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If Content Is King. Then The
WOW Content Club is the Kingdom
You Have Been Searching For.

Your Full Spectrum Content Provider!

**Your Selling Options:
Products vs. Services**

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"If you don't control your product, you don't control your business." If you develop your own product, you control everything... the quality, the supply, the pricing...everything!
Ken Evoy, MYSS!2002

Your Selling Options: Products vs. Services

Products:

Pros: Products offer unlimited income potential because you're are not constrained by time the way you are with a service. The more product you sell, the higher your income will be, particularly if you are dealing in digital products and have completely automated your business.

Also, with a product you are guaranteed money up front, even before you ship. With many services you are required to actually perform the service with only partial payment up front. This can lead to payment problems if customers aren't satisfied with the quality of your work or run into financial problems.

Cons: If your products are hard goods (as opposed to digitally deliverable software) they require production, stocking and shipping, and these costs eat into your profit margin. Also, unless you have a hot selling product with a high price-tag, you generally have to fill large numbers of product orders to make a substantial income.

Services:

Pros: If you're a one man operation it's easier to make a profit quickly with a service because there are generally no production costs (other than your time and any overhead you may incur) and once the service is complete the entire price is paid directly to you. Also, many services are renewable at fixed intervals, so once you've acquired a satisfied client/customer base, you can re-bill them monthly or annually and profit over and over again.

Cons: Unless you are prepared to hire help in performing your service (thereby cutting into your profit margin) you are limited in how much money you can make because you are only physically capable of providing your service so many times (to so many clients) each day.

Bottom line? If you're looking to generate immediate cash flow, providing a service will generate it faster than developing and marketing a product. However, selling a product will make you far more money over the long term, particularly if you create and sell your own. The decision is up to you.

While you're mulling it over, lets move on to consider the four primary product or service strategies you have to choose from when starting a business online.

1. Buying & Selling Existing Products
2. Selling the Products & Services of Others
3. Providing & Selling Your Own Service
4. Creating & Selling Your Own Product

Let's take a minute to briefly examine each of these alternatives.

Buying & Selling Existing Products

Basically, this boils down to retail merchandising - purchasing large quantities of items at wholesale and then retailing them at a higher price. Any product that is sold via catalog or mail order can be sold effectively online. However, you're best off with products with a high price - low shipping cost ratio.

If you already have an offline store and existing inventory, this option may be right for you, but bear in mind that you will be going from a local or regional market to a national or international one, and the competition will be considerably escalated.

Most small business owners don't have the purchasing power necessary to compete with large companies when it comes to buying in bulk and selling cheaply. And, as we all know, one key to success in retail ventures is the ability to sell cheaply.

Selling the Products & Services of Others

Essentially what we're talking about here is joining Affiliate Programs or forming Joint Ventures.

If you're an e-commerce novice, Affiliate Marketing is the ideal way for you to get your feet wet in internet marketing. No need to come up with your own product or concern yourself with any of the hassles or headaches involved in actually stocking, selling or distributing it. Just figure out a clever way to pre-sell effectively and then sit back and collect your monthly commission checks.

On the other hand, if you've been marketing online awhile and already have a business of your own, you should definitely consider branching out by Joint Venturing. Contact other business owners who offer non-competitive, complementary products and/or services and offer to promote their merchandise if they'll promote yours.

Another strategy worth considering if you don't have products of your own is selling resale rights to the products of others, although this can get costly.

SIDEBAR: There are, however, sites that offer an excellent selection of business related info-products that you can obtain for a bargain price. If you're interested, you should definitely check out <http://www.ebiz-ebooks-togo.com>.

Advantages of selling someone else's products or services:

- It's less work. You don't need to create products or services of your own. You don't need to worry about designing web sites, secure servers, processing credit cards, providing customer service, or just about anything else that has to do with running an online business. Normally all you have to do is advertise.
- You can start earning extra income immediately. Because all you need to do is advertise, you can get started right away and literally begin earning money within a matter of days - or hours if you already have an existing web site.

Disadvantages of selling someone else's products or services:

- You'll make less money. A lot less. Unless your margins or commissions are relatively high and/or you're targeting a niche market without much competition, it's difficult for the average person to make significant amounts of money this way.
- Normally you have little control over anything. When you're promoting someone else's product or service, their problems become your problems - and there's not much you can do about them.

If you'd be satisfied with an extra \$100-2,000 a month, or you need some fast cash, or you have less than an hour per day to devote to an online business, affiliate programs might be perfect for you.

But if you're after the big money commission-based marketing should not be your only nor your primary focus. It's better to use selling other peoples' products and services as a "backend" to marketing your own products.

