



# 11 Things You Can Sell on the Internet

Want in on the online business game but don't know what to sell? James Schramko and John Lint have got you covered. Check out their list of 11 possible products.





James Schramko and John Lint

**James:** James Schramko here. Welcome back to SuperFastBusiness.com. This is Episode 790. And today, we'll be talking about 11 things you can sell on the internet. And when I say we, it's not just me today. I've brought back my friend, [John Lint](#) from [10XPRO.io](#). Welcome back, John.

**John:** Hello, James, how are you?

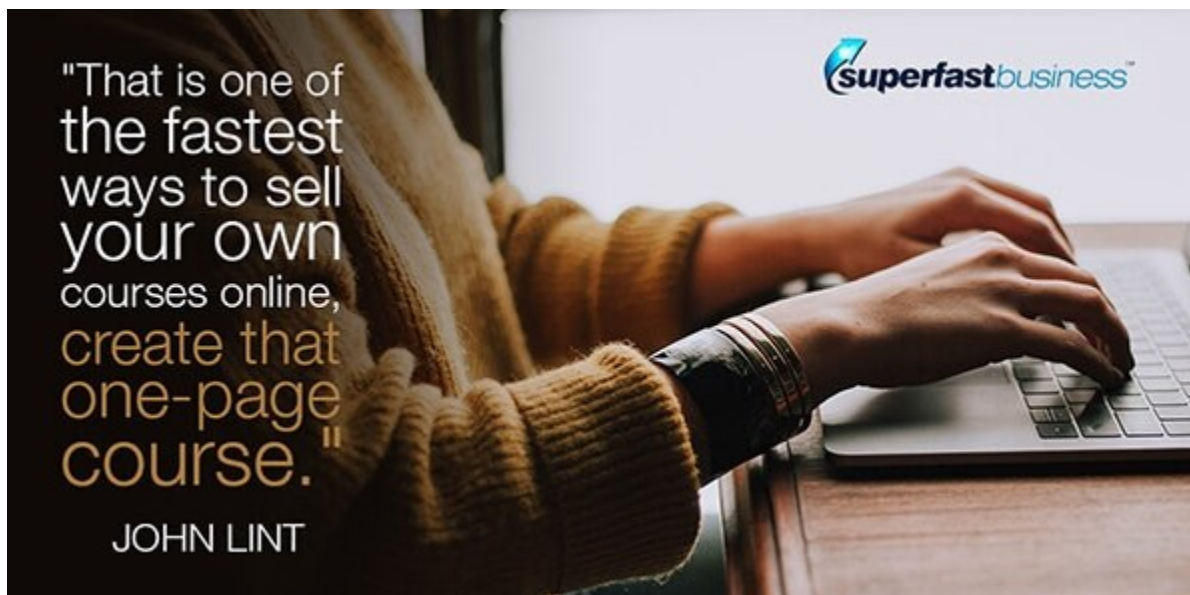
**James:** Very good, thank you. I appreciate our discussions. You've got a lot of access to data points. You're running the program [10XPRO.io](#), which I'm a huge fan of, and use for my other website, [SuperFastResults.com](#). And lots of people in our community over at SuperFastBusiness are using the platform.

So I wanted to ask you the question, like, what types of things are you seeing people sell? We came up with 11 things to start with. Maybe we'll find out more. There were a couple of things on there that I didn't see, and I might ask you about that, too. But let's just kick off the list with number one, [online courses](#). Talk about that.

## If you can teach, you can sell this

**John:** Yeah, of course. So that's the traditional thing that people can sell online, you know, you're thinking about creating your own online business, and you want to create something, the first thing that you can create is an online course. And when we talk about online courses, there are actually different types of online courses, goes to what some people think, that when I say online course, they think, ah, I need to create this huge course and it has multiple modules and multiple lessons, and that's not the case.

That's actually what we would call a master class, which is a really advanced type of online course with multiple pages, multiple modules and multiple lessons. But what you can do, if you're just starting out, you can create what we call a one-page course; one page, that's all you need. Have a welcome video on top. And then below, what we do in 10XPRO.io is that we use what we call lesson blocks. Lesson block, you click on it, it expands, and you can have the training there.





So you have your different lessons. You can create a one-page course with five lessons, seven lessons, 10 lessons; I would say maximum of 12 lessons, do not keep it too crowded, and boom, you're up and running. So you can create those very, very fast now. That is one of the fastest ways to sell your own courses online, create that one-page course.

Now if you want to go deeper, you want to start creating those more premium type of online courses, maybe you are going to do an eight-week type of training program, and you have multiple modules, you want to teach more, then yeah, you can go ahead and create what's called a master class, what I call a master class.

In that case, it's an online course with just more pages. That's what it is; more pages, you can duplicate the same idea I just said, the one-page course, imagine you have five of those. Now you have five modules, five pages with contents inside. So that's the fastest way that you can get started online, by creating your own online course.

**James:** It's pretty quick actually. We use both, I think, the one-page and the multi-page at SuperFastResults, if I'm correct. The bulk of our courses are, say, an hour long, and we just put them on one page broken into the modules. And my team found it very easy to load them up and to add the transcripts and everything else. But we also put up a 30-day course, which is free at the moment. That might change, maybe even the length will change. But that's at [SuperFastResults.com/30](https://SuperFastResults.com/30), and that's where we put a different lesson per page, from memory.

