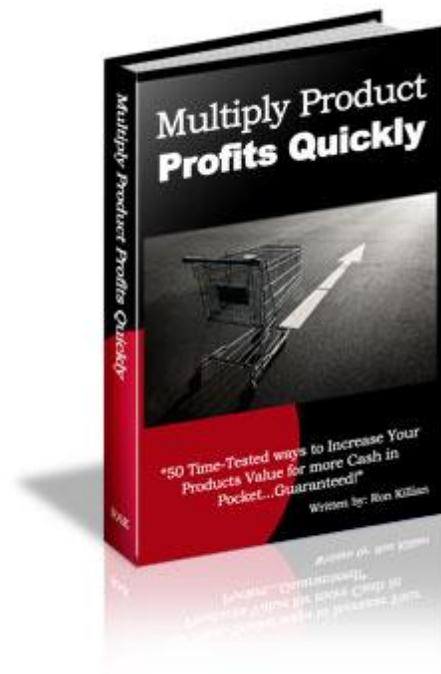


**Profits Multiplied**

**"50 Time-Tested ways to  
Increase Your Products Value  
for more Cash in  
Pocket...Guaranteed!"**



**By Ron Killian**

# Profits Multiplied

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Ron Killian started earning money on the Internet in 1998, quickly creating a full time income and hasn't looked back since.

He now helps others in achieving their own online business success. Ron has been in the trenches, he knows what it's like to start and build a business on the Internet. He has taught others how to obtain an Net lifestyle and get out of their J.O.B. through his teaching and direction.

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## Welcome!

Thank you for investing in this e-book and investing in yourself, your business is appreciated! My hope though is that you do more than just read it. I hope that you will actually use some, or even all of the ideas contained in this publication and create even more wealth for your business.

It seems lately that the big fade is to sell inexpensive, dare I say cheap e-books or digital products. Don't get me wrong they do have their place and use; they are great for getting that new prospect into your marketing funnel. A lower price point product also works very well for prospects that don't know your name and might be a little weary investing in you.

Get them into your system so you can earn their trust so they will purchase more often from you. The other side is these same customers prove they have money, they are willing to spend it and they have a way of paying for things on the internet. Not every one has a credit card or a Paypal account.

The downside is that many people stop there. You'd have to sell a ton of inexpensive e-books to make any real money. Also in reality it does not take that much more to sell a higher priced product than it does to sell a low priced one. So why not create more value in the products you already have and make more money? Here's where this e-book comes to the rescue, not that you need rescuing..:)

As you read the following you'll see, it is not all that difficult to raise the value of your product or even create a bigger better deluxe or "big" product. Most idea's have little if any cost to create, usually just your time, so there are not many excuses left, so get going!

Remember too, you could use any of the following ideas to also create extras or bonus material that you could use to "talk" people into buying from your affiliate link. We all know when a new product is launched, it seems a small army of affiliates push the program to their list, you are often not the only one selling the same product. Stand out and get people to buy from you with bonuses they could only get from you. Talk about a unique selling positioning and it's all yours.

*Okay, enough of my gabbing... On with the Show...*

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## 1. Work Sheets

They take very little to create but can add value very quickly. To me it's some of an interaction with a product. They actually do something besides just reading a PDF file.

Work sheets can also be a huge asset to your customers to plan out their work or give them some guidance and follow through. Often the hardest part is just getting started; a worksheet could be that little extra push.

## 2. Check Lists

I have become very fond of checklists lately because they can be so helpful and useful. Instead of keeping everything in my head and probably forgetting something, I can work through a list and get it all done and usually in a much faster time without forgetting something important. They also seem to help hold me accountable, so I do follow through on each step. Not to mention customers love checklists, some times they need that little, needed guidance.

## 3. Spread Sheets

Spread Sheets could be added for your customers to keep track of data or progress as they work your program. They could also be used to calculate data or crunch numbers, or used to figure profit or loss. The users simply input some numbers and the work is done for them.

Most any formula can be put into a spread sheet that could be used to calculated data for the user. I have personally used spread sheets to track my income for years. I list each affiliate program on a separate line, as and when I add my payouts, the totals are calculated for me, automatically. I'm sure you get the idea here.

