

**WebFire Presents: Wednesday Marketing Webinars**

# **Picking Physical and Digital Products and Services to Sell**



# Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a  
Live Training and/or Q&A Call for Our  
Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Want to win \$100 today?

WebFire Facebook Group at  
[www.getwebfire.com/fbgroup](http://www.getwebfire.com/fbgroup)



Now let's move onto our training for this week all about picking the right physical and digital products and services to sell...



Whether you already have a business and are looking to sell more ... or you're brand new and just looking to sell something ... It's important to know HOW to pick the right things to sell.



# Overview for Today

- Picking Products / Services
- Live Demo
- Q&A
- Cash Giveaway!



# Picking the Right Products: Physical

- For physical products, you'll want the following:
  - Something that appears popular or “cool.”
  - If more expensive, make sure it's either easier to brand or competitively priced if identical competitors.
  - Pricing isn't as important if it's an impulse buy (\$10 or so – or free plus shipping).
  - Leave at least a 50% profit margin in most cases.
  - Ideally something that people might buy more of or that there are easy upsells for (including higher priced ones).





## Picking the Right Products: Digital

- For digital products, you'll want the following:
  - Something that is a well established product or brand with lots of existing searches.
  - If less well established of a brand, you want to make sure that there are plenty of opportunities to find leads or gain easy rankings for related topics (WebFire's tools can help).
  - Has a decent upsell path to earn you more.
  - If you're an affiliate, you ideally want around 50% commissions.
  - Launch hijacking vs. evergreen business models for affiliates (examples).



## Picking the Right Products: Services

- For service offerings, you'll want the following:
  - Something that a lot of people need or want.
  - Something that most people HATE doing themselves (or don't know how).
  - Results that can have massive value or benefits to the buyer (rankings, leads, sales, branding, etc.).
  - You'll want as much social proof as you can get (here's how to do that even if you're brand new with none yet...)
  - If outsourcing, you want at least a 50% margin (if not 80% or more) on top of them having pre-existing social proof that you can use.
  - If outsourcing, check on places like Fiverr.com, classified sites, freelance sites, etc. (what to look for...).
  - The more "done for you" the service is, the more you can charge.
  - The more value the results can bring a specific client, the more you can charge too.



# Demo

- Live Demonstration on several of these things just taught...



# Reminder on past free tools

- [www.bizfire.com/survey](http://www.bizfire.com/survey)



Any other questions???

(and cash  
giveaway right after)



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