And as people get an email each day for 30 days, it takes them to the new one, which sort of unlocks. So there's a myriad of options and choices you can have, depending on what you're trying to do. In this case, I'm trying to help someone transform from where they're at now, to being able to work less and make more within 30 days. That's the promise. So I'm sending a tip each day. And that was set up as an online course. But behind the scenes, can I tell you how easy that was to make?

I recorded 30 videos in one sitting. And I just put them into a folder for my team. And then they just loaded up one video per page. And then they ran it through some software to get it transcribed. And then they just cleaned it up. And then it was ready to go. And the hardest part of the whole thing was me just checking the emails. Because I realized that people are going to want to just read the emails as well. So I had the full transcription there.

But the actual tech side and the deployment of the online course was so simple. And I'm very pleased to say that SuperFastResults is now contributing several surfboards a month worth of revenue to my business from just courses and a micro recurring program, which I think is going to come up in our list. Well, I really hope it does. Because if it wasn't, it's not all this that I think are complete.

So online courses, number one. Simple, can be straight out of the gate, very easy to put up, can be detailed. So you're going to have a big one or a little one, and away you go.

**John:** Yeah. And something important as well to remember is that they can be free, or they can be paid, you know? Because yeah, like you said, in your case, you created an online course, and you're giving it away for free to build your email list and obviously, provide a ton of value. That's something that you can easily do as well. And a lot of our members are taking advantage of offering those crash courses or those challenges, those boot camps, like you're doing. And then you also have the premium type of products where you pay to get access, basically.

**James:** And I'm doing both. I got a couple of free trainings. The other one is the [lifestyle design](#) one, and I got the paid ones. Of course, when people take the free training, it gives me an opportunity to let them know about what else is there, and I'm finding a lot of people come on.

Couple of things I've noticed, when I go to that page, I notice it shows me that other people have purchased. That's a feature that I really like that's built into 10XPRO that I think used to be like an extra you had to pay for from some third party service, when I wasn't on 10XPRO.

Can you tell me about what that feature is?

**John:** Yeah, I mean, well, you basically have a stats and analytics type of portal, basically. So you'll always be able to know how many visits you got on your site or your site pages, how many opt-ins you got, how many members signed up, how many people became members, how many sales and how much revenue, and you have that in a nice-looking type of graph showing you the daily result. And also you have the totals that are displayed.

So when you log into the dashboard, that's the first thing you see. You see actually the result of the past 30 days, like the total, showing you, okay, well, you made that much money, you got that many sales, you got that many new opt-ins, etc. And then if you want to go deeper, you can go to the quick stats area where we have different types of features, and functionality to be able to track and get that data and get the quick results for your different funnels and different courses that you might be selling, all the different things.

**James:** I noticed that members of the public can see the first name of someone who recently registered for the course as well, you know, which is based on fact. This is not some randomized, made-up thing, like Romper Room. Like, this is actual buyers, but it's also, like, very private. Only the first name is published. That feature, I really like that one. What do you call that one?

**John:** Yeah, that's what I would call the social notifier. And yeah, it works basically, when someone buys but also when someone opts in, so you can use them on your opt-in pages to boost, of course, your conversions, and show people that, hey, look at that, other people register for the webinar. Or other people, in your case, like in the bootcamp, I think that you're using that, other people joined the 30-Day Challenge.

And then of course, if you're using that on a sales page, hey, look at that, this person just purchased, you know? So you can use them in different ways. You just check a box, basically, you don't have to integrate with anything or API, none of that stuff. You just check a box and say, 'Yeah, I want to use that on that page,' and that's it.

And basically, what we show you, it just comes up on the bottom, it says, 'Hey, John just purchased,' you know? And like you said, very important these days, respect the privacy, the data, collecting the data on our website, we need to do a good job. There's no point in showing the location of that other person, we don't do any of that. We just show, hey, John just purchased, and that's it, you know, and that does the job. The job is to show that other people are taking action. And that will help you with your conversions.

**James:** In terms of speed of implementation, I think one of the big challenges people have had with online courses is they usually need to set up their sales part somewhere, and then they have to set up the delivery part somewhere else. They need to get a program, or a module, or a plugin, or a Zapier link or something. Or they have to build on someone else's whole platform, you know, like Udemy, for example, where they go into some thing, but then of course, they go along and do some massive sale and sell your product for like, \$7.

So you don't have much control in that. [I've covered that in a previous episode with you](#) about the difference in control and access. But what I did like is you can have your front end and the back end all in just the one machine. It's the single place where you can just finalize everything and have it there. So it's just so easy to get started. And one of the trainings that you provide for all members in the academy, which is also accessible via an app, is Your Online Course in a Weekend, or something to that effect.

**John:** Yeah, Your Course in a Weekend.

**James:** Yeah, so you can have your own course in a weekend. So if you're listening to this podcast, and you've got some kind of knowledge or expertise, or you think you could read five books on Amazon and acquire it quickly, and you have a weekend between now and next week, you could have an online course this time next week, and the only person stopping you is you.

**John:** Yeah, and basically, like we said, the fastest way, create a one-page course, use a template, put your videos, you're done, you know?

**James:** Perfect.

**John:** You and I do this all the time, actually.

**James:** I mean, I've just worked it out. I think I've done 17 trainings in a row for the last 17 months. When you just take that in isolation, if you didn't consider that I've got a forum or I do a podcast or whatever else, by anyone standard that's prolific. And, you know, a lot of people make their first training difficult, but it doesn't have to be. I often come up with the idea or the concept a day or two before and then create it, a few hours, five or six hours tops, and then deliver it over an hour. That's it.

