



SLASH

10 Products You Could Sell Right Now

A Slash Podcast Guide

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Introduction

Hello!

Welcome to this Slash Podcast ebook: **10 Products You Could Sell Right Now**.

NOTE: While this ebook stands on its own, please note that it was written for and to support listeners of [Slash Podcast](#). More specifically, it is supplemental content to the Slash Podcast two-part series: **You Have To Sell Something**.

Listen Now:

- Ep.3: Slash Podcast: [You Have To Sell Something Part 1](#)
- Ep.4: Slash Podcast: [You Have To Sell Something Part 2](#)

If you have not listened to those episodes, note that we refer back to the content from each episode throughout this document. You have been warned! :-)

In Episode #4 (Part Two), we covered ideas for products and services, one of which was e-books as products or lead magnets. To make our point (or as Julian would say, to eat or own dog food...). we had this crazy idea to publish an e-book version of the podcast—as a working example of how to use an e-book as a lead magnet to collect email addresses.

This is that ebook.

Enjoy!

Nanci & Julian

ps. to share this ebook (and please do!) use the link:

<http://slashpodcast.com/ep4-ebook/>

#1 Photography

We chose photography because Julian is a [professional photographer](#), but this idea could be the product of any creative business.

Think custom icons or fonts if you are a graphic designer, audio tracks if you are a musician, recipes if you are a cook.

As we mentioned in the episode, your objective will be to find a model that funds an ongoing revenue stream. A common model is to offer (for free), a certain aspect, size or quantity of your product—which would be a teaser for a possible upsell to a higher priced product.

Keeping with the example of photography, you could offer for free the smaller sized images of your work while charging a premium for larger, or high-resolution versions.

Another example is the model utilized by [Viktor Hanacek](#) of [PicJumbo](#) (no, not the one in stilettos, the business model!), where all images (in any size, even HUGE) are able to be downloaded for free, but for higher price points he offers:

- a 1000+ images download (directly to Dropbox, all files labeled—talk about a time saver!)
- a premium membership that gets you all images from photo shoots, including hundreds not on PicJumbo.

(Yes, Viktor is an incredibly skilled 22-year old photographer who has created a life for himself where he gets to travel the world and make a living doing what he loves to do. No, we don't know Viktor, but yes we love to hate (oops, we mean admire) him! Seriously, Viktor works incredibly hard and deserves his success.)

Julian gave an example from his own business where he will upsell existing clients on **custom stock photography**.

Meaning, instead of paying (often) high-priced licensing fees for photographs that everyone else is using, Julian will spend a 1/2 day or full day on your premises, visiting your office, warehouse, factory, reception, etc., and provide you with a complete library of custom stock photography that you can use in perpetuity with no concern for licensing or copyright.

As you might imagine these images can be used for marketing, website, brochures, career fairs, annual reports—the list is endless.

If you are not a photographer, but a graphic designer, musician or artist, can you brainstorm a few creative ways to create a business model that provides for a smaller, no-cost version of your product but leads to your higher priced products or services?

Tools:

- Tools of your trade
- [Website](#)

#2 Printables

Printables can be anything that (yes, I am going to say it!), you can print.

Think quotes, weekly planners, bullet journal templates, checklists, cheat sheets, low-resolution prints, blueprints, diagrams—the list goes on!

For a complete screen of inspiration visit <https://www.pinterest.com/expl...>

Just as we mentioned for photography, maybe you provide your product as free printable for personal use, but request price point for commercial use or higher resolution version?

Maybe (getting crazy here!) your printables are offered for free but you have a [Shopify](#) website for t-shirts, mugs and high-quality framed prints?

The point is, while it might be possible to set a price point for your printables (i.e. legal contracts or custom templates), most often we see printables used as a lead magnet (free giveaway in return for email address) which tease users and prospects to purchase a higher price product or service (i.e. online course or coaching package).

For example, Nanci gives away several printable (PDF) guides, checklists, cheat sheets on her website, which provide value to her prospects, but also serve as marketing for her online course, [Zero to Portfolio, An Investing MasterClass](#)

Bottom line: How can you use printables as either an item for sale or a (free) lead magnet that could entice users to look at your higher priced products or services?

Tools:

[Google Docs](#)

#3 e-books

You are reading an e-book!

As you might remember from [Slash Podcast Ep.4: You Have To Sell Something](#), we wanted to show you the entire process—start to finish—of publishing an ebook as a lead magnet in return for an email address. And unless this document was forwarded to you as a PDF from a friend, you will have experienced the Slash Podcast listener's journey of accessing this ebook.

We remember the days when it was not uncommon to pay \$49 - \$99 for an ebook that **solved a specific problem**. Within the themes of **pay me, heal me, lay me** (no we did not come up with that phrase!), there will always be prospects willing to pay for solutions, regardless of what form that solution comes in (i.e. ebook, video course, coaching session, etc.).