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## 4. Quick Start Guide

Every one wants to get started right away don't they? Maybe you could create a quick start guide that will get them up and running as quick as possible. Give them something to get them going right out of the gate, not after they read a long e-book or listen to hours of audio or video. We know our society is all about instant gratification, people want it now. How many of us stand in front of the microwave thinking.. "Hurry Up!". Everything seems fast paced today.

## 5. Progress Chart

Similar to goal setting, give your customers a way to track their progress, show themselves where they are and where they are going and just as important, where they could or should be going. It could also give them something to work towards and a proper path to follow. You could also look at it as goal setting.

## 6. E-Courses

These are very popular with email marketers and for a good reason. You are not just teaching, you are guiding them along, almost as if, by the hand, even step by step. Far too many people are not sure how to get started or what to do next, an e-course could be just the ticket to get them going on the right track and keep them going. We know most people (myself included at times) need direction and an e-course could fit the bill.

A profitable side benefit of E-course's are that they can be a perfect way to not only stay in touch with your customers, but also give you valid reasons to contact them. This could easily lead in to a regular mailing to your prospects which of course means more chance to keep on selling them for a long time if you play it right.

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## 7. Cheat Sheets

Cheat sheets are great for keeping handy, information that is used often, such as resources or syntax. A good example of a cheat sheet would be a list of keyboard short cuts, or a cheat sheet for programming languages. As Wikipedia explains it, " A cheat sheet or crib sheet is a concise set of notes used for quick reference."

## 8. Blueprints

Although a blue print is usually a paper based technical drawing for architecture or engineering, it is also often considered a detailed plan. You could create a very detailed plan for your product, either how it works or how to use it. Often marketers will even use flowcharts as a blueprint type presentation.

## 9. Case Studies

What could be better than showing exactly how your product has been used successfully by others who have purchased it, or even showing your own testing and results, that usually includes a more in-depth usage? This could also be studies on different ways to use your product or service, making it worth even more because it is versatile. If you can show them that others have used the product and were successful, you'll create some raving fans.

## 10. Examples

This one also helps building trust when you have real life examples of your product in action, or how your product can help them in what ever your product covers. It can be refreshing as it seems so many marketers talk about what their product can do, even provide testimonials, but very few show proof, with examples. Maybe you could show them a actual working and successful example of your product or service?

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## 11. Resource List

A resource list could be as simple as a list of software or as easy as a list of websites that will help or aid the buyer with your product? It could be resources for your customers to learn more about certain subjects that your product does not cover in depth or is related but not necessary. A good example would be those that sell article marketing information products, to add a resource list of article directories or a list ezines worthy of getting published in. You'd sure save your customer some time, money and possible frustration.

## 12. Interviews

A very popular trend these days are interviews. The beauty of interviews is that they can cost you nothing but your time and a phone call. Most every marketer is always looking to extend their market reach so they are usually quite happy to give away some juicy details in exchange for a plug during the interview. Your customer learns something and you benefit.

You could do one better and have some one interview you. Offer the person interviewing you the rights to sell the interview or add it to their own products. They may make some money off the audio, but again, you're getting your name and product in front of more people, which could mean sales for years to come, plus you still have something of value to add to your product.

Interviews have been around for such a long time, just look at day time talk shows. When ever some one is releasing a new book or a new movie is about to hit the theaters, they are guests on a talk show, plugging their products, it's surely nothing new, for good reason. Better yet you could interview regular folks that have actually used your product or service, giving some first hand knowledge and success stories. This not only gives you some thing to add in more value, but it also lends more creditability to your product or system.

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### 13. Audio Version

With the popularity of Ipods and mp3 players, audio can and has added huge value to most any product. I know my Ipod is getting pretty full and I add to it on a regular basis. It's so convenient, you can listen or learn just about anywhere.

Frankly some things are better explained through audio, even adding more to what is in the e-book itself. This again, also helps with trust, as you're seen as a real person and people can form a connection to you through your voice. They could also see you as an expert or authority.

