The Easy Way To Create Products That Sell For $50-$200 Or More!

How much money are you missing out on by not being flexible with your products?

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About the author:

Richard Legg is a successful internet marketer at only 24 years of age. His main focus is creating products that are helpful to people who want to start their very own business online.

He is an expert on how to build a business with a minimal investment in time and expense – having built his business while studying full time for a physics degree in university.

He has recently created an entire marketing course for beginners who want to make money online without having to spend a fortune to do so.

Readers of this report can claim a free VIP copy of this multimedia course from the following link:

>>>> http://www.SucceedIn30Days.com <<<<

It's True, But It's Not The Whole Truth

Almost everyone who gets online and wants to learn how to make money online is told that in order to be successful they need their own product to sell. While this is true, it isn't the whole truth.

That advice is actually more than a little misleading.

Why?

When you think about your own product what comes to mind?

Most likely your competitors for the most part have been telling you that you need to create a $50-$100+ product to really make money but the problem is that a product you can justify charging that much for takes a fair amount of time to create.

At least, more time than someone who's working a regular full-time and has a family with all the responsibilities that go along with that has. What you may not realize is all you need is a 7-10 page report that can be created in one evening.

A lot of times you're not seeing the big picture. Either one of your larger competitors (who has all day to create huge courses) tells you to create a large product, or someone just starting out tells you to do that only because their neighborhood guru fed them the same advice.

If you're working a regular job during the day, the absolute worst thing you can do (in many cases) is to set your mind on creating a $50-$100 product unless you do it the way I'm about to show you.

What I want to do is give you a new perspective on creating and selling your own products so you won't get discouraged before you ever see the money from your efforts.

The Truth About $50-$200+ Products

Note: When I talk about "products" in this report I mean information products like this one. Short reports in particular.

Not many people who give you advice would ever tell you that you don't need to create a HUGE product that takes you weeks or even months to create in order to have a product worth $50-$200+.

They **want** you to get overwhelmed with the idea that you have to create a massive product to get the kind of money you want for your efforts so that you won't have the confidence to create anything of your own and essentially become their competitor.

> In other words… "Don't create something of your own when you can just join **my** affiliate program."

That makes me sick to my stomach.

Do I have anything against getting affiliates? No. Of course not. I have affiliates of my own. My point is that joining and promoting affiliate programs should only be a step in your business.

Some people just don't want you to ever compete with them. With that in mind, you have to realize that most of what they tell you is designed to make sure that **you** keep spending **your** money to help **them** make more money by doing nothing more than promoting **their** products through **their** affiliate programs.

Look… maybe creating a product you want to sell for $50 - $100 or more **is** a lot of hard work, but creating a series of reports that sell for $5-$10 or $10-$15 each isn't.

And they don't take long to create. I'm talking days, not weeks or months. The sooner you can finish a product, the sooner you can get paid and move on to creating another.

You **don't** have to create **one** $50 - $100 product. You can simply create 5-10 $10 products and offer them in a way that makes it natural for people to buy them in bundles.

The easiest way to get people to buy more than one product is to make them all related. Make it so that one product seems a little incomplete without the other.

Keep in mind that I'm not saying that you should leave anything out of your products. Not at all. Just make sure that one product expands on an idea mentioned in a previous one.

You always hear people talking about how it's not worth the effort to sell a $10 product and you know what?

They're probably right.

But what many don't tell you is that when you offer a group of low-cost, attractive products on a related topic… Many people don't buy just one. People buy bundles of low-cost products on impulse.

Many people want to keep this hidden from you because they know that by getting out there and successfully selling your own products (no matter how small) that you'll gain the confidence you need to compete with them later on.

If you've been putting off creating your own information product because you feel like you don't have enough time to create one, hopefully by the time you've finished reading this report, you'll realize that you have all the time you need.

The "Dollar Store" Trap

Have you ever been in a "Dollar" store before? If so, have you noticed how **easy** it is for you to spend $50 or more because everything is so cheap?

You see it's easy for people to spend $10 on one of your reports and rationalize that one of your other reports is **only** $10 more so why not buy **it** too.

In their mind they're not really spending $20. Just $10 more than they were going to spend anyway.

Sure you won't sell $100 worth of your $10 reports to every person who sees them, but that's not the point. The point is that it takes **almost no time** to put together short reports, which means that you can start making money quickly.

