

# The Basics of Creating and Selling

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If you want to be a success, there are some basics you have to adhere to. These are basic "rules" of marketing that will help you sell more and will help you get ready to use the 15 strategies that follow. These basics are something most marketers who are successful already know, but surprisingly few use them in practice.

This might be a review for you, or it might not be. I suggest you at least skim through these basics to give you the right foundation as you go through the 15 strategies I've included in this guide.

1. **Create Value:** First and foremost, you have to create value for your readers and buyers. With everything you do, you have to keep your readers and buyers in mind. They have to be at the top of your mind on all times. If you put enough of value out there into the world, you will get a ton of value in return. You can achieve whatever income level you desire as long as you set your focus on providing value – and that's the honest truth.

2. **Figure Out What People Are Desperate For And Willing To Spend Money On:** You have to figure out what people in your niche really need and want and how you can provide them with what they want. Then, you have to figure out how you can make money doing that. Essentially, you're just figuring out what they are desperate for or passionate about. What problems do they have? What do they think about, day and night? What do they spend most of their money on? If you figure this out, then you can easily stand in front of the money and earn a great income online.

**3. Get In Front Of Buying Traffic:** You have to get in front of traffic that's already buying. Many marketers enter into niches just because those niches interest them. Other marketers enter into niches because they know those niches are popular. What they neglect to pay attention to is whether or not people are actually spending money in those niches. If the niche is very active and people are actively spending money, you have a winner. It really is as simple as that. You have to put yourself in front of that traffic. Do that and you'll make money hand over fist.

**4. Review the Basics:** It's all about the basics: you have to provide value. You have to create great products that really stand out in your marketplace. You have to build a list so you can contact readers and buyers in your marketplace no matter what happens to third-party properties out there (such as Google, Facebook, and other sites). You have to get in front of buying traffic and make sales.

So, those are the basics and hopefully you have it all down. But again, these are things so many marketers miss out on. They either have some pieces of the puzzle present but not another. Maybe they have the desperate niche, but not one that's willing to spend money. Maybe they have a niche that's willing to spend money, but they haven't provided enough value. Maybe they've provided value, but they haven't put themselves in front of the buying traffic.

If you want to succeed, you have to have all of these elements present. Thankfully, the 15 strategies that follow will help you with each of these pieces. Use these pieces as your foundation as you move forward with everything you do in Internet marketing.



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