they equate high prices to the best value. Ideally this is the market you want to play in. A great book you should read is Dan Kennedy's *How To Market To The Affluent*. It will give you lots of strategies to find and target these ideal customers.

But for now, let's look at 17 ways you can increase your prices without having a lot of price resistance from your customers.

1. Find Out What Your Customers REALLY Want

Have you done your market research by surveying your customers to find out what they really want to buy from you?

Most business owners do at least some market research during the start up phase of their business. But after that, it's easy to get sidetracked. Sometimes you put out products and services without ever really seeing if the market wants to buy them.

You see, some of the easiest money you'll ever make is when you create products and services that your market is ALREADY buying. Then all you have to do is create a similar product (without copying it of course) and put it in front of your prospects.

So how do you find out what your market is already buying?

Like this: Run a search in the [Amazon.com](https://www.amazon.com) marketplace for your general keyword (like "gardening"), and sort by "bestselling" products. If you see a few similar products dominating the first few pages of results, that's a pretty good sign that the product is popular.

Tip: Another way to find out what's hot is to follow the money. Marketers don't pour advertising dollars into products that aren't selling. So look at pay per click ads on Google, ads in your local newspaper, ads in niche magazines, banner ads on big sites and similar paid advertisements to see what's being sold.

But an even better way is to find out exactly what problems, frustrations and goals YOUR prospects have and then find a way to offer them the products and services they need **to get from where they are to where they want to be.**

These days doing a survey using [SurveyMonkey.com](https://www.surveymonkey.com) or [SurveyGizmo.com](https://www.surveygizmo.com) is simple, yet most business owners never use these powerful tools to help them sell more stuff at higher prices than their competitors.

So what kind of questions should you ask?

Here's some examples to get you thinking:

• **What's your single biggest _____ challenge right now?**

Please be as detailed and specific as possible. (Please go beyond saying "getting clients", or "managing time". The more specific and detailed you are, the more likely I'll be able to cover your topic :-)

• **Which of the following best describes you?**

My business gives me my full time income
I have a separate "day job"

• **Which of the following best describes you?**

I'm a brick and mortar business owner with a local shop
I sell products and/or services online through a website
I'm a tradesman working alone or with a small team
I'm a marketing consultant
I'm a professional service provider selling to consumers
I'm a professional services provider selling to businesses
I'm an employee of a company
Something completely different

• **What is your primary niche or market?**

TEXT BOX FOR ANSWER

- **Please complete this question in as much detail as possible - If I could just...**

TEXT BOX FOR ANSWER

By asking questions like these, you will get some deep insights into the people in your your market, and you'll be able to come up with better solutions tailored exactly to THEIR wants and needs.

And since your competitors have probably never done this kind of deep-dive analysis, you'll be able to charge higher prices because what you offer is clearly going to give your customers better results than what your competitors are selling.

2. Develop A USP For Your Business

A USP is a "unique selling proposition", and it's the short statement that tells your prospects how your products are different and better than the competitors' products.

Basically, it's the statement that tells your prospects why they should buy from you instead of any one of your competitors.

Here are some factors around which you can base your USP:

- The strongest guarantee.
- The greatest durability.
- Outstanding dependability.
- The highest price for justifiable reasons.
- World class customer service.
- Your product was made in a special or exclusive way.
- You're specially qualified to offer the product or service.
- Your business was first in some category (if not, you should CREATE your own category).

And so on.

Point is, look for a benefit that appeals to your customers.

Example: The car rental company Enterprise has the USP, "We pick you up." There may be other rental companies that pick their customers up, but Enterprise was the first one to advertise the fact and use it as their USP. And this USP is indeed a good reason for prospects to choose Enterprise over the other rental companies.

3. License Other People's Products To Use As Bonuses

A great way to increase the real and perceived value of the stuff you sell (which in turn will allow you to increase your prices) is to add physical or digital bonuses to your existing products or services.

What's more, you can even choose products that are already proven winners in their own right, meaning your market will often buy your product from you JUST to get the bonus. Don't laugh, I've seen this happen dozens of times... it's very common in some niche markets for the bonuses offered with a product to be worth 5 to 10 times the value of the product.

So where do you find these products? Here:

- Clickbank.com. The products at the top of each category or the top of your search results are the bestsellers.
- Amazon.com. Again, just sort your search results by "bestsellers" to find the hot products.
- CJ.com. This is a general affiliate site for some of the biggest companies on the internet.