I do it every month. If you want to see those courses, [join SuperFastBusiness](#), and they're all inside, or just buy one of them from SuperFastResults; you can choose. But you'll see what I can come up within a few hours that's really valuable for my audience. Also worth noting, there's no refunds, people don't ask for a refund, they love the products, they buy more. It's such a great business model.

## It doesn't get simpler than a download

Number two, digital downloads. Just a quick download. So tell me how that works.

**John:** Yeah, basically, so that's if, let's say, you don't even want to create an online course, you don't want to maybe create seven videos, you just want to create one, maybe...

**James:** Or like a PDF.

**John:** A PDF, exactly, like your report.

**James:** It's like how I started. I used to have the XSitePro cheat sheet. And at one point, it was just a PDF that people purchased. But I'll tell you one of the trouble I had with that, John, is like, when people buy it, and I sent them to the thank you confirm page, usually I had to just load the PDF to like a weird-named folder on my server, right? And I could not index, not follow it. Hopefully, the search engines wouldn't find it.

But the problem was anyone who had that link could now just post that link, and I had to keep changing it all the time to make sure that I hide it from people. Have you been able to solve that?

**John:** Yeah, so basically, the file itself, you know, obviously, that's going to lead where it's going to lead. But the other issue as well is that people have those public pages, right? So if you have the URL of the page, I go to the page, and I can download the file, you know? So that's one of the things you don't want to do. What we do is that we have different types of features that would protect a page, without being in the membership site, right?



So we talked about the online course delivered inside a membership site where you need a username and password, and you get it whenever you buy anything, like for example, using 10XPRO, you're going to be registered as a member, you're going to get your username and password. With a digital download, what you can do, you can actually do that on any page in your public page. Of course, if you want to go fast, you can create the page, you put your thing, you say download the PDF, and okay, they download.

But that's not a good thing. Because like I said, it's public, right? So what you can do, you have actually multiple options; we have multiple features that will allow you to protect any kind of public page. The first one is what we call the guardian. And the guardian basically just locks the page and only people who have the key can access the page. Now, without going too technical, bottom line, you can have now a special URL that you can use. So when they buy, you send them an email and say, 'Awesome, download there.' They will click on that, the key will be there, but they won't see the key. They land on the page.

But if they try to share that URL to someone else, if this person goes there, there's not going to be the key. Basically, they're going to be redirected, right? So they're not going to have access to that page. Another way you can do it is with the advanced integration that we have between 10XPRO and your CRM system. So that's one of the reasons why so many people are switching to us, is because they love that deep integration that we have with the most popular emailing systems.

So you're using [Ontraport](#). I'm using Infusionsoft. Most of our members are using [Active Campaign](#) or [AWeber](#) or [ConvertKit](#). Bottom line, it will work. That's the bottom line. And what it does is that we have a feature that will only allow you to get access to that page if you have a specific tag in your profile in the emailing system. So if I try to go there, and I don't have that tag, which is, let's say, he just bought this product and I don't have the tag in the emailing system, then I get redirected. I don't have access to the page.

So you have a few features that again allows you to create this quick download, this quick product that you can sell, without worrying about setting up your membership site or any logo or any image or any page in your course. You just create a page, protect it by clicking a box, and that's it. You're up and running.

**James:** Now, correct me if I'm wrong, but when you go into the program, you can actually just create a funnel for a digital download product.

**John:** Right. Yeah, we have basically, we call them campaigns, and basically in the campaign area of your site, whenever you want to create any kind of funnel or campaign, we actually have like around 20 pre-built campaigns that you can select from. So you click a button, you say plus, I want a new campaign. And then we tell you, we ask, which one? You want to create a quick sale, a limited sale, a book funnel, a webinar or whatever, right? You click on the box, and then there's a little loading and boom! You have all the pages that you need are set up, and you're done.

**James:** And it's all linked together, and you just fill in the words, and load your product.

**John:** Exactly.

## **Live training as an online product**

**James:** Number three, webinars. So people sell webinars, right?

**John:** Mm hmm. You can sell webinars. Again, you can protect those webinars. And a webinar, basically, is like a live training program, right? And a lot of our members just do that. They basically say, "Hey, I'm going to be teaching about this." A lot of members use that as almost like, not a rehearsal, but like a pre-screening of their online course, if you like. A lot of them actually take advantage to get that pressure to create the online course.

So what they do is that they say, "Hey, on that day, at that time, we're going to be teaching you everything I know about, let's say dog training," right? And it's a webinar, it's live, and I'm going to be answering your questions. People buy access to that. They get the link to the webinar. And yeah, you can deliver the webinar inside 10XPRO and use all of the features that we have, protect the page and all that.

They go to that page, they experience the webinar, they get the training, they learn, they send their question, the presenter can answer. But now, what happens is that of course, that session is recorded. So you can give them the replay because they bought. But now because you got the replay, what did you do? You pretty much created your online course.

So now you can package that, and like we said in number one, create that online course. And now you can sell these forever, like you do, James, with all your courses.