You could simply read your entire e-book to create an audio version, or you could pay someone else to read it for you. The best way would be to read it yourself and comment even more on the product or system. Another possibility could be an extended learning experience with the audio, going more in-depth on the subject.

### 14. Video Version

Could you create your product entirely in only video, or a video version? I personally don't think only having videos would work for every one, there are still plenty of people that like to print out a e-book and sit back to read. Not every one (including myself) wants to sit reading text off the computer screen for hours. My eyes would go buggy before long. Although it does work for some folks. Web cams are very inexpensive these days and their quality keeps rising.

Video is also often much more personal. Folks are not just reading a computer file of text, they can actually see and hear you, explaining your system or product. Not only another medium, but it's most likely you will add more detail and give your own spin on the product. You could also follow the same lines as some marketers who give out a chapter of their product for review, you could create a video for part of your product, just enough to give them a taste of what the product can do for them.

If you need software for creating videos, check the resource section towards the end of this book.

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## 15. Video How To

Videos can be the difference between night and day for many people. It's one thing to read how to do something, but it is an entirely different thing to be shown how to do it with a video, step by step if possible makes an incredible difference. Give them a complete step by step guide on how to do something that they can follow easily and I guarantee they will love you. We all know video is really hot right now and I'm sure it will be for a long time. Another idea to add some big value is something like a monthly video newsletter. Not that they are not out there, but I have yet to see many marketers doing it.

As far as digital products, videos are one of the most valued additions to any product. I've seen marketers that only use video's to explain their product, they have no e-books or PDF's what so ever.

Again, there are software links in the resource section for producing video's.

## 16. Deluxe Version

What if you offered a deluxe version of your product? You could have a basic version with the bare bones and a deluxe package with all kinds of extras, all the bells and whistles. The more you add, the more ammunition you have to sell your product. Not to mention more bullets and copy for your sales page.

Say the basic version could be an e-book and a couple of bonuses, where the deluxe could be the basic plus audio and/or videos. You could even move the basic version into a home study type course product and call it a deluxe version with hard copies of all the materials. Physical products demand some of the highest prices because they are of the highest perceived value. No invisible digital bits, but really in the hand materials. Which would you rather have?

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## 17. Physical Product

Although I touched on this in the last point, it's really a subject on its own. Here's where some of the big money is being made and it's your product in physical form, snail mailed to your customer. This could be booklets, workbooks, checklists, worksheets or even Audio CD's or DVD Video.

Before you get to thinking that is beyond your scope, think again. There are a number of fulfillment companies on the net that will do just about all the work for you. That includes creating the actual physical product and even mailing it for you. You'll find some listed in the resource section at the end of this e-book.

## 18. Home Study Course

Here's where a physical product ties in with creating a higher valued (and priced) product. Often home study courses come with the whole enchilada. Including work books to work sheets or checklists to a hard copy of your product or manual. They often include video's such as DVD's and also audio cds. A home study course could easily command a price tag of \$250 or more, much of that product being pure profit. Normally a home study course is in the form of a complete step by step process, making it easier for your customers to follow through and achieve success.

## 19. Ongoing Updates

Most any product can be updated even if it's just to reflect with the times. It sure doesn't hurt to update your product from time to time as so many things change quickly on the internet. One big thing I've noticed with many e-books is that often their web links are not valid, which of course is understandable as web pages come and go very quickly. This one also has a great advantage, it gives you more reasons to contact or stay in contact with your customers. It could show you care and give you another chance to sell them on another one of your products or services.

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## 20. Bonuses

Bonuses are for sure a very popular way to boost sales and of course they can add value to any product. Many times bonuses are stacked on to such an extent that it is near impossible for the prospect to refuse, least that is the theory.

Some even go so far as to offer \$1,000's of dollars worth of bonuses to the point where the prospect would be a fool to pass it up. Honestly though, when it gets to that point, I believe it can hurt your reputation, as it's too good to be true, it's a bit too much. Of course that is just my opinion. For the short term I'm sure it makes many sales, long term, I believe it can be a deterrent. After all if you start off offering \$1,000's of dollars in bonuses, how do you keep beating the last one? Then again many big marketers are still doing it, so it's not something to be ignored.

