

**How to Seek Out, Create, Put Together, and Market a  
Few Dollar Online Product in Mass and Make Thousands!!**



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## How to Seek Out, Create, Put Together, and Market a Few Dollar Online Product in Mass and Make Thousands!



Thank you for pursuing my informational product. I enjoyed putting it together and hopefully you can glean something from it to enhance your income, your future wealth, your marketing and your knowledge. Let me first discuss **Monetize Me**.

**What is Monetize Me?** The big thing online now is being monetized. People build blogs in hope of monetizing them, and they set up YouTube channels in hopes of monetizing them. This is a very clever method, as top bloggers sell space to advertisers, and good YouTubers get the channel subscriptions and video views necessary to put them into ad profit from YouTube's advertising system. These things work, but few have the patience to wait for the slow process and the growing time it takes to build an income.

That is where this or any written product comes in. You can still monetize yourself in blogging or YouTubing or Internet marketing before you have the huge traffic numbers it takes to get sponsors knocking on your door to be a high yield advertising site. Just monetize it yourself. Have good and well done and provocative offers for people that they buy from you and price them low enough to get good conversions. In other words, be self-monetized. If you pitch a \$5 side product in your videos about your main project, just doing a 1-2 minute pitch and letting them buy it in the "more" section below the video at YouTube, or, in your blog to the side of the main content, then you will have a profit center in addition to your main product or service. This allows you to add monetization yourself without waiting for paying ads to kick in later. This offer can even stay after you start getting ad monies, so you have double monetizing. This e-book will awaken creative juices in you and give guidance to good content for a small monetizing e-book of your own that you can sell a million of.

## **And Now, Our e-book!**

The Internet has made many billionaires and millionaires, and the only thing you need is knowledge, and some drive. The explosion of the cell phone industry has opened some amazing opportunities for entrepreneurs. Have you ever wished that you had a few dollar product that you could create and develop and sell online and price it for \$2 or \$3 or \$5 and sell 100,000 or 500,000 or even a million of them? You can do the math in your head right now. Well, I believe we have all had that thought, and I have chewed on the idea for about 15 years. But bringing something like this to fruition is a little harder than it first seems. This mini e-book you have right in front of you may be the closest you will ever get to the motivation, thinking and “know how” that is needed to pull this off and make big money with a tiny product. At the end of the day though, I cannot equip you with creativity, a work ethic, motivation, or huge Internet knowledge and desire. You must bring all that to the table through your own desire for success. I can only show you a guide or outline that you must then customize to you and then provide the character and persistence you need to see it through.

**Who Am I?** My name is Greg Nichols and I am an ordained minister, an author, an entrepreneur, an Internet marketer and trainer, a real estate broker and a family man. Most of what I do is Biblically based, so if you pick up that fact in any of my writings that I care about my customers and readers, and I wish to serve them, then you are correct. I want to see you succeed. I have written a few novels, and I love writing and helping people. A “how to” book is right down my alley, so to speak.

We need to discuss timing a little bit. Often, there is no better timing than now to succeed, but some people have hurdles to overcome and issues to solve, so if you are selling a small product in 4 weeks from now, or not until 2 years from now, there is nothing wrong with that at all, either way. Timing in your life is everything. It may be that you have to go get a job now and gradually put your money-making product together, slower than you thought. At this point in time, we are the result of our past decisions, and so it may be that you have to work through some things first in your life before your explosion of wealth. Anyone on earth can get wealthy. Print out my e-book and save it for a better time if you cannot use it now the way you need to. If you cannot do it right, and excellently,

do not rush it or do it half-baked. Make your projects excellent. I say projects, because once you get one mini product done and being marketed, you can begin another. Then, you can actually make a mini mall of them and let people look at each product you have when they are drawn in by just one of them.

If you sell your products at PayPal, and they are selling well, you can have money going into your account constantly, and this may develop into a full-time business for you. You may start out to build a \$2 product and end up having a \$99 one. But if you sell your product in the thousands at \$2 each, you will have made some good money, for about, 15-20 hours of set up work. Then, you have the product permanently to sell for years to come. Some people have created a small product and sold over a million or even two million copies or units. Anything is possible. If your product is delivered online, you have absolutely no printing, binding, packaging, shipping or mailing costs. There is no labor at all. I have made money since the 1990's online with various packages. So I do have some expertise, but that does not mean you need to be an expert at anything to be a top selling web entrepreneur. The most you will have to learn is marketing. But that is totally doable. I have shared many URL links to many resources in this mini e-book, so you can build your own product.