Or, just search Google for the type of product you want to sell alongside a term like "affiliate" or "affiliate program."

Example: "Gardening supplies affiliate program."

There is absolutely no reason you can't approach the owners of these products and ask if you can license them for a bulk rate or individually every time you make a sale. Then at the end of each month, tally up how many products you sold and send the vendors their payment.

By bundling up several inexpensive, quality products and services with your own stuff to create a Package, you can develop a complete "solution", which can have a much higher value than what your competitors are offering. When you do this you are clearly demonstrating why your offer should be priced at a higher level than your competitors.

Plus since your prospects can no longer compare "apples to apples" (because you are offering something unique and completely different to everybody else), you don't have to compete on price alone, which gives you a distinct advantage and lets you charge higher prices and enjoy much higher margins.

4. Raise Your Prices

That's right, you can make more money simply by raising the prices on some of your existing products.

Funny thing is, you may even discover that your conversion rate goes UP when you raise your prices.

That's because the perceived value of your product often goes up, which makes people want it even more. One easy way to raise prices is to offer two payments instead of one.

At the very least, in many cases a 10% across the board price increase will often make very little difference to your customer's buying habits, but can make a big difference to your bottom line.

Advanced Tip: I've seen top marketers report when testing products selling at a price of \$97, TWO payments of \$97 virtually doubled their net profit with only a small drop off in order volume. And if two payments increases your profit, try THREE payments at the same price level to see what happens

This is something you should split test for yourself, along with a range of prices and other options. You never know which price is going to make you the most bottom line profit until you test it. This is something you should be doing all the time.

And a great way to make those higher prices stick is to put a time limit on your offers so people have to make a decision NOW or they are going to miss out.

5. Lower Your Prices

Wait, what? I just told you to raise your prices. Now I'm telling you to lower your prices?

Yes, you're reading it right. But the key here is that you just need to lower your prices on a few key products – namely, your entry-level products. So if you're selling something for \$25, try testing a \$10 price to see what happens.

Once you find the "sweet spot" price point on an entry-level product, your conversion rate goes up (often because the product is at a "no brainer" price).

That means you get more customers. And when you have more customers, you can make more money simply by promoting additional products and services on the backend.

Simple, yet effective – and it just takes a couple minutes to implement!

6. Experiment With Your Offers

If you have a service priced at \$2,000, run a small test with pricing at 4 payments of \$550, or 6 payments of \$397. I have seen this taken to the extreme where the payment is spread out over 12 monthly payments and work extremely well.

Since most people are inherently honest, when they are contracted to pay in 12 monthly instalments, most of the time they do, even when they have long since forgotten about purchasing the product.

Of course you'll no doubt get a few dirt bags who'll rip you off, but as long as your true physical cost of delivery is covered by the first payment, you might find this kind of offer significantly increases your sales. Or then again, it might not. You won't know until you test it.

Something else to try is offering people free shipping or delivery on orders over \$_____. Offer a free 7, 14 or 21 day trial, "Free plus shipping" trials, or \$1 trials to see if they increase your conversions and profits.

You can get as creative as you like with these ideas. Just remember to test small so your risk is minimal, and only roll out those offers that make you more profit.

7. Call Your Customers

There's no better way to sell virtually anything than picking up the phone and calling your customers. You can employ the services of trained sales people or customer service reps to make these calls for you.

And because you are offering personalised service, you can charge higher prices than your competitors who just wait around for sales to fall into their laps when somebody wanders in off the street.

The best time to call is shortly after someone has made a purchase (such as within a week of the customer receiving their order). You can first thank them for their purchase and ask them if they have any questions. Then you can cross sell related merchandise.

Here's a sample script:

```
-----  
"Hi, this is [your name] from [your company]. First, I'd like to  
thank you for purchasing the domain name [insert domain name]  
two days ago. Do you have any questions about domain name  
servers, email forwarding or similar issues?"
```

```
[Answer the customer's questions.]
```

```
"Finally, I'd like to tell you about a special offer we have  
running on web hosting. You can try us out for just $1 for the  
first three months. You get [insert specifics here]. Or you can  
take advantage of our premium hosting for just $3 for the first  
three months. [Share details and specifics here.] Would you like  
to try the basic or the premium package?"  
-----
```

Creating simple scripts like this and training your staff to use them can add thousands to your bottom line profits.

