

LOW-TICKET PROFITS



**How To Make A Small
Fortune Creating and Selling
Low-Ticket Products**

The Bread and Butter of Your Business

Every business needs something that brings in a constant flow of financial traffic. For most businesses this is a relatively inexpensive item that has a high demand. Let us look at the auto industry for an example. A Lamborghini, for instance, would not serve in this manner. A Lamborghini is a big ticket item, which while bringing in a far sum of profit, does not carry with it a great demand. A Camry, on the other hand, has great demand and is a much smaller ticket item in regards to a Lamborghini. A Camry will bring in the foot traffic, which can lead to other sales and eventually a higher profit margin.

Not quite convinced? Let's take another example, one that is perhaps a bit more applicable. Let us take an internet business that sells "How To" products. Now, this business may be really good at creating intensive and exemplarily video series, but each series has ten DVDs and costs \$100 to the consumer. If that is all the business does, they are going to have a hard time succeeding, especially in times when the economy is down. However, there is still hope for this business. All that would have to do is to create smaller video series or reports that would cost the consumer less than \$30. This would bring in the foot traffic as well as build up their reputation for good products. That is what is meant by a low-ticket item being the "bread and butter" of your business. It is nothing too fancy, but it fulfills a need and keeps you from going hungry!

The following paragraphs are meant to guide you along the path to developing your own "bread and butter" low-ticket items. The advice and guidance given here is not an end all. It is meant only to be a spring board to get you moving in the right direction. Some things will be more useful and applicable to your own personal situation, while others may not be. Please, feel free to take what you can use and leave the rest for another time. Creating and sustaining a business is an ongoing growth process. It will take time to get it all together. Do not feel that you have to implement all the ideas and concepts at once. Do not feel overwhelmed, there will always be more to learn!

Before we get started, I want to provide you with a more precise definition of a low-ticket item. This definition will be the one used throughout the report unless otherwise specified. A low-ticket item is any product or service that is rendered to the consumer for less than \$100. Of course, the price can vary from literally cents all the way up to \$99.99. I would add a caveat here, however. When you are working in a down market, I would change the maximum amount to around \$75. In a slow economy less is more, quite literally. Therefore it is very important that you are remaining aware of nature of the market to which you are selling.

Low-Ticket Products: A Closer Look

We have just briefly examined what a low-ticket product or service is, we will now go into more depth on pricing and advantages to low-ticket products. As aforementioned, a low-ticket product is anything that is relatively priced very cheap. Prices could be \$7, \$10, \$20 or anything on the way up to \$100. Depending on whom you ask the average cost of a low-ticket item or service will vary. A quick look around the internet will give you an idea. A good estimate is somewhere around \$29.99. That being said, there are literally thousands of services and products that are offered for much less. It is up to you to determine how to price your low-ticket item.

While price is important, it is value that truly distinguishes a low-ticket product from other products and services. No consumer wants to pay more than what a product or service is worth, and honestly no provider wants to sell a product or service for less than it's worth. That being said, there is a middle ground that can be found between the two. Often times products and services can be provided for less than what they are worth yet still more than the cost to make or provide them. In other words, the final product is worth more than the sum of its parts. Perhaps an example would be in order. A report on a given topic can be written at the cost of \$5.00. The information therein, however, is valued at \$15. A seller might choose to have this product as one of their low-ticket items and sell it for \$10. In essence, the seller is providing the product for less than its value but still at a value twice as that of the cost to make it.

Research is very important in deciding both what product to provide as a low-ticket item as well as how much to charge for it. For example, a product that you would like to provide as a low-cost item can be found else where for twice the price, and that price is consistent among competitors, then it might not be the best bet to have as your low-ticket item. Follow me here for a moment. Yes, it will bring in lots of foot traffic, which is one of the goals of a low-ticket item, but you will be making much, much less than what you could make off of it.

It is also important to research price. If you and a competitor have basically the same product or service, only you are charging \$20 and your competitor is charging \$10, your low-ticket traffic will be greatly affected. You will then either need to change your price or select a new product to be your low-ticket item. It is not hard to do this type of research, especially on the internet. Search engines such as Google and Yahoo even allow one to compare prices on items found through the search. There should be no excuse for one to not know who is selling what service or product for how much.

