

How to Sell Digital Products on Fiverr

Jay Boyer

J. J. Fast Publishing, LLC



Jay Boyer

© Copyright J. J. Fast Publishing, LLC. All Rights Reserved. This guide may not be reproduced or transmitted in any form without the written permission of the publisher. Every effort has been made to make this guide as complete and accurate as possible. Although the author and publisher have prepared this guide with the greatest of care, and have made every effort to ensure the accuracy, we assume no responsibility or liability for errors, inaccuracies or omissions. Before you begin, check with the appropriate authorities to insure compliance with all laws and regulations.

Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on online marketing and technology only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing information.

The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report, nor do we make any claims or promises of your ability to generate income by using any of this information.

Contents

INTRODUCTION..... 4

WHAT YOU MUST AVOID..... 5

WHAT YOU NEED TO SELL ON FIVERR 7

WHAT YOU NEED TO SELL ON FIVERR (PART 2)..... 8

SIDEBAR: HANDS FREE FIVERR..... 10

YOUR FIVERR ACCOUNT..... 11

SELLING ON FIVERR: UNDER THE HOOD..... 13

THE FIVERR CASH FUNNEL 17

HOW TO SET UP AN INFORMATION PRODUCT AS A GIG 22

SETTING UP YOUR GIG (EXTRA COOL STUFF) 27

THE MOST IMPORTANT THING 28

CONCLUSION..... 29

INTRODUCTION

Congratulations –!

You clearly understand the value of using a system that allows you to quickly and easily make residual cash from Fiverr... selling niche products. Awesome! That's certainly much better than putting on a banana suit and recording a video... singing the Star Spangled Banner. Selling a service is silly but selling a product? Well, that's genius and you're doing the SMART thing, I can tell you that.

In this guide you will discover many secrets that will give you the opportunity for consistent financial success. You'll also spend less time and effort getting everything working as smooth machine. There's nothing like using a system and following a clear process.

Let's get started right now. I'm going to clearly explain how we're going to go through this training together. First, we're going to talk about changing your Fiverr focus so that you know what you really need to be selling, and why. Second, I'm going to give you a simple tour of Fiverr so that you can take fast action. You'll also discover how to radically increase your chances of success with just a few small unique tweaks... shifts in perspective and minor changes that deliver huge results. The big hint here is that you can increase your cash flow with the Fast Fiverr Funnel.

With that foundation, you're going to next see how to put a Fiverr gig together the right way, and using information products as the delivery backbone. This is where several more secrets are revealed. Many more "Ah ha!" moments will be delivered because it's simple to understand but produces fantastic results with almost no effort. You'll also see what really matters to make more money by getting Fiverr buyers to foam-at-the-mouth to get your products.

Along the way, but especially near the end of this guide, I'll be sharing the very best "Furious Fiverr" tactics that allows you to take action and generate cash even faster. I'm going to hand over my best tricks to help you become an incredible niche product seller on Fiverr, so that you can enjoy a steady flow of Fiverr cash.

If you're excited... I don't blame you. This is a smart way to make money and it's a lot of fun. And with that, let's get started right now.

WHAT YOU MUST AVOID

Before we talk about the Fiverr Factory system it's absolutely critical to know what you should avoid... like a plastic bag full of needles you might pick up on the beach. Bad move. Avoid that bag of needles and avoid doing Fiverr "gigs" the way that everyone else is doing them.

So, let's start with the raw truth...

The vast majority of gigs on Fiverr require *work*. You're trading time for money and that's usually pretty ugly. It means that you're not getting paid much for work. And, there's a lot of focus time, set up costs, and stuff like that. Plus, there's the fact that wearing a bloody Halloween mask while singing Happy Birthday or writing stuff like 'DirtyOldMan.com' on your forehead using lipstick gets old. Let's take a quick look at what you do NOT want to be doing... it's important to understand what you must avoid:



I will sing an Elvis song or Happy Birthday to the person of your choice on the phone for \$5

I will sing an Elvis song or Happy Birthday to the... (by [anthonyshore1](#) 🇺🇸)

[Read more](#)  [Share](#)

[order now!](#)



I will make a funny video testimonial while I talk to my psychologist about your website or product for \$5

Are you looking for a funny and original testimonial... (by [ska1991](#) 🇮🇹)

[Read more](#)  [Share](#)

[order now!](#)



I will take incredible pictures of my dog holding your message, website, logo, fan sign or whatever you... for \$5

I will take AMAZING pictures of my German Sheppard... (by [fbadvertisement](#) 🇨🇦)

[Read more](#)  [Share](#)

[order now!](#)

About 98% of all the gigs on Fiverr are just like this. Some ridiculous service that you must provide. *You're trading time for money.* In fact, you might be trading a lot of time and effort (e.g., set up time, video processing time, uploading, etc.) and that drains you.

Talking, shooting video, shooting pictures and other activities require your time. They require your focus. There's also something else critical to realize... There's no way to scale up. You are the "hero" in the business and you have to perform the task to get paid. It's hard to outsource these kinds of services. It's hard to use a simple system or repeat the work without starting from scratch every single time.

In short, the "normal" way of selling on Fiverr... that is, selling SERVICES... is just plain silly unless you like wasting time or like dressing up in a hot dog costume and break dancing.

The solution is that you must sell information products. That sounds so simple and so obvious. And, well, it is... now that you have this guide. But, even with this small mental shift, there's the business of setting up your gigs the right way, delivering them efficiently and actually getting sales.

So, I'll come back to these ideas along the way but for now, just remember a couple of things. Do not sell time for money on Fiverr. Do not sell services on Fiverr, unless you're a masochist. And, instead concentrate on selling a product. Let's talk about that right now.

WHAT YOU NEED TO SELL ON FIVERR

I hope you clearly understand what you need to avoid so that you can 100% focus on selling products.

But, not just any products... No sir! We're going to be selling **niche information products**. That's a mouthful but the idea is simple. You need to focus on a niche and you need to stuff "stuff" not services. And, not just any stuff but "digital stuff" which I'll explain very clearly in a minute. Let's talk about what really needs to be delivered on Fiverr, then we'll talk about selling digital stuff.

On Fiverr, many buyers are looking to buy services to solve a problem or get some desired result. For example, you might go to Fiverr to find someone to design a logo or write some articles for you. You're looking to get a result.