### **The Age of the Cell Phone**

We are in a technology age right now being driven by the advent of the cell phone. Realize this fact and embrace it. Do not hate cell phones, they can get you rich. Not by using it yourself to get rich, but by tapping into the users of it to get rich. When Apple releases a new level of iPhone, you should say, "great, I love it, how can I harness that upgrade to sell a product of mine to those users?" What entrepreneurial idea can I make accessible to more cell phone users? Cell users are everywhere, even probably in grass huts in the jungle.: )

### **Phone Apps!**

You can build an app for phones yourself, or, have one built. You can get your own idea or product into the app stores of Android or Apple. Yes, you can. It is not an easy process but there are many programmers who build cell phone apps, or, you can try it yourself, and here is a do it yourself product to build phone apps.

<http://myiphoneapps4u.blogspot.com/2013/09/you-can-build-iphone-app.html>

People sell phone apps for .50 cent to .99 cents each or more, even \$4.99. Imagine selling 1 million of them in a short time. Ever hear of the Flappy Bird phenomenon? Teenagers made money, some in the millions. The Flappy Bird app was an early pioneer. You can read more here:

<http://myiphoneapps4u.blogspot.com/2014/05/teenagers-making-money-with-phone-apps.html>



### Seek Out

#### How to.... **Seek Out, Create, Put Together, and Market a Few Dollar Online Product in Mass....**

To be true to my title statement, the first step is to ***seek out*** an idea for your product. ***Consider it like panning for gold.*** You may not hit a strike right off. Be diligent and be tenacious. What are your interests? I would look there first. But, this is a double edged sword. You love it, but does anyone else? Is there a target market big enough to get high sales? There are mega trends out there. Games and devices are huge. I-Phones are huge. This search is the hardest part of the process, and can take a few days, or months, or years. Don't ever give up looking, until you have found something. Keep looking always, even after you find an idea, so you can develop all of your good ideas. Save them and catalog them, in a cloud online. Do you see what I am showing you here? Make a commitment to yourself to learn and become whatever it takes to do this, and that can take time. The day you got my product is simply the day you turned the corner and started on the path. Then, stay on that path. Look around on Google. Get a list of what searches are trending on Google, or Yahoo, or Bing. For years, the top search was of all things, "Paris Hilton." Kind of shows what a shallow society we live in. It also shows that young people are using the Internet for social and pastime much more than we older ones are using it for real life or business. But, maybe

somehow, you can use the shallowness of the public, to your benefit, or not. Maybe you can create a project that appeals to the young and shallow, and people that will spend money on dumb things. I warn of a slippery slope here. Do what helps, informs or enhances people, or harmlessly entertains them, but do nothing that increases their addictions, or does them harm.

A wise old man of God told me once, **“Greg, God will bless you in business if you always have a redemptive quality to whatever you offer.”** It may be that you receiving that old man’s advice here just got you the money’s worth for this product, because that advice was life changing to me. So never get into porn or anything like that although it is tempting to money minded people because that is probably what people throw money at the most and the fastest online. However, we do not have to sell our souls for money. God has plenty of money for us with legitimate and honest products and projects.

**Here are Google’s and You Tube’s top trends:**

<https://www.google.com/trends/>

**Here are more of Google’s top, “hot” trending searches in order:**

<https://www.google.com/trends/hottrends>



I notice that dogs are the most searched animal on Google and cats are second. What could a person do with that information? Internet users have a fixation on dogs and cats. Might your product have photos or videos of an animal everyone loves? Is that your hobby too? Maybe your bent is technology. The top three Google technology searches in 2014 were, Flappy Bird, Alibaba and iPhone 6. What if you became an iPhone expert, or a gaming expert for teenagers online, and created some kind of a directory or fact filled list or guide that served the youth in their fun seeking? For \$3, they would no doubt buy it, but it has to be good, for those youth are very sharp people.