The Advantages of Low-Ticket Products and Services

Before jumping right into the nuts and bolts of low-ticket product creation and sales, I would like to take a moment to explore why one might want to invest in low-ticket products. You may hear people say that high-ticket items are the *only* way to go. When someone makes such an assumption, be aware, because they are probably selling something. High-ticket items and services are good and needed, but often low-ticket items will be what bring volume to your business. You must seek out a healthy balance between the two.

There are several advantages to selling low-ticket products and services. Some of them include, but are not limited to: creating "foot traffic", building a customer list, getting your products and services "out there", and using them to entice customer to buy your high-ticket products. These are just a few of the advantages that will be examined in this report, I am sure that there are many more that you will discover a long the way. We will now spend the next few paragraphs examining each of these advantages in more detail.

"Foot traffic" is not a term often used in the ecommerce trade. "Hits" is the term more often used for this phenomenon. Simply put, having low-ticket items entice more people to view your site and look at your products and services. The more people that look means that more people will buy, e.g. volume works. The more hits you can create, the more likely you are to sell more of your products and

services. Having low-ticket items helps to appeal to a wider range of consumers as well as providing a "deal" to get them "in the door" so to speak.

This is all the more valid during this time of economic recession. I do not want to scare you, recession is a natural part of the economic cycle and it does serve a purpose. It often prunes out those businesses who are not meeting the needs of their customers. What consumers need in these uncertain times are products that have value and are affordable. They are not going to part with large amounts of money if they have no experience with the producer or their products. Low-ticket products provide that function. As more people search for lower cost items, they will find you! Talk about "foot traffic!"

Another advantage to selling low-ticket products is creating a customer list. This can be one of your strongest assets to help you succeed in a bull market and survive in a bear market. A customer list allows you to stay in contact with those who have purchased your products. It allows you to receive feedback from them as well as let them know about new or improved products and services. The more people you sell to, the larger your customer base will be. Low-ticket items appeal to a larger number of people therefore providing a larger customer base to build off of. If you are just starting, having some staple low-ticket products and services are a must in getting your business off the ground.

This principle goes hand in hand with the first. Volume does work. The more people that you can get on your customer list, the

more stable your business will be. Think about it this way. Let us say you have 100 people on your customer list that have bought at least one product. Of those 100, half will buy again. Of the half that buys from you again, half will buy a high-ticket item and half will buy a low-ticket item. That leaves you with 25 high-ticket buyers and 25 low-ticket buyers. Now, punch in 1000 in the beginning of the equation. Now do you see how powerful a large customer list can be? And low-ticket products are a great way to achieve that end.

A third advantage is getting your service and products "out there." What this means is allowing for people to get a taste of what you have to offer and allowing them to share that with other people. Have you ever seen those new restaurants that will have free samplings out on the street corner during a grand opening? They are working according to this same principle. If people are able to experience one's products and services with little risk to them, they are more likely to purchase higher end product later on. Having several low-ticket items allows people to get a good sampling of what you can provide them. And if they like it, you can be sure that they will be coming back for more!

That is what sampling will do for you. Shortly we will discuss the various types of low-ticket products, but I would like to mention audio and video sessions in the section as well. They can serve as great samplings of your products and services. Short, 15 to 30 sec audio or video clips can be quite effective at getting people to know more about you and your product. These videos and audio clips can point directly

to both high-ticket and low-ticket products. They are easily made and make a huge difference.

That leads us to the next advantage of having low-ticket products; you can use it to entice consumers into buying higher-ticket products. Have you ever heard of the proverb, "Those who can be trusted with little can be trusted with much?" The fact of the matter is that most people, consciously or unconsciously, abide by this saying. If they come to you for a small product, and they are satisfied, they will automatically think of you when they are in the market for something a bit larger. You may also want to provide samples or chapters of higher-ticket items for a very small price to encourage someone to buy the entire product. This can be highly effective, as both parties feel that they are getting a good deal.

