

HOW TO CREATE a fortune selling products or services

By Keir Smith

HOW TO CREATE a fortune selling products or services

Keir Smith
keirsmith2000@yahoo.com

mlbusiness <http://www.mlbusiness.com>

by
Keir Smith

I was originally supposed to write this article on a subject that many people have had questions on for as long as I can remember.

But I thought about it for a minute, and I figured that an article about how to make money online would serve you better.

First let me say that there is not some secret way that you can go from being in financial ruin, to financial freedom overnight.

So for those of you who thought that you would finally find the magic formula, then I must say you will be disappointed.

But for those of you who have a good solid work ethic, then you will find that these tips will help you.

Okay, let's get started.

Step #1 Find a target market that has a problem that is not being tended too.

Most people think that you first create the product and then take it to the masses. This will only lead to failure quicker and faster if you do this.

You will have much more greater success if you create problem solving products or services.

Ex: Most people online that operate any type of business will need to generate traffic. But not just any traffic, but quality traffic.

A product designed to solve this problem will have a greater chance of success.

Step #2 Create a product or service that caters to businesses and not to individuals.

I can hear the nay sayers now saying that this is incorrect.

But here is an example:

You are experienced in marketing and advertising.

So you create a course for marketing products and services.

Now you sell your course to an individual for xxxx amount of dollars.

They are happy with your course, and therefore there is no need to buy from you again.

But if you were to sell that same product to a business.

Every single month that business will need to keep growing.

It will need to grow and keep growing in order to stay in business.

Every single month now you can create updates for your product.

A business will have monthly budgets, an individual will not.

To the same effect, think about toothpaste.

It prevents cavities.

But without it your chances of getting a cavity has just shot up.

So every time you run out of it, what do you do?

Go to the store and get some more, right.

You never say "well forget it, I will not buy any more toothpaste"

The key is that it is a necessity.

This is why if you design a product or service that solves your target markets problem.

Then you will be able to position yourself to have a product that in your customers mind will become a necessity.

Because without your product or service, your customers problem will resurface again.

Now when you follow these 2 critical steps, your chance for success online will be increased incredibly.

=====

Keir Smith, is an author

and marketing consultant.

If you like any of the ideas

expressed here then you will

the weekly M.A.I.D.Sdigest

newsletter. To subscribe,
send an email to:
m.a.i.d.sdigest-subscribe@mlbusiness.com

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)