

MarketStorm



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6 Rules To Follow When Pricing Your Products

Our natural inclination when it comes to pricing our products or services is to look at our competitors' rates and attempt to go lower than what they are offering, hoping to bring in the crowds. However, that is not always the right concept to follow when it comes to pricing your products. This article will reveal to you the 6 rules to follow when it comes to pricing your product.

Rule 1: Premium Products Sell At Premium Prices.

If you have a great premium product, don't be afraid to bump the price up. You do not by any means have to beat a competitors price to be competitive and make sales. In fact, by putting your price up, it's quite possible that you'll outsell your cheaper competition. Why? A higher price screams quality. You just make sure you have the best sales system out there, as

well as a premium product to ensure sales.

If your price is too low, people will look at you and wonder why. If your brand new piece of advanced software is really as good as you say it is, why does it only cost ten dollars? So in effect, all you're doing here is adding even more value to your product through a higher price.

Rule 2 : Rewards For Customers = More Cash In Your Pocket.

Never ignore the people that have purchased from you before. These people are the most important of all. You've already got them on your lists, they've already bought your stuff, which means they're willing to spend money, and of course they trust you, and





they're serious about wanting more information, or the products and services you offer. You want to keep the customers that are buying from you happy, and you want to stay in touch with them. If you don't go out of your way to please them, you'll have to go out and spend more on finding new customers. Look after them, because they'll be with you for a long time to come and will form the base of a successful business from the word go.

Rule 3 : Trials & Lead Generation.

Avoid free trials unless you're aiming for lead generation. The problem with free trials is that you'll attract all sorts of freebie seekers. I'm sure you don't want people wasting your time either, taking up valuable resources and just picking something up because it's free. It's far better to charge a small amount for a short trial to filter out those who are not serious.

Rule 4 : Banning The Word Cheap.

Never tell anyone your product is cheap for what it is. Competitively priced yes, the best price for that service yes, but not cheap. That just devalues your product. More often than not, people don't want cheap. They want quality at a good price, especially in online business.

Rule 5 : Don't Be Afraid To Experiment With Pricing Strategies.

I can understand how you might be worried that customers that bought your product would be annoyed that they receive an e-mail for a special seasonal offer cutting that cost in half. However, you're not offending anyone by doing this, and it's the only way you'll come up with new techniques and tactics yourself, which is through testing. The fact is, real world businesses do this all the time. It's not a wrong thing to do and it's not unethical either; it's business. And if your customers have ever left their houses to go and purchase something from a store, they'll know this too. There's nothing wrong with you adding discounts to the end of five or six day follow-up messages. In fact, there's nothing wrong with changing your price on your main

page without any warning or notice. Don't fall into the trap of worrying what previous customers are going to say, because seriously, this happens in the real world all the time. I know in all my experimental days I've never had someone come to me and shout or complain because I pulled a quarter off the price a day after they bought it. If you have a quality product, that's good enough, not to mention you owe it to yourself to try different methods like in the above examples until you get things dead perfect.

Rule 6 : Value Added.

Always add value. Remember when coming up with a price for your product, don't let it be the only product. Strange sentence indeed, but look at this way, what kind of things are going to allow you to increase your price and actually persuade people to buy your stuff at the same time? The

obvious answer would be the quality of your product and sales system, but what about bonuses? What about testimonials from known and trusted people in your field? It's not just material things either. What about your reputation and how others see you? So here's a final tidbit of advice for you. If you feel that your product isn't worth the four hundred dollars you're selling it for, then increase its value through these methods. If you still don't feel it's worth it, then at this point, you know that you're charging too much for it. If you want to succeed and get your price just right, without being 'cheap' you have to do a little work. A little research and a little brain work. It's not all straight forward. Understand that it's not about being cheaper than anyone else, it's about pricing your product correctly depending on competition, who you're aiming

your product at, its quality, and your research and tracking results.

By now you should have a clear idea how much you want to charge, and how you're going to go about it. Just remember that the price you put up there on launch day doesn't have to be set in stone by any means. Have a little confidence in your stuff. Next time you create that amazing info product, membership site, or piece of software, try to avoid selling it at rock bottom prices, because I assure you, it's not gaining you sales; its doing the opposite.





More Paid Ad Spaces To Boost Your Traffic

Still looking for more paid advertising sources to generate more traffic for your website? Here's a list of paid ad sources you can consider for your internet business.