Now, that buying behavior certainly looks like you're buying a service, or that you're trading money for someone else's time. But, the essential truth is that you're just buying a result. You're buying an outcome. You're buying a *solution*.

"Ah ha!" you're saying... Well, that's right. You don't really care if it takes 2 minutes or 2 hours. You just want your ebook cover... or death metal version of "Happy Birthday" in German. (Free growling!) It simply doesn't matter what the other person did. You don't think about their effort. That's their problem, not yours.

So, if we shift our thinking, our job as a Fiverr seller is to deliver outcomes. There's no obligation to deliver time. We're not required to do any work. We're not forced by contract to actually "do" anything unless we set up a gig that requires time. Instead, we're obligated to deliver outcomes...

"Ah ha!" again... because now you know that you don't have to do work, *you can just deliver outcomes*. You just deliver results such as PDFs, MP3s, videos and other "digital stuff" that requires no extra work. That's because the work has been done and captured as a digital product. That is what you sell. So, instead of delivering services and wasting time, you deliver PDFs and stuff like that from your hard drive. How cool is that?

WHAT YOU NEED TO SELL ON FIVERR (PART 2)

At this point, you might be ready to Get Started with your own gig on Fiverr. However, we haven't really talked about where to start. And, the first place we start is not on Fiverr. Instead, we have to start with our digital products plus the niche we're going to invade... we need a plan, and it starts here.

You must either have your own products or you must have something that you can sell on Fiverr. It needs to be something that you can deliver without doing any work. It needs to be digital, like a PDF or .mp3 file or .zip or something else that you can upload. I'll get to that in a minute. I promise.

First, let's talk about the niche. I cannot stress this enough: **You must approach selling on Fiverr as a niche marketer.** You cannot Spray and Pray. You cannot list 20 different products and expect success. In fact, one of the true secrets is that you want to dominate one super narrow niche on Fiverr. It's pretty hard to be the Football Quarterback, High IQ Brain, Magical Art Student and the Homecoming Queen all at the same time. You need to pick your niche and deliver all the firepower you've got to that niche. In marketing, like most of life, extreme focus delivers extreme results. KA-BOOM!

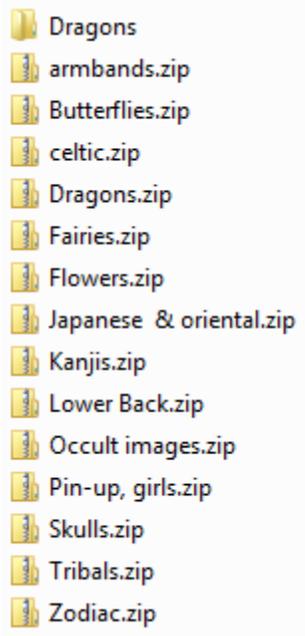
Let me give you a super concrete example in a minute. Before I do that, I want to make it 100% clear that you can get products to sell on Fiverr in about 3 minutes from right now, if you want. The secret is that you can sell PLR on Fiverr. Let me stress that...

➔ You can sell Private Label Rights (PLR) content on Fiverr ←

There is no "PLR Slap" or anything on Fiverr. You just need to deliver outcomes. You just need to deliver desired results... and PLR is the perfect way to do that. So, if you don't have your own product, go pick up some high quality PLR in some niche and kick booty.

Here's an ultra concrete example... I've got some tattoo PLR. I can do several things here. First, I could sell all of these packages and then go find even more PLR and sell those tattoo (design) packages. Or, I could find PLR on *"How to Start a Tattoo Business"* or PLR on *"How to Make Money with Tattoo Designs"* or PLR on *"How to Pick a Great Tattoo"* or that kind of thing. Gig, gig, gig... bam, bam, bam.

Here's a tattoo PLR package that I've got...



This should make your brain buzz. Each tattoo package contains hundreds of tattoo designs. I can chop 'em apart and sell 'em on Fiverr. Or, I can just zip 'em all up and sell the monster package. And, as I said above, there's a lot more I can sell on top of these packages.

Now, if you're not excited by now, it's time to check your pulse because with what you already know, you can easily storm the Fiverr castle and take over. Let's move forward...

SIDEBAR: HANDS FREE FIVERR

Although it's not possible to eliminate the work 100% without outsourcing, you can deliver your Fiverr products extremely fast. I promise to show you that, too. In just a few minutes, you'll learn how...

Right now, I want to talk about a huge advantage of Fiverr that most people ignore. As it turns out, you don't need collect any money to make money with Fiverr.

"Huh?"

I know, I know. That sounds pretty weird and it doesn't sound great. But, it is! See, that's because Fiverr is doing the marketing for you since they get the traffic for you. (Yippee!) They also collect and distribute all the money. You don't need a merchant account. You don't need PayPal (except to withdraw your moolah). Fiverr handles all the money stuff without any pain or grief. You just deliver the goods and enjoy your \$4 cut... Fiverr gets \$1, you get the rest.

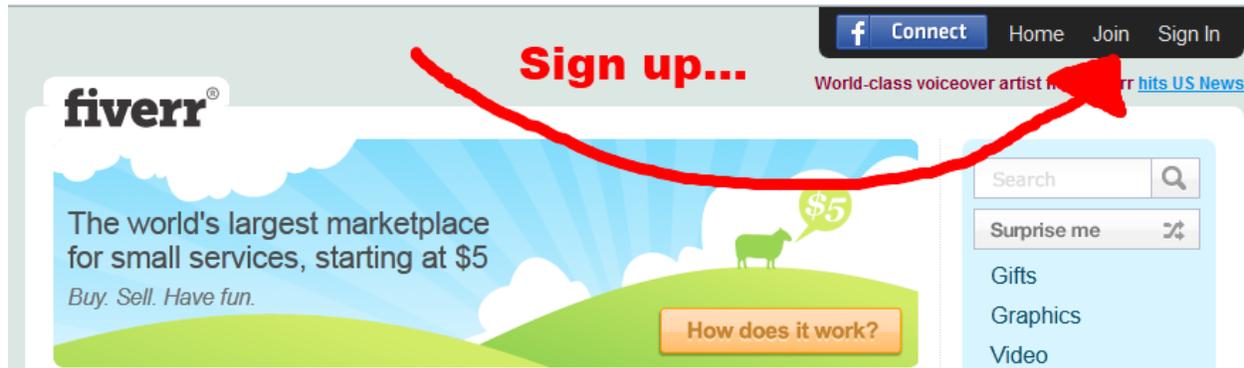
And, there's another reason that this is so easy. You don't need hosting. You don't need a domain name. You don't need anything, really, except products to sell in a niche. After that, you sit back and collect payments from Fiverr as they sell your stuff.

