

# Focus Guide: Sales Skills for Online Entrepreneurs



**By Connie Ragen Green**

**"To achieve great things, two things are needed; a plan, and not quite enough time."**

**~ Leonard Bernstein - 1918-1990, Composer**

When you think about the concepts around selling and sales skills, what comes to mind? For many of us, just thinking about or hearing the word "sale" brings up thoughts of fear and rejection. The truth is that we are always selling, whether it is ourselves to others or a product or service to someone who would benefit from what we have to offer. If you're ready to improve your sales skills and increase your effectiveness in this area, this Focus Guide is intended to give you focus and direction on how you can easily make shifts in your thinking and actions around selling to others. Keep an open mind, think about what you are learning here, and then take the next steps to transform your dreams and goals into your reality. The single most positive and effective action I took when coming online a decade ago was to take action with these concepts and to make them a part of my daily life.

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## Introduction

When I made the decision in 2005 to change my life it was not an easy or a simple one. I had been working as a classroom teacher in the inner city of Los Angeles for the previous twenty years. In addition, I owned and ran a small real estate business where I was the broker and also a residential real estate appraiser. Real estate had been my profession before I decided to return to college to earn my teaching credential, and for a variety of reasons that are not relevant to discuss here I chose to continue this work even after getting my first job as a classroom teacher.

During the fall of 2005 and into 2006 I learned as much as I could about being an online entrepreneur. My dream was to be able to work from home and to replace the income I earned as a teacher and in real estate. For some reason I had no doubt that I could do this successfully, so in June of 2006 I officially resigned from the school district. Simultaneously, I gave away my best real estate clients to brokers and appraisers whom I knew and respected. I burned my boats and took off for online destinations unknown.

The first few weeks were glorious; I stayed up late and got up later. My schedule consisted of doing whatever I wanted to do whenever I wanted to do it. A movie at noon. Dinner with friends at eight p.m. A weekend getaway with new girlfriends who were able to include me at the last minute.

Then the reality set in. I had to earn some income, and that meant I had to make sales. I spent a full month thinking about what this would look like in the online world and what I could sell.

The result of this month long exploration was that I came to realize that everything revolves around our ability to sell. I had to embrace this idea wholeheartedly. If not, I would need to (gasp!) go back into the work force where a boss or supervisor would keep me on track and productive. The rest is history, as I did learn to hone my sales skills in a way that would allow me to achieve great success as an online entrepreneur.

This ability to sell and to continue to increase my sales skills has paid off in solid gold over this past decade. I have achieved goals I never thought possible, have created new goals around things I didn't even know existed, and enjoy a lifestyle few experience in their lifetimes. It is my hope that you will find yourself in these pages and be open to at least experimenting with the concepts I am sharing with you. I will leave you with an anonymous saying that has become my motto...

**"Do for a year what others won't;  
live the remainder of your life the way others can't".**

## Asking for the Sale

One of my early mentors, the legendary Marlon Sanders, told me from the very beginning that I was an excellent salesperson. Asking for the sale was already a part of my business, and I was not shy when it came to persuading someone to make a purchase of my own products or courses or of one that I was recommending as an affiliate. If you're not selling as much as you'd like to as an online entrepreneur, your selling skills may need to be updated and revised. Here are some suggestions for you to begin with right now to get used to asking for the sale.

Marlon continues to be particularly fond of how I have no reservations about picking up the phone and reaching out to prospects, clients, and colleagues when I have something to sell. Now remember here that whatever it is that you wish to sell must be an excellent fit for whom you wish to sell it to, and that you must believe in the product or service wholeheartedly. If this is the case, you are doing the others a disservice by NOT attempting to sell to them.

Think about the product, course, or service you want to sell. Go through it with a fine-toothed comb to make sure it includes everything you intended to include and share. Next, envision the person who is the idea customer or client for this product or service. What is their problem? How will your offering be the solution? How will they feel once they have completed what you have put together for them? How will they have changed as a result?

Finally, pick up the phone and call your prospect. Have an open and honest short conversation about them and their problem. Be empathetic and be an excellent listener. Anticipate their objections and overcome them one by one. It is the cost, the time frame, the content, the delivery, or something else? If they begin by telling you it is the cost, remember that we will all come up with the money if it something we want badly enough and believe strongly will help us to solve our problem.