If you like marketing, one of the best products you can have is a way for people to market better, and learn things they need to know. A person who develops lists well of things that are needed could soon sell those lists for money. One guy sells

solo lists for a one-time fee. People might choose to give you \$2.00-\$5.00 for a list you did the research to put together rather than have to go do all their own research. One of those lists might be government benefits that are unknown to the masses but researched out by you and packaged together. If self-defense interests you, you could put a basic course together for women and some men, whereby they could ward off an attacker by watching you walk through some techniques with a partner on video. You don't have to be a black belt to do this. You could learn it in weeks, look very good at it, and then video it. Are you getting me on this? Think of the possibilities of subjects. What most people are impassioned about can be your product topic. I saw in my local paper how a few women were raising earthworms and selling them. They did this at home and made \$40K annually. What if you taught in your product how to do that, instead of doing it, or did both? Show people how to harness nature to earn for them. Earthworms mate and you make money.



Survival and prepping is big, and growing. What prepper product could you find for people? You can learn to make some prepping idea or object from online sources and then film yourself doing it and sell that and market the video.

The purpose of my training here is not to have your idea, but to simply set you on the path to find it, and **seek it out**, and it stands to reason that if you want to make a million dollars selling something online, the search that you do to find that correct something will probably be an online search. Do not be hasty here. Choose several ideas, then test them on friends who are mature, not negative. Mull these over, do not run fast with the first idea. The first idea may be the best but decide that after much deliberation. Can this idea be reproduced in others? Can it be relayed to people in a mini e-book? Would it be audio, textual, photo or video oriented? Would it have a wide range draw of people interested? Example: My product you are now reading has a ready audience, universally; "People who wish to make money online." See how universal that is?

## Create and Put Together

The next words in my title are to *create and put together* the work, once you have chosen it, researched it, collected the information, and settled on it as your chosen product. Most projects will be well written e-books. Some will be guides or lists. Some will be pictorial, and some will be videos. In my judgement, it should be as an e-book no shorter than 7 pages, and ideally about 10-12. This reminds me of a college or high school term paper. I sometimes wrote those in one weekend. And they came out good. Once you are savvy and knowledgeable on a subject, and have made a rough outline, writing can be fast.



If you absolutely cannot write, then get help from a spouse, a sibling or a friend who is skilled as a writer. At least let a few different people proofread your own writing if you write it yourself. My wife always proofs what I write. So does Microsoft Word, as I write it. Add photos even if it is a report or term paper-like document or e-book. That is easy to do with Word or most software. You will then after proofing need to save it to a PDF. I use **“CutePDF Writer”** free software, just Google that and download it. Once you download it, it is a choice on your drop down when you go to print something. It saves your printed matter to PDF in an instant at your choosing.

As a PDF, it is now ready to sell. A nice touch is to create a professional looking cover and add a copyright in the front. Copyright it with the Library of Congress, USA, and the last time I copyrighted something the price was \$35 for a digital PDF copy which I had to upload to them. I did get an instant email confirming I did it. Once you have your email confirmation of copyright, you may begin marketing. Go here to copyright in the USA: <http://www.copyright.gov> There is something called a Poor Man’s Copyright. Print your work and mail it to yourself in a big envelope and do not open it or break the seal of the envelope. If you ever have to sue a person over the product, the judge will open it and he or she will know how early your product was created by the postmark date. Don’t do this alone, do the government copyright, but until you can afford it, do this other one.



## Market Your Product

This is the final step of the title section to discuss, **Market Your Product!** Like the very first one, **seek out** a product, this one is highly important. This part will make or break the whole idea. Some of you know how to market. If I say something too basic, please bear with me, as many who have bought this e-book are total newbies to online things, and marketing. Even if highly experienced, you can still pick up some nuggets of ideas and information. Let's say you set the price of your product at \$2.00. How can you justify throwing big advertising money at a low return like that? Here is your answer. Add another layer to the e-book or product – the sharing of your cause, or your other online projects, your bigger ticket items, a larger sale, and let that be shared at the end of the e-book or product.

The added layer may be as simple as building a list of email contacts, and that is why you would create a good budget for your product. Now you can market the product at its face value, aggressively, using funds, and trusting that you are doing double duty with the budget, a double dipping, so to speak. Big corporations do this, they even do this to you at the movies, using the movies previews to market upcoming movies, and well-placed advertisements to even get you out to the lobby to buy refreshments. That is not offensive, right? So why can't we sell a small product and in that small product advertise some other products or projects too? I set an example for you in this writing on how it is done.