One more thing: It's very, very easily to outsource the "work" once your Fiverr Factory is set up. You can easily pay someone \$0.25 to check your email, log into Fiverr, and deliver the digital goods. So, if you want to scale up, you can hire someone to handle the dirty work of checking an email account and uploading products to your Fiverr customers. If you literally want 99% hands free income, outsourcing is easy to accomplish.

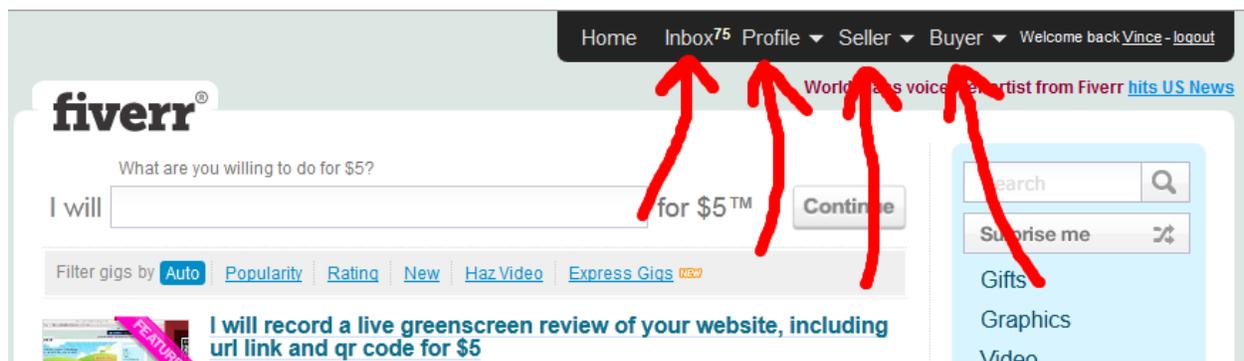
YOUR FIVERR ACCOUNT

Getting set up the first time requires about 15 minutes of work. It's easy work... not like wearing a headlamp 3 miles under the Earth... digging out chunks coal and sucking black dust into your lungs. It's easy work that you can do from a laptop on the beach, if that's your thing.

You need a Fiverr account. Ain't no big thing signing up. (Click "Join" and fill out a few fields. *It's free.*)



When you log in, things change just a little. You can see an Inbox, Profile, Seller, Buyer...



All of this sign up stuff is really basic. Nothing tricky and it's like signing up for any type of online account these days. Nothing special or hard to figure out. And, Fiverr gives you a ton of free training and help along the way. It's not hard.

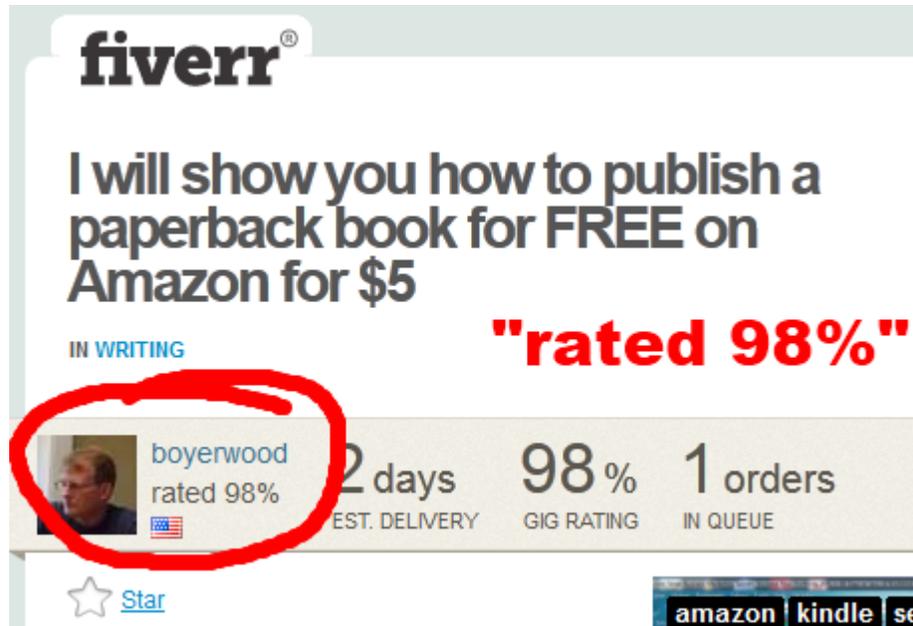
I do strongly recommend that you read the [Fiverr Terms of Service](#). They are in plain English plus they clearly explain what a "Gig" is exactly. They explain the basics but also how the money stuff works.

There's also some groovy stuff about different [Fiverr levels](#) that you'll want to see. The more you sell, the more you're able to generate sales. (Once again, the rich get richer.) You can take advantage of these levels as you sell, sell, sell. More tools to sell, better support from Fiverr, VIP support and even access to beta features as your empire grows.

NOTE: Although I am not a lawyer and I cannot provide legal advice, I did closely review the Terms of Service. It's totally cool for you to deliver digital goods like PDFs and .zip files, and stuff like that. There are no tricks or "blackhat" stuff or anything like that. This is totally "OK" based on everything I've read and done. But again, read the Terms of Service so that you know what they expect... like great customer service, fast delivery, good communication and generate positive reviews by being cool.

SELLING ON FIVERR: UNDER THE HOOD

To be perfectly blunt, there's nothing revolutionary about Fiverr's user experience. It's a marketplace. It's a place to buy and sell. It's also kind of like eBay. For example, sellers have ratings like this...



fiverr[®]

I will show you how to publish a paperback book for FREE on Amazon for \$5

IN WRITING

"rated 98%"

boyerwood
rated 98%

2 days EST. DELIVERY

98% GIG RATING

1 orders IN QUEUE

★ Star

amazon kindle se

Yes, that's Jay Boyer and you can see he's got a 98% rating. Of course, this is extremely good, especially because Jay's sold so many information products. (People are clearly thrilled.)