Ask open-ended questions that move the process forward. How is their problem affecting their day to day life. What other solutions have they tried, and what were the results? How and why will your product be the right one for them at this time. If you determine during this phase of the selling process that they are not a good fit for what you have for sell, tell them so! Being honest in this way will build your credibility more than almost anything else.

Asking for the sale closes the deal. Listen intently and overcome any objections. I learned to use closed-ended or choice-type questions when asking for the sale when I first got started in real estate back in the 1980s. "Are you ready to sign the contract?" "Would you like a fifteen or thirty year loan?" Yes, no, or "a fifteen year loan makes sense to me." It works exactly the same with online sales.

People are waiting for you to ask them for the sale, so it's up to you to follow through and make it happen. If they say no, do not feel like it is a rejection of you personally. Many times the people who say no to me come back in the future and buy. If they say yes, remember that no sale is ever final,

and if you think of this as just the beginning of your relationship of your prospect turned customer or client you will be on your way to great success as an online entrepreneur.

## **Fear of Selling and Your Bottom Line**

If you're in business - online, offline, or a combination of the two you know that everything depends upon the sales you can generate in order to bring in the needed revenue to keep your business moving forward. It does not matter if you sell a product or a service, if you sell items once or have a consumable or ongoing model, your bottom line is the direct result of your sales skills. If you lack confidence in this area, or have any fear of selling it will be obvious.

Think about this from another perspective. Don't we appreciate and encourage people to sell to us when it will be in our best interest and help us to achieve our goals? For example, when I take one of my dogs to the veterinarian for a checkup, I am hoping they will make suggestions and recommendations that will help ensure better health and lifestyle for my pet. Even though many of the procedures are routine, I may not realize they are necessary at this time.

When you are preparing to sell your products and services to others, ask yourself:

What problem does my prospect have that one of my products or services could solve?

If I do not offer my prospect the products/services I offer, who else will?

How can what I offer be updated or changed to make it the best solution available?

How many ways am I asking for the sale every day?

It may be time to think about forming an innovation group or to join a mastermind in order to answer these questions fully. If you truly have a fear of selling this could be a valuable topic of discussion. Checking in with yourself when you are about to close a sale to see how you are feeling and what is coming up for you will give you better insight into what must be done to improve your sales record.

Role playing is also worthwhile. During the time I sold cars the dealership brought in a team of sales professionals to walk us through some common scenarios. We learned to overcome objections, to ask and answer both open and closed-ended questions, and to speak about the products with authority and confidence. Even though I couldn't change a carburetor I could point it out, describe it, and explain why it was superior to one used by our competitors.

When I think back over my lifetime I have been involved with sales in one way or another for most of my working life. As a waitress in high school I sold my personality, ability to work quickly and efficiently, and my knowledge of the products to earn more than my co-workers at the International

House of Pancakes. Later on I sold Toyotas, and I sold my willingness to follow up with leads along with my knowledge of the product to become a top salesperson. And as an elementary school teacher I sold my empathy towards students and teachers, my excitement for learning, and my knowledge of the value of an education to help my students do their best.

In each case I was confident that what I was selling, whether it was pancakes and sandwiches for hungry people, new and used cars for those needing transportation, or an education that was valuable and worthwhile to my students. Now that I'm an online entrepreneur I sell my ability to teach adults the concepts and systems that lead to success, along with the specifics of the business model they have chosen.

Think of selling as the way in which you can help others with your areas of knowledge, experience, and expertise. And when you feel the fear of not wanting to sell to someone, try to imagine what could happen if they do not make a purchase from you or from anyone else. How would their life be enriched by buying what you have for sale? How would their life be diminished if they did not buy? The fear of selling is worth moving past so that you may better serve the people you come in contact with on a regular basis in your business.

## **Selling Online - What's for Sale?**

For any business to be successful, sales must be completed. This is true whether your business is online or a brick and mortar, and no matter what type of product or service you provide. This seems to be common sense, but that does not mean that everyone understands it. Ask yourself right now - what's for sale in my business?