This is probably the goal of all commerce, to get both the producer and the consumer to feel good about the transaction. Low-ticket products are great for this end. They help to establish a solid and positive report with your clients. And we all know that it is that relationship that will lead to further business transactions. Once clients have a taste of your low-ticket products, they can buy their way up the ladder, so to speak, with confidence that it is money well spent.

Types of Low-Ticket Products

You might be thinking, "Great! I can sell some low-ticket products! But...what are they *exactly*?" Well, we are about to explore the answer to that questions right now. Low-ticket products can be just about anything you want them to be. There are, however, a few more popular low-ticket products that have proven market worthy. We will briefly look at each of these products. But I encourage you, as you read through the following paragraphs, to think about your own business and assets. There maybe something new that you can offer on the market as a low-ticket product. Do not limit yourself to what is listed here; this is only a starting point.

There are literally thousands of low-ticket items that one can sell. Here we will just explore a few of them. It is important to remember, however, that a low-ticket product can be anything that you chose for it to be. If you want to sell a 100 DVD series for five bucks, that is your decision to make. The important thing is that, as aforementioned, you have done your research and feel that it is to your advantage to sell a particular product for a particular price. Here I just provide you with a few ideas to get you started in the right direction. A few of the most common low-ticket items are: reports, eBooks, short audio sessions, and mini video courses. Each of these products will now be examined more closely.

Reports are a great low-ticket item, as well as being one of the most popular. They are inexpensive to create and easy to read for

consumers. A report would typically be less than twenty pages or so. Anything longer is usually considered to be an eBook. One of the selling features of a report is that it is brief and immediately available. Consumers love things that they can have direct access to, a report is just such an item. It can be put in either a downloadable .pdf or .word file that anyone, upon submitting payment, can instantly have access to. Prices for reports vary, but any where from \$9.99 to \$30 would be a fair price.

Reports are a win-win for both the consumer and the producer. They are easy to make and have great intrinsic value. Consumers are always looking for things to read to help them in their personal life or in the business world. Reports are great because they can be quickly read and filed away for quick reference later. Special reports are relatively easy to produce and extremely cost effective to have available. The content can be used in a direct mail piece that can be reproduced cheaply. That means that everyone is happy!

Another popular low-ticket item is an eBook. eBooks are typically longer than reports and are accompanied by a proportional increase in price. Like reports, eBooks provide that advantage of instant access to information. That being said, much more is expected out of an eBook as opposed to a simple report. An eBook should be much more detailed and researched. Consumers are paying more for it and will therefore expect more. Despite that fact, an eBook is relatively inexpensive to create and can be a great source of low-ticket income. You can either chose to write it yourself, and just loose your time, or hire someone else (which will be explored a bit later on).

EBooks have been a staple of ecommerce for many years now. The general public is used to the idea of an eBook and many of them have already purchased one in the past. This bodes well for you if this is a low-ticket product that you choose to sell. It already has market stability and familiarity. The trick will be making your eBooks more appealing than your competitors. That is where research comes in. Do your homework on what products are out there and how they are formatted and written. This will help you devise your own eBook system.

Short audio sessions are becoming more and more popular as the general public has better access to high speed internet. When there was just dial up, it was hard to provide streaming audio sessions. Now that most people either have high-speed internet in their home or can access it at a library or other institution, streaming audio has becoming a hot item. An audio session can range from instructional, to relaxation, to simply reading a text. This is popular for people who either don't want to read off of a computer screen, or do not have time to do so. They can simple download it and listen to it as the work on other tasks. Audio sessions require a bit more technology competencies, but are also inexpensive to create and provide to consumers. Sound quality is an issue that one must be careful about, as one does not want to charge for an audio session that is has poor sound. That is one caveat, but it should not scare any one off from exploring this option.

A short audio session makes the sales process via the Internet much more personal. Hearing a human voice can go along ways in connecting with a potential client. That alone makes the session a very appealing way to reach the general population. A successful audio session will need to be short, to the point, and informative. It needs to give the potential client enough information to convince him or her to progress to the next level and consider what you have to offer. Many times a short audio session will keep the consumer from simply scanning over your website and clicking on to the next.