That said, over the past few years, the e-book market has become saturated (is there anyone reading this that does not have a folder with over a dozen unread e-books, free or paid, sitting on their desktop?). And the technology to deliver more intimate product solutions (i.e. online courses, video, audio) has evolved to be inexpensive and easy to use.

And so more often we see e-book offered both shorter (like this one) and provided for free as a lead magnet (like this one).

NOTE: we are referring to e-books that deliver **information** in the form of a downloadable PDF, and not electronic versions of books that may or may not be published in hard copy. (i.e. we are not referring to Kindle or iBooks)

Bottom line: If you want to build your email list, creating a short e-book or guide—that solves a problem—as a lead magnet on your [website](#), an e-book is still (in our opinion) your best option!

Hey, you downloaded this one, didn't you?! :-)

Tools:

This e-book is created in [Beacon](#), but [Google Docs](#) is just fine!

#4 Coaching

You can think of this as coaching or consulting—I find the line between them is getting blurred, and it seems some people just prefer one word over the other.

Coaching, because it is typically one-on-one (of course it can be group coaching as well) is expected to be priced as a higher ticket item.

Quite often you will see coaches (consultants) offer an upsell of coaching after you have been through one of their online or public seminars.

Or, a Coach may offer you a 15 to 30-minute **discovery call** at no cost to see if you are a good fit. Of course, if you are a coach and you offer a great solution, the 30-minute call is just enough to whet your new client's appetite on how a larger package of coaching calls or visits can benefit them.

The point is if you have delivered fantastic value in a call, online course or seminar/presentation, and people want more of you, then coaching is an excellent service/upsell to offer.

Do I Have To Be A Licensed Coach?

In a word, no. We are not in any way suggesting that you misrepresent yourself but coaching is not currently a regulated profession. Meaning, yes, anyone can (and does) hang a shingle and call themselves a Coach.

To put it into perspective, Nanci is not trained in professional coaching (life or other) but is confident in calling herself a [money coach](#) and offering hourly money coaching services on her website.

Julian does not (yet?) offer photography coaching, but if he one day decided to market himself as a photography coach, he would not spend any time being concerned on whether or not he had training as a coach.

That said, if you would like to look at adding a Coaching certificate to your toolbox, [Coach U](#) (online) has been highly recommended to us by several trusted sources

(although can we all agree they do with an updated website? Wow, 1998 called, it wants its website back!).

Bottom line: If you have a knowledge or an expertise that helps people learn new skills or solve problems, consider adding an hourly coaching offer to your [website](#).

#5 Custom Plans

Nanci would like to kick this segment off with a note that she just purchased a [30-day Ketogenic Diet Plan](#) from Ruled Me. True story.

30-day plans, customized plans or done-for-you lists, can be created and sold for almost any industry: health, fitness, education, business, financial, diet, spirituality, you name it—there is probably a 30-day plan you can create, even just to create a new habit.

Why do so many people love 30-day plans?

They save time. Like, so much time. For the low price of (often under \$99), your website users or clients can receive a done-for-them, practical and systematic plan for them to follow. Not only do they save an enormous amount of time, but purchasers of customized plans barely even have to think.

How long do you think it would have taken Nanci to not only plan out 210 meals (plus 60 snacks!) but also to prep the weekly grocery lists for those same meals and snacks?

We'll tell you: So long that she would have abandoned any attempt to eat Ketogenic diet. And trust us, there are thousands and thousands of Internet users (just like Nanci) that are willing to pay a reasonable fee to have a done-for-you, plan or list, allowing them to better spend their time on more enjoyable (or profitable) activities.

Whatever industry you are in, can you brainstorm a 30-day plan or customized list you could offer your potential clients?

Bonus tip: Think about offering the first 3 – 7 days of the plan as a free lead magnet, with an upsell to the full 30 (or even 90-day) plan.

Tools:

Again, nothing wrong with [Google Docs](#).

ps. Look what we found! <https://www.pinterest.com/pin/...>

Yes. It is a 30-day challenge—to change a habit (we told you!), that (wait for it!) is also a "printable." We could not make this stuff up (and we don't).

#6 Online Courses

We think that online courses are one of the best products you can offer.

Not only do they have the power to speak directly (like you, speaking directly!) to your customer, but the technology to create and host an online video course has never been less expensive or easy to use.

What do we mean when we talk about online courses?

Your courses can be short, think three 20-minute videos, or quite long, although we have heard that 10 -12 is the maximum number of modules you should consider, with 2 – 5 lessons in each module. And that to be gentle with your students, lessons should not exceed 30 minutes in length. These are just guidelines, however, Nanci has a 10-module course, with 2 – 5 lessons in each module, but some of those lessons are over 90 minutes.