PayPerPost, Blog Ads, and ReviewMe

You can consider blog advertising; this is where your website or your product is promoted on real blogs. **PayPerPost** is one avenue that connects you with real bloggers out there who are willing to do a write up about your product or site for a fee. Besides generating direct traffic from your links, you'll also be building links, except you won't be building links on fly-by-night blog networks that get de-indexed from the search engines in the blink of an eye. You have complete control over how much you'll spend on a post when you create your listing called an "Opportunity." You also get to select the categories and the Geo Targeting.

Blog Ads is another option for advertising on blogs, but it's not contextual like PayPerPost. Here you're buying actual ad space on a time basis. You won't be buying on a PPC or CPM basis, rather

you'll be buying ads based on the amount of time they'll run on the blog. It's just like buying ad space direct from a webmaster at a fixed rate, only you're doing it through the Blog Ads network. The pricing is set up similar to Text-Link-Ads, where price doesn't go up or down based on the amount of impressions or click throughs on your ad.

ReviewMe is another option for blog advertising and it can work well to create buzz for your new product or service. There, you can browse the different blogs and purchase a review of your product or service. You'll also get the link back to your site, but just keep in mind that these bloggers will do an honest review for you and that review will be permanent. You can also create a listing for what you're looking for if you're looking to be found by bloggers who are looking to

review products or services similar to your own.

AbestWeb, CB, JV Zoo, W+, PDC, DigiResults

If you're advertising to get affiliates, then you'll want to run some ads on **AbestWeb**, the world's largest affiliate marketing forum. Super affiliates hang out on this forum and keep their eyes open for hot offers to promote all the time. They can generate traffic all day long, but they don't always get offers that convert. So if your offer is appealing enough to them, then just one super affiliate you get from running an ad can be worth much more than what you paid for the ad. They have all kinds of inventory from banner ads to e-mail blasts to their members.

Getting your digital product listed in the **ClickBank** Marketplace is also a great way to pick up affiliates who can drive traffic to

your site all day and night on a commission basis. With ClickBank, you're technically buying traffic, but it's no risk because you're only paying when someone makes a sale. Instead of being paid by ClickBank, you're paid directly upon each sale with PayPal.

Other options include **JV Zoo**, **WSO Pro**, **PayDotCom**, and **DigiResults**. However, the marketplaces aren't even close to as old or as big as ClickBank.

There are more ways to get super affiliates to promote for you. One is by busting your butt putting together a massive product launch and getting listed on sites like **JV Notify Pro** and **Warrior JV**. Another way is to simply get the attention of super affiliates by

running your offer on networks. If you throw \$10,000 at advertising your offer, then chances are

super affiliates are going to see it, and they are always looking for one thing: offers that convert.

StumbleUpon Ads, PR Web, and Direct CPV

How **StumbleUpon** works is that users click the "Stumble" button and they are sent from webpage to webpage, checking out pages that have been "Stumbled" by other users which are related to their favorite topics. So with StumbleUpon Paid Discovery, your webpage becomes part of that Stumbling process. Users land on your landing page while Stumbling through websites and you pay per view. It is a bit pricey at this point, but I also think it's a great way for companies to spread brand awareness and it's also potentially good for viral marketing.

Using **PR Web** is another way to launch a viral marketing or brand awareness campaign. It's also

possible to generate a lot of direct traffic as well, and get some serious offline traffic if your press release gets picked up by a newspaper. PR Web allows you to distribute a press release to the far corners of the internet, depending on the package you choose. The important thing to remember when writing the press release is making it newsworthy, so you could technically do a press release about virtually anything that's happening with your website, product, or business. Whenever you launch a new website, for example, you can create a press release and submit it to PR Web. Same goes when you put out a new product.

In **Direct CPV** you can use their Run of Network (normally referred to as RON) traffic for brand awareness and getting viral marketing campaigns off the ground. Run of Network traffic is untargeted and it runs to all available inventory on the network, so it's an insanely high amount of traffic. You could blow

through thousands of dollars very fast, so be careful with it. However, don't expect to get any good measurable results with Run of Network traffic on Direct CPV. It is possible to use to get thousands of views on a YouTube video in one day. Just don't expect to use this type of traffic as you would other types.



Seven Common Niche Market Research Mistakes



In this article you will find seven common mistakes many beginners (and even experienced niche marketers!) make when looking for profitable niche markets.