### 3 Critical Steps!

Online has a huge audience for your product, but your product can slip into obscurity online just as an eye dropper of water would disappear into the ocean. You must **1)** get traffic to your product, **2)** get it noticed and then **3)** get people to buy it. So let's move backwards in the 3 points. **Number 3,** you need a sales page. This where you show your product, give a description, make a small presentation, gives reasons for ordering, and then give them an order link. A sales page has a compelling title, a brief benefit explained to your buyer of why they should buy it, and the button to order, such as a PayPal button. Can you

build a website? Many of the new free sites out there have templates you can use, so you need much less skill than you used to.

Try <http://www.weebly.com> or <http://www.wix.com> just to name a few. You may need help to build a site. You could even set up your sales page on a blog. Google's free blogging system is easy to use, it has great templates, and a novice can do it. Go to this location: (if you have Gmail and you are logged in to it, you will already be logged into this site!) <http://blogger.com> Later, I will share a little about blogging for marketing.

On item **number 2** above, getting the product noticed, once you are building the sales page, you may want to use the title of your project as your lead capture headline to your sales page. You have 8 seconds from the time a prospect sees your site to get their attention. That title has got to lead them into a deeper look. If the title is weak, your sales will be too. Am I showing you so much that you are overwhelmed? People willing to learn and do what it takes are the ones who get wealthy. Let's say you have a killer title. Then, people will go further to read more. Do not offer 3 pages here, just keep it to about 2-3 paragraphs. Make sure you have images on your sale page, and, a video may be in order too. You cannot count on your \$3 price or whatever low price you have to make the sale. You must have a skillful site and a good sales job presented. Your very low price will however be important to the sale. Make sure in your creation stage of the product, you have given value, value, value. Do not give them \$3 in value, given them \$20 in value for the low, low price. Then, I like to give a refund if the person feels they did not get helped. That will be rare if you caringly give value. But it does help you make sales if you offer a refund. Your product is only \$2-\$5, or so, and you have much value there, and you should give a "no questions asked" money back guarantee. Good merchants give money back, as they are willing to stand behind what they offer. You be one of those. You cannot please everyone with your product. Accept that, you will sleep better knowing it.

Item **number 1** is traffic. Now, you have a good sales page, you have a good title, and you have a guarantee. The last thing you need is traffic, people to look at your offer. I can only offer a small training here in this marketing section, but I can tell you that I do teach it, in a bigger product, which you can see at the end here. Here are some truths about marketing.

**Truth #1:** You do not know enough people in your life to share your product with.

**Truth #2:** You need masses of people to show it too.

**Truth #3:** The Internet provides those masses of people.

**Truth #4:** The public is not dying to see your product today or any day.

**Truth #5:** Most people who buy something never intended to buy anything when they got up that morning.

**#4** is a little harsh, but my point is, your marketing is all about making a sale to people who did not expect to buy, but your offer and they crossed paths and they responded. But you need to go where marketers hang out. There are firms that Internet marketers use called Traffic Exchanges. It is a “you show me your link and I will show you my link” kind of thing. You can pay them to show your link or sales page to the exchange membership, or you can click routinely and get points that cause your page to be shown, at no cost to you. I use about 25 traffic exchanges. Here is one of my favorite firms that causes traffic to be exchanged. Easyhits4U. Join it if you’d like. <http://www.easyhits4u.com/?ref=mfn01>

Next, there are firms called Safelists. They are groups of marketers who have banded together, and they send each other emails. I use about 35 safelists. This link here is to one of my favorite safelists. <http://globalsafelist.com/s.php?mfn>

I figure that if I show you a few examples, then you can expand on the list of safelists or traffic exchanges by using Google to find them. Or check out my simple product at the end to find more.

Next, you can advertise on Facebook. The simple way to get acquainted with that method is to write an ad post, after you create a free fan page for your product, and then simply post the ad as a Facebook update. Then, they allow you to boost the update to larger audience, and you can even just spend \$2 or, \$5, or even \$20 to do so. Facebook is very easy to work with. Social media is right now one of the most powerful ad venues in existence. Go to <http://facebook.com>

I have noticed in my Facebook stats that Facebook provides results that I often get a remark or a “like” or a response once for about every dollar I spend there. That shows me I need to be pricing for at least \$3 if I want to use Facebook as a

tool, for if 1 out of 3 buys for a \$3 sale, I consider that good. That sale costs me a dollar. Facebook will assign an account rep to guide and help you when you are new.

