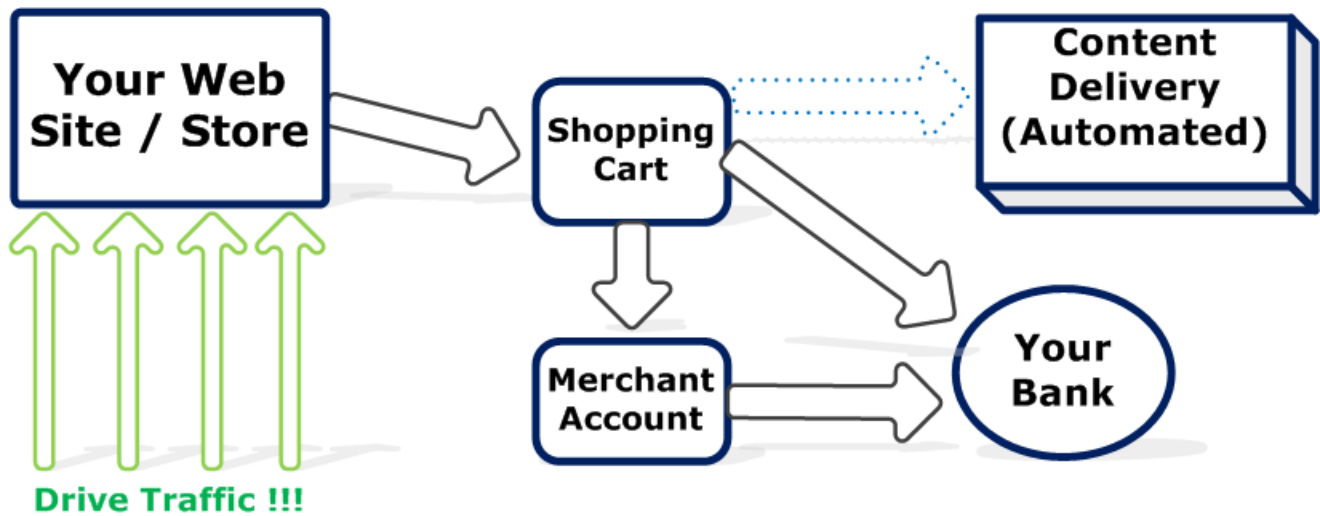


## The Ecommerce Ecosystem



### Lessons I've Learned

- If you build it . . . they won't necessarily come
- Record everything you do
- More products = More sales!
  - Variety is the spice of life
  - Bundles of joy
  - Upsell
- Once a product exists, you'll find new ways to sell it

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### A Sample Product Life Cycle

- Hold a seminar. Two morning sessions, two afternoon sessions. 4 hours content.
- Recorded audio – needs to be cleaned
- Handouts in pdf format
- Slides in pdf format
- Zip audio, handouts, and slides together as one download
- \$249 seminar sells online for ~~\$249~~ (on sale right now for only \$199.95)