Lastly are mini video courses or series. Much like the audio sessions, high-speed internet has provided this as an option for being a low-ticket product. They are cheap to make and can easily be provided for instant download or to be streamed from the website itself. More and more people are open to this idea now, as even colleges and accredited universities provided video courses for full credit. It is a respected and valid mode of communication and dissemination of information. The same caveat applies here that applied to audio sessions. If you want to provide video courses or sessions, make sure that you can do them well and that they download or stream properly and at an acceptable rate. If you can ensure those to things, then mini video courses can be a great low-ticket product!

There is another caveat when working with audio sessions and video courses. If you want to make the available for download or streaming, then you are going to need to pay more for the housing service etc. to your ISP. Nothing is more frustrating than waiting for hours for a video to download. Do not leave a bad taste in your clients'

mouth with technical difficulties. Even the best of video or audio will be soured if the delivery is not smooth. That being said, both audio and video bring a very homey, warm, and personal touch to your product and website. They are typically worth the effort.

Here's a full list of the types of low-ticket items you can create and sell:

- Ebooks
- Reports
- Software
- Audio
- Video
- Graphics
- CD containing a short course
- Paid Newsletter
- Ezine ad space
- A short consultation service to gather leads
- A "Resources" document where you provide tools, links, places, vendors etc.
- If you have a high-ticket product why not take portions of it to create your low-ticket item?
- Case studies
- Interviews
- Spreadsheets with useful data
- Templates and swipe files

How to Create a Low-Ticket Product

Now that we have explored together what a low-ticket product is, it would be expedient to also explore how to create such a product. There are several methods that one can use in creating a low-ticket product. The first is to select the correct format. Once the format is selected, then one must choose whether to create the product one self or use a third party. The third step is to look over the product before it is made available to the public. Now, let us begin with the first step: selecting the correct format.

The format of a low-ticket product can vary greatly. One key to remember is that the product need not be lengthy. In fact, a short, meaty product will serve you much better as a low-ticket item than a lengthy, light product. Either way you go, make sure that you appropriate the information needed appropriately. For example, a ten page report should not include everything that a 50 page eBook contains. Keep in mind that you can use the low-ticket item to entice consumers to buy other, higher-ticket items. Do not give away too much information, but make sure that the consumer feels that they got their money's worth.

The second step is to decide whether to take on the job your self for to out source the product creation to another entity. The obvious perk to doing it yourself is that you do not have to do the work yourself. However, that means that you loose your time and effort in the process. A very cost effective option is to use a third party, such as

private content label content providers. They can have whatever your product is made within a reasonable amount of time and often at great prices. Another option is to outsource your products. This means simply hiring a ghostwriter to write your eBook or report. There are several website that you can go to that can connect you with writers, elance.com, rentacoder.com, and scriptlance.com being a few.

The third and last step is to check the product to make sure that it meets the standards of your business. This is especially important if you outsource your work. Outsource writers often provide top of the line work, but it is still a good idea to make sure the formatting and grammar are correct. Remember, it is your reputation at stake, not theirs. Before uploading a product to your website or offering it to customers, make sure to read all of it. The information therein will be a reflection of you and your business. Make sure that the reflection is a good one.

Writing the Sales Letter

The next step is getting your low-ticket product the attention that it deserves. The best way to accomplish this is through a compelling sales letter. A sales letter is a document that is specifically designed to generate sales. Its entire purpose is to persuade that reader to place an order for your product, to inquire for more information, or to give their support to your service or cause. It should influence the reader to take very specific action by making an offer to

him or her. It is not an order, announcement or command. It is an offer.

Now, not everyone has written a sales letter before, and there are definitely right and wrong ways to go about scripting one. If you feel uncomfortable with taking this task on yourself, you can always out source it along with the product. Even if you do that, you will want to familiarize yourself with the following elements that make up a solid sales letter. This will ensure that you are getting quality work from those to whom you outsource. If you want to take a crack at it yourself, the following paragraphs will guide you through the steps to make a great sales letter.

Before you get started in the actual writing of the sales letter, there is something that you must do first. Yes, it is the dreaded "r" word: research. You should know whatever you are offering in the sales letter like the back of your hand. Do not misrepresent, either from ignorance or maliciousness. Proper research will prevent consumers from coming back and saying that you falsely advertised or misrepresented your product or service. There are many websites that you can use, as well as online journals, newspaper, and books that can help you out. And do not forget about your local library!