Her advice? If you are going to keep your students in their seats for 90 minutes, make sure the content is valuable, delivered in an interesting and entertaining manner, and that you mix up what is onscreen every 30 – 45 seconds (if not more).

What is the key to a successful online course?

Planning. Before you start recording even your welcome video, think about mapping out all modules and lessons so there is a flow to your course that creates a natural learning path for your students. The last thing you want to do is have to rerecord several hours of video because you realize a few weeks into it that there are gaps in your curriculum.

Do I need to be on video?

Nope. Unless you want to be of course. Most online courses that teach information (i.e. not yoga!), are recorded screencasts. In Nanci's online course she uses a mix of slides, whiteboard and visiting Internet websites relevant to her lesson content.

Bonus tip #1: Plan, record, edit and launch a small online course before you take on the extraordinary task of a multi-module MasterClass. You will have revenue coming in from the early course, but more importantly, you will have the knowledge and understanding of the steps involved in launching an online course. (i.e. you'll have the bugs worked out so you don't risk becoming overwhelmed during the launch of your MasterClass)

Bonus tip #2: If and when you do have a MasterClass offered for sale, offer a single lesson or module as a lead magnet! If your lesson/module is excellent in delivering value, students will be much more likely to sign up for the full MasterClass.

Tools:

- [Screenflow](#) (for recording your screen)
- [Teachery](#) (to host your online school)
- [Google Slides](#)
- [A/W/WAPP](#) (if you want to turn your screen into a whiteboard. Nanci recommends [this Wacom tablet](#) for writing onscreen.
- [Wistia](#) (to host your videos, which are embedded in your Teachery lessons)

#7 Webinars

Webinars are another great tool as either a lead magnet or a product for sale.

A webinar is essentially an online seminar or workshop delivered live (we know —scary, eh?) or recorded in advance.

A common webinar format is for the host to appear on screen (or have intro slide up), introduce themselves and talk a little bit about the content and structure of the webinar (i.e. I am going to teach X for 15 minutes, Y for 20 minutes and then we will have Q&A until the 60-minute mark).

After the introduction, the host will switch the view to his or her screen for the teaching segment, and then flip back to being onscreen during the Q&A.

This is of course only one format of many that could work for a webinar presentation, but it one that provides a nice balance between face-time with the host and topic content.

Also, if you have a guest or want to host a “joint webinar,” it is as simple as using Skype and recording your screen for replay options.

A cool webinar model we have seen is to have the live webinar provided at no cost (you can market the webinar to include bonuses for live attendees only), and then charge **a fee for the recorded replay**.

The team at [SeanWes](#) does this well. They will market to their list, Facebook etc., that Sean will be providing a 90-minute high-value workshop on a certain topic and at a certain time, that it will be free for live attendees but will be \$199.00 to view after the live event.

And then? After 10 of these workshops, SeanWes will have **10 \$199 products for sale** on their website. Pretty cool.

Also, it is worth mentioning, webinars are still a top method for marketing a new product launch. In 45 minutes you give some pretty scary statistics

Like:

- 61% of women don't know how much they will need to save for retirement
- 76% of employees are not prepared for the coming Gig economy
- 45% of Canon camera owners don't know how to use the one feature that will make their images 3x better

...which can get prospects all riled up (especially if they already knew they had this problem and it was bothering them) to purchase your course, which of, of course (no pun intended) solves the problem.

Bonus tip: If you are going to use webinars for marketing, make sure that at least 70% – 80% of the content is high-value content (i.e. it solves at least one or part of the problem). Marketers have become so lazy and everyone (or, at least us) is getting tired of sitting through a webinar that promised value but went on to deliver a 45-minute pitch-fest. Don't be that guy.

Tools:

- [WebinarJam](#) (Industry standard software for delivering live webinars)
- [EverWebinar](#) (Industry standard software for delivering recorded webinars)
- [Screenflow](#) (for recording your screen during live webinars)

#8 Services!

Any e-book on products you could sell would be incomplete without mentioning, you know, **services**.

The underlying theme of [Slash Podcast](#) is that we are in a **gig economy** where it has never been easier to purchase or offer services for hire.

Julian makes the majority of his living from offering his services as a [professional photographer](#) but also earns income from being a **freelance writer**.

Nanci makes 40% – 50% of her revenue from the online course sales of [Zero to Portfolio, An Investing MasterClass](#), with the remainder of her income coming from her providing web development and design packages to clients.

Our point is that it can be an excellent move to have both **products and services** for sale on your website. Why? Diversified income streams and a hedge against the times that freelancing might be slow. Think about it.

