



11 Valuable Products You Can Sell Online

1. Online course

This is probably one of the first things that come to mind when you think of online info products. And likely what you imagine is a multi-page, multi-lesson course that takes several hours to complete.

Luckily, that needn't be the case. There are what's called one-page courses that are made of, naturally, a single web page. In 10XPRO these can be set up with a welcome video at the top, followed by lesson blocks that expand, containing the training. There may be five to, at the maximum, 12 lesson blocks.

If you're more ambitious, you can create a master class, that multi-paged affair you pictured at the beginning. This allows more depth, more teaching, and more premium content. Imagine a one-page course times five - or however many you please.

With longer courses you might feed your audience the material over time, as they complete and "unlock" lessons and modules.

2. Digital download

Even simpler than a one-page course is a digital download. You simply put together a resource - a report or cheat sheet in PDF form, perhaps - and make it available for people to access upon payment.

One challenge you may encounter is protecting the download so that it can't be shared. 10XPRO offers a couple of solutions to this, one using special URLs and another applying tags in your CRM.

3. Webinars

Webinars are basically live training programs. You set a date and time, sell access, and provide the link. During the webinar people learn and can ask questions afterwards.

A webinar can be what's called a hybrid, a combination of live and pre-recorded material. This means the teaching part is recorded, but the introduction and Q&A are live.

4. Virtual summit

An expansion of the webinar is called a virtual summit. This is made up of multiple webinars, or sessions. Like a webinar, it can be live, or it can be a hybrid, or it can be fully pre-recorded.

The series of webinars takes place on a specific day (or span of days) and time, and typically involves a number of presenters.

5. One-on-one coaching via chat

This is where you simply sell access to a private chat, where you can coach your cli-



ents.

Some coaches make their product more powerful by providing a mobile app, basically giving their clients coaching in their pocket. Customer and coach can ask and answer on their own time, which offers leverage to the coach as well.

Chat coaching can be very easy to set up. No need to create a course or videos. Just set up a page, call it private coaching, and you're done.

6. Q&A in a group setting

Number six is much like the private coaching, but the questions and answers are visible to other people. In 10XPRO, this can be achieved via the social wall feature.

An example of this is the \$10-per-month Support Assist product at SuperFastResults.com.

7. Community

Sometimes people just crave the social aspect online. This can be achieved in a couple of ways. The social wall, for instance, as offered in Facebook and 10XPRO, or the more common forum setup. If you have some sort of online social interaction that you can package and offer exclusively, you can create and sell a community.

8. Networking

Number eight is related to number seven. You'll see this with advanced or private groups, where what people really want is access to each other. The right connections are valuable, and access to a networking group or to a members' directory is something you can actually sell.

9. Membership site

Combine elements one to eight in one product, and you have the membership site. It's really up to you what you want to include - You can have courses, you can have webinars every month. You can have networking built in, community aspect built in, the Q&A, the private coaching via chat. That package becomes your program that you can sell on a monthly, yearly, or six-month basis, whatever works for you.

This can be quite profitable. Not only do you have one-time sales from the various smaller products, but you have the recurring income from the membership.

10. Books

Books can readily be sold online, and they also offer upsell opportunities. People who have bought your book might be interested in your course, or a Q&A session, or a period of coaching with you.

11. Services

Absolutely, you can sell services online. You'll need a sales page, an order page, and a thank you page. You then consider, how will you deliver your service?



As you work more with your customers, especially in the case of recurring services, you'll likely find ways to leverage. You might create, for instance, a course or an FAQ to address common questions.

For recurring services, you'll want to create value as well to retain people - monthly newsletters or industry insights; checklists, frameworks or templates that go along with whatever service you provide.

12 (Bonus). Affiliate marketing

If you don't want to create your own thing, you can be an affiliate. You can sell other people's products. Note, though, this is not as simple as telling people what's great about the product in question. You need two things to really succeed.

One, you need a list, your own audience that you can pitch products to. And you need awesome content in exchange for their email. When they know, like and trust you, then you can promote.

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 thing you'll need is digital content that you can give away as a bonus. If you're promoting a camera, you might offer a course on exactly how to use it, or how to take specific types of photos. It could be a few Q&A sessions or private coaching sessions. The customer gets the extra value, and you get the commission.

10XPRO can help you set up and sell any of the above - look up John Lint at 10XPRO.io

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