Here's the basic structure you want to follow with any type of low-ticket offer:

{Pre-headline to capture your market e.g. - ATTENTION:
Home business owners}

"Headline"

Post-headline goes here

From: Your Name

Dear Friend,

{Introduce and describe a problem in your topic}

{Provide the solution and then introduce your product}

- **Bulleated benefit**
- **Bulleated benefit**
- **Bulleated benefit**
- **Bulleated benefit**
- **Bulleated benefit**
- **Bulleated benefit**

{Introduce price}

{Optional: bonus(es)}

{Call-to-action - "Order now"}

P.S. -

The first thing that you need is a strong, catchy headline. This will draw your reader's attention and entice them to read the rest of the letter. This is the most important element of your letter. This will either turn your readers off or encourage them to read on. It should be

bold, short, and concise. It should draw them into the letter, giving them enough information so that they know what the letter is about, but not give away the end. Spend some time word smithing until you have a quality headline. If your headline is lame, the reader will assume the rest of the letter is as well.

Remember, the job of the headline is to draw the reader into the rest of the copy. Try not to go over ten words. That tends to be the sweet spot that attracts the most orders and leads. Be sure to include a benefit and be unique. You only have about seven to ten seconds to do this, so pick the biggest benefit to list first. Use power words and are strong, affirmative and personal. Words that are good in headlines are: you, how to, enjoy, now, free, proven, learn, and so on. Be creative!

The next step is to create an opening sentence or paragraph that supports your headline. This should be an expansion of what ever claim you made in your headline. It is not to introduce new concepts or ideas. You have drawn their interest by the content of the headline, now build on that interest. Try not to be wordy here. Do not get caught up in details at this point either. Keep it light and engaging. Once they have committed to reading the rest of the letter, then you can get a little deeper.

Do not feel the need to run ahead. You have already given them the biggest benefit, now show or tell them how they can get it. This opening sentence can even just be a few words. Most people are going to be skimming anyways, so do not waste too much time or space

being wordy. They want you to get to the point, so do so. A great way to format an opening sentence is to have it stand alone, with a line space above and below it. Let it stand out!

Following the opening sentence or paragraph you should go into a little more detail about the offer itself. This is where your sales letter begins to take shape. One of the most common and effective approaches is to look at this section of your letter as a series of a bunch of short telegrams. One-liners work well here. This can be a challenge to some writers, but it can be done. The best way to get the gist of your product or offer over to the reader is to be short and concise. One-liners allow the reader to move from one idea to the next quickly, allowing them to move deeper into the letter.

As the move deeper into the sales letter, the time arrives for you to provide the support for your product or offer. This means that it is time to hit them with the guarantee. A guarantee represents a personal demonstration of your confidence in your product or service. Essentially it takes the risk out of the hands of the consumer and into your hands. This often puts the reader at ease and lets them know that you are on their side. It also bolsters the quality of the product. An ironclad guarantee puts any consumer at ease, so be sure to expound on the boundaries of the guarantee. If it is an absolute guarantee, be sure to say so. I would go as far as to say that some sort of a guarantee is a must.

The next step is not a must for all sales letters, but can be a great asset; therefore I will mention it here briefly. To really close a

sale, you can offer bonuses or freebies. This is a great way to encourage the consumer to take the next step and purchase your product or service. An important key here is that you make the bonuses or freebies contingent upon the action requested of the reader. Such as asking them to respond in a certain period of time or purchase a certain monetary amount of product. You can even ask them to forward the sales letter to other people that they know who might be interested in your product.

Freebies can often be video or audio sessions. These are great because they add a personal touch and most consumers would rather listen or watch than read. You also build a sort of relationship with the consumer who listens to or watches your video. They begin to feel that they know you and you become like a "friend" so to speak. Short reports can also be great freebies, as trial memberships and special content materials are as well. I can not say it enough, be creative! You know your business better than anyone else, let your creativity lead you in the direction you think you should go.

