

**====>>> FREE REPORT <<<====**

**"HOW TO SELL HIGH PRICE PRODUCTS  
THROUGH INTERNET MARKETING FOR A  
PROFITABLE ONLINE BUSINESS "**

by Jay Allyson

If you're looking for a home based business –network marketing or online business – you want to be looking for a top tier model that pays out high commissions on your front end product retail sales. Selling high price products and the internet maximises the return on your time investment – your hard work and effort – as well as your financial investment – your capital start up costs. With a top tier product line in your retail portfolio, you don't need a high conversion rate from your leads to make some serious money. Couple that with using the internet to leverage your time, to sift and sort, explain and sell for you through web content, email & mobile marketing, this is a profitable business model that yields financial and time freedom. It is true that conversion is a little trickier with high ticket products. But the principles of effective marketing and building your personal value still apply.

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### ABOUT THE AUTHOR



Jay Allyson

Internet Home Business Coach

**Jay Allyson** is a professional development & web marketing expert who works with a small number of clients helping them to reach multiple six figure incomes through effective marketing, personal and business development and leadership coaching.

She currently works closely with a select number of retail companies to market products that benefit people in their lives and their work or business.

*“In competitive niche markets, it’s important to work with someone like Jay who has achieved success and understands how to find targeted and qualified potential customers and business partners.” UK associate*

If you would like to discuss your business needs or aspirations and how to achieve success online, feel free to reach out using Jay’s contacts at the end of this report.

**Apply to work with Jay:** [www.merrybuzz.com/7newmembers](http://www.merrybuzz.com/7newmembers)

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## **''HOW TO SELL HIGH PRICE PRODUCTS THROUGH INTERNET MARKETING FOR A PROFITABLE ONLINE BUSINESS ''**

**It's clear that with a \$10K product, you don't need a high conversion rate from your leads to make some serious money. So if you're looking for an online home business, you want to be looking for one that pays out high to maximise the return on your time investment – your hard work and effort – as well as your financial investment – your capital. It is true that conversion is a little trickier with high price products. But the principles of effective marketing still apply.**

Selling high priced products is the only way to ensure you have a profitable business right from the get-go.

Do you think it's easier to make just 1 sale a month of a \$10K commission or 1000 sales from a \$10 commission?

Well, of course a \$10 ebook will get you more impulse buys than a \$100 or \$1000 product. Obviously a \$10K product is a more considered purchase. The sale doesn't just happen because you put up a webpage or put out an ad.

It's clear that with a \$10K product, you don't need a high conversion rate from your leads to make some serious money. Even if your conversions are less than 1% for an internet advertising campaign, you can generate profit fairly quickly.

**Let's do some calculations for a marketing campaign that keeps our online business profitable.**

Say your marketing budget is \$1000 per month and you spend this on pay per click and do some low cost or free marketing by social media, producing articles, videos, hub pages etc.

The traffic you send to your capture page and say, conservatively, this generates 100 leads a month for your business, and you continue to market to via email broadcasts and follow ups.

That would be a good overall marketing strategy.

If you convert even at 1% of these 100 leads into buyers of say a \$10,000 commission, you will earn a fabulous monthly income of \$9000. This is your product sale minus your marketing costs equals the profit to your business.

Compare this profit to the effort of selling 1000 pots of weight loss product!

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### **It's a no-brainer.**

So if you're looking for an online home business, you want to be looking for one that pays out high to maximise the return on your time investment – your hard work and effort – as well as your financial investment – your capital.

It is true that conversion is a little trickier with high price products. However, it's still the same buying decision process, which you need to identify and tap into in your marketing.

The question is still the same ... what is the problem your product or business opportunity can solve, what's the benefit? What difference will it make to people's lives?

### **What is hard for people new to online marketing is they actually don't know how to market effectively.**

On the internet, it's easy to find high price products for which the existing marketing is ineffective.