Once your sales page is done and open for business, submit it to a group of search engines. Here is an easy URL submitting service that I use for free. You can submit your new blog entries as you do them. <http://www.freewebsubmission.com>

Blogging at Google at Blogger.com is a solid way to get your search engine ranking up on your product sales page. Blogging is a great way to build your product awareness and make sales. You can blog at any blog service you wish, but Blogger gets you right into Google quickly and ranked strong. They own Blogger and it meshes well with their search engine. Blogger is free. After you set up your product in a blog, it takes just 15 minutes to make a new entry in the blog every few days, or even more frequently. Each time you make a new blog entry, you insert pre-selected search keywords on that blog entry. It is simple, and once you do it once, you can do it easily always. Blogging keeps increasing your web exposure and your product exposure as time goes on. Every time you do a blog entry, you simply link it to your sales page so readers may go right over and purchase the product from you. **Monetizing the Blog** is something you can do at Blogger to make extra sales which are totally unrelated to your product. This is done by allowing Google to insert big corporate ads into the blog. This is long term and not beneficial unless your blog has reached a high daily hit rate from the public. Whatever would you blog about daily? Your product subjects!

### **Extra Monetizing of Your Product!**

If you do not have a way to add other possible sales to your product, consider buying and reselling for profit my training and mentoring products. Everyone needs mentoring. My product can also give you more marketing expertise. We show how to use traffic exchanges, safelists and Facebook for advertising.

## **Extensive Marketing Training While Monetizing!**

If you need more training and mentoring in marketing, you can get my product, which is also resell-able by you as my affiliate. Here again, you can add value to your product, not only for the buyers of it, but for yourself too. My mentoring product is **\$39.95** to begin, and I let you resell it for 65% commission or, **\$25.96** per sale. It makes sense to insert your own affiliate link to my mentoring in your own \$2-\$3 product and then make extra income too. Or, if you are not ready to build a product of your own, then just join me in my firm and resell my mentoring and make routine money online.

### **Other Monetizing**

I use **Traffic Wave** – an auto-responder program, to build lists, and you can join it with us and earn residual commissions and also have a great place to house your lists for marketing to.

### **Final Considerations**

In my products, I discuss making \$100 a day in a routine marketing letter I produce. That is \$3000 a month. Imagine if you can get your income to that level, so that you can lay aside outside work and devote your time to entrepreneurial pursuits. Here is my main point to get across to you as you set out to create your own product. Be positive minded. Stay positive. Every day, something will arise to make you want to be negative. Fight that. Do not give in. You can be positive, and you can win. The question then, only is, when will I win? When you focus, and stay positive, and apply knowledge, and work hard, you will get somewhere. I hope this product was helpful to you. God bless your work to create wealth online. I hope that I was able to set a good example to you of how to create a small online product that pays you in many ways and continues to pay you for the rest of your life.

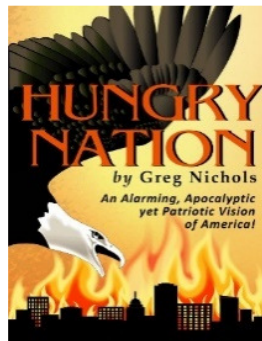
You can visit my ministry website at <http://wfministries.net>

**Once you get your product all set up, feel free to email me and show it to me. I can give you my opinion for whatever it is worth. [mfnnetwork@gmail.com](mailto:mfnnetwork@gmail.com)**

Greg Nichols

**Please Note:**

Much of the ideology that I use in business about freedom, free enterprise and America is shared in an intriguing and thrilling action and fiction novel written by me, Greg Nichols called, **“Hungry Nation”** which is available now at Amazon.com. It is available in paperback, (\$16.95) hard cover (\$24.95) and Kindle. (\$9.99) It is a Christian based novel about freedom, free enterprise, advancing socialism, communism, and a small band of freedom lover’s pursuit of God’s help to bring change. There are twists that you will not see coming. See my site for sale specials at <http://hungrynation.net> and for more information, and a link to order, or search “Hungry Nation” under books at Amazon.com or at Barnes and Nobles. You can also get an e-book version for \$5.95 at my website.



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