

Issue 49

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CHOOSE THE RIGHT PRODUCT

Part I

WHAT CAN YOU SELL ON THE WEB?

On the web you can sell almost anything, but the best thing you can do is to sell what people wants, otherwise you might find yourself forever trying to convince them, that they want or need what you sell.

So if you don't have a product yet, before you develop it, you must find what people wants.

What should you do if you already have a product?

In that case it would be wise to check if your product is the right one...

The best products you can offer on the net are digital goods that could be shipped via the net, in other words products that could be downloaded from the web and don't need to be shipped by ordinary means, like:

- E-books
- Software
- Video games
- Web services
- Gambling
- Affiliate programs

The worst choice usually are the hard goods, things you have to store and ship to the customers, because they can't be downloaded from the net.

Although there are some exceptions as Amazon that sells books, CD now that ships tons of CD, Dell that sells computers, and Drugstore.com.

So if you are planing to sell hard goods, you better take a look at these four because up to now, they have shown to be the only ones that know how to do it on the Net.

There's always the possibility to find your own mass-market item's niche, if you are creative enough.

Any hard good that can be offered in a catalog, can be sell on the Net, but the best options are the high cost and low shipping ratios goods.

If you offer low cost Wal-Mart type products, you'll find yourself competing with Wall-Mart...

WHO'S ON THE WEB?

If you want to succeed you have to be customer oriented...

But who's your customer today?

According with NUA and e-Marketer's headlines...

- Over 50% of the sales will occur outside USA
- More than 50% of USA surfers are women, and they will outnumber men by 3 to 2 on 2003
- In 2002 will be no less than 400 million Internet users
- China has more than 16 million users
- 1 of every 5 Japanese have Internet access
- India will reach 23 million users on 2003
- More than 50% of Internet's new users, won't have English as their first language

In 2001 Internet's language break down was like this:

- 45% English
- 9.8% Japanese
- 8.4% Chinese
- 6.2% German
- 5.4% Spanish

Should you consider offering your goods and services in more than one language?

You sure should! (If you can afford it)

If you opt to use translation software, you must be aware that's not very reliable, and that your main web pages should be reviewed by a professional translator.

You can find the best options for your translation needs at Yahoo!

http://dir.yahoo.com/Business_and_Economy/Business_to_Business/Translation_Services/ Or

http://dir.yahoo.com/Business_and_Economy/Business_to_Business/Translation_Services/Web_Site_Translation/

WHO VISITS YOUR SITE?

If you can know where your visitors are coming from, you can guess what their mind set is...

If they arrive due to a previous knowledge of you and your products, or because off line advertising of your URL, then they are extremely targeted buy oriented customers.

If they find you through Search Engines, you know that they where looking for information about the kind of things your offer, so they are also targeted and opened to buy, but...

They will only buy if you say they right stuff to them!

You need to sell yourself, and your products.

You need to convince them to stay at your site and buy from you.

As soon as your site starts receiving visitors, your log files will tell you where are your visitors coming from, what pages are they coming from, and what keywords they are using to find you...

This should tell you what they are looking for...

And you only have to offer that!

(to be continued)

To your success

Dr. Roberto A. Bonomi

This article is part of my e-book "How to Sell on The Web" you can ask for the full copy [here](#)

FREE CONTENT FOR YOUR WEBSITE OR EZINE

Would you like to have some fresh and free content to include in your web site or e-zine?

You can reprint Dr. Bonomi's articles on your web site or in your e-zine as long as:

- a) The article is printed in its full form with no changes.
- b) You send us a quick e-mail to: newsletter@easy-home-business.com telling us where you'll be publishing it.
- c) You include the following text at the end of the article:

ABOUT THE AUTHOR: Dr. Roberto A. Bonomi is the owner of the successful www.easy-home-business.com site and the incredible "How to Sell on The Web" e-book

If you are looking for the best information to drive traffic to your website and make more sales, then I higly recommend you to visit <http://www.easy-home-business.com>

Easy Home Business' site is in the first 10 places of every important search engine that you can look at!

This guy really knows what he's talking about!

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