What's important to realize is that this rating system provides you with social proof. It gives you the ability to really stand out from other people selling similar products. Delivering – really overdelivering – is a big deal. This is not a short term grab-the-cash business. This is all about building a continuous flow of orders and money. The secret is that you need to **deliver high quality**... and you need to deliver it wicked fast. Seems like common sense, I know. But, if you get sloppy then you'll lose money. This is a great reason to outsource the monitoring.

HINT: I strongly suggest setting up a separate Gmail account specifically for Fiverr for easy tracking. At a minimum, be sure to flag those incoming emails with a filter or something, so that you can quickly react to the orders coming in. The advantage of a separate account is that an outsource worker can handle everything for you, including delivery of the digital product.

One more thing. If you've ever used eBay you know that seller ratings are really important. It's the same thing on Fiverr. Those ratings give you *social proof, authority, expert status and more*. **QUICK FIVERR ACCOUNT WALK THROUGH**

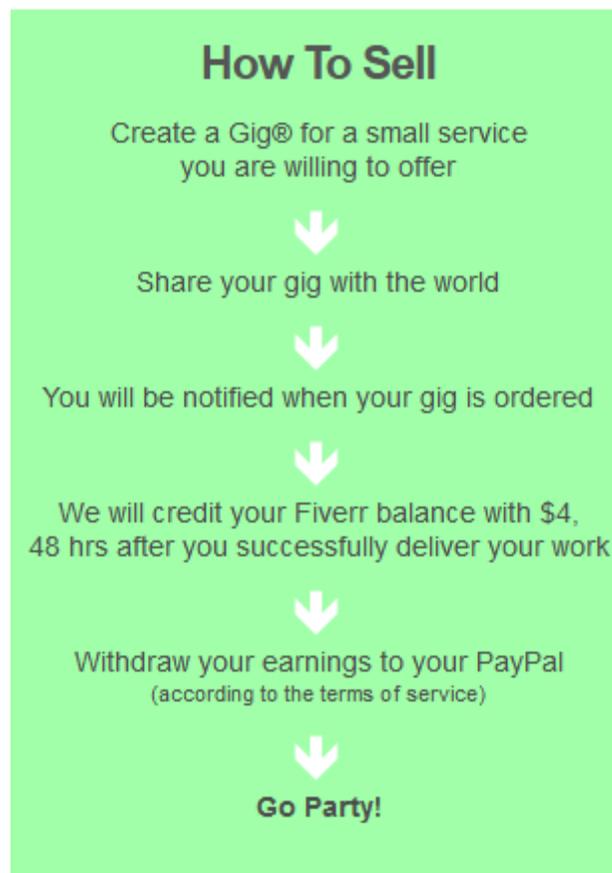
Most of the stuff in this section is very easy to understand so I'll throw you some quick screenshots with some arrows. If you already know your way around Fiverr, you can skip this, OK?

Also, don't worry about the nitty gritty details of getting around in your account because just clicking around for 2-3 minutes will give total confidence. Besides, the user interface might change over time and the actual user interface has very little to do with your Fiverr Factory set up. What really matters is how you use Fiverr to sell and deliver.

Here are a couple more links in case you get a little stuck:

- [Fiverr Customer Service](#)
- [The Fiverr Blog](#)

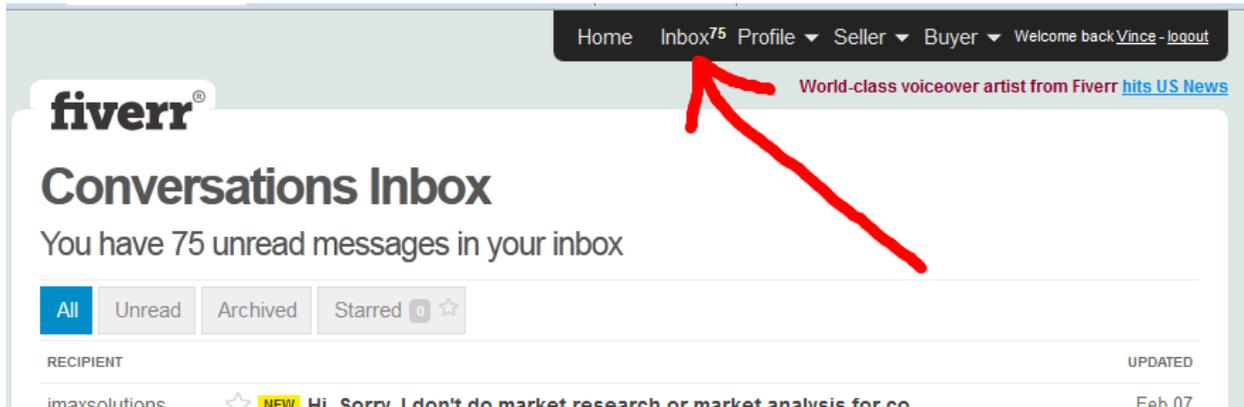
And, just in case you skipped everything above here's a quick rundown of how Fiverr works for sellers. This is direct from Fiverr:



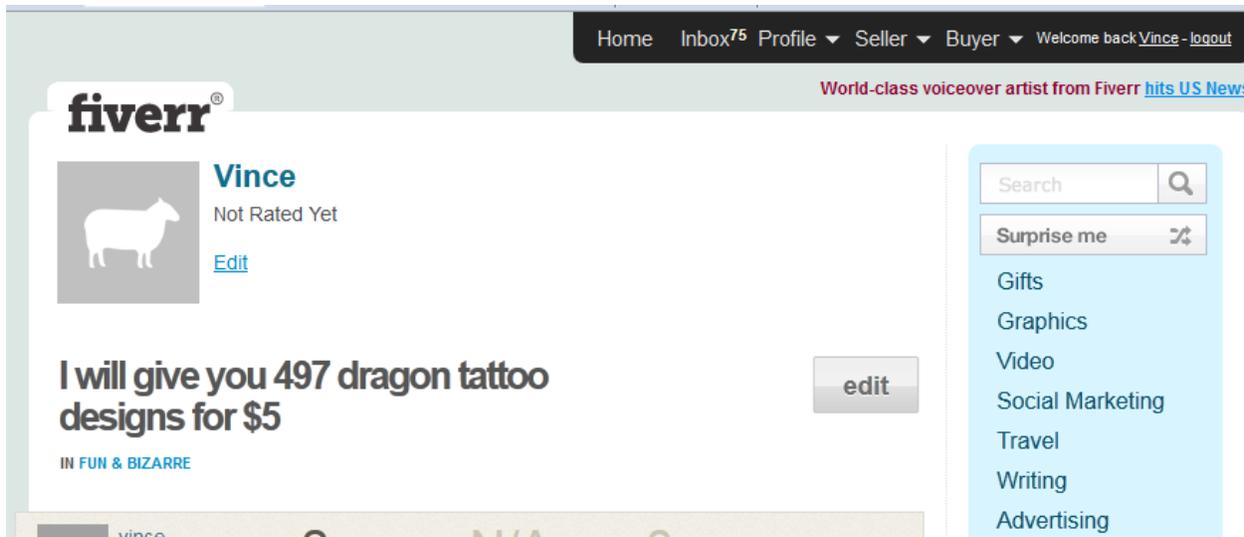
See? Nothing revolutionary there... very straight forward. And, more importantly, very easy to get started and very easy to ramp up. Just what we want.

OK, let's hit it.

This is a Fiverr inbox. It's where all the messages show up. It's how you manage conversations with buyers. You also get email notifications when people buy your stuff...

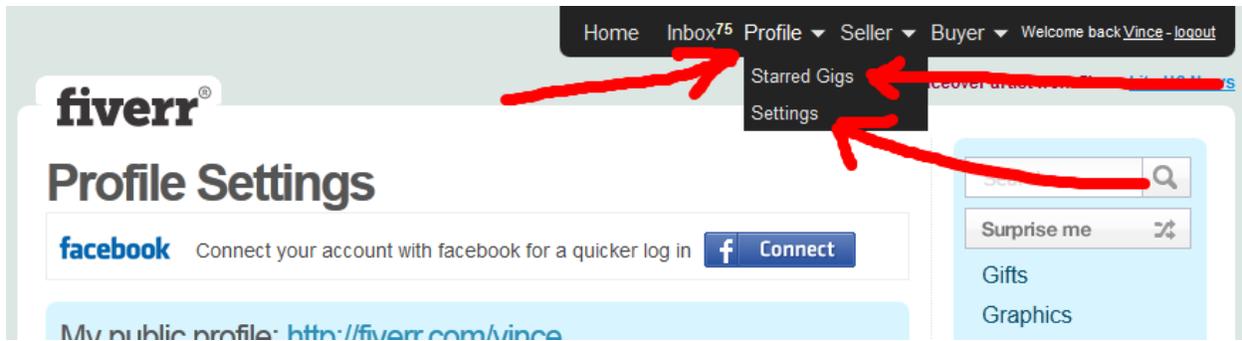


Next, we have the Profile. When you hover of the Profile navigation area and click on Profile it'll take you a basic page like this... this account is pretty basic since only one gig is set up.

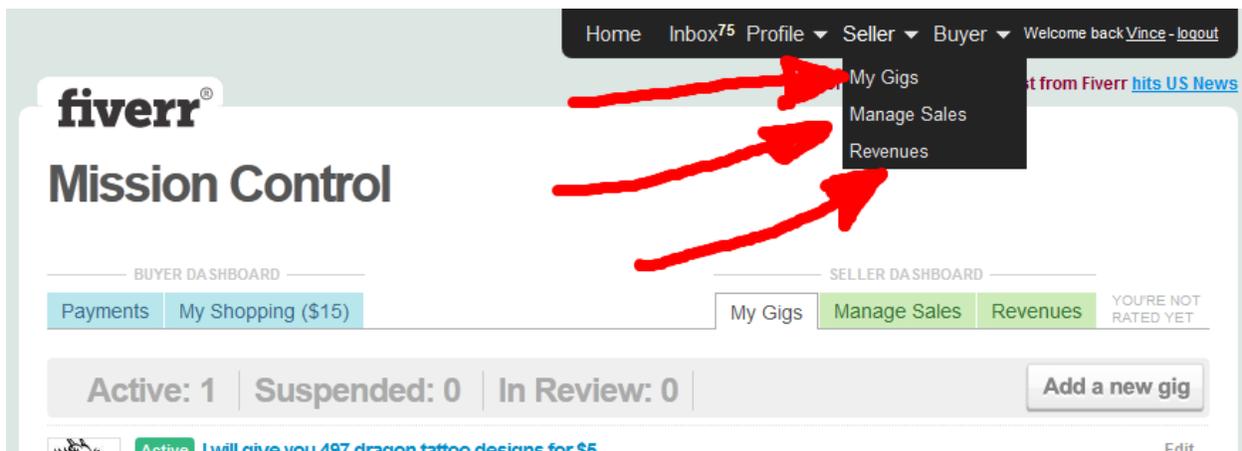


Next, we've got Starred Gigs and Settings. You can "star" gigs which is like bookmarking them for future reference. And, with Settings you can add your name, adjust your email, write a bio, add an image, and so on and so forth.

There's nothing too special about Starred Gigs or Settings regarding your Fiverr Factory and selling digital goods. Again, if you poke around this stuff will make total sense to you. Nothing too fancy or confusing here...



OK, so here's the Seller menu which includes My Gigs, Manage Sales and Revenues. Now, this is where things heat up a little because you need to set up and manage your gigs in a certain way to pull in the cash. I'll get to all those details in couple of minutes.



I'm going to skip showing you the details of gigs but I will get back to that. It's really important and I'm going to cover it in details. Trust me on that. And, I'll show you the exact process that you need to use to properly set up and manage your Fiverr Factory. No worries. That's coming shortly.

Before we get into those details I need to explain the Fiverr Cash Funnel... or the Fiverr Funnel for short. It's about delivering maximum value and getting paid way more than \$4 per gig. This is hot and this is all about making more money. It's essential foundation material that adds significant value to the actual Fiverr Factory model.

Let's take a close look...

THE FIVERR CASH FUNNEL

Let me be blunt: You're not going to get rich just selling Fiverr gigs and making \$4 in profit per gig. Sure, you can keep pulling in \$4 again and again, and you can outsource the work, but to radically increase the amount of money you're making **you need a sales funnel**.

