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LOW-TICKET PROFITS



**How To Make A Small
Fortune Creating and Selling
Low-Ticket Products**

The Bread and Butter of Your Business

Every business needs something that brings in a constant flow of financial traffic. For most businesses this is a relatively inexpensive item that has a high demand. Let us look at the auto industry for an example. A Lamborghini, for instance, would not serve in this manner. A Lamborghini is a big ticket item, which while bringing in a far sum of profit, does not carry with it a great demand. A Camry, on the other hand, has great demand and is a much smaller ticket item in regards to a Lamborghini. A Camry will bring in the foot traffic, which can lead to other sales and eventually a higher profit margin.

Not quite convinced? Let's take another example, one that is perhaps a bit more applicable. Let us take an internet business that sells "How To" products. Now, this business may be really good at creating intensive and exemplarily video series, but each series has ten DVDs and costs \$100 to the consumer. If that is all the business does, they are going to have a hard time succeeding, especially in times when the economy is down. However, there is still hope for this business. All that would have to do is to create smaller video series or reports that would cost the consumer less than \$30. This would bring in the foot traffic as well as build up their reputation for good products. That is what is meant by a low-ticket item being the "bread and butter" of your business. It is nothing too fancy, but it fulfills a need and keeps you from going hungry!

The following paragraphs are meant to guide you along the path to developing your own "bread and butter" low-ticket items. The advice and guidance given here is not an end all. It is meant only to be a spring board to get you moving in the right direction. Some things will be more useful and applicable to your own personal situation, while others may not be. Please, feel free to take what you can use and leave the rest for another time. Creating and sustaining a business is an ongoing growth process. It will take time to get it all together. Do not feel that you have to implement all the ideas and concepts at once. Do not feel overwhelmed, there will always be more to learn!

Before we get started, I want to provide you with a more precise definition of a low-ticket item. This definition will be the one used throughout the report unless otherwise specified. A low-ticket item is any product or service that is rendered to the consumer for less than \$100. Of course, the price can vary from literally cents all the way up to \$99.99. I would add a caveat here, however. When you are working in a down market, I would change the maximum amount to around \$75. In a slow economy less is more, quite literally. Therefore it is very important that you are remaining aware of nature of the market to which you are selling.

Low-Ticket Products: A Closer Look

We have just briefly examined what a low-ticket product or service is, we will now go into more depth on pricing and advantages to low-ticket products. As aforementioned, a low-ticket product is anything that is relatively priced very cheap. Prices could be \$7, \$10, \$20 or anything on the way up to \$100. Depending on whom you ask the average cost of a low-ticket item or service will vary. A quick look around the internet will give you an idea. A good estimate is somewhere around \$29.99. That being said, there are literally thousands of services and products that are offered for much less. It is up to you to determine how to price your low-ticket item.

While price is important, it is value that truly distinguishes a low-ticket product from other products and services. No consumer wants to pay more than what a product or service is worth, and honestly no provider wants to sell a product or service for less than it's worth. That being said, there is a middle ground that can be found between the two. Often times products and services can be provided for less than what they are worth yet still more than the cost to make or provide them. In other words, the final product is worth more than the sum of its parts. Perhaps an example would be in order. A report on a given topic can be written at the cost of \$5.00. The information therein, however, is valued at \$15. A seller might choose to have this product as one of their low-ticket items and sell it for \$10. In essence, the seller is providing the product for less than its value but still at a value twice as that of the cost to make it.

Research is very important in deciding both what product to provide as a low-ticket item as well as how much to charge for it. For example, a product that you would like to provide as a low-cost item can be found else where for twice the price, and that price is consistent among competitors, then it might not be the best bet to have as your low-ticket item. Follow me here for a moment. Yes, it will bring in lots of foot traffic, which is one of the goals of a low-ticket item, but you will be making much, much less than what you could make off of it.

It is also important to research price. If you and a competitor have basically the same product or service, only you are charging \$20 and your competitor is charging \$10, your low-ticket traffic will be greatly affected. You will then either need to change your price or select a new product to be your low-ticket item. It is not hard to do this type of research, especially on the internet. Search engines such as Google and Yahoo even allow one to compare prices on items found through the search. There should be no excuse for one to not know who is selling what service or product for how much.

The Advantages of Low-Ticket Products and Services

Before jumping right into the nuts and bolts of low-ticket product creation and sales, I would like to take a moment to explore why one might want to invest in low-ticket products. You may hear people say that high-ticket items are the *only* way to go. When someone makes such an assumption, be aware, because they are probably selling something. High-ticket items and services are good and needed, but often low-ticket items will be what bring volume to your business. You must seek out a healthy balance between the two.