Up front you may market a lower price 'entry' product that helps people towards their goal and then move them along the sales funnel to your high price product as they learn to value your product line.

If you can use proven internet marketing techniques to drive traffic into a high converting sales funnel with several products in the back end, you will do very well.

Even if you've done some website building, PPC or maybe joint ventures (JVs), you may just not have been able to bring it all together into a laser focused and targeted system.

### **Usually, the highest price product is what you sell on the 'back end'.**

It's very common that businesses don't have high price back end products to upsell to their customers.

I was in that boat a year or so back! What's the point of upgrading someone from a \$100 sale to a \$120 sale if it takes you a few hours to talk to them about it? (This was my past experience when marketing nutrition products. I had to generate tonnes of customers every month just to break even.)

Now I've switched to high price products, it's a very different picture. The product I market now on the front end is actually membership of our professional marketing group.

### **Your business cannot be profitable unless you're marketing funnel converts in this way.**

It's a high value but low price product, including a marketing training pack and access to a back end marketing system, step-by-step training. The new member quickly learns how to start making some sales for this same marketing education and offers a high-ticket financial product on the back end.

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This way, you make the bigger commissions and have a profitable business within a few weeks and months rather than years and decades.

First, we market a low cost product that offers new people a high value marketing education platform so they can learn how to make those high commission sales.

### **Here's a really telling example:**

One of the seminars I'm involved with right now, this lady came along and she had sold three tickets to the event.

And a ticket at this event is like \$8,995 and she made commissions of \$13,500 just on three sales of that one product.

It meant she's actually paid to come to the event herself. So now she's going to try and earn some money before the event.

The lady in question actually did this just by telling some friends that she had on her e-mail list, she sold three tickets and earned \$13,500 just by sending one e-mail. Awesome!

So she's coming to the event for free. But the greater lesson is she's actually learned the power of selling a high-priced product and her business is still in profit.

People buy into this – it's a real eye opener to what is possible with this concept.

### **Often, the biggest barrier to selling high price products on the internet is your mindset.**

But with real examples, you believe that you can actually sell something for \$1,000, \$5K, \$10K.

It is absolutely possible. And, in fact, you can make more profit selling high price products than any other method, and very rapidly too.

Here's why. The principles of effective marketing still apply.

### **Firstly, you need to tap into what your prospects want.**

Two situations: One, your prospects are researching having a business online, working from home using their computer. Or second, they may be trying to make their existing internet marketing work. Perhaps they have low conversions or they are spending more than they are earning; their marketing is working but the product doesn't earn them much.

### **Secondly, it's all in the numbers.**

You are not expecting everyone who clicks on your ad, reads your sales letter to buy your product. You're planning for 1% for instance. Those 1% are hot for your product. You've targeted them properly, so they read all about the solution to the problem, because you're going to the right people.

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For many internet business owners or network marketers, the problem is simple. Their business is not profitable and/or they need to learn how to market. We focus our marketing on giving them a solution to both. Then they learn that the product they currently market is not a smart choice and upgrade to our product line to earn the commissions and gain the benefit of further wealth education.

### **How would you like to be able to write your own pay check?**

You can calculate how many sales you need to make to book yourself a holiday to Disneyland?

How many to cover a brand new shiny Audi for yourself or pay off a new house?

That's what can happen, once you know how to be able to market high price products on the internet.

That's when everything really goes in your favor, when you're earning the big commissions. It's powerful stuff.

### **In taking this marketing approach, it is the end result that makes the profit, nothing else matters.**

If you can actually see that ordinary people are getting extraordinary results from an online business, it makes sense to explore something like this a lot more seriously.



Internet Home Business Coach  
Avant Transcend Advisor

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### FREE APPLICATION FOR JAY ALLYSON COACHING

Are you just getting started with Network Marketing, Internet/Affiliate Marketing or any kind of Online Home Business or Franchise? Maybe you're struggling or you've started something before but felt unfocused and overwhelmed ... no problem => follow my professional blueprint for success.



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