

SEM Coaching - 17





Product Creation



Online Profit Model #3 - Product Creation

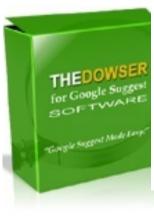
Product Creation

- 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

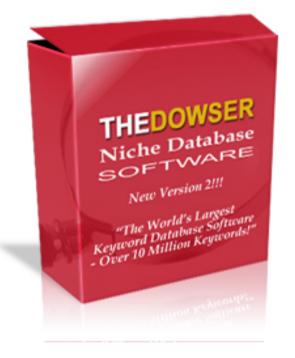
Case Study #3 – Create Your Own Product













The Results...

Status	Details	Action	Gross	Fee	Net Amount
Completed	<u>Details</u>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<u>Details</u>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<u>Details</u>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<u>Details</u>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<u>Details</u>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<u>Details</u>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	Details		\$127.00 USD	-\$4.62 USD	\$122,38 USD
Completed	<u>Details</u>		\$167.00 USD	-\$5.98 USD	\$161.02 USD
Completed	Details		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	<u>Details</u>		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	<u>Details</u>		\$167.00 USD	-\$5.98 USD	\$161.02 USD
Completed	<u>Details</u>		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	Details		\$97.00 USD	-\$3.60 USD	\$93,40 USD
Completed	<u>Details</u>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<u>Details</u>		\$127.00 USD	-\$4.62 USD	\$122.38 USD
Completed	<u>Details</u>		\$197.00 USD	-\$7.00 USD	\$190.00 USD
Completed	<u>Details</u>		\$127.00 USD	-\$4.62 USD	\$122,38 USD
Completed	<u>Details</u>		\$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)

Status: Singaporean - Verified (122)

Email:



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?