This concept of not focusing daily on what's for sale in your business was one that I initially encountered when masterminding with a group of about twenty newer entrepreneurs in Atlanta in 2011. We were sitting in an open circle and I began the workshop by asking each person to tell us something about themselves and what their biggest challenge was in their business. Without fail, each person said that they were not earning the income they expected and did not know what to do to turn things around.

After the last person had spoken I asked them to now go around the circle and tell us what's for sale in their business, whether it be something on the internet, a physical product, or something offline. And I further qualified this question by having them imagine that I or someone else had just found them, resonated with their message, and wanted to buy one of everything they were offering for sale. My mouth fell open when they shared more about their current inventory. Person after person had almost nothing available for sale. Some had a book or two for sale on Amazon, others had one or two online products, and some had a handful of products and courses, but nothing for sale for one hundred dollars or more. Almost half said they offered some type of coaching, but only two of these entrepreneurs had any information available on this with either a web page or a printed form they could hand or email to a potential client.

I dispensed with a discussion of how many books you must sell, or how many \$49 products people must purchase in order for you to make enough money to keep the doors open each month, even if these are virtual doors. Instead, we turned to a discussion on affiliate marketing, where you have immediate access to thousands of products and courses.

It was then that I shared that I had more than fifty products and courses available online, as well as my Online Marketing Incubator mentoring program. When it comes to recommending affiliate products, my best guesstimate is that I have more than ten thousand links available in cyberspace when someone is searching for help with a specific topic or a solution to their problem.

What's for sale in your business? How easily may someone find you and what you do? What actions can you start taking today to broaden and expand your reach? Being an entrepreneur has never been more simple and joyous than it is right now. Be willing to do the work and let the world know what you have to offer.

## **Selling at Live Events - Work the Room!**

Over this past decade I have attended and/or presented at over a hundred live events, conferences, and workshops. This does not include my own live events and retreats that I host several times each year. These are always quite lucrative for me because of something I will share with you here on how to work the room that leads to massive selling at live events, whether or not you are a speaker or presenter.

This first happened for me when I flew across the country from Los Angeles to Atlanta to attend Big Seminar in 2008. I went alone and did not know anyone personally, save for a few marketers whose lists I was on at that time. This was also my first marketing event and I had no idea about the concept of being able to "work the room" while I was there. Quite by accident I met someone on the first day who asked me about a course I was taking on the topic of blogging and visibility. I told him I would email him the link to sign up for this training and receive the bonuses being offered by the course creator and instructor. I did this, and he signed up that evening through my affiliate link. I gave no more thought to this and continued to learn and connect with people that week.

The following day I found myself in a conversation with a small group of people who asked me about the various courses and programs I was involved with as a new online entrepreneur. When I shared my recommendations I also told them that I was giving them an affiliate link to them. These people had been working online much longer than I had and both understood as well as expected me to share in this way. Also, I want to add here that I was using a link shortener for these links, making it much easier for me to remember them when I was in front of people and did not have access to my computer.

Giving no more thought to these two separate and unrelated incidents, I continued to enjoy the Big Seminar and to take copious notes throughout each of the sessions. I also met people who were extremely helpful to me and many of whom continue to be friends to this day. On Monday morning I flew back to Los Angeles and resumed my work from my home office.

It wasn't until a few days later that I realized and more fully appreciated what had occurred at this live event. By making the effort to connect with new people and share what was working for me, I had in effect been able to "work the room", selling courses, products, and programs through my affiliate links. The emails notifying me of these sales began pouring into my inbox and soon I realized that I had more than paid for my ticket to the Big Seminar, as well as my airline ticket and hotel room. Recommending what I loved and was benefitting from made sense for my "work the room" strategy.

I've taught this to my own students, clients, and those in my mentor program over the years, and continue to do this myself. Are you someone who can work the room, selling at live events to earn additional income?

## **Persuasion and Sales Skills**

The question is, "Are we successful because of our innovative ideas and great vision, or is it because we are able to persuade others to follow us on our journey to something new, amazing, and original?" The key term here is persuade, and if you have been a parent or a teacher you may already know that children are masters of persuasion when it comes to achieving their immediate goals. Here is my most recent experience and observation of this valuable skill, this time by an eight-year-old.