Providing & Selling Your Own Service

If you have knowledge or expertise in a particular field, by all means, take it online and start your own consulting service. Or put your background or the skills acquired from your salaried job to use in solving a problem that people are willing to pay someone else to do for them.

Your options in coming up with a service-based business are limited only by your imagination - and ability. If you don't have any professional expertise, focus on consumer services. Think about all the things people buy online and how you might educate them on getting the best possible product for the best possible price. For instance...

- a. You could start a business reviewing the products/services of various companies in a certain venue (sports, computers, music etc.), providing leads/links to the best.
- b. If you're a neat freak or a born organizer create a site about the best ways to remove clutter from your life or tips on getting housework done faster.
- c. Perhaps you're a gourmet cook - or aspire to be one. Go online and brush up on what you don't know and then create a site full of culinary delight! (I know, it's lame - but it rhymes:-)

Creating & Selling Your Own Product

This is the ideal alternative, of course, as it affords you complete control over exactly what you sell and how much you make selling it. Having your own product is the only way you can fully control every aspect of your business.

And, with a global marketplace at your beck and call, you can create and sell just about anything online! If you can find a market for it, you can build a business around it.

This said, however, it bears mentioning that certain products are better bets than others. Although you'll never come up with the "ideal" internet product,

here are some characteristics to shoot for:

- has a high profit margin
- offers exclusive sales rights

- can be instantly delivered by digital download
- is more attractive to purchase via the Internet vs. more traditional channels
- fills a universal need
- must be purchased regularly

Bottom line? The best products are the ones the most people want!

Hard Goods vs. Software

One factor to seriously consider in narrowing down your ideas and options is whether to market hard goods - tangible items like books and CDs/DVDs, or software - intangible, digital goods like e-books and computer programs.

Hardgoods

With a hard good product, your idea is only be the beginning of a very long and costly process. You have to manufacture it, package it, ship it... and that's pre-supposing anybody actually wants it.

The cost of taking a product - even a relatively simple one - from the design to the distribution phase exceeds the modest means of most small business entrepreneurs.

And, even if you do succeed in getting this far, unless you have a one-of-a-kind, high-demand product, you are bound to face stiff competition when it comes to pricing, so you're not likely to see a speedy return on your investment.

However, this doesn't mean that you should rule out hard good products altogether. If you can come up with a super product that fills the needs of a specialized niche, marketing it online could prove very profitable indeed. For example...

- While sites focusing on weight reduction remedies abound on the internet, very few offer specific tonics for stress-reduction or mental acuity.
- Bookstores are also an overworked venue, but not specialty bookstores, stores that sell rare, hard to find books or books on a specific topic. Once you pick a topic or theme, you can incorporate affiliate products into this scheme as well.

Niche marketing is the key to successful selling of just about anything online, but when it comes to the fiercely competitive field of hard good selling, pinpointing a precise market is especially important.

Software

I've purposely saved the best for last! If you're looking to make serious money selling online, software is without a doubt your best bet. By software I am referring to:

1. Computer-related programs (designed to automate any web-based chore)
2. Entertainment products (video games, music, posters)
3. Information products (e-books)

All of the above are not only in high demand, they are also...

- relatively easy to create.

- cheap to produce - because they can be compiled and distributed online, you don't have to factor in hefty printing and publishing costs.
- instantly deliverable - satisfying the needs of impatient impulse buyers.
- digitally deliverable - so you don't have to worry about stocking, packaging or shipping costs eating into your profit margin.

Perhaps the biggest plus to focusing on software is that with a digital product you can automate your business entirely. You can set up a shopping cart system to process orders, put money in your bank account, digitally deliver your product to your customers and handle all subsequent email correspondence - all while you're off vacationing in Tahiti!

(Of course, if you're smart, rather than vacationing in Tahiti you'll be busying yourself creating other software products that will generate multiple streams of income - thereby insuring that you'll reach millionaire status sooner rather than later:-)

There is only one problem. In order to sell your own software product, you must be able to create it. If you're relatively computer savvy, you can purchase software (i.e. [Filemaker Pro](#)) that will teach you how to make software, and then design your own computer programs and games.

Another options is to pick up a copy of Ben Prader's [Software Secrets Revealed](#), which he vows can teach anyone how to create and market their own software product - even if they don't know a lick of code - or how to program a VCR!) Or pick up Mike Chen's new [Make Your Own Software](#), about which Internet Marketing Pioneer Mark Joyner had this to say:

"If I could go back in time 15 years to my start in business armed with just three possessions, without question one of them would be a copy of 'Make Your Own Software.' There are more possibilities with this breakthrough tool than you have probably imagined. Mike, this is a stroke of genius. Bravo!"

