

5 Reasons You SHOULD NOT Develop Your Own Products Online

(But Sell Other People's Products For Mega-Profits!)

by Kathryn O'Neill



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Chapter 1: The Most Common Myth in Internet Marketing

You read it EVERYWHERE these days in the Internet marketing world:

“If you want to reap big profits you MUST develop your own product!”

Hogwash.

Garbage.

What these articles DON'T tell you is that there are TONS of people—just like you—who are pulling in **hundreds of thousands of dollars** each year selling **only** affiliate products.

They prove that **you can make a huge profit** without developing your own product.

For example one such lady is [Rosalind Gardner](#). She is so successful that **she raked in \$436,797 in one year JUST by selling other people's stuff!**

(In fact she's written an amazing e-book, called [“The Super Affiliate Handbook”](#) detailing just how she does it.)

There are also countless numbers of people who **make a very profitable living selling both their own products AND affiliate products.**

Why? Because it ensures **financial security** by producing **TWO streams of income** (or three or four or five or six, depending on how many affiliate products you are selling!)

I'm one of these people and I can tell you from experience that selling other people's products (affiliate selling) **has several DISTINCT advantages** over developing and selling your own product.

In fact I would recommend that you **NOT waste your valuable time developing your own product.** Here's why...

Chapter 2: Reason #1 Time Really IS Money!

We all know that time is money and if you want to start making cash quickly from your online business (so you can quit your day job and move to Tahiti), the faster you can get up and running, the better.

After all, realistically it **does** take some time to learn the ropes and **you don't want to waste time developing your product while your bank account slowly drains!**

I made this mistake with my first online course "[Weight Mastery](#)". I spent in total **approximately 5 months developing the product** before I even launched it on the net. That was a very scarce 5 months that I would NOT want to repeat!

If you feel strongly about developing your own product, **start with affiliate products first** and when the money starts rolling in, THEN develop your own product. That way you'll avoid feeling the financial pinch (and you'll probably make a better product since there's no pressure to start selling it!)

Reason #2 is...

Chapter 3: Reason #2: Selection, Selection, Selection!

Ok, this is for those of us out there **that love shopping**. There are tons and tons and **tons** of affiliate products to choose from out there! From **sexy lingerie to pop-up software to golf clubs to stereo systems**, it can actually be fun to look around and find a product you believe will be valuable to your web visitors.

This huge selection makes for a higher chance you'll actually discover a product to sell that you **LOVE** (which makes your job a LOT more fun and of course you have to try the product out...which means that lingerie is a write off!)

For example, if you join [Clickbank](#) as an affiliate seller (it's free to join, which is another advantage of affiliate programs—it should ALWAYS be free to join!) your choices range from [e-book publishing software](#) to [dog training e-books](#) to [getting paid for surveys](#) ! The choices are endless (although Clickbank does favor **information products** like e-books and software)

[Linkshare](#) is another affiliate giant that lets you sell anything from [pet medications](#) to [luxury Italian watches](#) to [Yves Rocher beauty products](#)!

Linkshare **pools your money** from all of these different affiliate programs into one account **so you don't have to keep track of which product seller is paying you how much**. Then Linkshare sends you **one lump sum check**.

([Clickbank](#) also does this, a very handy service that frees you up from tracking multiple products).

With so much selection you have **a wide range of products to offer your website visitors—which increases the likelihood of a sale**—which means more cash in your bank account!

Reason #3 is...

Chapter 4: Reason #3: Hi Ho, Hi Ho, They've Done the Work You Know!

As you know, developing your product isn't just writing and compiling your e-book. It also means **surveying your market, pricing your product to sell, developing the product image** and then **marketing it on the appropriate website!** That work alone can take months!

When you sell affiliate products you do NONE of that (Well, maybe a little pre-selling on your own website).

Your job is **very simple**: Get the customer to click on your affiliate link—then the product developer takes it from there. It is their job to then present the product so that both of you make the sale.

That's pretty easy if you think about it!

This also gives you **valuable experience**, witnessing how others have put together their products. When and if you go to develop your own product **you'll have the example of your most successful affiliate products to draw on!**

Reason #4 is...

Chapter 5: Reason #4: Not that I Don't Appreciate Your Problems But...

As a developer of my own information products I can tell you that some days it seems like a full time job **JUST to keep on top of the various customer issues that arise!**

If it's not somebody's inability to open your e-book, it's someone else's print drivers that are spewing out text on text. It's lost passwords or even just a note to say "Thanks for the great info! But what do you think of this?"

Dealing with customer issues is all part of the job when you have your own info-products. **You have to be there for your customer (and it can be very rewarding also!).**

But as an affiliate, if say, you sell one of my courses—**all you have to do is collect your \$20 bucks and go on your merry way**—never EVER having to worry about dealing with the customer again. That's a pretty sweet deal. (If you're interested in selling my products by the way I sell through [Clickbank](#))

If you don't want to be bogged down with customer issues, affiliate products are a perfect way to **make money without the hassle!**

And Reasons #5 is...

Chapter 6: Reason #5: What Do You Mean You Want Your Money Back?

When you make an affiliate sale, you only have one job: **COLLECT YOUR CASH.**

That's it.

You don't have to worry about **accepting credit cards or online checks**. You don't have to **package the product or ship it**. You don't even have to deal with **returns and refunds** (although that will cut into your paycheck—sorry!)

Dealing with returns alone can be extremely hard to take, especially if you've developed your own information product. You've poured your heart and soul into this product and someone, for one reason or another, doesn't think it's good enough. To avoid that pain alone can be worth it just to stick with affiliate products.

By selling affiliate products only **you can avoid all of the complicated, sticky, 'business' part of the business**. If that's not your strength, affiliate programs can be a God-send!

So if you're serious about selling other people's stuff for mega-profits...

Chapter 7: So If You're Serious About Selling Other People's Stuff For Mega-Profits...

So now that you know the 5 reasons NOT to develop your own product but profit from other people's hard work, what do you think?

As we said at the beginning of this short e-book, **ANYBODY can make money online**. It doesn't take a special degree or even experience in the computer or Internet field.

I certainly had none of that and I'm making money online—more than I ever made when I worked for a major Canadian bank! And if I can do it, anyone can...if you're willing to learn, listen, see what works, make a few mistakes and learn some more!

So if you're serious about making enough money online to quit your day job (and move to Tahiti!) there are a couple of **affiliate resources** that will help you get on the fast track.

(I wish I'd had these when I first started out—they would have saved me a lot of time and money!):

Rosalind Gardner's "[Super Affiliate Handbook](#)" will show you **how she makes over \$400,000 a year selling affiliate products**. It's an excellent resource for those starting out in affiliate sales. [Click here to learn more about it.](#)

If you want to know where to find **profitable affiliate programs** (that pool your money from all your different affiliate products and send you one lump sum check) Check out:

[Clickbank](#)

[Linkshare](#)

[Commission Junction](#)

If you're just **starting a website** to sell your affiliate products and would like a reasonably priced **web host**, [Jumpline Hosting](#) has **Site Builder Software** that

allows you to create a professional looking website without knowing any HTML (useful for non-techies like me!)

Some of my own websites:

www.weightmasterycoach.com

www.payperclick.homestead.com

www.treadmillrating.homestead.com

I hope you enjoyed this e-book. I wish you all the best in your online endeavors and may you make millions online! (And maybe share some with me?)

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