There are several advantages to selling low-ticket products and services. Some of them include, but are not limited to: creating "foot traffic", building a customer list, getting your products and services "out there", and using them to entice customer to buy your high-ticket products. These are just a few of the advantages that will be examined in this report, I am sure that there are many more that you will discover a long the way. We will now spend the next few paragraphs examining each of these advantages in more detail.

"Foot traffic" is not a term often used in the ecommerce trade. "Hits" is the term more often used for this phenomenon. Simply put, having low-ticket items entice more people to view your site and look at your products and services. The more people that look means that more people will buy, e.g. volume works. The more hits you can create, the more likely you are to sell more of your products and services. Having low-ticket items helps to appeal to a wider range of consumers as well as providing a "deal" to get them "in the door" so to speak.

This is all the more valid during this time of economic recession. I do not want to scare you, recession is a natural part of the economic cycle and it does serve a purpose. It often prunes out those business who are not meeting the needs of their customers. What consumers need in these uncertain times are products that have value and are affordable. They are not going to part with large amounts of money if they have no experience with the producer or their products. Low-

tickets products provide that function. As more people search for lower cost items, they will find you! Talk about "foot traffic!"

Another advantage to selling low-ticket products is creating a customer list. This can be one of your strongest assets to help you succeed in a bull market and survive in a bear market. A customer list allows you to stay in contact with those who have purchased your products. It allows you to receive feedback from them as well as let them know about new or improved products and services. The more people you sell to, the larger your customer base will be. Low-ticket items appeal to a larger number of people therefore providing a larger customer base to build off. If you are just starting, having some staple low-ticket products and services are a must in getting your business off the ground.

This principle goes hand in hand with the first. Volume does work. The more people that you can get on your customer list, the more stable your business will be. Think about it this way. Let us say you have 100 people on your customer list that have bought at least one product. Of those 100, half will buy again. Of the half that buys from you again, half will buy a high-ticket item and half will buy a low-ticket item. That leaves you with 25 high-ticket buyers and 25 low-ticket buyers. Now, punch in 1000 in the beginning of the equation. Now do you see how powerful a large customer list can be? And low-ticket products are a great way to achieve that end.

A third advantage is getting your service and products "out there." What this means is allowing for people to get a taste of what you have to offer and allowing them to share that with other people. Have you ever seen those new restaurants that will have free samplings out on the street corner during a grand opening? They are working according to this same principle. If people are able to experience one's products and services with little risk to them, they are more likely to purchase higher end product later on. Having several low-ticket items allows people to get a good sampling of what you can provide them. And if they like it, you can be sure that they will be coming back for more!

That is what sampling will do for you. Shorty we will discuss the various types of low-ticket products, but I would like to mention audio and video sessions in the section as well. They can serve as great

samplings of your products and services. Short, 15 to 30 sec audio or video clips can be quite effective at getting people to know more about you and your product. These videos and audio clips can point directly to both high-ticket and low-ticket products. They are easily made and make a huge difference.

That leads us to the next advantage of having low-ticket products; you can use it to entice consumers into buying higher-ticket products. Have you ever heard of the proverb, "Those who can be trusted with little can be trusted with much?" The fact of the matter is that most people, consciously or unconsciously, abide by this saying. If they come to you for a small product, and they are satisfied, they will automatically think of you when they are in the market for something a bit larger. You may also want to provide samples or chapters of higher-ticket items for a very small price to encourage someone to buy the entire product. This can be highly effective, as both parties feel that they are getting a good deal.

This is probably the goal of all commerce, to get both the producer and the consumer to feel good about the transaction. Low-ticket products are great for this end. They help to establish a solid and positive report with your clients. And we all know that it is that relationship that will lead to further business transactions. Once clients have a taste of your low-ticket products, they can buy their way up the ladder, so to speak, with confidence that it is money well spent.

Types of Low-Ticket Products

You might be thinking, "Great! I can sell some low-ticket products! But...what are they *exactly*?" Well, we are about to explore the answer to that questions right now. Low-ticket products can be just about anything you want them to be. There are, however, a few more popular low-ticket products that have proven market worthy. We will briefly look at each of these products. But I encourage you, as you read through the following paragraphs, to think about your own business and assets. There maybe something new that you can offer on the market as a low-ticket product. Do not limit yourself to what is listed here; this is only a starting point.

There are literally thousands of low-ticket items that one can sell. Here we will just explore a few of them. It is important to remember, however, that a low-ticket product can be anything that you chose for it to be. If you want to sell a 100 DVD series for five bucks, that is your decision to make. The important thing is that, as aforementioned, you have done your research and feel that it is to your advantage to sell a particular product for a particular price. Here I just provide you with a few ideas to get you started in the right direction. A few of the most common low-ticket items are: reports, eBooks, short audio sessions, and mini video courses. Each of these products will now be examined more closely.