(For those of you that are thinking Julian needs a product, you would be right, except that he does have a new product coming out of the gate—a book: **Gigonomics, How to Thrive as a Freelancer in the Gig Economy**. Stay tuned.)

What type of service could you offer on your website today?

Think writing, copy editing, video editing, audio editing, website review, SEO audit, WordPress install, PDF design and creation, HTML coding, bookkeeping, accounting, virtual assistant services.

Bonus tip: If you don't have the traffic to your website to generate clients, consider adding your profile to [UpWork](#) (online work) or [TaskRabbit](#) (physical work). Nanci works with a graphic designer in Montreal, an advanced CSS developer in Romania, a virtual assistant in the Philippines, and bookkeeper in the U.S.

It is a global world, and if you have a service to offer, you can find clients online.

Tools:

- [Freshbooks](#) (for invoicing, record keeping)
- [STRIPE](#) (to accept credit card payments)

#9 How-To Videos

How-To Videos can be thought of as similar to online courses but think of them as more short and sweet. That quickly and to-the-point **solve a problem**.

As an example, Nanci is in no way interested in a full MasterClass on the inner workings of Minecraft, but recently she would have given her left arm for a how-to tutorial on how to bypass the new Minecraft installer to install forge 1.7.10 on a Mac with historical Java 6.0. (any parent of an 11-year old will understand).

Yes, she would have paid \$20 for that video, which no, does not exist.

Slash Podcast supporter, John Lim (Founder of the [Moving Forward](#) podcast), tells a story of his Dad, a tailor well into his seventies, creating a YouTube how-to tutorial on, "[how to hem jeans](#)," that now has over 1,000,000 views.

The point is that in a bind, people can be a bit desperate for a short video tutorial on how to solve their problem. And whether you offer these videos free (or for ad revenue on a YouTube channel), or as low-cost paid option on your website, if you know how to build/fix/sew/install/remove/format/edit something, please, please grab your iPhone or a webcam or open your Screenflow, and share that knowledge with the rest of us!

Tools:

- iPhone/smartphone
- [Logitech C920](#) (best webcam ever!)
- [YouTube channel](#)
- [Screenflow](#)

#10 Apps

As we confessed in [episode four](#), with the exception of buying Apps (lots and lots of Apps!), neither of us has much experience in the creation of tech products.

But for sure there is a huge and growing market for tech products such as:

- iPhone/iPad Apps (too many to list!)
- Web Applications (i.e. Freshbooks, ScreenFlow)
- WordPress Themes (i.e. Genesis WP themes)

..that cover a spectrum of usefulness related to productivity, meditation, photo editing, scheduling, games, weight loss, habit creation, accounting, social media management, organization, the list is endless.

I love the story of Laura Roeder, a long-time blogger, and social media expert, who several years into her career created a WebApp called [MeetEdgar](#), a social media scheduling App. Sales of which now provide her with over 80% of her 7-figure annual income. How did she come up with the idea? It was the App she wished she had access to each day.

Or [Nathan Barry](#), who was tired of the complexity and expense of Infusionsoft, but found MailChimp lacking in functionality. What did he do from his Boise, Idaho home office? He created [ConvertKit](#), the world's fastest growing email software App. (yes, we use ConvertKit at Slash Podcast)

What if you have an idea for an App but don't have the technical expertise?

Visit [UpWork](#) and look for a highly-rated, qualified App developer.

True Story

Nanci is super frustrated with the lack of user-friendly investment portfolio tracking software available in Canada. She would love to build an App and even knows one or two trusted App Developers.

What is holding her back?

The usual stuff, lack of time, project priority (trying to install Minecraft mods for her kids!), but don't be surprised if in an upcoming Slash Podcast episode she announces development has started on her first App!

What App would you like to use that hasn't been launched yet?

Tools?

Not sure if anyone has time for **71.5 hours of on-demand video**, but if we were serious about learning more about App Development, [we might start here](#).

Conclusion

And that concludes this Slash Podcast e-book: **10 Product Ideas You Could Sell Right Now**

We hope you enjoyed it!

In summary:

- Photography
- Printables
- Custom Plans
- Online Courses
- e-books
- Webinars
- Services
- How-To Videos
- Coaching
- Apps

While this is not an exhaustive list we wanted to provide you with some ideas that might spark your imagination for the "what and how" on getting a minimum viable product (MVP) up on your [website](#).

Bottom Line: Think of a problem that your product or services solves and then determine the format that best delivers your solution (i.e how-to video, coaching).

And don't forget to add in a creative way part of your product or solution can be provided at no cost, as a lead magnet to tease your prospects into purchasing the full package.

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<http://slashpodcast.com/ep4-ebook/>

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Now, go create something to sell!



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