One last word on bonuses, a word of caution, pick and choose your bonuses well. A majority of marketers offer the same old bonuses or public domain e-books that people have seen over and over again. It will greatly reduce the "value" if it's been over used by every one else. Another option as mentioned above is to rework public domain content to appear new, fresh or different, or best, unique. At the very least put a different angle or spin on the bonus for the best mileage.

## 21. Templates

Maybe you could provide templates such as website templates your customers could use to save time and money. So many people are new to creating websites that offering quick templates could be a very helpful addition for many. From the many websites I see on a daily basis, people really need help as I see so many down right ugly ones. Course it's not their fault, it takes time to learn, I'm still not a professional after 9 years on the internet. A side benefit to providing templates is that it could be something they will be proud of and feel special; they have such a nice looking site. It could even be something for them to brag about. Hopefully they brag about where they found it and bring you some sales, right?

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## 22. Graphics

It's a little tough to have an online business without having a website, so it's almost a no-brainer that your prospects have or need a website. Along with templates maybe you could offer graphics to help them create professional websites. People can learn html and creating website pretty quick but learning to create graphics is another thing altogether. I know it's one thing I still struggle with myself, I'm sure I am not the only one.

It could be as simple header and footer graphic sets, this alone makes a big impact on the appearance of a website. You could even stress how a professional looking website can have a dramatic increase in sales, yet another reason they need your product with it's incredible bonuses such as the graphics. On a side note you could even add a url of your own on the graphics, such as, "Graphics by..". Thought be careful as some folks are not happy with a url on the graphics they paid for, just a word of caution.

## 23. Auto Responder Series

You've probably heard it a million times, that the money is in the list and if you're not building a list you're missing out on a boat load of cash. It's very true, but for many of those new to internet, they may have no idea where to start and even if they did start building a list, they wouldn't have a clue how or what to write in their auto responder messages. It can also be another time saver for the customer, once again adding value to your product.

## 24. Gifts

You could probably also call them bonuses, but doesn't it sound so much better? Would you rather get a bonus or a gift? A gift usually implies caring. You could make it even more special if it was a gift you mailed to the customer. Not only would it have more value, but it could be a way of getting their physical address for direct mailing selling.

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## 25. Coupons

Surprisingly I do not see many people using this one and yet it can be so powerful. Not to say it's not being used at all, I just don't see it too often as of this writing.

What if you offered prospects a coupon or coupons for discounts on some of your other products or services? Maybe one of your prospects has had their eye on one of your other products or services and a coupon could be just what they needed to make the decision to buy. I know I've been there myself once or twice. You could also offer a coupon that makes one of your other products or services free of charge. How powerful could that be?

## 26. Gift Certificates

Pretty much the same as coupons, but I think it means a little more. Stop and think about it for a minute, which sounds better to you, a coupon or a "gift" certificate? For me it looks to show you care more about your customers. Again, the certificate could be for a discount or even be redeemed for a free product or service. Naturally \$5 off a \$300 product is not going to be worth much, so keep it in perspective. These could be used to give away to their friends, family or even their affiliates. It wouldn't hurt to dress it up to make it even more special.

## 27. Free Membership

You don't have to do too much work to put up a membership site. With so many giveaways and free e-books available, it wouldn't take much to fill up a membership area. As I've mentioned before though, the more unique your membership items are, the higher the perceived value.

In reality, a membership site or section does not have to be a full blown real membership site, meaning it could simply be a secret or private section of a website that appears to be a membership site. Of course the more real you make it, the better and more valued.

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## 28. Exclusive access to Members Only Area

Every one likes to feel special or think they have one up on every one else. What could be better than membership access to a exclusive members only area? A member's area that is only for a select few people, such as open to only an elite group. Exclusive can be a powerful word just by itself.

## 29. Club Membership

Very similar to the exclusive access, because it makes people feel special to be a part of a club. Possibly make it an "Invitation Only" access to a private club only available to a select few. It could also be private, invitation only to a private mastermind group. I think you get the point.

