#57 Mental accounting
We can combine multiple existing products into a new product category. The idea is for the user to mentally divide purchases in that category from purchases in the rest of the project. Popular examples of such categories are: "February Super Deals," "All for 9 dollars", etc.

#49 Automation bias, #39 Recency illusion
We can create a simple mechanism that will advise the user to look at products they have not seen before. If we make the right "wrapper" for such an offer, the user will see "new" products and offers in this.

#80 Appeal to novelty
We can reintroduce already existing products by changing their "wrapper" adding a "New" label to them. We can also appeal to new technologies by combining them with our standard products. For example, together with a digital image, we can sell an NFT version of a product (a digital version of an object with ownership rights recorded on the blockchain).

#86 Zero-risk bias
We can sell additional services in the form of various kinds of "guarantees" that cost nothing to us but can be appealing to the eyes of users.

#64 Spotlight effect, #2 Attentional bias
We can add new services by playing on human vanity and the desire for publicity. At the same time, these "services" may not cost anything to us but have significant value in users' eyes. The closest example: the sale of "statuses" on various forums, where in exchange for a certain amount of money, next to the user's nickname appears some element. The first versions of the Trello project added a golden crown to the premium user's name.

#14 Picture superiority effect
Instead of expanding our assortment, we can add new product forms.

#73 Hard-easy effect
Instead of expanding our product range, we can create new shopping methods. For example, we can provide the ability to pay for an item in parts (like Amazon). Using the example of Udemy and Coursera, they could add the ability to "collectively" purchase a certain course by agreement with its author.