Here's what that means. When someone buys your digital product you need to do everything you can to squeeze the lemon and get juice... that's more money. You do that by selling something else to your buyers. There's nothing better than selling again to fresh, hot buyer. They're ready to get more value and hand you more cash.

Here's the first way... if you have more than one gig each gig you've got posted will show up under the others. Fiverr actually sets up cross promotions for you although you do this before the sale, not after the sale. It looks like this...

Other Gigs by [boyerwood](#)

-  I will show you how to become a book reseller with Amazon FBA for \$5
Business
-  I will show you how to publish a paperback book for FREE on Amazon for \$5 **VIDEO**
Writing
-  **Express** I will show you how to publish the HOTTEST selling Kindle ebook titles for \$5
Writing
-  I will show you how to sell your Amazon books with a simple website for \$5
Writing
-  **Express** I will show you how to get your Amazon book listed on Page 1 of Google for \$5
Writing
-  I will show you how to easily **FREE** your Kindle ebooks with free software for \$5
Writing

Yes, that's Jay Boyer again. As you can see, he's got 7-8 gigs listed. Also, as you might have noticed, he's sticking with one niche market. He's not all over the place. It's tight. It's focused. That's a key reason he's *crushing* it in this niche.

You can also use Gig Extras to get extra cash from a buyer before they buy. It looks like this and it's really simple to set up from your dashboard.

Take a look...

The screenshot shows a Fiverr gig listing. At the top, the title is "I will show you how to become an Amazon Bestselling Author for \$5". The seller is "boyerwood" with a 98% rating and a 2-level badge. The main text describes a 16-page special report on becoming an Amazon bestseller. A red arrow points from the text to a "Gig Extras" section at the bottom, which offers an additional \$5 for getting the book listed on Page 1 of Google.

OK, so the Extra Gigs and related gigs stuff is "nice" and all that but it's not big money and it won't get you rich. In fact, the way they have it set up, might just be really distracting and cause confusion.

So, let's look at the second way to improve the funnel which you totally control...

Let's say you're selling a "How To" guide. Using the example from early on, you might be selling a guide on how to pick out a great tattoo. So, you deliver that PDF guide. Inside that guide, you do magic stuff, like this...

**Hello and thank you for your purchase of my
Amazon "Book Site" Secrets Report!**

As a Special Bonus, I'm giving you a 5 minute audio interview with book-
promotion and marketing expert. **Squeeze Page!**

Simply click on the link below to access this 50 minute mp3 recording (and transcript!)

<http://amazoncashmachines.com/Fiverr-BookSite-Bonus.html>

On your 2nd or 3rd page of the report, you can say "Hey, go get your bonus!" and link out to a delivery page which is really an opt in. Once they opt in, they get the MP3 bonus. It could be any "lead magnet" – it doesn't have to be an MP3... could be a video, or whatever.

So...

Why is this total magic? Well, this person who bought this gig from you is a buyer. So, you are capturing buyers leads. **You're building a buyers list.** That's money in the bank because you can easily sell other products and services related to this information product. *Pow!*

But wait, there's more...

In your report, you point them back to other gigs. Why's this better than what Fiverr does? Well, that's simple. It's because they have already bought. This is a true cross selling opportunity. You've already made money. Now, you make more by providing more digital content that they want, so you make more money.

Check it out:

And if you enjoy this Special Report, be sure to check out my other awesome Amazon and Kindle Publishing Fiverr gigs:

[I will show you how to publish a paperback book for FREE on Amazon for \\$5](http://fiverr.com/boyerwood/show-you-how-to-become-a-published-author-on-amazon)

<http://fiverr.com/boyerwood/show-you-how-to-become-a-published-author-on-amazon>

[I will show you how to publish the HOTTEST selling Kindle ebook titles for \\$5](http://fiverr.com/boyerwood/show-you-how-to-publish-smoking-hot-kindle-ebook-titles)

<http://fiverr.com/boyerwood/show-you-how-to-publish-smoking-hot-kindle-ebook-titles>

[I will show you how to become an Amazon BESTSELLING AUTHOR for \\$5](http://fiverr.com/boyerwood/show-you-how-to-become-an-amazon-bestselling-author)

<http://fiverr.com/boyerwood/show-you-how-to-become-an-amazon-bestselling-author>

[I will show you how to become a book reseller with Amazon FBA for \\$5](http://fiverr.com/boyerwood/show-you-how-to-become-a-book-reseller-with-amazon-fba)

<http://fiverr.com/boyerwood/show-you-how-to-become-a-book-reseller-with-amazon-fba>

Again, this is inside the PDF report that you've provided to your Fiverr buyers. If you're selling an audio or video gig, you can still use this technique. Just add a README.txt file (or whatever you wanna call it) right inside a .zip file that they download. This way, they learn about your other groovy stuff for sale.

Does this give you a total "Ah ha!" or what? Now, I know that placing a link inside a PDF is not revolutionary on its own.

However —!

When you combine the various pieces together, **this is how to maximize Fiverr's free buyer traffic** flowing to you. You build your list. You sell more products. And, it all being done without any extra work. It's done with simple links right inside your digital delivery. *Yummy!*

And, one more thing. You can put links in your PDF footer, too. For example, if you have a blog or generic sales page or another opt in page, put a juicy link right in the footer of your digital delivery. It's as simple as that...

AmazonCashMachines.com



Page | 1

HINT: If you're still trying to figure out what product to sell on Fiverr let me give you some guidance. You want to be selling sniper products... one problem, one solution. So, a nifty little trick is to buy some wicked high quality PLR that includes all kinds of goodies. What you do then is tear apart the big old PLR product and create super targeted products that you sell one at a time. You might, therefore, buy a monster package that actually allows you to list 5-6 different gigs all in the same niche. For example, you might get your hands on a spicy hot tattoo package that includes everything, including the kitchen sink. Just chop it up into design packages, money making, how to and so on. To use the example earlier: *"How to Start a Tattoo Business"* and *"How to Make Money with Tattoo Designs"* and *"How to Pick a Great Tattoo"* and so on. That's not one... but three gigs you can set up from one awesome PLR package.