**James:** Yeah, I do. I've got to say the pressure of having a deadline each month makes my courses happen, otherwise, I wouldn't do them. So taking advantage of a deadline can be great. And, you know, I'm taking those trainings and then selling them as individual products. So I'm mixing and matching a couple of these, you know? Some people probably join SuperFastBusiness because they get a webinar each month. That might be what they're buying in that regard.

For me, it's a way to keep on top of what's interesting to my clients, and then deliver that. So I just came up with my next training topic today, which is going to be How to Buy Better, because often people ask me when they want to buy a domain, or they want to buy a property, or they want to buy a car, and I realized they don't have very good skills. Some people are taught how to sell. But not many people have been taught how to buy properly. And that's often where you make a lot of the money.

So I pick a topic, and then I start fleshing it out. And then I'll create it, then deliver it, and then I'll end up with an information product. So we'll talk about that later, how we might bundle that. Let's move on to number four, virtual summit.

## **The expanded version of a webinar**

**John:** Yeah. Number four is basically, you take that same idea of a webinar, which is a one-time event, usually, one person teaching or one-time event, and then you expand it. And you basically create multiple sessions of it. And that's what's called a virtual summit. These again, can be, just like the webinar, actually, it can be live, or it can be actually kind of pre-recorded, because there are some people who do webinars where not the whole thing is pre-recorded, but the teaching part is pre-recorded. Why? Because they want to do the best type of training possible.

They don't want to mumble or, you know, they want to maybe have the training focus, so they are live, like I'm live now and talking. And then they play the video or the training, and then they're back, and then they are answering questions. So that's what we call a hybrid webinar, which you can do. It works really well. You can also do that with a virtual summit.

So what is a virtual summit? It's basically a series of webinars happening on a specific day and time, and basically on that day, you're going to learn this from James, and then tomorrow, you're going to learn this from John, and then the next day, I don't know, someone else, right? So it's a series of presenters, or it can be just you doing all the sessions, but it's basically a virtual summit, right? Most of the time it's multiple people. Like I said, it can be live, or the thing can be pre-recorded, where you can actually just make sure that the video appears on that day at that time, and that's it.

You basically sell access to the virtual event, virtual summit, something that's kind of really hot right now, especially with the current situation. So a lot of people are going to virtual summits, virtual events, to still have that community aspect, still have that, it's a live training type of thing and ask their question. But obviously, it's all virtual.

**James:** Yeah, I've been asked to submit a couple of seminars for that where people do just queue it up and then play it. You can load up the webinar to be autoplayed within a community, right?

**John:** Yeah, absolutely. Basically, you have what's called an automated webinar, if you want to fully automate the whole thing. Or you can do what's called a hybrid, which is you're live, but then at that time, you're going to be playing the video. So these are the two ways you can do it. And yeah, super easy.

**James:** I think you showed me some stuff about how you can switch between live and pre-recorded seamlessly. And that's one of the trainings you've got inside your membership, which is terrific.

### **Need coaching? Let's chat...**

Number five, coaching, one-on-one via chat. So you could sell access to a private chat and give people access to that, and you can coach them. Now, I've done well with the private coaching style of offer.

I actually remember seeing some guy do this, like 10 years ago. Back then it was like, he said, "Listen, you can pay me X per month, and I'll let you send me unlimited emails. The only rule is, you can't send one to me until I send you an answer to the first one you send me." So they sent him one. He sent it back. That was an old school way of doing it. But I will say, that was what originally tipped me towards offering private chat within my own community, probably six or seven years ago now, and it's been phenomenal.

It's just super high value, because, like, my biggest beef when I went online is the guru won't answer your questions. It's still the case. Some of the big name gurus, they'll sell you a \$3,000 course and never even show up once to their own Facebook group. I just don't get it. But thankfully, they do. Because it's created an opportunity. Let's talk about this one.

**John:** Yeah, so private coaching via chat, I think that's something that's really powerful. So we have an app with 10XPRO that you can have as an add-on as a member. And basically, what it means is that you have pretty much now coaching in your pocket, right? Coaching in your pocket, your members can obviously purchase access to that coaching element where they have access to you, they can send you a question directly, which is extremely powerful. But it gives you some leverage as a coach, because you don't have to spend 30 minutes on Zoom with that person, every single week.

It's basically, whenever you can, you're going to reply to that person. So you're providing that private coaching, but in a leveraged way, which is beautiful. And like I said, if you're using the app, then it's going to be in your pocket, chatting system, just like when you're using Skype, or [Slack](#), or Facebook Messenger. It's the same experience, except that obviously, you're just providing that coaching to your members. And that's a fantastic way to either sell that on its own; a lot of members do that; it's basically a private coaching program. Very easy to set up - you just need one page, and you're up and running.

But like I said, it gives you a ton more leverage than doing the traditional private coaching. And yeah, you can also use that as a value add. So if you want to boost your conversions on a product, you could tell them, by the way, when you buy this course or this master class, you're going to get X weeks' access to the private coaching. That's exactly what I do with [10XPRO](#). So when someone buys the special package in 10XPRO, they can get 10 weeks' access to me to ask me any questions they want directly, one on one. All right.





And that's on top, going back to the webinar idea, of the weekly webinars that I do every single week for members, where every week I'm live answering any questions you might have, right? So that private coaching is something that you do. We added actually this in 10XPRO because of you, James, and it's a fantastic thing to create. You don't have to create a course, you don't have to record videos, you just set up one page, call it private coaching, and you're done.