8. Justify Your Prices

A huge mistake most business owners make is they THINK they are selling products and services, but what your customers are really BUYING are **results, solutions and/or relief from some sort of problem or pain.**

That's why if you want to charge higher prices than your competitors, you need to talk about the results your customers, patients and clients can expect instead of whatever it is you are selling.

Another way to look at it is to **describe the transformation** your buyers will go through after they own whatever it is you sell.

We've all heard it; that one common objection: "I can't afford it."

One way to handle this objection is to offer a more affordable (or free) "lite" version of the product so people can get to experience what you offer with limited or zero risk. Once they have tried it, let them pay to upgrade to the full or premium version if they would like the added features or functionality.

This method works particularly well if the prospect truly cannot afford the full version. But the thing is, it's just like using the old Puppy Dog close - *"Go on just take him home overnight, and if you don't want to keep him, bring him back tomorrow"* - once people have had a taste of the benefits of your product or service, many of them will want to upgrade to the full version.

But sometimes people tell themselves, "I can't afford it," even though money really isn't a problem.

It's just an excuse not to buy, so in order to overcome the real objection, you need to prove the value of your offer. The truth is, you need to justify the price.

Tip: The reason this works so well is because people make their buying decision based on emotion, but then they need to justify the purchase based on logic. So you can push them towards the "buy now" button much more quickly simply by helping them out with their justifications.

Here's how it works overall: You remind the prospect of all the benefits of you offer, thereby raising the perceived value of the product in your customer's mind. Once you've recapped the benefits, then you tell the prospect the price and then justify the price.

There are a few ways to do this, including:

➤ **Show why it's a good deal.**

Example: If you have a \$20 book that can help people save \$500 on their heating and cooling costs this year, then clearly the \$20 is a good investment.

Example: "Would you invest just \$20 to save a whopping \$500 this year?"

➤ **Compare the price to something else.**

Example: Let's say you have a \$10 report. You might justify the price like this: "This report is just \$10 - the price of a small pizza. Tell me, would you trade a pizza for the peace of mind that comes with having a virus-free computer?"

➤ **Focus on the lowest price.** If you have something like a monthly membership site, then focus on the smallest component of the price. So instead of focusing on the membership being \$360 a year or even \$30 a month, you can point out how much it daily.

Example: "For just \$1 a day - the price of a cheap cup of garage coffee - you can discover the secrets of making a comfortable living by working from home."

➤ **Spell it out in a list format.** If you have a program, product or service with many moving parts, summarise them in a list format so people can see just how comprehensive your offer is. For example, if you sell a program on how to become more productive, your summary might look like this.

Example: Your Program comes in 9 individual modules, which take you from being caught in a whirlwind of unproductive activity to consistently getting the things you want to achieve done. The course comes in 9 easy to follow Modules, including:

- **Module 1:** Understanding the easiest way to be much more productive so you don't waste hours wondering what you should be doing
- **Module 2:** The real scoop on systems and why you need them if you really want to blow through more work in less time
- **Module 3:** Understanding focus and how to stay in your state of flow
- **Module 4:** How to boost your clarity and output by giving yourself fewer choices
- **Module 5:** Why your to-do list should be dumped in the garbage, and what to use instead if you want to get more done
- **Module 6:** 5 simple mind stage tricks to instantly help you tackle even the biggest obstacles
- **Module 7:** Leveraging your "profit hours" for maximum gains so you can work less but get more done
- **Module 8:** Developing and sticking to your "study to action" ratio so you don't end up spending all your time studying without taking action on anything important
- **Module 9:** 7 simple time management tweaks to help you get even more done in less time than ever before

As you can see, the bullet points above give readers a good overview of the results they can expect if they invest their time and money into this program. You should be spelling out the results your customers can expect to achieve from everything you sell as well.

9. Prove Your Claims

Here's another big objection: Your prospects don't believe you. But if you can overcome this objection, then you can boost your conversion rates and profits. And one to overcome the skeptic's objections is by proving your claims. Here are five examples of ways to prove your claims.

1. **Display testimonials.** These are the comments you get from paying, satisfied customers.

Tip: Be sure to just use your strongest testimonials, such as those that talk about their results.

2. **Show endorsements.** These are words of praise you get from high-profile individuals and experts.