This leads us to the second to last part of the sales letter, the instructions that you would like the reader to follow. It is important not to come across condescending or bossy. You are not ordering the reader to following the actions that you would like them to take. You are requesting or asking them to do so, for their own benefit I might add. These steps should be clear and put in an outline format or crafted into one-liners. Use bullets when needed, but this is not an outline. It is a letter, so try to be true to a letter format and form. It is important that the read completely understand what they need to do.

It is important to keep in mind your goal at this point. You are trying to make an emotional appeal to the reader. You are also trying to convince them to spend them money on your product, service, or cause instead of somewhere else. It is therefore important that you continue to be friendly, light, and informative. Try to anticipate any questions that may keep them from committing and answer them in the copy. Try to make sure that by the end of the sales letter, there is no excuse for them not to comply with your proposal.

Tone is very important in this section of the sale letter. It can be very hard to determine what tone a person is using when they are just communicating in text, but there are some tricks. Using the conditional tense can help a lot. Also, make sure to suggest things instead of insisting on them. Make bold claims, back it up with research and information, and encourage the reader to investigate your claims. It is always a good idea to have another person to read over the sales letter before it is sent out. They can give you feedback about how it comes across.

The final element of a sales letter is a final post script. A P.S. adds a personal touch and should gently remind them of one or two concepts mentioned in the sales letter. I would suggest no more than two sentences in length. After arriving at the end of the letter, the last thing a reader wants is to read another paragraph or two as a P.S. If you have that much to say at the end of your letter, go back and add it in the body text. Leave them on a positive and personal note, saying

that you appreciate their time and look forward to having a business relationship with them.

If you are sending this sales letter out in print form, the make sure to sign it. Do not use a signature font. This just communicates that they are not important to you or that they are just one in a million to you. A real signature communicates to the reader that they are important to you and that you have a personal interest in them. If you are sending it out electronically, be sure to use an electronic signature. Do not just type your name or use a cursive font. Make it personal. It's that simple!

That should give you a jump on the main body of a sales letter. Now I would like to share with you a few tips that can apply to the entire sales letter itself. The first rule of thumb has already been mentioned, but is worth mentioning again. Be brief and keep your sentences short. Use simple, common vocabulary and shy away from slang. Along side that thought is to use short paragraphs. Long paragraphs are intimidating, short paragraphs are inviting. Some other tips are to keep the font and colors simple and bold. Do not get too fancy with font, graphics or bullets. Simple and plain are better. People may think you are trying to hide something with your over the top graphics.

One last thing that you should do before you send it out is to read over it with a careful eye. Make sure that it meets your goals and that the information therein is accurate and correct. I would also strongly suggest that you have another person read over it as well.

You may be reading what you want to say, not what is actually written. Having another pair of eyes look over it can ensure that you minimize typos and grammatical errors as well as communicate clearly and personably. That is it! Simple enough, don't you think?

Pricing a Low-Ticket Product

Up to this point we have explored what a low-ticket product is, how to create it, and the advantages to selling low-ticket products. Now we will cover one of the make or break issues in regards to low-ticket products: pricing. Without correct pricing, any low-ticket product, no matter what the quality, is doomed for failure. That is why it is so important to make an informed and educated pricing decision. The following paragraphs are designed to assist you in that undertaking.

Now for the moment you have been waiting for. You have the product ready, the sales letter in hand; all you need to do is decide a price for the product. There are a few guidelines for setting a price, but for the most part the price is going to be determined by the situation. There is no hard and fast rule for determining a price, you may have to take a bit of a chance here, and however, the following guidelines are meant to help guide you through the process.

The two elements that are key to the pricing of any low-ticket item work hand in hand. It is important that you price the product or service as low as possible. On the other hand, however, it is

imperative that you do not devalue the product. This is indeed a double edged sword. It can cut for you or it can cut against you. That is why pricing is so important. This decision will ultimately determine how many products or services you will sell.

For example, there are some organizations that offer their services for free. Their services are top notch and competitive. The problem is that they cannot build any commitment in their clients. They partake in the service once or twice and then drop off. The reason is not because of the quality of service, it is because there is no buy in on the side of the consumer. For the consumer to take a product of service seriously, it has to cost them something. People love free, but after a while they will want something a little more. That is way it is important to find that sweet pricing spot, not free but still a great deal. That is what truly sells.