### Q&A in an online group setting

**James:** That's the fastest setup ever. I mean, we should just flow into number six here, which is the group coaching Q&A session. That's pretty much the same thing, but where other people can see the questions and answers, and that's what I'm using. And I opted for the social wall feature in 10XPRO, which is a simpler version of a forum. And when I say that, I don't mean that in a demeaning way to forums, right?

It's very, very straightforward. It's like, I don't think I've ever started a business so simply. All I had to do to start that was ask you a question below, my team or I will answer it. And it's \$10 a month. That's at SuperFastResults.com, the program is called [Support Assist](#). People love that program. I've literally had people say to me, they feel like they're ripping me off at that price. And other people can see the answers, so, like, a lot of people can learn off people's questions.

You've continuously developed this feature for me, which I'm very grateful for, because I can use it from my phone. I can use it from the academy app, I can log in, I can answer questions, I can now do other features in there which I've requested and which worked fantastically well. But people love it. It's just so simple, and they get it. It requires no additional training, no other features or services.

They don't get live calls, they don't get information products. Like, they basically get nothing other than their question answered, which, for most people, is what they crave. Can you just tell me what to do? Tell me where to go. Tell me how to do this. Tell me what I need for that. And we tell them, and they're solved, and they're on the next thing. It's just probably the simplest feature ever, and it's so powerful.

Today, I had a call with my higher-level group, and I've got a guy in a different market, and he's pretty much exactly copied this feature for his own product. It's in an unrelated market, and he's now charging people \$10 a month to answer their questions. And he's going to consider that as a hot waiting list for his real products. Like, it's the waiting room. It's a paid audience who have qualified themselves.

**John:** Getting them to know you, like you, and trust you.

**James:** Yeah. And he's getting to know, like, and trust them, too. He's understanding their problems and challenges. And he was able to implement it. This guy has struggled with implementation up until now. But when he saw this concept, he had it up and running between last week's call and this week's call. It was that quick. I feel like I've created a whole category of product here that there'll be plenty of now.

I only ask, you know, if someone's going to do this, just call it something different.

**John:** Yeah, I mean, we call them social walls, right? So it's basically just a private page. It's a private group.

**James:** It's like a private Facebook group; it looks and feels and works exactly like Facebook, except without the massive downside of your clients being terrorized for privacy and ripped off or duplicated or stolen, or the fact that you could go there one day, you know, if you're on that platform, and it might not work for you, which is, I think, the biggest nightmare of all.

**John:** I mean, you can't sleep. I mean, I can't sleep like that. I can't sleep; if my business can be gone the next day, and you wake up, and you're going to be checking your phone; Oh, my god, did I get an email from Facebook today? Or YouTube, did I get banned? You know, like, that's not a way of building a business in my book, you know? But that's what you mentioned. So that's a social wall. That's basically part of the community aspect of it, you know? You can create a community and sell it online, you know?

With 10XPRO, you can do it in multiple ways. The fastest way is exactly what you did, the social wall. They buy, they pay access to get access to that area where they can participate in conversations, they can ask you questions, you get an answer. Another way of doing it is with a forum, traditional forum. And yeah, that's built in as well. We do have a forum capability. But if you want to sell access to a forum, like you do James in SuperFastBusiness, then that's another thing that you can create online and really sell it online.

But I want to go back to number six, which is a group coaching Q&A session, because I see a lot of members really taking advantage of that. So I mentioned that before. That's what I do every single week for free to my 10XPRO.io members. So every single week, I'm live. Every Thursday, I'm live online, answering any question you might have. That's group coaching, live, basically; I'm answering your questions, and I can review your site, I can review sales pages, whatever. We talk about whatever you want, it's there, right?

And I see a lot of members using that feature on its own. So that's the only thing they sell. So I sell the software and I give you that as a bonus. But you can actually just take that part, and the only thing that you do is that every week, you're live online, you're basically streaming live, and your members are seeing you inside the member's area. They can ask you questions privately. Anyone who has access to that page can send you a question. And now, you're simply answering their questions every single week.

So you're live once a week, answering questions for an hour, and boom, you have a product. We have members selling this for \$97 a month, \$297 a month, and that's it. You just create a page, you're live. And that's your job, and now you have a business, and you have something that you're selling every single month, pretty much. So that's basically number six.

## **When people want access to each other**

Number seven was community, what you talked about, and the forum. If we go back to another element, which is number eight, networking, that's also something very powerful, and we see that with advanced groups or private groups, you know, where what people really want is access to each other, right? So one feature that you can leverage, what I see some people do, is they leverage our member's directory feature.

So the member's directory feature is just a directory where you are listed in the directory. And what you can do, of course, you can take the directory, and if you wanted to sell it on its own, so people have access to the directory, you could easily create a page and make sure you display the directory when they click on that. And now you can see everyone who is part of the group. With that, you have the built-in messaging options, which also work with the app, by the way.

But basically, now, I can see, oh, James is part of the group, great. Let me connect with James, let me start a conversation with James, and now James can talk to me. And now we can get to know each other. Who knows? Maybe build a business one day, who knows, right? So that's a very powerful thing that you can do. If you want to sell access to a networking type of group, a member's directory, then that's something that you can easily get started with very, very fast.

It doesn't take creating content, it doesn't take creating videos, anything like that. Just enable the feature, and then of course, sell it online using one of the funnels that we talked about. So that's number eight.