When I say short reports I'm mean specialized (specific) information that people can't easily find on their own.

An added bonus is that as you create more short reports you can always approach the people who bought previous reports from you.

- ❖ Start by selling **one** low-cost report.

- ❖ As you create each new report, approach people who already bought the previous reports from you. Past customers are usually the easiest sale to make especially if they're thrilled with past purchases.

- ❖ As time goes on you'll build up a nice sized library of short reports that sell for a nice profit. Until that time, you've made sales all along the way instead of waiting until you had a massive "ebook" to sell.

Don't believe people do this?

Just look at what [Joan Stuart](#) does. You can buy any one report for $7 or you can buy them all for a little over $200. This is an important example because you have to realize that Joan didn't sit down and create a $200+ product.

She created this $200+ product one piece at a time and sold the pieces as they were created. Too many people spend their time creating the **"Ultimate Whatever"** at one time which means they miss out on all the sales they could have had along the way.

Not everyone will be interested in every single report you write so why "force" them to buy them all inside of a $200+ product? Give them a choice. Let them pick the pieces they want.

Think about this…

You'd be creating a high priced information product, but one chapter at a time. And you get paid as each chapter is done.

When you create a series of reports it's important to remember that all of your reports need to be on a similar topic or the same topic if possible. I know that seems obvious, but it's something that can **easily** be overlooked.

Create a natural flow…

You want to make it an easy choice for someone who buys one of your reports to buy the others and a surefire way of doing that is to make sure that you're offering them more of the **same type of information** they already bought.

None of these reports have to be very large. Maybe as few as 10 – pages. They only have to be long enough to deliver on the results promised whether it takes ten pages or thirty to get the message across to your audience.

You'll also note that the graphics are professionally done which adds to the credibility of the information being offered.

All of [Joan Stuart's](#) reports are on the topic of getting free publicity, which means that if someone is interested in free publicity… Many of here reports are highly desirable. I'm sure people grab at least 4 or more at a time.

And get this… Her reports were compiled from her previously published newsletters, workshops and consulting business. How much money are you missing out on by only using your information just once or just letting it sit on your hard drive hidden from the world?

Do most people who buy from Joan buy all of her reports at one time.

Not likely.

However, you have to realize than by giving people the option of buying only the parts of her LARGER product they want… She is getting sales that she wouldn't get if the **only** option was one product for $200. She's squeezing every dollar possibly out of her website visitor by giving them clear options.

Create your "book" **one chapter at a time** and enjoy the financial benefits of doing so. It makes writing a lot more fun to know that you only have to create a few pages to get paid. ;-) You don't have to go through all the frustration that other marketers go through.

Think about this…

"For a man to wish to be rich is of little purpose. For a man to desire five pieces of gold is a tangible desire which he can press to fulfillment. After he has backed his desire for five pieces of gold with strength of purpose to secure it, next he can find similar ways to obtain ten pieces and then twenty pieces and later a thousand pieces and, behold, he has become wealthy.

In learning to secure his one definite small desire, he hath trained himself to secure a larger one. This is the process by which wealth is accumulated: first in small sums, then in larger ones as a man learns and becomes more capable.

Desires must be simple and definite. They defeat their own purpose should they be too many, too confusing, or beyond a man's training to accomplish" - page 40, "The Seventh Cure For A Lean Purse," - The Richest Man In Babylon (Search for it at Amazon.com)

If you're struggling to make money online sometimes the best thing you can do is start small. Success breeds success.

I know that creating a "small' product and pocketing $10-$15 per sale isn't the big money you got online to make, but you have to set "small" **easily obtainable goals** and move up as the smaller goals you set for yourself are no longer a challenge.

Wanting to write a report is of little use, but wanting to write page 1 of your report within the next 30 minutes to an hour is a definite goal. When page 1 is done, concentrate solely on writing page 2 and so on. You'll be able to quickly put together a 10-15 page report just by concentrating on **one** page at a time.

By the time one of your competitors has spent months coming out with a 200-300 page product they **hope** people want… You will have been making money all those months providing short, sweet, to the point information that gets right to the matter of providing solutions to problems people have.

You will have steadily built up a collection of reports that have earned you money every step of the way simply by writing one page at a time. How does that sound?

