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What's Stopping You From Selling Your Own Products

One of the biggest things stopping people from creating their very own products is the concern with talking to their particular customers. They're afraid of whatever they will say, what they will think and many of most, pissing off the customer.

This can be stupid for two reasons.

One, how would you know if you've designed a good product should you don't talk to your customers? Secondly, is you anxiety about what folks might say in regards to you just too large that you'd rather live a life within the shadows? Are you currently tip toeing your path to some quiet and peaceful death, or can you rather rattle some bushes making something of yourself?

Big, Scary [Customers](#)

It's natural to become afraid of what customers may think of you along with your product.

I was so wanting to please people the first time a created my own product it took me months to make it. I needed it to be perfect. I am talking about, can you let's suppose there was a spelling error on the salesletter? Surely that will piss people off and make up a flurry of refunds should they first viewed it. And so i thought. Now I could produce the same product in less than a day.

It's Not About how precisely It's

If you put your heart and soul into a product and you know it will benefit the finish user, people don't mind a spelling errors within your salesletter or video transitions that didn't render smoothly. That's not saying you can be lazy with all the details, however in the finish creating products is about the content.

If you've got an item that actually works, just have it out there. You'll be surprised how grateful folks are if you offer them something which works.

Valuing Your understanding

Certainly one of my biggest hang ups was charging people greater than I thought the item was worth. I felt like I had been ripping them off (even though I knew they'd spent 4-5x more about crap that didn't work).

Don't feel bad for accepting money for the products or services. You've used your time, effort and funds having the knowledge and skills to deliver a solution that works. Are you able to make a doctor employed by free after studying for 5+ many paying thousands of dollars in college fees? I don't think so. You're exactly the same.

Charge for your knowledge along with your customers will thank you for it.

Dealing with 'Problems'

With some of my products being videos, it's present with get emails saying it won't play or download. I had been completely scared of this at the beginning. Works out all you have to accomplish is fix it for them, answer emails just like a normal person and not an automated machine like you'd get from phone company who swears 'your time is important' for them.

Customers aren't that scary once you actually speak with them. Get a product on the market, even when it isn't perfect. If any problems arise down the track, deal with them because the come and prevent worrying by what could happen.

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