However, if you're a computer novice or technically challenged, trying to follow in Bill Gate's well-heeled footsteps can be a scary proposition. Fortunately for the majority of us, there's a terrific software alternative - information products! The only thing you really need to be able to do in order to create an info-product is type.

Selling specialized information online is a huge opportunity and e-books afford you the perfect product medium - one that you can create and control fully. Let's take a minute to examine this alternative more closely.

Information Products

Information products are the undisputed heavyweight champion of online marketing. Need you ask why?

What is the #1 reason people log onto the Internet? They're looking for information. More to the point, they are looking for instant access to information. So you don't need to be a rocket scientist to know that any product that provides information people want to know in an easy to access manner is going to be a **hot** seller.

Over 13 million information products sold online in 2000 alone. Last year selling information in an e-book format accounted for over 20% of all Internet sales, and the percentage is growing. Information products are almost 100% profit.

Authors are now offering every type of subject matter online in the form of e-books. Almost anyone can create, publish, and sell information products. You can deliver information in e-books at almost zero cost as a downloadable e-book from your website.

You can also use free information products to promote your business, drawing thousands of visitors to your web website at little or no cost.

Also, info-products are:

- *easy and cheap to produce* - if you can type and follow some simple software instructions, you can produce an e-book
- *digitally deliverable by download*, offering instant gratification to customers and no distribution headaches to marketers
- *subject to high mark-up* - because they cost so little to produce and nothing to distribute, your profit margin on e-books can be astounding. Some marketers charge a price of 400-800% over their cost - and have to trouble getting away with it!
- *the sales process can be fully automated*
- *repeat income* - you get paid over and over for something you do only once.

For everything you ever wanted to know about info-products, visit our InfoProduct Solution website (<http://www.infoproduct-solution.com>), or better yet, download our Portfolio packed to the gills with all of the same enlightening and useful content by [clicking here](#) or on the orange book cover below.

SIDEBAR: The key phrase in the above sentence is "important information." While it's true that just about anybody can write and turn out an e-book, not all e-books are destined to be best-sellers. Just slapping together some topical content and selecting an appealing cover is not going to set you on your way to early retirement.

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

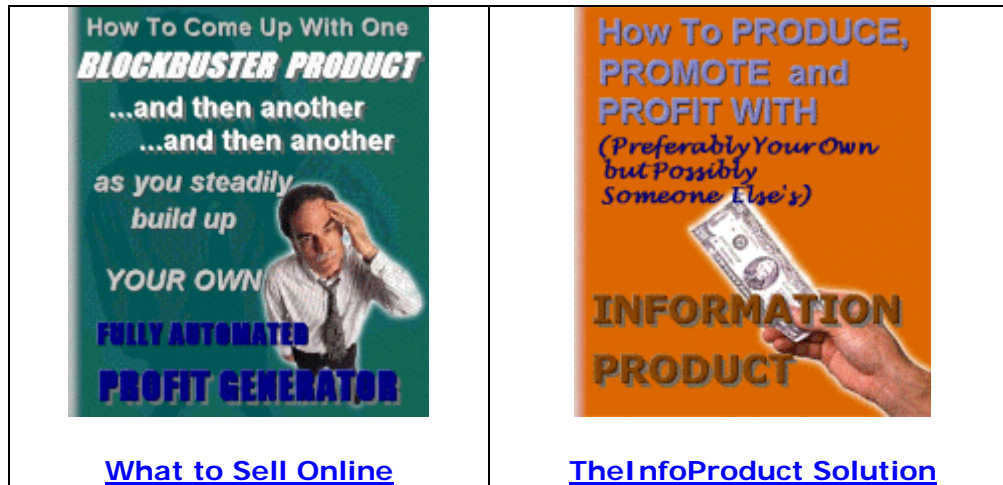
You have started your journey in the right direction with this report but, as every wise (wo)man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to **accept our free gifts** of our **What To Sell Online & InfoProduct Solution Portfolios**.

Click the links below to download these mighty pdf publications right now for FREE!



Actually, these just two of 12 completely customizable, lead and income generating, professionally created, *PDF Perpetual Profit Portfolios*, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[Complete Digital Product Creation System](#)

The only system in existence that creates products on demand via email-able videos that do all the work for you!



- You don't have to write the products
- You don't have to write the sales letters
- You don't have to design web sites
- You don't have to do customer service
- You don't have to do jack unless you want to

Bottom line? You can now create digital products such as software, and especially e-books, without having to do much of anything yourself. There are 51 videos in total, packed down into much smaller files and burned onto 8 CD's in Windows Media Format. (You'll get 3 additional CD's with the videos in .zip format, for quick and easy distribution to your assistants!)

