



## **“How to Build a Product Line that will Increase your Sales and Grow your Business”**

### ***Audio Class Workbook***

- The importance of a product *line*
- Repeat business – the key to PowerSeller success
- What does a diverse and dynamic product line look like?
- Understanding your customer
- The 3 questions you **must** answer before building a product line
- How to build a diverse and dynamic product line
  - Power of 10 Product Sourcing<sup>TM</sup>
  - Cross category product sourcing
  - Product levels
  - Product variations
  - Added value
- How to find products in your niche
- Determining which products to add to your product line
- Product line case studies

How to Build a Product Line that Will Increase Your Sales and Grow Your Business

## 1. The Importance of a Product *Line*

1. What is a product line?
  2. One-off sales ≠ business growth or success
  3. Repeat business = the key to PowerSeller success
    - Total feedback score: 123,456
    - Positive feedback: 78,0234
    - Repeat sales: 45,433!
  4. Repeat business is built on a product line
  5. PowerSellers: Unique positive feedback versus total positive feedback
  6. Build a customer base to market to, time and time again
    - Repeat customers easier to sell to than new ones
  7. “Kid in a candy store” business model
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## 2. What does a diverse and dynamic product line look like?

1. Selection and depth of products
2. Related products targeted to the same group of customers
3. Merchandise that is not surface level or easy to get elsewhere
4. Staples (constantly updated)
5. Seasonal
6. Trend merchandise
7. Fads
8. Introduce new products into your eBay store
9. **Product line case study: Gardening niche**
  - Beautiful wooden potting benches
  - Deluxe garden utility carts
  - Solar fountain kits
  - Unusual solar path lights

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- Cedar garden paths
- Tree benches
- Copper garden lights
- Self-watering planters
- High end pruning shears set
- Leather gardening gloves
- Water gardens
- Backyard ponds

10. Two excellent examples of how to build a rich and diverse product line: <http://www.plowandhearth.com> and <http://www.smithandhawken.com>

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### 3. Understanding your customer

1. It *all* starts here
2. If you don't know who you are selling to, you can't build a product line
3. Research potential niches to create a customer profile
  - Read! Read! Read! The information is there, your job is to locate it
  - Google
  - Consumer Magazines
  - Trade publications
  - Newspapers
  - Idea Hotspots™
  - **For more information on how to research and learn about a particular niche, using the resources above go to:**
    1. Niche Profits audio class at What Do I Sell.com  
<http://tinyurl.com/ggg5r>

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2. Lisa's book "What to Sell on eBay and Where to Get It" from McGraw-Hill publishers, available at <http://www.whatdoisell.com/book>
3. Product Selection section at What Do I Sell.com at <http://tinyurl.com/h3ejf>

4. Customer profile

- Who is my customer?
- What types of things do they want to buy?
- What are their interests?
- What are their needs and desires?

5. **Product line case study: High-end children's products**

- Parents want the best for their kids
- Are willing to spend money
- Unique and unusual products not available in Toys R Us
- Trend setters
- Toys
- Jewelry
- Clothing
- Furniture
- Educational products
- Backyard playhouses
- Dream bedrooms

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#### 4. The 3 questions you *must* answer before you build your product line

1. What is currently being sold in the eBay Marketplace
  - eBay is your shopping mall
  - Do not build a product line until you know what is already being sold there
  - Use research tools such as Terapeak or Mpire Researcher (FREE tool) at <http://www.mpire.com>
  - For a FREE 2 week subscription to Terapeak go to: <http://www.terapeak.com/signup/janelle>
2. What are all the products available in my niche market?
  - Again, it all gets back to reading and research
  - Read! Read! Read! The information is there, your job is to locate it
  - Google
  - Consumer Magazines
  - Trade publications
  - Newspapers
  - Idea Hotspots™
3. What are my customers buying right now? What will they be buying in the future?
  - **Product case study: Golf**
    - Baby boomers are retiring and picking up golf as their favorite hobby. This is leading directly to more spending and a huge demand for products.
    - Echo boomers (children of the Baby Boomers) are also starting to play golf in record numbers
    - Women are starting to play golf in record numbers
    - Consumer publication: Golf for Women magazine at <http://www.golfdigest.com/gfw/>
    - Trade Show: PGA Merchandise show at <http://www.pgamerchandise.com>
    - Products
      1. Clubs
      2. Clothing
      3. Shoes
      4. Bags
      5. Instructional materials
      6. Club covers
      7. Indoor putting greens
      8. Gloves

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9. Golf themed décor
  10. Range finders
  11. Sunglasses
  12. Umbrellas
  13. Ball Retrievers
  14. Strike Alerts
  15. Golf seats
4. For an excellent example of how to build a product line go to:  
<http://www.golfsmith.com/ps/>
  5. Notice that this company also specializes in tennis products
    - Cross category selling
    - Customer base with the same interests
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***“For every one product you sell to your customer, there are at least 10 related items that you could be selling to the same customer.”***

***-Lisa Suttora***

## **5. How to build a diverse and dynamic product line**

1. Power of 10™ product sourcing
  - Make a list of 10 related products for *each* product you sell
  - Make a list of 10 related product lines for *each* product you sell
  - Make a list of 10 related categories for *each* product you sell
2. Cross-category product sourcing
  - **Product line case study: Sewing**
    1. Sewing furniture
    2. Sewing cabinets
    3. Dress forms
    4. Cutting tables
    5. High end fabric cutting scissors

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6. Specialized lighting, such as the OTT-LITE "natural" lighting line of lamps
  7. Magnifying lamps
  8. Fabric cabinet
  9. Sewing machine software
  10. Instructional videos
3. Product levels
    - Standard versus deluxe
    - If you are not offering different editions of the same product you are leaving money on the table
  4. Product variations
  5. Added value
  6. Ask your customers what they want to buy, they will tell you!
    - Read the What Do I Sell.com article: <http://tinyurl.com/c7fhx>
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## **6. How to determine which products to add to your product line**

1. Assess the best selling products first
  2. Apply the strategies listed above
  3. Add products slowly and track results
  4. Goal: Increase your product line slowly and steadily
  5. Add products as building blocks
  6. Keep watches on trends and add those products first
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