

How to Create a High-Quality Information Product to Sell on eBay

By Emily Thomas

Information products are some of the highest-selling products that you can sell on eBay today, especially in this day and age when just about everyone is eager to learn something that will benefit them or change their lives in some way.

But not all information products are created equal, and there certainly are a good amount of products out there that simply aren't worthy of your customers' cash. These items are easy for your customers to spot, too, so if you're going to create your own information products to sell on eBay, it's absolutely essential that you do it right.

Luckily for you, I have created a simple, three-step formula that I abide by whenever I create a new information product for my eBay audience. By following the steps that I have outlined for you, you can rest assured that your product will be one of the most valuable items that your customers can invest in on eBay.

Ingredient #1: An Informative, Well-Written Product

In order to create an informative, well-written product, you need two specific skills: general production skills, whether they be writing an ebook or creating a video course, and in-depth, expert knowledge of your particular subject matter.

Products that are written without the support of these two skills will undoubtedly fail, as poorly written information products are a dime a dozen online these days. The audience that you are selling to is familiar with the information product industry, and they won't hesitate to out the poor quality of your product to any other prospective customer out there through the negative feedback option on eBay.

Your product must be error-free, and the only way that you can be sure of that is to edit, edit, edit! Once you have memorized your product backwards and forwards to ensure that there are absolutely no errors present, you can then release it for sale to the public.

Above all, your product should offer a well-developed, surefire answer to a problem that is plaguing your audience. And the only way to do this is to have in-depth knowledge of your subject matter by consulting outside resources and your own experiences. You should be able to give them something new that they cannot find anywhere else in order to demonstrate your creativity and expertise.

Ingredient #2: A Compelling and Persuasive Product Description

As descriptive as your product description should be in regards to your product, it should also be equally compelling and persuasive.

This is a very difficult skill to master, and many eBay business owners spend hours and hours on developing the salescopy that they will include in their product descriptions to compel their viewers to buy. Persuasion is an art, and you must take a very specific approach when you create your product descriptions to effectively hook your readers and convince them to make a purchase.

Ingredient #3: A Dependable Guarantee

Any seller that is looking to break into the information products industry on eBay will have to provide their customers with a dependable, money-back guarantee if they ever hope to see any kind of success down the road. In fact, a guarantee is such an essential ingredient that it can actually increase your odds of making a sale four times over—and this is a fact that has been tested and proven by marketing analysts time and time again.

You'll also have a greater chance of selling your product for a higher price if you can offer your viewers a reliable money-guarantee. This is because people will feel more at ease taking a larger financial risk knowing that they have the option to back out via your guarantee.

And while you might think that your guarantee will hurt your profits more than it will help in the end, the fact is that as long as you are giving your customers a valuable product, the odds are slim to none that they'll ever need to use your guarantee anyway.

Adhering to these three steps when creating your own information product to sell on eBay will guarantee that your product is something that is well worth your customers' investments, so that they will continue to rely on you for your valuable expertise again and again.

About The Author: *Emily Thomas is a work-at-home mom and a pioneer in the field of online auction listings. Her innovative programs are single-handedly responsible for the huge growth in the auction listing work-at-home industry. To learn more about Emily, visit her blog at www.emilythomas.biz.*