Try to look at your product from the eyes of your target audience. Now think what you would be willing to pay for the product or service. Once you have come up with a number, look at the product again from your own eyes. For how much are you willing to part with the product or service? Try to find a middle ground in there somewhere. This will help ensure a win-win transaction. You do not lose income and the consumer feels that he or she got their money's worth.

Remember, cheaper is not always better. Have you ever been in a store and seen a product that cost a fraction of the brand named, yet bought the brand name anyways? Why? It was mostly likely tied

into the fact that the price was too cheap. You thought to yourself that if the product is that cheap, it must not be worth anything. That is why it is important to find a middle ground in regards to pricing. Here are some suggestions.

For a 15-25 page report, around \$7 to \$10 is a good price. For a report up to 100 pages, a price from around \$20 to \$47 is usually a good idea. For a mini video or audio course, any where from \$17 to \$47 usually is sufficient. Here it is in table form:

15-25 pages	\$7-\$10
Up to 100 pages	\$20-\$47
Mini Audio-Video Course	\$17-\$47

Now, these are not rules. They are simply suggestions about what has worked well so far. You may think differently about your product or services. That is okay. Just keep in mind these ball park figures as you go pricing your product. As aforementioned, do some research as well. See what products are selling and for how much. That will help you a lot in determining pricing as well.

Low-Ticket Products: A Quick Review

Our time together is coming to a close. Before we say adieu, I would like to make a quick review of the concepts and tips that we have gone over together.

A low-ticket product can be anything that is relatively priced very inexpensive. Any price from \$5 to \$99.99 would be considered a low-ticket product or service. Remember to do some research on pricing before pricing your own product.

A low-ticket product can be used for several advantageous goals. Low-ticket items can create: "foot traffic", help to build a customer list, assist in getting your products and services "out there", and can entice customers to buy your high-ticket products. Low-ticket products can be a stable item that keeps the engine of your business running smoothly.

There are several types of low-ticket products. We looked at a few of them: reports, eBooks, short audio sessions, and mini video courses. While these are perhaps the most common, the possibility for low-ticket items and products is practically endless. Be creative and have fun!

We then look at how to create a low-ticket product. The first step was to decide what you what to create. The next step was to select the

method of creation. You can either do it your self or high a third party to complete the task, such as private label content providers. The last step is to review the product before you put it out for sale. Your product represents you; make sure it does so in a positive light.

Next we explored how to write a sales letter for your product. This is a simple task that has endless positive implications. The parts of the sales letter that we discusses were a headline, an opening sentence or paragraph, sub-headlines and the offer itself, the guarantee, bonuses or freebies, action steps, and the post script. Keeping it short, simple and clear were emphasized.

Lastly we discussed how to price your product. It is important to price according to length of the work as well as in relation to what the going rate of the product is at the time. We also explored the fact that cheaper is not always better. Sometimes cheap price communicates cheap product. People are willing to pay for something if they deem that it is valuable. A middle ground should be sought out in pricing, try to find that sweet spot we talked about earlier.

Low-ticket products can and should be the stable of your business. One cannot live on high-ticket products alone, especially in a market that is as unstable as the one is now. Low-ticket products will ensure that you will be able to put food on the table. Now, that will not bring in enough money for you to buy that Audi 3 that you want, but they will lead to the increase in the sale of those high-ticket products that will.

Remember that even low-ticket products reflect your business which ultimately makes a reflection on you. Yes, you may be selling these products or services for very cheap, but make sure that they meet your business standards. Quality is just as important in a low-ticket product as it is in a high-ticket product. Do not settle for less than the best! When you make great products and sell them for a great price, then you can rest assured that you and your business will prosper.

Now, you are ready to get to work on your own low-ticket product! I wish you well and hope that the time we spent together was helpful and beneficial to you. Please feel free to take away from this the things that you need and leave what you do not. My goal is to help you succeed, specifically by helping you sell low-ticket products. And most of all, do not forget the two most important elements to low-ticket product production and pricing: use your creativity and have fun doing it!

I hope it was a pleasant read 😊

Warmest regards,

JayKay Bak