Example: If you wrote a book about tooth care, then getting endorsements from dentists would be a good idea.

3. **Offer screenshots.**

Example: Let's say you're selling a traffic-generation guide and you want to prove your claims. You can show screenshots of your own traffic logs.

4. **Post videos.**

Example: Maybe you want to show that your dog trick-training guide works. In this case, post a video of your dog performing the tricks.

5. **Document your proof.**

Example: Let's say part of the strength of your claims rests on you being a doctor. You can scan your degrees and medical license to prove this claim.

10. Use Social Proof

You just learned about testimonials and endorsements – both of these are forms of social proof.

This is where you use proof that carries the basic sentiment, *"Hey, these people use and like this product, so you will too."*

You see, people have a bit of a fear of doing the wrong thing. When they get into a new situation, they tend to look around to see what everyone else is doing, then they follow suit.

You can use this natural tendency to your advantage, by assuring your prospects that they are indeed doing the right thing, since everyone else is doing it too.

As mentioned, testimonials are one way to offer social proof. Here are other examples:

- **Show how many people are currently using your service.** You'll see this used often by larger companies:

Example: "Join The Qantas Frequent Flyer Program and discover the benefits our other 193,899 members are enjoying..."

- **Include live Facebook Comments on your sales pages.** Facebook comments are the ultimate form of social proof:

Example: You can install a simple plugin to most websites that displays user feedback in the form of Facebook comments. Of course, this is a two edged sword. You need to have somebody monitor the comments to make sure there's no negative feedback taking over, but this kind of positive social proof can blow away any resistance to higher prices if people are saying how great your products and services are.

11. Reverse The Customer's Risk

Just doing this the right way can place you head and shoulders above all of your competitors. But using this incorrectly is worse than not using it at all. Let me explain...

A common objection you'll find among prospects is that they're afraid your product or service won't work for them.

In some cases, your testimonials and other proof will help overcome this objection and save the sale, even when your prices are higher than your competitors. But if not, then a strong guarantee will help close the sale.

You'll notice I said a strong guarantee. That's because the stronger the guarantee (which often means a longer guarantee), the higher the conversion rate and the lower the refund rate (usually).

You see, if you offer a short guarantee, such as one that's just seven days long, then you'll likely get a flood of refund requests. That's because people think, *"Stuff, this guarantee is only a week long, and today is day five! I don't have time to use the product, so I'll just request a refund to be safe."*

Now take that same product and offer a guarantee of 30 days, 60 days or even a year, and the refund rate drops substantially (unless your product or service sucks, of course :-).

People are in no hurry to use the product, because they figure they have plenty of time. By the time the refund expiration date approaches, they've either used the product and liked it (no refund) or they've forgotten about the product (still no refund).

As such, a strong guarantee really does two things:

1. It increases your conversion rate,
2. Longer guarantees can decrease the refund rate.

Example:

"Your satisfaction is guaranteed! If you're unsatisfied for ANY reason (or no reason at all), simply contact me within 60 days and I'll cheerfully refund every penny. No questions, no quibbles, no hoops to jump through!"

Everyone feels safer when you offer a guarantee on your products and services, but they become even more important when you are supplying mission critical components to businesses and industry.

Case Study #1 - I read about an electrical switchboard manufacturer who guaranteed that if one of his switchboard ever failed during the first 60 months of operation, he would send his team of experienced technicians to fix it any time day or night without charge.

His switchboards were double the price of their cheap Chinese made competitors, but he knew his quality German components and high quality control standards would stand up to the rigours of their tough working environment, and he increased his sales despite his much higher prices.

The last thing any business can afford is component downtime, and for many it's worth spending more on quality components to make sure it doesn't happen.

Case Study #2 - Another manufacturer of high pressure steam and fluid valves used in industrial plants offers this guarantee: If one of his custom valves EVER fails, even if it is the fault of the client's personnel doing something wrong, he will pay to have the valve replaced with either one of his own, or one of his major competitors.

This gives his customers so much confidence in his valves, his business is able to dominate the custom valve market in his area. He has had a small number of people take him up on his guarantee, but since his valves are priced at 3 times the price of inferior competitor's products, he has made millions of dollars by providing this kick arse guarantee nobody else in his market has the balls to match.

So how could you create a powerful guarantee like this to completely knock the wind out of your competitor's sails (and sales :-)?