1. Not Taking The Time To Conduct Enough Research

The best way to consistently earn an income through niche marketing is by carefully researching possible niches until you find a few that are potentially profitable. By taking the time to research niches, you have a distinct advantage over those who don't. Not only that, by researching what people are interested in, you will at the same time find materials that can be used for your product. You can build a list of possible sources to use when the time comes to write that eBook, newsletter, or tutorial. This will save you a lot of time in the long run.

2. Ignoring Research Findings

Another common mistake that people make when deciding on a niche market is ignoring all the warning signs that a niche will not be profitable. These signs include:

- Not enough interest in keywords related to your niche
- Very little talk on Twitter about your niche
- Few magazines or books written on the topic
- Is there already a Facebook fan page covering your niche?
- Hard to find ads in magazines or online that promote products pertaining to the niche
- The niche is so new that people are still in the very beginning stages of curiosity about it
- Too many keyword searches on the niche signals too much competition
- Saturated marketplace within the niche
- Product you had in mind has already been created

Consider the amount of time you will be spending in creating a product, creating a website, and marketing – how much is this time worth to you? Isn't it better spent marketing a product you know will sell quickly and easily?

Once you've become more comfortable with the process and want to try your hand at marketing in more competitive markets, then it may be worth the risk. But for now, choose niches that will be profitable over those that may require more marketing skills.

3. Failure To Narrow Down Niche Categories

Starting with a broader category and narrowing it down is part of niche marketing research. But if you don't take the time to do that, you may have trouble finding categories that aren't already saturated with products. People who are new to niche marketing

should begin by creating a list of possible niche groups - as this will give them a base to start. Narrowing your searches has other benefits as well. You may discover a few profitable niches that pertain to one of the topics on your list. It is only through brainstorming and seeing where the research will take you that you will find these niches. One category may lead to several subcategories that will lead to one or more niche groups that you would not have found had you not followed the research trail. Another benefit is all the possible topics you can add to your list when you begin a new project. Try to always keep a running list of possible niches so you can refer to them whenever you have some spare time and want to conduct a little research. For many in niche marketing, it's not uncommon to have two, three, four, or more products out

there are one time all catering to different niche groups.

4. Narrowing Topics Too Much

On the other hand, narrowing your topics too much can cause you to miss profitable niches or find niches that are so small that there is little profit to be made.

When you narrow your topics too much, you are also eliminating the possibility of finding niches that are related to your topic. You should stop narrowing your topics when you find a niche with possibilities or if you find other topics to research.

Ways to tell if you've narrowed your search too much include:

- Number of keyword searches is lower than 10,000 per month
- Limited amount of information found about the niche

- Niche has not shown any dramatic growth in the past few months
- Fewer than 10000 tweets per month on that niche
- Less than 10 Facebook groups with a combined following of 100,000

Another way to tell if you've narrowed your niche too much is there will be few keywords available for topics that are related to the niche.

5. Failure To Research The Competition

You need to research your potential competition for several reasons. If a niche is too populated with products, then it may not be profitable. Niche marketing is successful when people are in need of the information you can provide them. If people have too many choices, then your profits will suffer. You will also want to know

the types of products that are currently available for the niche you want to target. This is to see if there is a new angle you can take. Creating a product that is the same or similar to one that is already available will not be as profitable as one that is unique.

Another reason why it is important to know your competition is to get a better idea of the marketing strategies they are using. If they have targeted this niche group, then it must be profitable. Review their product, website, and other information they provide to see which keywords they use, how their sales letter is constructed, and their target audience. Many times you will find that there are several audiences within one niche. Finding the audience that is not being catered to can be very profitable for you.

6. Creating A Product Before Finding A Niche

To ensure that each of your products will be profitable, getting to know the needs of the niche is important. But some people do this in reverse : create a product to sell and then find a niche to sell to. While you can still make a profit from creating the product first, you are taking a gamble because you may not find a niche that is receptive to it. Why take this gamble when you can find a niche that is definitely interested in your product by conducting a little research first?

Now that you know more about the common mistakes people make when trying to break into niche marketing, it should be very easy to avoid them. Just make sure you do the relevant research before you spend a lot of money and time creating a new product

Should You Outsource Writing Content To Others?

