



NetBiz Income

Sorting Internet Truth From HYPE

Micro-Report

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The 'Done For You' Arbitrage Strategy Buy For \$175 Sell For \$497



I heard a statistic the other day that 81% of books bought on Amazon are bought as gifts.

People don't really want to read for themselves it seems.

As an avid reader, I buy a LOT of books, in fact the bookshelf in my workroom fills almost a whole wall and I'm still running out of space.

So I find it hard to believe that people don't want to read for themselves

But I shouldn't find it hard to believe because I DO know for a fact that many people don't want to do *anything* for themselves - they want it done FOR them.

No judgment of course, especially because as marketers it gives us a great opportunity.

Because this is why 'Done For You' products are pretty much always a sure-fire best seller.

You probably know marketers who offer services such as building blogs for you, creating a course for you, getting traffic for you, building a sales funnel for you and the rest.

These kinds of products and services usually command a premium price, and of course they should - because they're doing the work that most people simply don't want to do.

I enjoy creating products.

Which is bloody lucky because if I didn't I would probably starve as I'm not good at doing stuff I don't want to do ;)

And that's true of a lot of people.

It's also very good news for us as marketers because if you can offer '*Done For You*' products and services in your business you'll always be able to command a premium price.

The little-known truth is that when you offer (for example) A '*Done For You Video Course*' is that you're basically a glorified Fiverr **dude**, **An outsourcer**, or **ghostwriter**.

I'll say it again...

When you offer a 'Done For You' product that your customers can sell and keep 100% of the profits from' ...you are basically an outsource worker.

So I had a quick look on Fiverr and found multiple outsourcers who would create a 60 minute video for around £140 (\$175) in any niche, which included voice-overs, slides, research, content, logos etc

Now you could break down a 60 minute video into 6 x 10 minute videos and sell it as a course for at LEAST double that price.

Personally I'd do a bit of editing and wouldn't even THINK about selling a unique, *Done For You* course, specially created for a client for less than \$497

And because I could outsource it for \$175, which includes multiple revisions from the creator (handy, to ensure your client likes it) and sell it for \$497, I could make a profit of over \$300

Obviously your client wouldn't KNOW it was outsourced, which is why you'd need to edit it somewhat, perhaps even ask the freelancer for a script and do you own voiceover so the client thinks you created it.

And all this is because most people don't want to, or don't know how to, or simply can't be ARSED to create their own products.

So why not take advantage of being the middle-man (or woman) of the arbitrage and make a profit?

This is totally fine of course - if I sell white label health supplements I'm certainly not going to extract the tart cherry juice or cod liver oil myself right?

But for you as a marketer it means that *Done For You* products and services will pretty much always sell.

If you can write, research or outsource, you can provide them.

Yet most newcomers don't even think about offering these kinds of products, which is crazy because **they rarely involve needing any sort of reputation or sales history.**

I've done these multiple times in the past and never failed to make a profit.

They're a MUCH easier sell than you'd ever believe, even if you're a newbie.

Take half a day and look into what the marketer's whose lists you're on are doing.

Then get yourself onto Fiverr and other outsourcing platforms and see what you can outsource.

It's an eye-opener.

It also wouldn't take too much work to get to \$3,000 a month outsourcing these courses and selling them as *Done For You* products

Never forget that most people don't want to put the work in themselves, they want a finished solution and they're willing to pay for it too



If you'd like to hear more from me just send a blank email to this address and I'll add you to my regular mailings list:

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