



## SEM Coaching - 17



# Product Creation



## Online Profit Model #3 - Product Creation

### ❖ Product Creation

#### ■ How it works

- Identify a strong market need
- Research the competition
- Develop product specification, features and benefits
- Develop actual product
- Develop sales copy for the product
- Decide method to sell your product (e.g. Clickbank, CJ, direct sales) and payment processor (e.g. PayPal, 2CheckOut, WorldPay)
- Set-up affiliate program & joint ventures
- Launch and promote product



## Case Study #3 – Create Your Own Product



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2021

# The Results...

Status	Details	Action	Gross	Fee	Net Amount
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$167.00 USD	-\$5.98 USD	\$161.02 USD
Completed	<a href="#">Details</a>		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	<a href="#">Details</a>		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	<a href="#">Details</a>		\$167.00 USD	-\$5.98 USD	\$161.02 USD
Completed	<a href="#">Details</a>		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	<a href="#">Details</a>		\$97.00 USD	-\$3.60 USD	\$93.40 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<a href="#">Details</a>		\$127.00 USD	-\$4.62 USD	\$122.38 USD

## ❖ Total Revenues To Date:

- USD 265,837

## ❖ Total No. of Customers:

- Over 1,682

## ❖ Total No. of Subscribers:

- Over 24,092

## ❖ Total No. of affiliates:

- Over 325

**Generated  
USD 265,837  
In 20 Months**

## Product Creation Example – AdWords Empire





# The Results...

Name: BizSuccessOnline (Fabian Lim)  
Email: [redacted]  
Status: [Singaporean - Verified](#) (122)

## PayPal Account Balance

Currency [?](#) Account Balance [?](#)  
U.S. Dollar \$70,275.45 USD

\$70,275.45

## Recent Activity | [All Activity](#) | [Items Won](#) eBay

File	Type	To/From	Name/Email	Date	Status	Details	Action	Amount
<input type="checkbox"/>	Payment	From	[redacted]	10/11/2020	Completed	<a href="#">View</a>		\$297.00 USD
<input type="checkbox"/>	Payment	From	[redacted]	10/11/2020	Completed	<a href="#">View</a>		\$297.00 USD

Name: BizSuccessOnline (Fabian Lim)  
Email: [redacted]  
Status: [Singaporean - Verified](#) (273)

## PayPal Account Balance

Currency [?](#) Available Balance [?](#)  
U.S. Dollar: \$24,030.49 USD

\$24,030.49

## Recent Activity | [All Activity](#) | [Items Won](#) eBay

File	Type	To/From	Name/Email	Date	Status	Details	Action	Amount
<input type="checkbox"/>	Payment	To	[redacted]	10/11/2020	Completed	<a href="#">View</a>		-\$27.00 USD
<input type="checkbox"/>	Payment	To	[redacted]	10/11/2020	Completed	<a href="#">View</a>		-\$9.20 USD
<input type="checkbox"/>	Payment	From	[redacted]	10/11/2020	Completed	<a href="#">View</a>		\$37.00 USD
<input type="checkbox"/>	Payment	From	[redacted]	10/11/2020	Completed	<a href="#">View</a>		\$47.00 USD
<input type="checkbox"/>	Payment	To	[redacted]	10/11/2020	Failed	<a href="#">View</a>		-\$397.00 USD
<input type="checkbox"/>	Payment	From	[redacted]	10/11/2020	Completed	<a href="#">View</a>		\$83.92 USD

File Selected Items

File A

File Selected Items

File All



## Case Study: SharesXPert Stock Trading System





# Product Creation

## ❖ Product Creation Resources

- Website Platform
  - Open-source CMS: WordPress, Joomla, Drupal
  - Non-open source: Static HTML, Microsoft ASPX
  - E-commerce: Magento, OSCommerce, ZenCart, PrestaShop
  - Payment: PayPal.com, WorldPay.com, Merchant Account
- Logo, Brand Identity, Web Graphics
  - MyCustomLogo.com
  - MadeToConvert.com
- Membership Platform
  - Membership Levels
    - Bronze, Silver, Gold, Non-Member
  - Membership Software:
    - <http://member.wishlistproducts.com>
- Forum & Social Community
  - Free: phpBB
  - Paid: vBulletin.com Ning.com



# Questions?



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