**James:** I'm glad you mentioned that. And just a quick recap on number six and number seven, if you ever wondered what to create content about, number six and number seven will give you an endless supply of topics to talk about for your social media, for your podcast, for your article writers; like, they're fantastic in terms of content generation ideas. And in part, the product has got user-generated content. That's what makes it so powerful.

I haven't had to do all the work in my communities, especially number seven, the community, because the members help each other. And this networking thing, I'm so glad you've mentioned number eight, because I'm seeing it's pretty popular right now, where there are some platforms out there that just focus on the networking. But they have a massive flaw, like the big feet of clay of these products.

I mean, they're all great and friendly to help people connect with each other. But they're a standalone little side module. And they need something else; they need a front door to get people in there, or they need some sort of billing mechanism all attached via zaps and things. It gets a bit messy. So you're back into the old hole. You know, it looks simple, and it looks easy, and it's got just this feature, really. But it doesn't help you get people there, and it doesn't help you get money from them.

And basically, it needs gluing up and band aiding, which is really the thing that we're trying to get out of in the first place. You've got to go now find a developer or a programmer or someone who can help you put it together or buy multiple licenses and get server hosting for the front end side. It's like a messy mishmash of plugins. So I'm so glad you've built that feature in. And I think that's going to become increasingly popular over time as people migrate away from public platforms into private platforms for this.

**John:** Yeah. I mean, we see that happening a lot. I mean, this is the talk of 2020, to be honest. I see a lot of YouTubers always mentioning their side platform or their side website more than ever. A lot of people on Facebook are doing the same. They understand that there's a real possibility, like we talked about, that their business can be gone, and they need to, like you said, for years, [own the race track or the race course](#), if you want to, it's up to you.



## Put them all together, and you have THIS

But yeah, you know, so getting things in house, controlling the environment, obviously, that's why we built 10XPRO, you know? And that brings us back, I think, to everything we talked about, one to eight. These are really elements you can sell on its own, but what you can do, you can then combine them together, right? And when you combine them together, what you have, exactly what you do, James, and what you teach, it's a membership site.

A membership site has one or more of those components. You can have courses, you can have webinars, which you do every month. You can have networking built in, community aspect built in, the Q&A, the private coaching via chat. So it's really up to you what kind of membership site you want to build, what you want to include in, and when you package them all together, then that becomes your membership's program that you can sell on a monthly basis, on a yearly basis, on a six-month basis, really up to you.

You can have trials, you can have subscriptions, all of that stuff; it's all built in with our shopping cart. But yeah, you can start with one, right? That's what I would recommend. Start with one, get things rolling, get a ton of content ideas. Like you said, by doing those webinars, by doing those group coaching sessions, by doing that community, great. Start gathering a ton of knowledge and a ton of ideas and then expand, and then boom!

Now you have your membership site up and running and you have all of these components, helping your members get more results, having them stay more engaged, and of course, making sure that they stay in the long term. That way, that gives you money pretty much coming up every single month on autopilot. So membership programs, beautiful. And that's why, you know, that list has kind of an amazing purpose.

We start with the online course, which is usually the fastest way to get started online. Okay, I have an idea, I created my online course, so I create a digital download, great. As I start expanding, I can add more things. Or maybe I'm just ready to do the coaching, and I start doing the coaching things. But then I start adding courses, and I expand and then boom, now I have a membership program that I can set up, and now I have a membership business.

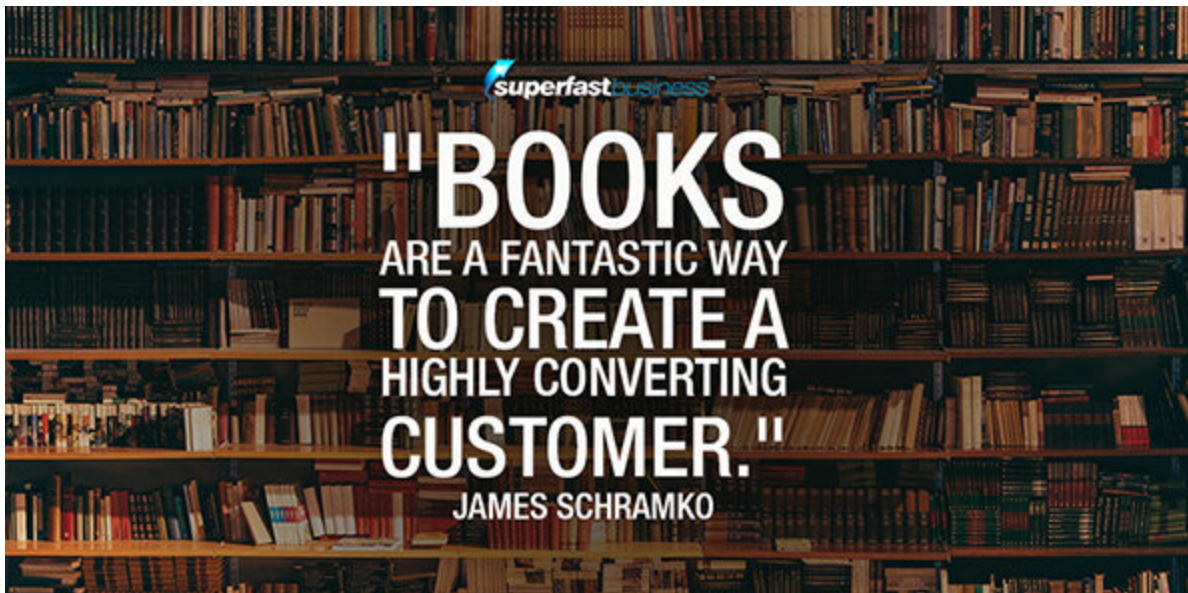
So not only are you getting those one-time sales with the courses and the different things, but now you are getting that recurring income. And that to me is the ultimate online business. You need to have all of these, like you do, James. You have your courses in [SuperFastResults](#) that you sell, one-time purchase, great. You also have your coaching programs that you have with [SilverCircle](#) and all of that. You also have your [revenue shares](#), and then you have of course SuperFastBusiness, with your membership site and your [recurring income](#).