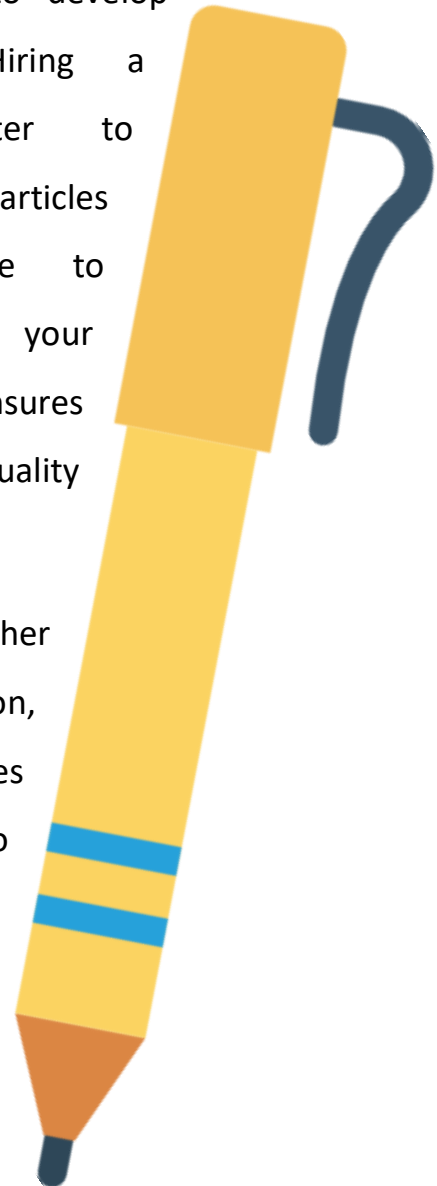
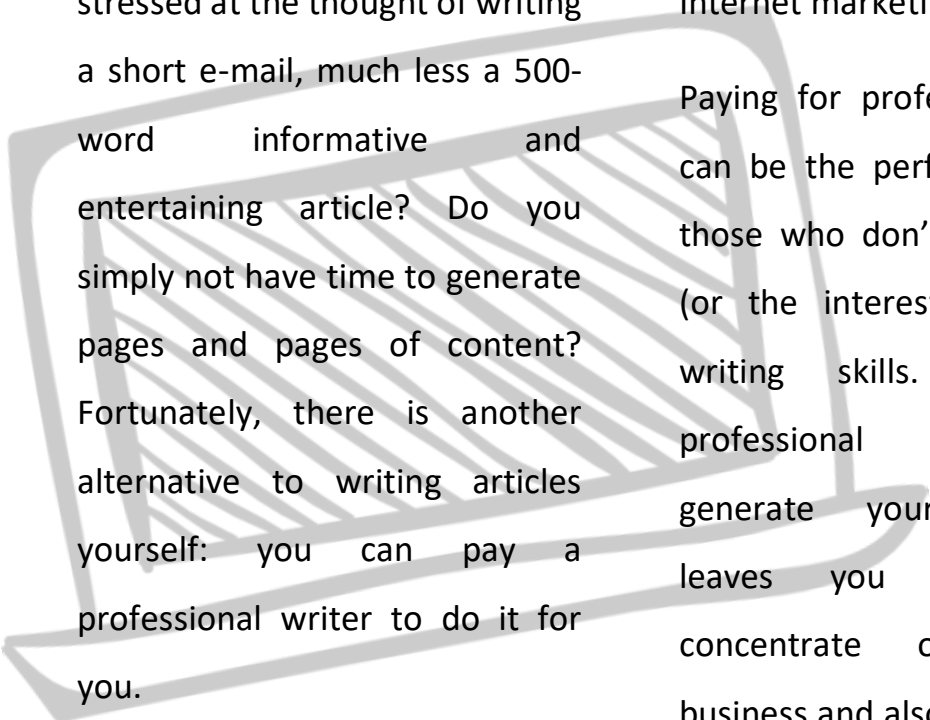
Do you become incredibly stressed at the thought of writing a short e-mail, much less a 500-word informative and entertaining article? Do you simply not have time to generate pages and pages of content? Fortunately, there is another alternative to writing articles yourself: you can pay a professional writer to do it for you.

There are thousands of writing services and individual freelance writers who are more than willing to provide you with professional, customized content for your website. Web-based and SEO (search engine optimized) writing has become a profession unto itself, as more and more webmasters discover that

original content is the key to Internet marketing success.

