

Title:

What's The Best Product To Sell Online?

Word Count:

783

Summary:

I wish I had a dime for every time I've been asked, "Tim, what's the best product to sell online?"

As more and more entrepreneurs move to the Internet seeking their fortunes, "What's the best product to sell online?"

The next question is always: "Why ..."

Keywords:

Small Business , information

Article Body:

I wish I had a dime for every time I've been asked, "Tim, what's the best product to sell online?"

As more and more entrepreneurs move to the Internet seeking their fortunes, "What's the best product to sell online?"

The next question is always: "Why information?" Again, the answer is simple: because no other product can be sold online.

Many info products net as much as 75% to 95% profit on the initial sale after all costs have been paid.

Informational products come in many forms. An info product can be a digital book (e-book" is the most common).

Here's why information is the best product to sell online:

Fast to create, fast to market

Forget a product development cycle that is years in the making. Forget an intense design and development process.

No inventory to stock

Forget filling your garage with boxes of cheap watches and cases of mega vitamins that you will never sell.

Low startup costs

When you sell information you can literally create a product for next to nothing. If your product is valuable, you can charge a premium.

You can automate the sales and delivery process.

Thanks to internet technology you can sell info products 24 hours a day, 7 days a week, and never leave your house.

They check the website and their email, then go play golf or hang with the kids for the rest of the day.

An automated website can give a potential customer your sales pitch, take the order and process the payment.

You can offer immediate access or delivery

Online consumers are an impatient lot. They want things NOW! These are people who stand in front of a computer screen.

There's no shipping and handling

One of the things I never liked about selling hard goods was the manual process of taking the product to the customer.

What if you don't have your own info product to sell?

This is one of the most appealing aspects of selling information. If you don't have an info product to sell, you can create one.

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