HOW TO SET UP AN INFORMATION PRODUCT AS A GIG

I'm going to give you a quick overview of the process and the flow. Then, we're going to walk through the actual process together in detail. This is where the rubber meets the road. This is exactly how to set up and manage your very own Fiverr Factory.

There are 5 main fields to fill out, plus a couple of others that I'll quickly mention. As you can see below, I've labeled the fields for you so I can be totally clear.

1. What you're going to be selling for \$5
2. Pick your category
3. Description of the product
4. Instructions to the buyer
5. Tags for the gig

I'll explain how they work. First, take a look at the gig set up:

The image shows a screenshot of the Fiverr gig setup interface. The form is titled "I will show you how to sell your Amazon books with for \$5™". The form is divided into several sections, each with a red arrow and a number pointing to it:

- 1**: Points to the "Category" dropdown menu, which is set to "Writing".
- 2**: Points to the "Description" text area, which contains the text: "One of the absolute BEST ways to promote your Amazon & Kindle ebooks is to create a simple website for it (easy!)... Because THEN you'll be able to build a list... 'brand' yourself... promote other products and services... 'pre-sell' your book with some sales copy, and even score Page 1 of Google with this powerful strategy! This gig includes an exclusive 'no fluff' Book-Site".
- 3**: Points to the "Instructions to Buyer" text area, which contains the text: "Hello and thanks for your purchase! Please reply in the box below so I can upload all of your Amazon 'Book-Site' Secrets training materials and send it off to you asap (sorry, I can't attach it to this message... Fiverr policy). Also feel free to leave me some feedback if you liked this gig :O)".
- 4**: Points to the "Tags" text area, which contains the text: "amazon, author, website, kindle, bestseller, book, ebook, blog, publish, publishing, self publishing".
- 5**: Points to the "Tags" text area.

Ok, again, this isn't anything revolutionary or anything. It's a basic set up page and the form is easy sneezy to understand and use.

But –!

It's how we use this gig set up page that gives us the uncanny ability to make easy residual cash. And with that, let me walk through 1-5 so you totally "get" how this all comes together.

First, you want to clearly describe your gig. You don't have to say anything about "product" or "service" or "download" or anything like that. Again, **focus on the outcome they want**. Focus on delivering results, just like this:

→ "I will show you how to sell your Amazon books with a simple website for \$5"

See? This gig is all about "showing" people how to sell Amazon books. This is about selling and marketing and getting results. People who have books... want to sell them... and make money. That's the information product you'll deliver. That's the promise you're making. Your digital delivery should **provide the solution**.

Second, you need to pick a Category. Nothing special to say about this one... just be sure that what you're delivering fits the category. Don't try to fool anyone. That's silly and doesn't get you anything. Pick a category that makes sense. Then, move along.

Third, you need to drop in a Description. This is very important because it's what shows up when someone on Fiverr lands on your gig page. It'll look like this:

The screenshot shows a Fiverr gig page for a user named 'boyerwood' with a 98% rating and a '2 LEVEL' badge. The gig title is '1 day N/A 0 orders'. The description, highlighted in a red box, reads: 'One of the absolute BEST ways to promote your Amazon & Kindle ebooks is to create a simple website for it (easy!) Because THEN you'll be able to build a list... "brand" yourself... promote other products and services... "pre-sell" your book with some sales copy, and even score Page 1 of Google with this powerful strategy! This gig includes an exclusive "no fluff" Book-Site Special Report & a BONUS mp3 audio training and transcript... Cheers!'. The category tags are 'amazon author website kindle bestseller book ebook blog publish publishing'. A red arrow points from the '1 day' delivery time to the category tags. Below the description are social media sharing icons for Twitter, Dribbble, +1, Facebook, and Like. To the right of the description is a banner image with the text 'http://www.' and a red diagonal line.

You should notice that there's some copywriting flair to this description. That's smart. It's full of emotional words, benefits are emphasized and it clearly provides the Fiverr buyer with a clear indication of what they get... including a bonus. This is a hot description. (I love copywriting.)

By the way, this is a fairly long description. That's a good idea. You get a max of 450 characters and I encourage you to use 350-400 characters. Sell your gig... work the magic.

Fourth, let's take a look the instructions. This is important. This is what makes your Fiverr Factory really work virtually *hands free*.

Fiverr assumes that just about everyone is doing stuff like wearing thongs while walking over hot coals and yelling out web site URLs. There are plenty of people selling "stuff" but it's physical like crushed up Coke can art and beeswax candles and stuff like that. It's designed under the assumption that delivery requires interaction ("Give me your domain name so I can write it on my pregnant belly!" or "I need your shipping address to send you this toilet paper doll!").

**** Sigh. ****

That stuff doesn't work well for us since we just want to deliver digital products using a simple download URL. But, Fiverr doesn't allow that. (They used to but not any longer.) So, the process looks like this:

1. Customer buys (awesome!)
2. Customer gets instructions on what to do next
3. You get an email
4. If customer has written a note back you can deliver the product via simple upload
5. If customer has not written a note you must wait until they take action

That's the rub. *You cannot deliver to a customer until they take action.* They have to do something. They have to drop something into the response box.

Let me show you that delivery page and make comments about four things so it's crystal clear...

In the screenshot below under "1" you'll see the instructions. Thankfully these are automatically delivered by the system. They are boilerplate that you set up when you set up the gig. So, this is totally brainless. Set it, forget it. Fiverr delivers.

In the screenshot under "2" you'll see that the buyer wrote something silly... "Please send" ... and that's perfectly fine. They buyer can type anything. They just need to respond so that you have the ability to deliver the digital product. I know it's silly that you have to wait for the buyer to take action, but that's how it works. (It's simple at least and requires zero work, other than initial set up.)

In the screenshot under “3” you will see some text... that’s what you can just copy and paste into your response to the buyer’s response. Say that you’re attaching the product. HINT: Be sure to ask for feedback. Most people on Fiverr actually forget to explicitly ask for feedback. But, not you.