Paying for professional content can be the perfect solution for those who don't have the time (or the interest) to develop writing skills. Hiring a professional writer to generate your articles leaves you free to concentrate on your business and also ensures that you will have quality content.

As with any other business proposition, there are advantages and drawbacks to hiring a professional writer. In this article, we will take a look at the pros



and cons of paying for content and help you make an informed decision.

The Pros

Having your articles professionally written has its fair share of benefits. Here are some of the key advantages of having someone else do the writing for you:

The Pros Know What They're Doing

Unless you happen to have extensive experience working as a copywriter then it's pretty safe to say that a professional writer will be able to create at least slightly better articles than you ; they have the experience. They understand what Internet users want to read and how they want the information presented to them. They are experienced at not only writing articles, but also at researching topics to find the

best, most relevant information available. Keywords are also a subject that professional writers have extensive experience with. All you have to do is give them a list, and they'll plug your pertinent phrases into the article text seamlessly. They can generate those all-important must-read titles that will catch the attention of readers and search engines alike. When you hire an article writer, you get clean, error-free articles that boost your credibility and make you the expert. Custom articles with your byline set you apart from the competition.

It Can Save a lot of Time

When you outsource your article writing to a professional, you

save time. Often, the time you save is worth far more than the fee you'll pay the writer. It's a good idea to weigh the cost of custom articles against the time it would take you to write them yourself. You can get a high quality 500-word custom article written for \$10 to \$25, and turnaround time for a single article for most professional writers is usually a few days. Compare that to the time it may take you to generate a good article: hours, or even weeks of research and writing, depending on your own experience. Would your time be better spent developing your business? If the answer is yes, you should seriously consider outsourcing.

Another time benefit to hiring a professional is the ability to order articles in bulk. Writing services will generally offer a discount if you order a number of articles, and you'll usually get them within

a few weeks. Ordering bulk custom articles is a great way to jumpstart your visibility and gets the marketing ball rolling.

You Get the Glory

Hiring a professional writer for custom content creation means (usually) you buy the rights to the work as well. This means you own the content. You don't have to list someone else's name in the author bio—you get to add your own bio and signature file, and help to position yourself as an expert.

Some people think that giving yourself credit for articles that you didn't explicitly write yourself is unethical; this is far from the truth, you bought the rights to those articles so they become solely yours. In fact, it is common practice in both business and publishing. However, some people are uncomfortable with this. If this is

the case, you can consider listing the writer as a co-author: “By John C. Business, with Ima Writer.”

The Cons

Ever heard the phrase “With the sweet comes the sour?” That applies to just about anything, content creation included. Hiring professionals has its own detriments. Fortunately, most of diligence on your part. Keep yourself informed about buying articles and you can ensure your investment will pay off.

Writers Don't Necessarily Know Your Business

When you hire a professional writer, or any freelancer, you have to deal with the fact that they really don't know your business or your products the same way that you do. Ultimately, you are the most qualified person to write about your topic.

This way, the writer is credited, and you can still list your own bio at the end of the article.

However, there are ways to ensure the articles you outsource are written to reflect your knowledge. The more information they have about a subject, the better the finished pieces they will be able to produce. When you pay for professional content, consider providing the writer with a copy of your book, e-book, special reports, or product. This will help them write the best possible articles for you. Also, consider providing the writer or writing service with a rough template you would like them to follow. This way, you can be sure the ideas you want to promote are included in the final piece.

Watch Out for Scams!

Every industry has its scam artists, and writing is no different. There are a number of “writing services” out there promising fast, cheap content for your website. Unfortunately, the content these scammers offer is not original—it’s often a series of template articles with keywords plugged in.

You can avoid hiring scam writers by knowing what to look for in a writing service. Often, the price

itself is a giveaway; with a price that low, it’s most likely a scam.

Few writers will work for so little; if they are, it usually means they’re not working, just filling in a template. Another tip-off is turnaround time. If the writing service promises dozens of articles in twenty-four hours, it’s probably a scam; it’s unlikely that they could generate that much original content in such a short time frame.

Signs It's Time To Move On To A New Niche



All good things must come to an end, even in the niche marketing business. While you do not want a niche to dry up and become unprofitable, it is inevitable - eventually you will have to move on to the next project. In this article, you will learn some of the warning signs that can tell you

when it's time to move on to the next project.