Reports are a great low-ticket item, as well as being one of the most popular. They are inexpensive to create and easy to read for consumers. A report would typically be less than twenty pages or so. Anything longer is usually considered to be an eBook. One of the selling features of a report is that it is brief and immediately available. Consumers love things that they can have direct access to, a report is just such an item. It can be put in either a downloadable .pdf or .word file that anyone, upon submitting payment, can instantly have access to. Prices for reports vary, but any where from \$9.99 to \$30 would be a fair price.

Reports are a win-win for both the consumer and the producer. They are easy to make and have great intrinsic value. Consumers are always looking for things to read to help them in their personal life or in the business world. Reports are great because they can be quickly

read and filed away for quick reference later. Special reports are relatively easy to produce and extremely cost effective to have available. The content can be used in a direct mail piece that can be reproduced cheaply. That means that everyone is happy!

Another popular low-ticket item is an eBook. eBooks are typically longer than reports and are accompanied by a proportional increase in price. Like reports, eBooks provide that advantage of instant access to information. That being said, much more is expected out of an eBook as opposed to a simple report. An eBook should be much more detailed and researched. Consumers are paying more for it and will therefore expect more. Despite that fact, an eBook is relatively inexpensive to create and can be a great source of low-ticket income. You can either chose to write it yourself, and just loose your time, or hire someone else (which will be explored a bit later on).

EBooks have been a staple of ecommerce for many years now. The general public is used to the idea of an eBook and many of them have already purchased one in the past. This bodes well for you if this is a low-ticket product that you choose to sell. It already has market stability and familiarity. The trick will be making your eBooks more appealing than your competitors. That is where research comes in. Do your homework on what products are out there and how they are formatted and written. This will help you devise your own eBook system.

Short audio sessions are becoming more and more popular as the general public has better access to high speed internet. When there was just dial up, it was hard to provide streaming audio sessions. Now that most people either have high-speed internet in their home or can access it at a library or other institution, streaming audio has becoming a hot item. An audio session can range from instructional, to relaxation, to simply reading a text. This is popular for people who either don't want to read off of a computer screen, or do not have time to do so. They can simple download it and listen to it as the work on other tasks. Audio sessions require a bit more technology competencies, but are also inexpensive to create and provide to consumers. Sound quality is an issue that one must be careful about, as one does not want to charge for an audio session that is has poor sound. That is one caveat, but it should not scare any one off from exploring this option.

A short audio session makes the sales process via the Internet much more personal. Hearing a human voice can go along ways in connecting with a potential client. That alone makes the session a very appealing way to reach the general population. A successful audio session will need to be short, to the point, and informative. It needs to give the potential client enough information to convince him or her to progress to the next level and consider what you have to offer. Many times a short audio session will keep the consumer from simply scanning over your website and clicking on to the next.

Lastly are mini video courses or series. Much like the audio sessions, high-speed internet has provided this as an option for being a low-ticket product. They are cheap to make and can easily be provided for instant download or to be streamed from the website itself. More and more people are open to this idea now, as even colleges and accredited universities provided video courses for full credit. It is a respected and valid mode of communication and dissemination of information. The same caveat applies here that applied to audio sessions. If you want to provide video courses or sessions, make sure that you can do them well and that they download or stream properly and at an acceptable rate. If you can ensure those to things, then mini video courses can be a great low-ticket product!

There is another caveat when working with audio sessions and video courses. If you want to make the available for download or streaming, then you are going to need to pay more for the housing service etc. to your ISP. Nothing is more frustrating than waiting for hours for a video to download. Do not leave a bad taste in your clients' mouth with technical difficulties. Even the best of video or audio will be soured if the delivery is not smooth. That being said, both audio and video bring a very homey, warm, and personal touch to your product and website. They are typically worth the effort.

Here's a full list of the types of low-ticket items you can create and sell:

- Ebooks
- Reports
- Software

- Audio
- Video
- Graphics
- CD containing a short course
- Paid Newsletter
- Ezine ad space
- A short consultation service to gather leads
- A "Resources" document where you provide tools, links, places, vendors etc.
- If you have a high-ticket product why not take portions of it to create your low-ticket item?
- Case studies
- Interviews
- Spreadsheets with useful data
- Templates and swipe files

How to Create a Low-Ticket Product

Now that we have explored together what a low-ticket product is, it would be expedient to also explore how to create such a product. There are several methods that one can use in creating a low-ticket product. The first is to select the correct format. Once the format is selected, then one must choose whether to create the product one self or use a third party. The third step is to look over the product before it is made available to the public. Now, let us begin with the first step: selecting the correct format.

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