## 30. Public Domain E-books

Public Domain content is just as you'd expect, no one actually owns rights to the content and you can do what ever you want with it, such as adding it as a bonus for your product. I am not going to go into what is public domain and what is not because I am no lawyer and I am not going to open a can of trouble on myself. Make sure to research it for yourself before you start using what you "believe", is public domain. From what I understand a lot of government public information is public domain and available to use as you see fit, along with works done many years back. But don't quote me on it.

The one draw back to this is, so many people are already do it, I see it as bonuses all the time. That said it could hurt your image if you just doing what every one else is, you could be lumped in with all the other "Marketers" pushing stuff. The best public domain bonus you could add would be one that is rare or somewhat rare, one that you don't see on every other site. This might be a tough task, but it is possible. Another idea would be to take a public domain e-book or product and repackage it as much as you can. Make a different graphic book cover, or add your comments to the book itself to give it some more value.

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*Here's a big secret, one I wasn't too crazy about adding, but I really want to see you succeed, so here it goes.. You've probably seen the book "Think and Grow Rich" by Napoleon Hill, it's a true classic and one you better have on your bookshelf. The reason I bring up this particular book is that I saw a version where some one adapted the book for today's life. All they did was add comments through out the back to make what was being said, relevant to today.*

### 31. Resale Rights

If you've never heard of resale rights or not sure what it means, it's quite simple. When you grant resale rights to another person you give them the right to sell your product and keep all the profit, for a fee to you, of course. At first this might sound like a bad idea, but the reality is, you can add quite a lot of value to your product.

This one is normally used as upsell but can also be used very effectively for adding more value to your product. Now, it's up to you if you want to go this route, because you could have many people selling your product, even giving you some competition.

All is not lost although; one of the stipulations for most resale right contracts is that the product can not be altered in any way. Your name stays on as the author and producer of the product and most importantly all **YOUR** links stay intact, which could add up to many sales over the years to come. I hope your seeing how this could actually be a good thing. You could have 100's if not 1,000's of other people getting your product in the hands of so many people you might not have reached on your own. To make it even sweeter, these people are motivated to "pass it around" because they make all the money on the sale. You may miss out on some money up front, but in the long run you could get so much more, like large amounts of backend sales.

Some marketers go one step further when offering resale rights on e-books, they also make the product brandable, meaning all the links in the e-book could be changed to the buyers affiliate links. Again, this gives them more reason to sell and get the product out there for you because they make money on the sale and any backend sales from links in the e-book itself. Win, Win.

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## 32. Master Resale Rights

This one is not too much different than resale rights, it's more a step beyond. When you sell master resale right you give other people the rights to not only resale your product for 100% profit, but also the right to sell resale rights to others. Again, it's not exactly a bad thing, as you could have so many people passing around your e-book with all your links inside. It's not really a bad idea to get your name out there, or brand yourself. You might be missing out on some upfront money but the back end is usually higher priced anyways. There have been several people who have become beyond rich by getting their products in so many hands.

## 33. Private Label Rights

This is quite a hot topic right now, but not the best addition for every product when you're looking to add value or command a higher price. Just as you might be thinking, it means, giving others the right to your product completely, to do with it as they want. This also includes the fact that they can completely change it around, add to it, take away from it and even put their name on it, as the author. Now if you're trying to build up a big package, this may not be the best option, but I thought I'd add it as another possible idea.

## 34. Other Related Private Label Rights Products

Give them even more ways to make more money if they purchase your product, what could be better? Since I already covered what private label rights are, I think you have a good idea how to use this one to your advantage. You could either save money and create your own reports or e-books and then add them as PLR bonuses, or you could save time and buy PLR products from other people. There are many places and folks cranking out products they sell as PLR. Worst comes to worst you could hire a ghost writer to create the products for you. Your customers could create their own products from these PLR packages and add more income streams to their business.

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### **35. Email Consultation**

This one pretty much explains itself, as a bonus or addition to add value to your product, offer email consultation. You do need to be careful on this one. First make sure you have the time to provide this service, and you might want to limit the number of emails they can send, otherwise you could end up spending all your time answering customer's questions.