12. Use Educational Marketing And Sales Videos

Different people prefer different methods of receiving information. Some people prefer videos, while others prefer to simply read text.

So here's the deal: If you're just using text sales letters or just video sales letters, there's a certain portion of your audience who's not really getting your message. They may listen or read it, but the sales message doesn't sink in. Or they may land on your sales page, see that you don't offer multimedia in their preferred format, and then just hit the "back" button.

The solution is simple: Offer both a video and text sales letter.

If you already have a text sales letter, then you can go to Elance.com to find someone to create a professional sales video for you. Likewise, if you already have a video sales letter, then you can present the text from the video on your sales page.

Tip: Of course you can do these tasks yourself if you already have copywriting skills and video-production skills. If not, then hire a professional to do it. That way, you'll spend 60 minutes or less on this task - and you'll get a great end result!

But let's ramp this up a bit. One of the best ways to increase the value you are offering your marketplace (and therefore the prices you can charge) is to educate your prospects and customers about how to achieve the outcomes they are after.

By giving them tutorials, case studies and demonstrations of your products and services in action, and showing them how they can get the most benefit from what you offer, you can easily justify charging higher prices.

When you help people by actually helping them in this way, you build up a tremendous amount of goodwill that will repaid to you as additional front end and repeat sales.

So how could you use educational marketing like this in your business?

13. Focus On Building Your Mailing List

The vast majority of people will leave your website without ever purchasing your product.

Indeed, if your conversion rate is 3%, then consider this: 97% of your visitors are leaving. And most of this 97% won't ever come back, either due to forgetting or not being interested in your current offer.

So here's what you do to boost those profits: Get these people on your mailing list, such as one you build through [Aweber](#) or [GetResponse](#).

This helps you accomplish the following:

- You can close the sale by following up with the prospect.
- You have more time to justify your case for charging higher prices than your competitors because you'll be able to contact your prospects more than once.
- You can build a relationship and trust with the prospect, which boosts sales.
- You can put other offers in front of the prospect. So even if he doesn't buy your original offer, he may buy something else you're promoting.

Now, you can't just say "join my list." Instead, you need to give people a reason to join your list.

Examples:

- You run a golf site. Offer a free "improve your putting" video to all who join your list.
- You sell weight loss products. Entice people to join your list by offering a free report, "77 Surprisingly Easy Ways to Lose Weight!"

The best service I've found for creating high converting optin forms and landing pages that convert a high number of visitors into subscribers is [LeadPages](#).

14. Interact With Your Prospects

There's a pretty strong relationship between building relationships and trust with your prospects and making more sales at higher prices. That's because people buy from those they know, like and trust. A newsletter is just one way to share useful content in order to build that trust. Interacting with your prospects directly also works well.

Here are three ways to interact with prospects and build relationships:

- **Blog.** A blog gives you an opportunity to showcase your expertise and share your useful content. But it also gives you a chance to directly talk to your readers (in the comments section). Your blog is also a great place to share the educational videos we discussed earlier. Each time you create a new video, send an email to your subscribers letting them know about it. They'll thank you with increased sales...
- **Get on [Facebook.com](#)** and create a Facebook business page. Again, you can share content here. But you can also chat with prospects and customers, find out what they are thinking, and develop relationships

with people much more easily than doing it one at a time at networking events and meetings.

- **Join niche forums.** Or, alternatively, you can start your own niche forum to help establish yourself as an expert as well as interact with prospects (both of which help boost your profits).

15. Give Customers Payment Options

Remember the “I can’t afford it” objection? Here’s yet another way to handle it: Offer the customer the chance to pay in instalments.

Example: A customer looking at a \$500 price tag thinks that’s too much. But if it’s two payments of \$250 or four payments of \$125, suddenly that doesn’t sound so bad. And so the customer justifies the price and makes the purchase. A simple payment plan like this can often double your sales.

Naturally, you want to encourage as many people as possible to pay upfront (which improves your cash flow). So what you do is offer the regular price to anyone who pays upfront. Then you offer a slightly higher price to anyone who takes you up on the payment option.

Example: The regular price is \$500. The payment option is two payments of \$255 each.

Another option is to give people who pay in full an additional bonus product or service to say thankyou. Or offer the same package deal to everyone, but tell people who pay in instalments they won’t get one of the bonuses.

