Article #5

Bundle Fiverr services to create assets to sell

A lot of people are under the impression that the best way to use Fiverr is to become a service provider. I really can't say I blame them. After all, this is how Fiverr is promoted and marketed online and offline. People see that there's a tremendous amount of opportunity for local businesses needing all sorts of specialized services to get this type of professional help at affordable rates.

This is the value that Fiverr brings to the table. Regardless of how big your organization is or whether you're a completely online or offline operation, chances are you would need some sort of writing. Chances are you would need some sort of graphics work. Chances are you probably would need some sort of remote assistant to help you run your business better.

If you are based in the United States, you know full well that this can be a very expensive proposition. As general wages continue to go up and all sorts of insurance costs and taxes are piled on to your wage cost, it's not a surprise that more and more employers are looking online to save money.

Employers simply know the total cost of hiring someone. They don’t just look at the wages they have to pay that person. They don’t fixate on the additional costs they are required by law to shoulder like payroll contributions. They also look at the general quality of the help they are hiring and the costs these bring to the table.

Fiverr has exploded in popularity because people can see that it is a great place for both people looking for services and people offering such services to make a deal. Sounds good so far?

Here's the problem. If you are a service seller, depending on your niche and your customer base, Fiverr may be a non-starter. I hate to report it. I hate saying it in the first place. But this is the absolute truth. It's going to be very hard to make money selling something that it takes you 20 hours and all you get is 5 bucks if you're lucky.

That may make sense in certain countries and in certain times and in certain situations. But it definitely does not make sense for somebody who lives in Southern California and has a $4,000 rent to worry about. Do you understand where I'm coming from?

If you want to truly make money on Fiverr, you need to bundle these cheap services to create assets. These assets will enable you to charge a fat premium for the low cost Fiverr services that you have bought. That's how you play the game. That's how you come out ahead.

You take the very best service providers on Fiverr associated with the asset you have in mind. You then look for the service providers and pick out the ones that charge the lowest amount of money. You then get them to create bits and pieces of the asset. You put the asset together then you sell.

To get the inside scoop on how to do this well so you can bank predictably, click here.