Article #8

How to maximize value added service Fiverr gig reselling

If you are thinking of reselling Fiverr gigs, please understand that you are hardly alone. In fact, the whole idea of buying low priced services on Fiverr and then selling them somewhere else for a nice 100% to 500% mark up is nothing new.

In fact, the idea of flipping Fiverr services have been around for a long time. While it is a very tempting idea and it's very easy to understand, it's also very difficult to execute. You have to remember that there are a lot of things in life that are very easy to say but are actually very hard to do. Who knew, right?

There's quite a bit of disconnect between theory and practice. Unfortunately, Fiverr value added gig reselling is one of those. If you don't know what you're doing or if you can't be bothered to know what you're doing, chances are things are not going to end well for you.

Chances are you're going to have to pay quite a bit of money upfront only to have very little to show for it. So how exactly do you maximize value added service Fiverr gig reselling?

First of all, its defined what this is. This means you find service sellers on Fiverr that are the very best in what they do. You then take their pricing and you add a margin because you bundle different additional services to the main services you offer.

The idea is when people see that you're actually offering value added components to services that they could otherwise contract for on Fiverr and other freelance platforms, they are more likely to pay a premium. This actually works quite well. The perceived value definitely increases.

You can’t just focus on reselling a service. If people know just how much that service costs, they are not going to pay a premium for it unless you give them a very good reason to do so. By bundling all sorts of additional value added services to a standard or ‘cheap’ service, you boost its perceived value quite a bit. That’s how the game works. In the end, the perception of value is just as important as the cold hard reality of actual value.

Here's the problem. If you are not clear regarding the value added service, you're not going to convince too many people. Also, if you pick the wrong niche or you position your bundled service the wrong way, then you're not going to sell too many units.

Sadly, too many would be value added resellers screw this up. They focus too much on bundling services together that they lose sight of the total value their service truly brings to the table. There might not be much demand for it.

To figure out what's involved here as well as to get a clear idea of the advantages and disadvantages of this way of making money with Fiverr, click here. You will get a clearer understanding of how value added services on Fiverr works so you can put together a particular service that your intended buyers would find compelling. That's how you make money over the long run.