As always, test what works best for your business.

16. License Your Products Or Services

You make money with your products by selling one copy at a time to your customers. Then you make money on the backend when your customers buy additional products and services through the links you’ve embedded in those products.

How would you like to multiply your efforts by making MORE money upfront and getting more backend sales?

Here’s how: License your products or services to other business owners.

Maybe you have a proven book that you’re currently selling for \$25. You can sell the rights to this product from anywhere to \$100 to \$250 or more, depending on how well your name is known in the niche and what all materials are included in the package.

You can then sell these packages to 50, 250, 500 marketers or more!

Here are the three main license designations:

1. **Offer resell rights.** The resell rights holder can sell the product to end users only. This is a good way to keep control over your product and enjoy the backend income.
2. **Sell master resell rights.** This is where anyone who buys the book automatically gets the right to resell it to others. This quickly devalues the product. However, more people will see the product, so you may enjoy more backend sales.
3. **License private label rights.** This is the only license term that allows license holders to modify your content, including putting their name as the author. That means your backend links will be stripped out. On the plus side, PLR content is highly sought after by marketers, so high-quality content can command a larger license fee (as compared to resell rights or master resell rights).

Tip: You can start licensing your products by selling the licenses off your own site. You can also advertise licenses on [eBay.com](https://www.eBay.com), [Craigslist.org](https://www.craigslist.org), [WarriorForum.com](https://www.warriorforum.com), [DigitalPoint.com](https://www.digitalpoint.com) and [SitePoint.com](https://www.sitepoint.com).

Case Study #1 - Jay Abraham tells the story of a Timber Mill owner who had developed a unique method of kiln drying timber that saved a fortune in power costs and produced superior quality timber.

Since timber is very heavy to transport, his furthest competitors were only 100 miles away, so he decided to license his kiln drying process to other Timber Mills outside this 100 mile radius.

Since the cost savings were substantial and the increased timber quality meant producers could charge higher prices, the Mill owner made millions of dollars more from licensing his kiln drying process than he ever made from selling his timber.

Case Study #2 - I met with a client who has a unique debt recovery service that preserves the relationship their client's customers have with the company they owe money to instead of destroying it like typical debt collectors do.

This service would be ideal to license to other businesses such as Accountants and Bookkeepers, because it would add another income stream while providing a valuable service to the community.

Do these two examples give you some ideas for products, services or processes you could license to other business owners and sell for large windfall profits? If they do, I'd love to hear from you.

17. Sell Hybrid Products

The idea here is to create a "hybrid" product that's part digital (downloadable) and part physical (the part you need to ship).

Here are the benefits:

- The digital part satisfies your customer's desire for instant gratification.
- The physical part raises the perceived value of the product.
- The fact that part of it is a physical product means fewer refunds, because people don't want to go through the hassle of shipping something back to you.

Example: You sell a golf product. You offer an ebook and an introductory series of online videos available for immediate download after purchasing. You then send the customer a set of comprehensive DVDs that show the golfer how to improve his drives, his plays on the fairway and his putting.

Conclusion

Congratulations! You now know 17 ways to increase your prices, in most cases without a whole lot of resistance from your existing customers.

Now, maybe you knew about some of these methods. But let me ask you this: Are you using them? Have you ever tried them? **Because there's a big difference between simply knowing about a method and actually putting it to work for you every day.**

So that's why I'm going to encourage you to take action, *starting right now.*

Pick a method that appeals to you and apply it – TODAY. It will take 60 minutes or less. And I'm sure you'll agree that the return on your investment of time is well worth the effort, so get started right now!

If you liked this Report...

If you found this Report valuable and you'd like even more proven, easy-to-apply strategies and tactics for increasing your sales and profits, I have a special offer I think you'd be crazy to pass up.

For a limited time, you can get my most popular training ever that reveals why conventional marketing is irretrievably broken... how this is responsible for the dramatic drop off in sales so many businesses are experiencing... and the 5 Golden Rules your marketing MUST comply with if you are going to sell more in 2014 and beyond.

Right now, you can get this entire training for just \$19. Yep, for less than the cost of dinner at your average restaurant. I've created a web page with all the details – so jump over, check it out and grab this powerful system by clicking here:

[OK, show me how I can sell more by using The 5 Golden Rules Of NEW Marketing and let me claim my membership of this special program for just \\$19](#)