On the other hand, usually the bigger ticket customers are less likely to be as much of a pain, but still put some thought into it before you add this one. It can add value, but could suck up all your time.

### **36. Phone Consultation**

For me this is one of the best ways to add value to any product. It also tends to add the highest perceived value, because I believe it is similar to a physical product. It's more tangible because it's more real when compared to a digital report or bonus. With this one, you can really build trust and likeability with your customers. I think it also goes to build trust, because it shows there is a real person behind the product, not just a digital product from some guy behind a website.

### **37. Forum Support**

This one is actually very interesting as it can ultimately serve two purposes. Of course the first one is for adding more value to your product or service. The second one is that it can, in reality help or cut down on your support. When you get a group of people together on a forum, they will often try and help each other out. It can even be the fact that people like to be seen as an expert or the one with knowledge, this often being accomplished by helping others or providing so many of the answers. Your customers could be your own support team if done right, though you still need to be around and not leave it all up to them.

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A big word of caution on this one though, forums can turn bad. It only takes one person to knock you or your product down in front of every one, so sadly forums need to be monitored, guess it's kind of a catch 22 isn't it? On the other hand if you have a great product that over delivers and really works, you shouldn't have a problem.

If you have the resources you could always have a assistant keep an eye on the forum for you. Better yet find a customer you can really trust to be a moderator on the forum, most would be feel privileged to take on the job, or you could offer them extra instruction or other products. You could even have interns to do the work for you.

### **38. Website Consultation/Critiques**

I see so many people looking for feedback on their websites, it's just amazing. Scan most any online forum and you'll see some one asking for help with their website. You could offer a consultation to visit their website and point out any problems or what could be improved. Remember though; think this one over before you implement it. Will you have the time to follow up on your promise? It could be more added work, taking up time that you don't have. At the very least, limit the time for the consultation so you can budget your time.

### **39. Break up E-book into Multiple Reports**

Here's one that can really build up your product. If you have a bigger sized product, it might be possible to break it up into separate reports or parts. Add to each report and you could add a sizable collection to your main product. How much bigger would your product seem if it came with many reports rather than just one e-book? You could possibly create a collection for a given topic or niche? Like an encyclopedia set. Along the same lines, with many separate reports or sections, each could be so much more ammunition of bullet points to use on your sales page and increasing conversions.

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### 40. Upgrades – Silver, Gold, Platinum

Just like the good, better best approach, where you have different levels of the same product. Moving up each level you could add some of the ideas in this report with the biggest package such as a platinum deal could include everything and anything, right down to the kitchen sink.

A great example of this idea in action is the credit card business. How much more important are gold card holders? What about Platinum card holders? It's a huge privilege and talk about feeling special. Isn't that what we all want? Give it to your customers and they will pay you back with orders.

### 41. Group Coaching

From what I've seen, so many people just don't know how to get started or what to do, so often it's just because of information overload or lack of knowledge. Many people it seems could buy every e-book there is, but still lack motivation to get anything going. Often they just need some guidance to get started. With Group coaching you could help a number of people all in one shot.

For those with limited time, this would be the most productive coaching they could offer, as they coach many people at once. Here's something else, what if you recorded those calls (with every ones permission, of course), that could be a nice addition to your product to add all kinds of value, like killing two birds with one stone.

### 42. One-on-One Coaching

Make them feel extra special with personal one on one coaching and you're likely to have a long term customer, not to mention a fantastic way to add tons of value to your product. You could use this to your advantage on your sales page as well. Spelling out something like, "If you get stuck, I'm here to help with one on one coaching", or something to that effect. It could make your customer feel much more confident when buying your product as they know you are there to help.

## **Profits Multiplied**

Again, if you haven't guessed it, this one needs to be thought out, if you even have the time to offer such a feature. Not to mention some folks can be a pain, so be prepared. At the bare minimum you should set a time limit, say two hours a month or something along those lines. I see many marketers use this to add price value to their product. You'll often see the "experts" put a dollar amount on their time, showing how each hour of coaching has a big value, dollar wise.

### **43. Workshops**

I'd call this one coaching at the most personal level. It is beneficial because it is similar to group coaching where you can help, train or coach many people at once, but of course in person, making it so much more personal. You do need to keep in mind, you'd need to speak in front of a group, which is not always a good thing for some people (raising my hand high).

