

i. How To Grow Your Business 10x More With Big Tickets!

Here are the advantages as to why you ought to consider selling big ticket products:

A few of you may believe that selling big ticket products today is not at all feasible. Think again. Now more than ever you ought to be selling big ticket products because there's cash to be made.

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Big tickets products let you sell less yet clear more. Say for instance you're an affiliate and you market an item that is priced at \$17. So if your goal is to make ten thousand dollars, you have to sell almost 600 pieces of that product.

Now, rather than selling something like that, why don't you think about selling something around \$100? You would have to sell a lot less.

Selling big ticket products give you higher net profits. We all understand that net profit is subject to what sort of product you're selling.

But, for big ticket products like information products and specialty products, more frequently than not your profit is much bigger than on a low ticket item.

Prospects see big ticket products as having more value than low-cost products.

Big ticket products are normally more comprehensive or buyers feel that it's a substantial investment on their part, both in terms of time and cash. So even the cost to produce the product is relative and perceived value is super high.

Big ticket products are more likely to be used by your buyers. Careful evaluation is done before a buyer purchases a big ticket item.

Big ticket products give you the chance to make more cash without having your own product.

If you don't have your own big ticket item, you are able to still make cash by selling others products.

Sometimes it's better to market and sell a big ticket item produced by somebody else as by then you eliminate the cost of production, the time needed to produce the product, and some of the additional costs involved. Just make certain that you select an item that you believe in so marketing it is simpler for you.

The return on investment is quicker. As an online entrepreneur, you have to go through composing a sales letter, producing and executing marketing campaigns to drive traffic and more.

So, if you're going through all that, you might as well sell big ticket products right?

If you're just going to be one of those marketers who sell eBooks then chances are you will not accomplish your goal of making big money.

A quick story about selling big ticket items. Recently, a friend was working to improve the sales of a product with a bigger price (it was a series of coaching classes costing about 100 bucks each).

What I advised was this. Offer just the beginning session in the series for a low trial price and let that be the center of the advertising.

"Yes, let's try", he said.

Not only did we sell more trials, but the sales of the full price item also mounted. In fact, the majority of customers bypassed the trial totally and went straight to the full price item.

This psychology works.

If you can't do a trial, you can do a lower cost, stripped down version of your product. There's a number of ways to use this bit of pricing scheme to your business.

Next we will look at how to create repeat business with membership sites.