So it's a beautiful thing, and everything's working together. And again, with 10XPRO, all of these in one website, in one solution. None of these multiple plugins, connections; everything one. So whenever you're ready, you add an element; whenever you're ready, you package it together, and then you add the different funnels, all of that. So you can track very, very easily.

### **A very physical product you can sell online**

Now, of course, you have other elements. We can go fast to end this topic. Number 10, very famous, and you do that a lot as well, James, is books; maybe you can talk more about it on how you see things going. But yeah, book, it's what we call an external product. Fantastic thing that you can sell online. So very physical, book. And with 10XPRO with the shopping cart, you can sell anything you want.

So yeah, you can definitely sell books and use the built-in book funnel that we have, which is an awesome funnel that a lot of members who sell books are using. And that will allow you to have an order page, a thank you page, a sales page, all of that for your book, and be up and running very, very fast.



**James:** I mean, books are really just a fantastic way to create a highly converting customer. So we're going to be using the book funnel on our SuperFastResults, because I'm adding a few more books to my armory. And I was delighted to see the book funnel there. I've only been selling [my book](#) on Amazon till now. And it's time that we get some more direct distribution.

I've got the traffic, I've got the eyeballs, it's easy for us to integrate it into our cart funnel. I'm sure we could upsell easily for someone buying a single product if they'd like our book, whether it's the physical, the digital, the audible; I'm sure that there's lots of ways we could do it. I'm excited about that.

And it's something a little bit outside the purely digital stuff if you get into physical fulfillment, but what I expect can happen is with the deep integration with the autoresponder, we could fire off a task to our fulfillment, to just send the book, which is what we're doing now with new members of SuperFastBusiness. When they join, we fire off a task, which creates the fulfillment for the book. I imagine the book funnel works exactly that way?

**John:** Yeah, absolutely. Yeah, they buy, you get the order details, you add them to your CRM with a tag. From there, you can use whatever logic and you can tell your support team to do whatever, or you can send all the data with our API that we have, you send all the data to any shipping house, I guess, you know, and that's how our members are doing it. So absolutely. And I think that you mentioned something really powerful with books, is obviously all the opportunities that you have inside, when we talk about a book funnel, is those upsell opportunities, you know.

They buy the book, but then maybe they want to have access to the master class, right? And a great time to promote that master class is right after they buy the book. This is just a very simple example of an upsell. And yeah, you know, one-click upsells, one-click downsells, one-click upsells with PayPal and Stripe; it's all built in. So you can easily tell them about, if they buy the book, hey, by the way, do you want the course? Hey, by the way, do you want the coaching?

And going back to all the elements that we talked about, okay, so these are just elements that you now deliver. Each time they buy, you can put them into different sections and of course the system knows what they buy and the system will deliver them their usernames and passwords. So then when they login to the member's site, the member's area, they will see what they have access to. That's the logic that we use.

They will only see what they have access to. So if I have purchased course one, master class two, coaching program, Q&A session, whatever, in a bundle or maybe separately, when I log into that one site, I see all of my things, you know? Nicely organized in that one area, which is awesome, because in the past, you needed to have multiple websites, multiple URLs, multiple integrations, and it becomes a mess for your own team to even support and for you to remember, oh where is he? Is he on that website or that website? Where is he?

Here, it's one area, everything is there, you can see all their purchase, you can see the [customer lifetime value](#), which is hugely important to know, [who are your best customers](#)? And you can only know that when you're gathering all the data, you know? So books is one thing.

## Services and how to leverage

And then finally, we have number 11, which is of course, services. Can you sell services? Yeah, absolutely. You can sell services online by simply having on your sales page, what is the service about? We have a ton of copywriters who do that, designers who do that, programmers who do that. You need an order page, thank you page, they buy, and now it's up to you. How do you deliver your service, of course? That's going to be separate.

But the beautiful thing here is that's why we have a lot of service providers coming to 10XPRO. Because they understand that, yeah, I'm going to be providing that service, but I'm really trading my time for money, and I want to have more leverage. So maybe I can get started selling my service online, which is perfectly fine, great. And I can have different sales pages and order pages, that's already a good thing to do.

But then, little by little, as I work with my customers, maybe I can start getting leverage. Instead of me repeating myself and saying or explaining the same thing or whatever, I can start creating a little course, right? Like an FAQ course. And now I can put it there. And then if I see that some people can't afford my services, because they're too high and they're not ready yet, well, maybe they can't afford the services, but they will probably like to have my online course, where I teach them everything I know about this thing.