Sam wanted a new bicycle and asked for one often, but his parents kept telling him that there was nothing wrong with the one he had currently. Their reasoning included the indisputable facts that his bike was the right size for him, in very good condition for being two years old, had all of the safety requirements, and was still a popular brand and color. Mom and Dad even reminded him that he could have a new bicycle on his ninth birthday, just eight months away. They thought they had covered any and all possible objections, but they had underestimated Sam's power of persuasion.

One day Sam invited a new boy in their neighborhood, Ricky, to his house after school to play. Sam and Ricky were in the same third grade class at school and had become fast friends. They enjoyed a snack prepared by Mom, put together a one thousand piece puzzle with some assistance from Dad, and then they sat on the sofa in the family room thinking about what they could do for the next half hour before Ricky had to go home for dinner and to finish his homework.

Thinking aloud, perhaps so Mom and Dad could easily overhear the conversation, Sam and Ricky suggested some possibilities. Going to the movies would take too long, they preferred to do

homework alone, and playing video games was not allowed during the weekdays. Then Sam said something that changed everything that had been discussed before.

"It's too bad your bike got stolen from where you used to live."

Ricky replied, "Yeah, and after my parents got divorced during the summer Mom says there just isn't enough money for a new one anytime soon."

"And it's your birthday next week. I would give you mine, but I can't have another one until my birthday next summer. Sorry, buddy. Let's go up to my room and look at my coin collection."

Sam got a new bike on Friday after Dad came home from work, and Ricky got Sam's old bike on Saturday as a birthday present. Both boys were all smiles and Sam's parents felt good about being able to be a part of the solution to an eight-year-old's problem while also being good examples to their son.

Not fully realizing what he had done, Sam's vision took his parents on a journey to something amazing. They were open to his point of view and perspective regarding this situation, and all previous facts and logic were put aside so they could together achieve their goal of helping a child in need.

How have you used persuasion to get what you wanted and achieve your goal? Is the power of persuasion a positive one, or one that must be carefully managed so that no one is taken advantage of in the process?

## **Fear of Asking for the Sale**

If you have a fear of asking for the sale in your business, this can be overcome. It is typically related to a fear of rejection, but that is only part of the story. Let's explore some concepts that will be extremely valuable to you no matter if you sell digital products online, physical products face to face, or simply want to be able to be more persuasive with your friends and family.

Fear of rejection has its roots in our childhood, when we asked a parent, teacher, or other adult to do something and they said no without offering an objection. This can be crushing to a child and the feeling of devastation can linger into adulthood. It may also begin at or soon after puberty when someone we like or have a crush on does not return our feelings. Either way, as adults we will then have difficulty with selling or with other interactions where we want or need the other person to respond in a specific way in order to meet our goal.

We all knew kids who had no issue with knocking on a stranger's door and asking them to purchase cookies, magazine subscriptions, or gift wrap. Those were the same kids who glided through their

teenage years with many friends and social activities. They were natural born sales people and were the envy of many of their peers.

Then there were the kids at the other end of the spectrum, those who would become ill at the thought of asking someone they did not know well to make a purchase. They took the idea of having a fear of asking for the sale to new heights with the extremes they would go to in order to avoid the situation altogether. Some of these kids had parents who sold on their behalf to their adult friends, colleagues, and coworkers, and whom saved them from these situations many times as they grew up. They typically became even more introverted and developed a complex from having to ask for help in this area.

I was one of the kids who fell somewhere in the middle. Sometimes it was fun for me to ask adults to buy something from me, while at other times I just could not do it.

As we become adults and choose to go into sales, either online or offline, the fear of rejection is replaced, at least in part by the fear of not knowing how to ask for the sale. For some reason I was able to overcome this fear rather quickly and now pride myself with knowing how and when to ask someone to make a purchase. It began when I got started in real estate in my mid-twenties and intensified as I became an online entrepreneur more than twenty years later.

I've done much soul searching to understand why I able to overcome my fear of asking for the sale and these are the conclusions I have come to around this matter.

I only sell something I truly believe in, whether it is my own product or service or one I am an affiliate for.