Workshops are usually one of the highest ticket items you can add. They are also referred to as seminars and seem to be all the rage these days, with sold out seats for many. You could compare them to tele-seminars where guest speakers give out some valued info and in return get a plug for one of their own products or services.

### **44. Newsletter Subscription**

It wouldn't take much to create a monthly or even weekly newsletter for your customers. In that same newsletter you could add many of the ideas in this book to fill it full of value to the customer.

Here again, this gives you another reason to keep in touch with the customer, not only to make them feel special and appreciated, but also keep your name and products in front of your customer, not exactly a bad position to be in. They will be looking forward to, and be waiting to hearing from you, rather than the other way around.

## **Profits Multiplied**

### **45. Related Services**

Are there other services or related services you could add to your product to add more value? Maybe even bundle a number of them, as an extra package. This could be such as services for submitting articles to article directories or submission services for submitting web pages to the search engines. It could be software that makes using your product even easier to use, which could add some great value.

### **46. Free Software**

What about some free software to add to your product? It doesn't even have to be yours; there is plenty of quality free software on the internet, such as free web page editors or graphics programs. Better yet, show them how to use it, say with videos and you've got a hit on your hands plus some happy customers.

### **47. Exclusive Related Software**

So you have software that automates or does the work for your product? Maybe a software package you could create or hire some one else to create that adds or aids to your product? Being exclusive also means there is only ONE place they can get it and that's from you and only you. You could be in a great position when you're the only kid on the block to have something special.

### **48. Special Events**

Maybe you could put on a special event related or geared towards your product or service? What about a gathering of your customers, to get together and network with each other, swap stories, tips and tricks. Many people will say one of the best things they ever did was attending special events or seminars, it really grew their business.

# Profits Multiplied

## 49. Contact Lists

Contact lists could be as simple as contacts for people or websites that are related to your product or service. Say your product talks about creating physical products; you could give them resources for companies that do all the work for them. Or contacts for people that could help them grow their business, such as joint ventures or co-op advertising or mailings.

## 50. Feedback

Although this is the last idea for adding value to your product, I saved it for last because I think it is that important.

I've given you 49 other ways or ideas for adding to your product, I can't say how many will work, as I don't know you or what your doing, your market, your niche or your product. With that said, who would be best to tell you how you could improve or add to your product? Who would be best to tell you have to make it better?

The best people to ask are the ones you are looking to sell to, the ones that are or will be using your product. You get the best advice right from the horse's mouth, from those in the field.

You could easily ask your customers after they buy, say with a survey after purchase. Of course you want to give them some time to actually read your product.

Many marketers are a little worried about asking customers what they think of their product, it's understandable, no one likes to here or think there is anything wrong with their work. The smart marketer is the one who wants to do it one better, do their best to over deliver.

## Profits Multiplied

### Conclusion:

One big thing to always remember is that of perception. No matter what you're adding, the value is still in the perception or perceived value of that item, the real value you give for that particular item. For example, a 15 page report may usually sell for \$15 dollars, but that same 15 pages could be packed with incredible information making it worth 10 times the price.

Another important point to remember, when you "add" to your product, the additions need to be separate parts. If everything is lumped in to one e-book for example, the customer is not going to feel or perceive that they received all the added value they believed they were going to get from the sales page.

In other words, which would appear to be "bigger" or "more", one big book, or a box full of books?

In the end its how your customer perceives and how you sell the "addition", meaning you need to sell the value. Of course it also depends on what you actually provide; crap is crap and worth as much. I hate to be so blunt, but there is too much junk floating around being sold as the next big money making miracle. Which camp do you want to be in when your product is brought up in the forums?

### ***All is said and done....***

Well, there you have it, 50 ideas to add more value to your product and increase your profits, and not to mention, your customer value. Now it's up to you to put any or all of it in to action. I know I've talked about taking action in the introduction, only because it's that important. Once again, the biggest reason I see people not getting anywhere is because they do not take action, or they do not take enough action. Of course that doesn't apply to you because I know...