So now, they can go and go through the online course experience if they're not ready for the service. And that's a beautiful way to add more revenue to a service-oriented business, getting more leverage, because now you're using all these digital tools. So that would be number 11. And I think that's our list.

**James:** Yeah, and just with the service providers, it's a great way they can add value and get leverage to help people retain on a recurring service. Like, they can upload valuable content, they could have monthly newsletters or a video update, industry insights. They could have checklists, frameworks, templates that go along with whatever service they provide into that single sign-on portal, which is such a valuable thing you mentioned before, and they can access all of this via the academy app, which is wonderful. And you put the details in once, and it remembers you. I love it.

Now, noticeably absent, I want to cover this, is...



## A sneaky little bonus

**John:** Yeah. I was going to mention a bonus here, a little sneaky bonus.

**James:** Okay, sneaky bonus, get in there, quick.

**John:** Okay. Number 12 will be, of course, if you don't want to create your own thing, of course, you can [be an affiliate](#). You can sell other people's products. But here's the trick, here's a big secret when it comes to being an affiliate, because a lot of people see that, and they're like, oh, but I don't need a website then, I don't need a business, I don't need to have a list. I can just tell people about buying that.

In theory, like conceptually, but the reality is that's never going to work. The secret to being a good affiliate, someone who's going to make a living by promoting other people's products, if you don't have any product, then at the very least, you need to have two things. Number one, you need to have your own list. So you need to have your own audience, okay? Whether you're doing stuff on YouTube, that's great. But you need to build your own audience so you can start promoting other people's products.

And ideally, like we talked about, you want to start controlling that audience. So it's your audience, not YouTube's audience, or Facebook's audience, it's your audience. How do you do that? You build an email list, you provide them with awesome content in exchange for that email. Great, now they get to know you, like you, trust you. And sure, if you want to promote other people's products, you can do that.

[How do you build your list?](#) You need funnels, you need pages, you need a website, you need something that's going to allow you to build your page. The second secret to being a super affiliate, what we call a super affiliate, is to create a digital content that you can give away as a bonus, it's creating that special pack.

So when you tell them, hey, go ahead, for example, and buy that super duper 4k camera that maybe you're going to make, I don't know, 10 percent when they buy that camera that costs maybe \$5,000. Great. One way you can boost your sales and what the super affiliates do is that when you do, I'll give you access to one of the things that we talked about before; maybe a course on exactly how to use this camera, a course on exactly how to take the best types of photos with night photography or wedding photography, whatever; you give them those bonuses. Maybe, a few Q&A sessions or private coaching sessions with you.

So then if they have any questions about that camera, or how to take better photos, you can provide that. They get that extra value, and that's why I will use your link. I'm going to buy that thing. You're going to get the commission, and I'm going to get those bonuses. And that's really the secret to being a super affiliate.

**James:** And that was my business model when I started online, with the cheat sheet. It turned into a membership. It's when I got my first webinar software, Go To Webinar, in 2006, to run my member's FAQ training. I loaded up additions like bonuses for the cheat sheet. I kept publishing new versions. My mistake, of course, was it was a one-time deal. But I built an audience of buyers, every single person on my list had just paid \$200 for the same software, so I knew who they were. And I was able to make my first hundred thousand dollars from this one piece of software as an affiliate with that exact model of making a complimentary bonus for people who bought through my link.

So you could do exactly that with 10XPRO. I love it.

## **Yes, we know it's missing**

The thing I was saying was conspicuous and it's missing, we haven't covered it, and I'm certainly not an expert in it. But I know people who are, is ecommerce products, like physical products. Can you just send that one to bed so that we can say what 10XPRO is not? Because I know, obviously, you can sell that online. Amazon do a pretty good job of it. Plenty of people I know are in the ecommerce space, but it hasn't been my core. Just tell me about that.

**John:** Yeah, exactly. And it's not our core as well. With 10XPRO, we focus really on information publishing, building that digital type of business. Now yes, of course, ecommerce is a viability, that's not something that we focus on. Why? Because either you need to deal with drop shipping, if you can find and have a good deal and a good supplier. Otherwise, you need to buy stuff and sell them. Otherwise, you need to use different types of strategies to be able to get that product and ship it. So that's not something that we do.

Could you in theory sell the product? Yeah. Because we have a built-in shopping cart. So you could do that. But again, that's not our focus. And I'd rather not do something that I'm not going to do correctly, than trying to do it and then it's not good, you know?

**James:** So if someone's hardcore ecommerce, they're probably looking at something like Shopify.

**John:** Yeah, Shopify, Amazon, something like that.

**James:** Yeah. Beautiful. I thought we had to cover it. That's not what we do. But online courses, information, virtual stuff, services, we're slaying it, absolutely killing it; networking. John, as always, some very useful insights. Thank you for going a bit behind the scenes with some of the technical how-tos. I think we've covered the range. If you want help with this stuff, of course, I'm happy to help, John's happy to help. When you get 10XPRO, you get access to John every week anyway.

If you're in any of my communities, I'm happy to help you with this stuff. The things we have covered, we do plenty of that stuff; we're good at it. I'm going to say especially memberships, I love memberships, I do love recurring business. Thank you so much for coming and sharing. This is Episode 790, and we'll be back for more, I'm sure.

If you've got questions off today's episode, please send them through, [james@superfastbusiness.com](mailto:james@superfastbusiness.com). Look forward to catching you on a future episode, and thanks a lot, John.

**John:** Thank you.



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