

# Eye on profit margins

By Edvard Halupa

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Have you heard about millions of dollars made on the Internet by selling information products?

Information-age gurus offer thousands of these products, packed into e-books and sold over the Net at very high prices. They use the same principle as Bill Gates, who sells his highly demanded software packages at very high profit margins. And what is spent on handling and delivery?

Let's just compare selling information to selling food products:

-No 'best before' problems  
Information won't mind if you leave it out of the fridge ;-)

-Fast and easy delivery  
In the buying process, The customer simply enters a credit card number and downloads a copy of the information, ready for immediately use.

Things all marketers should know:

Buyers are impulsive.

They want your product and they want it now!

Later, they probably won't be willing to pay such a high price. There is a very high demand for information products because it's "easy-to-get-now!"

-HIGH MARGINS

You can't sell food products at high prices, because competition will destroy you, but with information you can easily create a niche market. If you have a quality information product to sell over the net, with the right advertising you can expect

profit margins as high such as 2000%.  
That means, if all your expenses are \$2  
you can sell it for \$40.  
Pretty good, right?

And never forget to offer bonuses  
such as free ebooks, reports, articles or utilities.  
That will raise your profit margins even higher!  
And one more marketing fact: Did you know that if you offer  
your information product at a price lower than \$25 you'll get less sales,  
than if you offered it at \$25 or higher.  
It's simply because your visitor gets the picture that you don't  
offer enough quality content, but you want quick money for almost nothing.  
Just explain to your customer exactly what he is going to get  
for his money, enjoy some great profit margins,  
and that should do the job (sale)!

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Edvard Halupa is online marketer who associated with  
Mike Enlow, the "Godfather of Technology Marketing"  
work using "The Internet Marketing Master Course", a  
19+ hour video training course that shows exactly how to start  
with \*nothing\* and build a successful internet business  
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