Keep in mind that even though the niche will not be as profitable, it can still bring in some money - which is why you should maintain the website until you see little or no profits. Moving on to another project while receiving money

from another is how many in this business build wealth and maintain a steady income.

Many times, most or all of these warning signs will be present. And while the decision will be up to you as to when you should discontinue selling your product, keeping an eye on the niche is important because you don't want to lose money by maintaining a site that no one is visiting anymore.

Sales Decline Is Becoming A Trend

Because you can track your sales using tools provided by a web host, you can determine when sales are the highest, lowest, and where the majority of your product buyers are coming from. These tools can also be used to gauge when sales begin to decrease as well.

Depending on the niche, you may see two outcomes : you either

make sales several months from when you first introduced the product or see decreasing sales within the first couple of weeks. As long as people continue to buy the product, however, you will profit. In the meantime, you should concentrate on finding a new niche.

Tracking your sales week by week is a way to determine when sales finally decrease so much that it's not worth maintaining the website. At this time, you should decide whether it is worth paying monthly website maintenance fees or if you should abandon the niche altogether. Tracking your sales for two weeks or more can give you a good idea of how much sales have decreased and if this is a trend that will continue.

Popularity In Keyword Is Dropping

Another way to tell if people have lost interest in the niche and your

product is by researching keywords pertaining to the niche to see if they are still being used as much as they had been when you first launched the product.

If popular keywords have dipped below 10,000 searches a month, then interest in the niche has decreased too much for you to make any more profits. If keywords are still holding strong and sales are coming in, then you should keep selling the product a little longer.

Sometimes keywords for the niche change. This has several reasons, one of them the introduction of sub niches. Use tools provided by Google to see if there are any new keywords you should be aware of. Track these keywords to see what the usage numbers look like. Just because the niche isn't receiving new interest, those who are involved in the niche may be enough to

keep it going. They may also be sending customers your way, which is why you should track where sales are coming from using the tools provided by the web host.

Going Against The Trend

All niches are usually trend-based, meaning they are popular for a short time. When researching the niche, you may have found online magazines, newsletters, and other materials written about the niche. Check to see if these online publications are still available and if they are still catering to the niche. If not, then the trend may be fading. Also, check bookstores and other places to see if any new materials have been written lately. Trends that are on the decline receive less attention than they once did, so if you have difficulty finding the niche only a few weeks after you found plenty of materials about it, then you know the niche is on the decline.

More Competitors

If you notice an increase in competition, you may want to start looking for a new niche. Even if the niche is still popular, increased competition will cut into your profits. While you don't have to shut down your site just yet, be prepared for a decrease in sales. It may be subtle at first, but it will become more noticeable over time. Increased competition can also be a sign that the niche is on its way out. Those who want to come into the niche quickly and make a profit must know this also, or they wouldn't be wasting their time if the niche was already saturated. A saturated niche is not profitable for anyone for long, so be prepared to leave the niche and move on to the next one.

Decrease In Advertising Interests

Advertisers are in business to make money and they will follow

the trends until they are no longer popular. Then they will turn their sights elsewhere. If you notice that the number of ads related to the niche in magazines, trade papers, and other sources has decreased or stayed the same, then the niche is probably on its way out. By acknowledging these warning signs, you can predict how long a niche will remain profitable.

Fall In Forum And Blog Activities

A reduction in the number of comments found on forums and blogs that cater to the niche is another sign that people are losing interest in it. Pay attention to the number of new comments, repeat users, and the creation of new forums and blogs. If you are seeing fewer forums and blogs being created, then interest in the niche is slowing down.

Reduced comments and postings can occur for several reasons. If there is more than one product available, people may have found all the information they have been searching for and no longer rely on the forums for tips and advice. Or there are fewer people who want information about the niche simply because they are not interested in it. Another reason could be that there are too many blogs and forums available, so

those interested in the niche are too spread out for you to get a good read on the situation.

If you are curious about the interest level for the niche, you should contact webmasters and forum moderators. They may be able to give you additional information about the number of people who visit their sites and tell you if people are losing interest in the niche.

Preparing Yourself For Change/Challenge

Depending on how you feel about the research process, you may want to jump right in and begin a new niche marketing project. While this may feel like starting all over again, remember the profits you made from all of your hard work. This should be enough to keep you going. Many people

find that they really enjoy learning about new ideas, concepts, hobbies, and trends that are out there. And because you will be filling a need, you can feel good about helping another person by giving them access to the information you have compiled.