If I believe someone has potential, dedication, and passion, I will do everything I can to bring them into the right course, program, or product.

My confidence and devotion have brought my heart and mind together in a way that allows me to ask for the sale when all of the circumstances are in alignment.

Work on your inner game to move past your fear of asking for the sale. Many people who can only hear your message from you will benefit, and you will have the satisfaction of knowing that you are serving your community in the best way possible.

## Handling and Overcoming Objections

If you need help handling objections when it comes to selling your products or services online or in person, I'd like to share some thoughts with you here. We all need to boost our confidence when it comes to sales, and I will also share some ideas on that topic with you here as well. The important thing to know is that you can always improve your sales skills and learning as much as you can is the first step, followed by implementing what you have learned as quickly as possible. This allows you to hone your skills and improvise other ideas that come to you.

### Handling Objections Around Price

It's never about the money. Never. If you are presented with an opportunity that you believe in strongly enough, you will do whatever you have to in order to pay for it. Think about it. Just today I saw a 1955 Chevy Bel Air in the parking lot when I was coming out of a store. I went over to take a photo and the owner showed up at the same time. We talked about the car and if he had said it was for sale I would have found a way to come up with the money.

So, if it isn't about the cost, what are the reasons someone does not make a purchase? It all comes down to the perceived value of what is being offered.

### Priorities

Handling objections can become trickier if what you are offering to solve a problem is not a priority for your prospect right now. This is where your level of confidence will become a deciding factor in the outcome. What can you say to someone to gently persuade and convince them to make your solution a priority to them? When it comes to my online business I start a discussion around the idea that it will be more competitive as time goes on, and not to wait any longer to become an entrepreneur. It's true, and I am passionate about this when I talk or speak with a prospect.

### Handling Objections When Someone Else Must Be Included

Sometimes you'll find out that your prospect is unable to make a decision about purchasing until they have consulted with another person, typically a spouse or business partner. When I am selling products, courses, and my mentoring programs online, many times I am not able to know if and when this is the case. This is when I take people offline with a phone call to have them tell me what is really occurring with their decision. This strategy enables me to see the bigger picture and to close the sale. I would encourage you to take every opportunity to do the same.

You can see that handling objections in sales is simply a matter of gathering information and spending the time to get to know your prospect. When you get some experience under your belt you will be able to close a high percentage of your offers and your confidence will soar.

## Suggestive Selling

When I think of the term "suggestive selling" it makes me think of fast food chains that ask if you would like to have some French fries with your burger or sandwich. Can that concept possibly relate to what we do as online entrepreneurs with digital products? Most definitely, and I will explain why I believe this to be true.

I sell my own and affiliate products, courses, and services online. When someone finds one of my products they typically have an idea of what they would like to learn and pursue in their own business. Let's say this in the area of affiliate marketing. If they have found me through one of my books, *Huge Profits with Affiliate Marketing: How to Build an Online Empire by Recommending What You Love* it would make sense for them to also want my training courses on this topic. These are *Affiliate Contest Secrets* and *Really Simple Affiliate Marketing*. If they wish to go deeper into this area it might also be reasonable for them to purchase *The Internet Marketing Six Pack* or to come into my *Online Marketing Incubator* mentoring program. Can you see how these are all related?

This is a typical funnel, where one product or course leads to the next one, but people are able to enter at any point along the continuum, based on where they are right now and how quickly they may wish to move forward. What this means is that someone may enter at the fifteen or twenty dollar level with a book and a simple product, or come in at the two to five hundred dollar level with a more sophisticated training program. What has been most typical for me in my twelve years of experience as an online entrepreneur is for someone to purchase one of my books, or to receive it as a gift and then come directly into my high level mentoring program to work closely with me.

The goal for you is to put together your own funnels with a variety of products at different price points, and to add affiliate offers where they would make the most sense. Over a period of one to two years each funnel could be worth six figures a year to you.

Suggestive selling benefits your prospects and customers as well, by providing a variety of opportunities and price points for them to come aboard with what you have to offer. I enjoy putting myself into the shoes of the person who is interested in a topic I am an expert in and where I have products to offer and imagining which one or ones will best serve their needs at that point in time. We have all been in the position of wanting to learn more about a specific topic and only finding training at a level that is too simple or too complicated for where we are right then. Instead, make sure to cover a wider range so as to serve more potential buyers.