Short, informative special reports are very focused. The content is strong and the fluff is minimal. There's no need for tons of graphics or any of the other distractions you'll find in many overblown, bigger than they need to be information products.

Another Variation On Selling the Pieces!

What if you already have a product?

You can still profit from selling the pieces by chopping your product up into special reports and making those reports available on top of having your complete product for sale.

What do I mean?

Basically you take your eBook apart, take each chapter and beef it up so that it **stands on its own** as a special report. Then you would charge a price for each special report you pull from your product that would add up to be more than your actual "whole" product costs.

Why bother?

Well, think about it… How many products have you seen where only certain parts of it were appealing to you and you wished that you could buy only that part? **I've run across products like that** and I'm sure you have to.

Sometimes people will visit your site, see your sales letter and only want to know one or two things your product teaches but they don't want to buy your full product just to get those one or two things.

This goes back to the example I gave earlier about how Joan Stuart and others who sell the pieces operate. By giving your visitors options you make sure that you don't leave money on the table. You are **squeezing every drop of profit you can from every visitor**.

Let's say that you have a $50 product. You take out ten sections and turn those sections into stand-alone special reports priced at $10 each. Obviously a bundle of ten reports priced at $10 each cost more than your $50 product so if people see five reports they want then they may as well buy your $50 product right?

Will this happen a lot?

Maybe not.

The point is that you'll sell plenty of $10 reports when you normally would **not** get a $50 sale. This is **very simple to do** and most of your work is already done since you're just modifying information you've already created.

Think about it.

You are also demonstrating the value of your product more effectively than even the most persuasively written sales letter ever could.

If people see that the **pieces** of your product are worth more than the price you actually charge for the whole, your product **instantly** looks more valuable. At the very least you'll end up with sales you wouldn't have had otherwise and that's always a good thing.

You Can Truly Dictate Your Income

Another advantage to small reports is that since the information is so focused and specialized there are **no real price constraints**. When you have 'hot' information that people want you can rightly charge whatever price you want in return for that information.

I've seen 15-page reports selling for $15, 97-page reports selling for $97 and even 5-page reports selling for as much as $145. The ability to charge what you want lies in the fact that specialized information is **hard to come by**.

There's a mountain of general information on just about every subject you can think of. People are on information overload. They'll pay for specifics.

You could sell 20-page reports for $20 or more because of this fact and people won't complain as long as the information is solid and **delivers "the goods"** your sales letter promises. Remember it's the result people care about… Not the number of pages you write.

The Easiest Way To Start Selling Small Reports

I don't know about you, but, for me, the thought of creating an entire ebook is just overwhelming.

You have to choose a topic, write 50-100 pages, make a sales letter, find a shopping cart, and figure out how to sell the darned thing -- even before you make a dime.

What if that process was not only made simple and straightforward, but also significantly easier? Well, recently I found a system created by Jimmy D. Brown for creating and selling small reports and that's what actually prompted me to write **this** report.

There are actually several reasons why you should think about getting into the small reports business…

> **A High Profit Margin:** Since your reports will be in digital format (I.E. Your customers download them to their computer), there is ZERO cost to duplicate. Sell a $17 small report and keep $17! (Less processing fees)
>
> **Quick Turnaround:** You can literally create a small report in one day (8 hours) and can start from scratch (with NOTHING) and actually produce sales in one week or less!
>
> **It's Easy To Do:** Creating a small report is very easy to do and much easier than trying to write a full-length eBook. You only need 7-15 pages of content to make money!
>
> **You Have Flexibility:** You get to work your own schedule from wherever you choose. Your small report business is completely portable. (Heck, I often write from my RV at a campground out in the middle of the woods!)
>
> **There's No Experience Necessary:** You don't need to know how to do anything (other than follow instructions) to build a small reports business. If you're a writer, that's a "bonus", but it's not necessary. Everything is explained in "kindergarten" detail so anyone can follow along.

What I want you to do now (if you haven't already) is sign up for my free internet marketing course at

http://www.SucceedIn30Days.com

The course covers everything that you need to set up your own (profitable!) business in less than a month and even includes video tutorials that teach you step-by-step on screen.

Plus there's also an affiliate program where you can earn up to $50 every time you refer someone.

Get your free membership now:

http://www.SucceedIn30Days.com

To your success.

Richard Legg