***your going to take massive action and create wild success for yourself!***

## Profits Multiplied

Remember again, most every idea in this book can be done with little or no cost. If you're reading this, you probably already have everything you need to create and implement every idea above. I have also included a number of free software links below in the resource section. So you really have no excuse..:)

I'd love to hear your comments about this e-book, good and bad. I am always looking to improve all my products and that can only be done with the help of its readers, and that's you.

Once again, I thank you for investing in this product and more importantly investing in yourself. Your business is greatly appreciated. I'd also love to hear your success stories from using the ideas.

To your success,

*Ron Killian*

Ron Killian

<http://www.theplrstore.com>

# Profits Multiplied

## Resources

[thePLRstore.com](http://thePLRstore.com) –The quickest and easiest way to create your own products and you keep 100% of the profits! Largest selection of PLR Articles on the planet, in most every niche market. Also includes ebooks, graphics, software, templates, video, Web Audio and more. You become the expert and author!

[Profit Tweaks](#) - If you're struggling to make money online, or it's been tough to build a profitable online business, this is the site for you. We cover many ways you can easily earn a full time income online, from the comfort of your home. Best of all, **it's FREE to join!**

[Upgraded Traffic Tactics](#) – Never again struggle generating traffic to your website. We have the videos that will SHOW you how to bring cash in hand buyers to your web properties. Today is the day you'll know how it's done. We'll tell you how to get ranked in the Search Engines, use social marketing and so much more. Plus, **it's FREE to join!**

[Quick IM Videos](#) – Stop wasting time, and getting frustrated, and do it the easy way by learning exactly what you need to know quickly. Find out how simple and easy it is to get up and making money.

[CopyStash](#) – The big money is in having your own products, but you also need to know how to sell your “stuff”. Make it simple and easy with the help of the CopyStash. Copywriting, High powered Swipes and much more! **Sell more!**

## Audio Software

It's a proven fact that audio can make a dramatic impact on your sales, building trust and likeability with your visitors.

[Audacity](#) Fantastic open source software program for editing, converting and recording audio, and of course it's free. Many folks also use this software to create podcasts, which in the basic format, are mp3 audio files. Onion

[Pod-O-Matic](#) As the title says, a place to create, find and share podcasts.

# Profits Multiplied

## Outsourcing

There will come a day when you get so busy and make so much money that you will need some extra help. Outsourcing is also a key element in growing your business way beyond what you could do on your own.

[Elance](#) Probably the most popular website for finding free lance workers for outsourcing some or all of your work.

[Rent A Coder](#) One of the best and most reliable places to find people who will program or design just about anything you'd ever need. With a bid system you are also likely to get some great prices.

[Script Lance](#) Another quality site to find programmers and website designers including long and short term. They also have a bid system.

## Physical Products

For those that want to publish their very own real book, video's, cd's or even dvd's.

[Lulu.com](#) Well respected place to get yourself published. Also a great place for those that want to sell physical products.

[Kunaki](#) this one will manufacture your CD's and DVD's with case for low prices and they will drop ship for your customers.

## Support/Help Desk Scripts

No matter what you sell, your product or service must provide proper support. Sadly too many people only have an e-mail link for their support and we all know e-mail alone is very unreliable. A support script or as it's usually call, a help desk or support desk is the best solution.

[Hesk Help Desk Software](#) This is the one I used and have yet to have a problem and not to mention it's free.

## Profits Multiplied

[Maian Support](#) Fine php support script that is a little more advanced with a knowledge base and a live support module.

## Teleconference/Telephone Services

[Totally Free Conferences](#) Up to 99 lines on this service for free, they do charge a small fee for recording.

[Skype](#) Very popular form of communications these days for many who work on the internet. Call any other Skype user for free and any other phone for less than \$3 a month.

## Video/Screen Capture Software

[Camtasia](#) Although on the expensive side, this is probably the best one you can get. It is best used to create how to videos as it records what you do on your computer screen and then creates a flash movie of what you've done. A great way to make some serious money.

[CamStudio](#) Nice freeware tool that records all your screen activity in windows into avi or web based flash format.