

# Choosing Products for Your Website

By Windsong

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## CHOOSING PRODUCTS FOR YOUR WEBSITE

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In determining what to sell on your website, you have several options and their variations available to you. You could sell your own product, or you could sell someone else's product. You could sell just one product, or you could sell many. Each of these options has both advantages and disadvantages.

Some of the "experts" say to only sell one product and spend your time promoting that product. I rather like the old adage of not putting all your eggs in one basket. My personal preference would be to sell a line of related products. This option opens up the perfect scenario and justification for doorway pages to your site. The biggest advantage is that it keeps the door open to repeat sales from your current customers.

It seems to me that if you only sell one product that you are limiting the size of your potential audience, as well as the potential for repeat sales. (unless, of course, you are selling a consumable product.) If you have a line of products, or even if you choose some unrelated products, it seems to broaden the range of your targeted audience. However, I do see where the "experts" are coming from. You can sell more of a product if you spend more time promoting it. Their theory, I think is that you spread yourself too thin when you are promoting many.

If you are selling only one product, it requires that you

continually find new customers. Once your customers have purchased your product, they are no longer 'prospective' customers. However, if you have a line of products, then your established customers become a very valuable asset. If they are happy with their purchase, they are likely to buy from you again. And again.

If you have a good product of your own, you have the potential to make a lot of money. First off, you get the money from the sale, not just a small commission. Secondly, you could have your own affiliate program and have others selling your product for you. However, in this method, you have the headache of running the show, keeping the books, and all the various responsibilities that come with fame and riches.

There are numerous affiliate programs out there. You have to be careful, though. Only associate with those programs that meet your personal standards. The main advantage to selling someone else's product is the avoidance of responsibility and severe headaches. You just do some promoting, sell some products, get your monthly commission check, and do it all over again.

In making choices about what to do, one must consider what is right for the individual. This is why I never take seriously the advise from "experts". Each of us is a very distinct and unique individual. We are NOT alike. Therefore, what works for one, will not necessarily work for another. We each have to find where we fit in and are comfortable and then run with it.

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