



YOUR FIRST PRODUCT UNLEASHED

SELLER

BUYER

A Five Minute Guide to Creating Your First Product

Ever wanted to make a product? To create something tangible that people can actually hold in their hands and use? As an entrepreneur, there is perhaps no thrill quite as exciting as creating a physical product – especially if that product is something you’re very proud of, something that you think could really make a difference to people.

What’s more, is that making physical products is *still* the best way to make money. Unlike a service, a physical product is completely scalable meaning there’s no limit to the potential revenue you can generate. Unlike a *digital* product, a physical product is something that anyone can appreciate and something that can sell to a huge audience.

To demonstrate the difference here, try and sell an ebook to your Grandma and see how you get on. Now try and sell an ebook to 10 of your friends. Chances are, unless they are very tech savvy *and* interested in internet marketing, most people you know aren’t going to be interested in buying digital products that they can’t actually *hold*. MOST people don’t read ebooks and MOST people don’t even understand why they would pay for something they would be able to get online for free (essentially). A digital product on the other hand has very clear inherent value, it’s easy to explain and it *feels* like a good value proposition. And if they still don’t get it, you can actually show it to them.

For your own sense of satisfaction and for the understanding of your audience, there is nothing quite like making a real actual *thing* that has a clear function and a clear material value. When you start adding physical products to your site, you’ll find that it immediately elevates your business and that people start taking you more seriously. Only ‘real’ businesses sell real products!

So with all that in mind, why aren’t more people creating their own physical products? Why are there a million ebooks on how to make money from a blog, an ebook affiliate sales and so few on how to create and sell a real, genuine product?

The answer comes down to perception. And specifically, the perception that creating physical products must be hard and probably out of your capabilities.