Where else can you think of to use suggestive selling in your online business?

## How to Sell Almost Anything

At my recent live event and workshop we had a discussion about sales, specifically selling online. When I stated that I could sell almost anything to almost anyone eyebrows were raised and groans were heard throughout the room. I raised a hand to bring the room to order and clarified my comment.

"I believe that you can sell almost anything to almost anyone, as long as it is something they want, believe they will benefit from, and priced right. By "priced right" I mean that the product or service you are selling must be worth ten times what you are charging for it."

I learned this concept of "dollars for dimes" from my friend Marlon Sanders, a legendary writer, marketer, and product creator who has been working exclusively online since the mid 1990s. He bases this strategy on the precept that people are willing to give you and your information products a chance, as long as they believe they are getting a great value for what they are being asked to pay.

This number is not stagnant, as the prices for digital information products tend to go up and down and up again over time. For example, when I was getting started in 2006 it was difficult, if not impossible to find quality products for less than fifty to a hundred dollars, and many times the price tag went much higher. Then sites that offered lower priced products became more popular, and it wasn't uncommon to pick up something of great value for ten to twenty dollars.

Over time these low priced products saturated the market, and mass confusion was the result. New online entrepreneurs would purchase ten products at ten dollars each over a short period of time and have little to show for it in terms of training and knowledge of which steps to take next. Someone with slightly more experience might choose to purchase one or two products at fifty to a hundred dollars each during that same period of time and then be able to move forward with a much better chance of profit and success.

I have only two products that sell for less than twenty dollars. Each of these was created as a way to generate leads and build my visibility and credibility in the process. In both cases the product was created with someone in my mentor program as a way for them to be noticed as a product creator.

Another method of being able to sell almost anything to almost anyone is to create an information product that could be marketed to different segments of the overall market. For example, I recently worked with someone who specializes in stock photography and we discussed how he could position his photographs in such a way that they would appeal to people in different fields, such as teachers, real estate agents, and those working in churches. This makes sense if you think about it, as all of us have a unique mindset when it comes to using photos for business or pleasure.

Many of my products also fit this strategy, where my markets include entrepreneurs, authors, virtual assistants, students, and people in the corporate world. You can sell almost anything to almost anyone, as long as it meets the criteria I stated above in regards to it being something they want, something they believe they will benefit from, and also something that is priced right.

## Summary/Next Steps

**A**s you can see, the topics of sales skills and selling are important ones for entrepreneurs.

Once you begin to think of being in business as truly being in sales, everything will shift and your focus will be on that magic question...What's for sale?"

I sell my own products and courses, my mentoring services, and physical products on Amazon. I also sell the products and services of those I am an affiliate for in my business. The result is an almost endless supply of inventory that meets my standards of high quality and integrity.

Practice your selling skills every chance you get. Can you persuade someone to do something they will benefit from? of course you can! I'm using my sales and persuasion skills right here to get you to keep reading. ;-)

Years ago I worked in real estate full time and was amazed at how many people would make an unhappy face when you asked them about being in sales. Those were the same people who only sold one property, and typically to a friend or family member, during the only year they were active in this industry. The people who continued to improve and hone their sales skills were the ones always smiling and looking for more opportunities to serve those who wanted or needed to buy or sell real estate. Make sure your glass is half (or more!) full when you think about selling and you will always make an excellent living with anything you choose.

To Your Sales Success!

*Connie Ragen Green*

## Resources

My [Online Marketing Incubator Mentoring program](http://TheOnlineMarketingIncubator.com) is at:

(<http://TheOnlineMarketingIncubator.com>) - Work with me personally, as well as with my current students and mentees. These programs include the opportunity to speak and present at one of my live events, as well as an invitation to be a part of one of the Retreats I host several times a year in Santa Barbara, California.

Hosting: <http://ConnieLoves.me/A2Hosting> - easy to navigate, c-panel hosting for everything you need to set up technically for your online business at a fair price.