It's virtually impossible to get any more of a "no-brainer" system than this. Something where most of the work and all the experimentation has been done - where all the problems have already been ironed out? Something you can just plug in, turn on and let it make money for you? And the great thing about [Digital Product Creation System](#) is that you can use it repeatedly to effortlessly create product after product. It's a complete management system as well as a product creation system.

[Public Domain Riches](#) by Yanik Silver

Discover The Fortune That Lies Hidden in The Massive Stockpile of Public Domain Works -- Yours FREE For The Taking Without Permission or Paying a Dime in Fees! Needless to say, it's almost shocking how profitable using works from the public domain can be... if you know where to look and how to go about sorting through the legal channels.

That's why after countless requests from customers and students - Yanik finally decided to pull back the curtain and reveal the truth about finding, using and profiting from public domain information. The bad news is that you missed the special, one-time-only 2 ½ hour Tele-Class he held on [Public Domain Riches](#). The good news is you can still get the taped version and benefit from the treasure map to the "mother lode" of free content he revealed to attendees. If you are looking for a product to sell; one where you get to keep all the money; one that you can keep selling over and over again, I venture to say [this is one of the best places to start](#). Heck, it's as easy as "stealing" from the millions and millions of pages of public domain content... if you know exactly how to do it. Why not spend 2 ½ hours with Yanik and his 3 special guests so you find out. You can then use the knowledge to profit over and over again!

[Public Domain Goldmine](#) by Yanik Silver and Michael Holland

Cash In on The Booming Demand For 'How To' Info in 35 Different, High-Demand and High-Profit Potential Niches -- Without Being an Expert or Even Writing a Word Yourself!

This package is almost too good to be true. Yanik and Michael are actually going to hand you 35 different public domain works on a silver platter with nearly EVERYTHING done for you and ready to start making you money. We're talking all the market research, competitive analysis, keyword analysis, locating back-end affiliate revenue sources, finding potential joint venture partners, clearing the copyrights, etc. – All for a TINY fraction of the time and money you would have to spend if you did it all yourself.

Hardly any wonder that every time they come up with one of these amazing offers, it sells out within days. They ONLY release 250 of these packages (so as not to flood the market). I missed out on the boat the first time, but got in on the second release. If you're smart, you will go and [sign up for priority notification](#) of the 3rd, because if you don't get notified early, you will never get news of the release, even if you are on Yanik's or Michael's newsletter lists. The packages sell out that quickly.

[The Mail Order Business-In-A-Box](#)

"Here's The Quickest & Easiest Way For You To Make \$14,456.72 a WEEK With Reprint & Duplication Rights!"

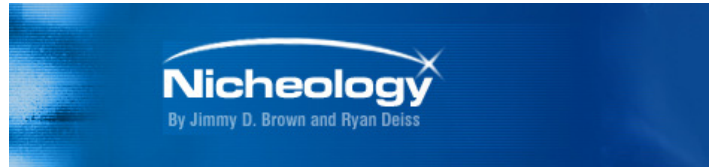
Mail Order Business In A Box
"Resell Rights To 5 Super ~~Hot~~ Money-Making Products"



This ["turn-key" package](#) gives you proven products, proven ads, a proven step-by-step plan, proven everything you need to cash-in BIG with your own mail order business (while working part-time!). You'll own the reprint and duplication rights to hot-selling books, videos, audio cassettes, computer software, and a complete "home study course" thousands of people want to buy. Plus, you get ready-to-use advertisements, direct mail letters, and press releases that'll sell the socks-off all these products for you. Use these ads and you're instantly in business making money! What more could you ask for?

[Nicheology](#) by Jimmy D. Brown and Ryan Deiss

How would YOU like to grab private label resell rights to already completed, instantly-profitable information products in every type of niche topic imaginable? Well, now you can.



And it isn't going to cost you an arm and a leg either. In fact, for less than you would spend on the cost of a single good meal out per month you can join the [NICHEOLOGY site](#) and you won't have to worry about coming up with new product ideas, because all the hard work will be done for you!

Essentially, [Nicheology](#) is a member's only site that provides you a selection of Ready-Made products each month, relating to information that people are looking for every day (like improving their golf play, or losing weight, etc...) that you can modify to your own style, and then sell for the price that you choose. Yes, there ARE people out there who are interested in topics other than internet marketing... people who have real lives and hobbies, and you can easily and profitably tap into these markets using the instant proven products [Nicheology](#) provides you.

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Look for this Logo on Quality Niche Information sites all across the Internet.
Now You Can Own Your Own Virtual Niche Real Estate Empire Instantly and Effortlessly.
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