Autoresponder service - <http://ConnieLoves.me/Aweber> - the most popular and easy to use system for staying connected to your subscribers at a fair price.

Membership Site Plugin - I have this installed on more than forty of my sites and I know the creators personally, as I was in a Mastermind with them for several years while they were creating and perfecting Wishlist Member - <http://ConnieLoves.me/Wishlist>

How to Market for Small Business (<http://HowtoMarketforSmallBusiness.com>) - a training course I teach and present along with small business and offline marketing expert Ron Tester, this is an excellent way to start earning income quickly while honing your skills as an online marketer.

My "Really Simple" series of online training courses continue to be one of the best investments you will make into your business. Email me to discuss course that best suits your needs.

Subscribe at no charge to my award winning podcasts on iTunes. Details at: <http://PodcastShowNotes.com> or check them out at:

Online Marketing Tips - <http://itunes.apple.com/us/podcast//id591740909>

Trainings I recommend for learning how to get started right away with selling physical products on Amazon and other e-commerce sites are from two people I continue to learn from personally:

Jessica Larrew runs her Amazon business from home with the help of her husband and young son - <http://ConnieLoves.me/SellingFamily>

Jim Cockrum has been selling physical products and teaching others how to do it for over ten years now, longer than anyone else teaching this business model - <http://ConnieLoves.me/PAC>

If you need high value PLR (private label rights) content I recommend:

- ✦ Alice Seba – [Free PLR](#),
- ✦ Alice Seba – [Facebook Ads and Social Media Graphics](#) (Free Download)
- ✦ Ronnie Nijmeh – [Self-Help PLR](#) (Free Download)
- ✦ Coaching Sticky Glue – [“Done For You” Coaching Programs](#)
- ✦ Alice Seba and Ron Douglas – [Free Writing Templates](#)
- ✦ Dennis Becker – [8 Reports](#) You Can Use As Your Own
- ✦ Sue Fleckenstein – [Sue continues to WOW!](#) me with her content
- ✦ Justin Popovic - Self-Help and Personal Development ([Free Download](#))

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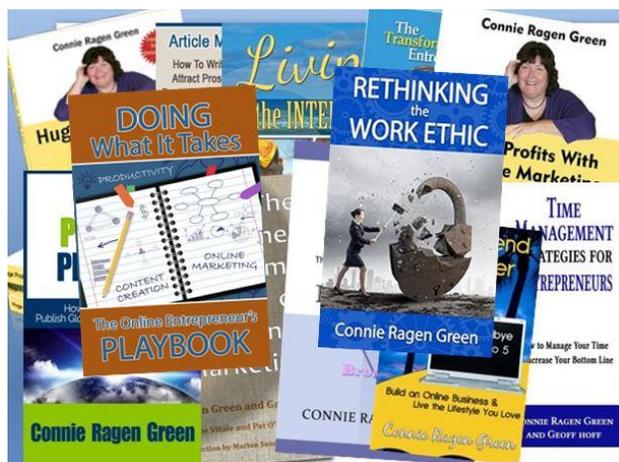
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## About the Author

Connie Ragen Green is a bestselling author, international speaker, and online marketing strategist who is dedicating her life to serving others as they build and grow successful and lucrative online businesses. Her background includes working as a classroom teacher for twenty years, while simultaneously working in real estate. In 2006 she left it all behind to come online, and the rest is history.

She makes her home in two cities in southern California; Santa Clarita in the desert and Santa Barbara at the beach. In addition to her writing and work online, Connie consults and strategizes with several major corporations and some non-profits, as well as volunteering with groups such as the international service organization Rotary, the Boys & Girls Clubs, the Benevolent Protective Order of Elks, the women's business organization Zonta, and several other charitable groups.

As the 2016 recipient of the Merrill Hoffman Award, presented to Connie by the Santa Barbara Rotary Club, being honored with this award has strengthened her resolve to serve others around the world in any way she is able to by using her gifts, talents, and experiences in a positive and sincere manner.

*Please pick up one or more of my books as a way to get started on the path to online entrepreneurship. If you're not sure where to begin, simply hit "reply" to any of my email messages and I will respond to your questions promptly.*