Under the “4” below, you’ll also see that the PDF has been attached. That’s easy. You just go in once the buyer responds, drop in your response and upload your product. Bam! You’re done. **Easy.**

The screenshot shows a Fiverr order page for a gig titled "I will show you how to sell your Amazon books with a simple website for \$5". The order is marked as "Delivered". A notification at the top indicates 20 unread notifications. The order details show it was ordered by "chicagopeach" on Sunday, March 18, 2012, at 04:57. A green checkmark indicates the order requirements were submitted. The buyer's message (highlighted with a red box and a red "1") says: "Hello and thanks for your purchase! Please reply in the box below so I can upload all of your Amazon 'Book-Site' Secrets training materials and send it off to you asap (sorry, I can't attach it to this message...Fiverr policy). Also feel free to leave me some feedback if you liked this gig :O) Thanks so much! JB". The seller's response (highlighted with a red box and a red "2") says: "Please send.". The seller's message (highlighted with a red box and a red "3") says: "ORDER DELIVERED, THANK YOU! Hi there...thanks again for your order! I am attaching your Amazon 'Book-Site' Special Report to this message. If it looks good to you please feel free to leave me some feedback...I really appreciate it :O) Thanks and enjoy! Jay". A PDF attachment titled "Amazon_Book-Site_Special_Report.pdf (601.203 kb)" is shown (highlighted with a red box and a red "4"). The page footer indicates the order will be marked as complete in 3 days.

Below’s what the email notification looks like when you make a sale. Notice that there’s an order number in that email for easy tracking.

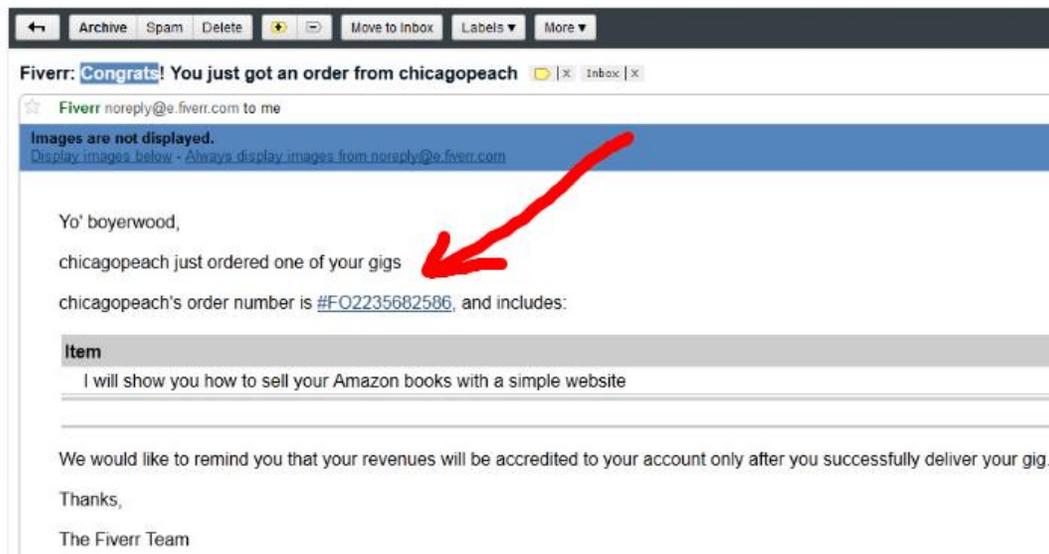
You also know who bought. And, you know which gig they buyer wants. You just login, check to make sure they responded and deliver the product.

See how passive this is?

Really, you're setting up a gig (10-15 minutes) and then waiting for orders to roll in. You get email notifications about your orders and you just go in and deliver.

SECRET: Be 100% sure to have a delivery folder on your hard drive. Organize all of your swipe files for when you deliver your products. Also, *keep all your gigs in one place...* in that same folder or directory. That will speed you up even more. This is how Fiverr Power Sellers spend less than 30 seconds on each sale. This is how you get leverage out of your system.

OK, again, here's that email message when you make a sale, if you're curious....



SETTING UP YOUR GIG (EXTRA COOL STUFF)

There are some really important tricks that I've learned. Here you go...

- **Do not show or use proof of earnings and make no claims about making money.** So, even if your information product is awesome and shows people how to generate \$200-300 per day, do not make any money claims or they'll nuke you.
- **SECRET:** You can use ALL CAPS in one word in your gig title. So, if this was your gig title... *"I will show you how to become an Amazon Bestselling Author for \$5"* you could actually change it to this... *"I will show you how to become an Amazon BESTSELLING Author for \$5"* and still be good with the Fiverr overlords.
- Be sure that your gig is friendly and personal and 1-to-1. You can do that pretty easily with a video. You can establish a rapport with your buyers pretty easily. Use some copywriting. Use the word "you" a few times. Stuff like that – where you make a connection – goes a long way.
- Your Fiverr gig tags should be **short phrases** that capture what people would literally type into Fiverr's search engine. Don't just use one word per tag. Use 2-3 words phrases that humans would type into Fiverr's search engine.

THE MOST IMPORTANT THING

In this last section I'm going to leave you with one essential secret – what I'll call the Fiverr Secret Sauce. If you take a look at everything that I've said above it really boils down to a single truth: You need to find a niche that you can focus on and then you need to deliver value. Sounds simple, but it's tricky if you don't follow the rules.

The first rule is that you need to **pick a niche where's there's demand**. What's awesome is that you can visit a site like [CBengine](#) to find what's selling like crazy. CBengine gives you a 100,000 ft. view of the Clickbank marketplace and it's easier to search through than Clickbank. But, really, you could use any sort of marketplace search engine to find out what information products are selling like crazy. Then, just take what you learn about what's selling in what niche and start selling products on Fiverr.

The second rule is that you must remember that **you're selling information products**. Look for opportunities to sell digital products like PDFs, MP3s, videos and so on. Nail down your niche first then identify the products that people want to buy. Don't just sell information because it's easy. Sell solutions. Sell results. *Sell stuff that people are already buying*. Don't just shoot fish in a barrel. Find the barrel, drain all the water and grab every single fish.

The third rule is that you can **use private label rights (PLR) content** to get the job done. If you've got a hot niche and you figure out what people are buying, all you need to do is deliver a product that they want. You can use PLR, as long as the quality is sky high. Don't skimp. Don't throw pasta and sauce against the wall and expect to get fine Italian dinner with a glass of Chianti.

That's really it. You now know the Most Important Thing about setting up your own Fiverr Factory.

CONCLUSION

This is niche marketing. To be more precise, this is how to do auto-magic niche marketing on Fiverr by selling information products. The mechanics of your Fiverr Factory are all laid out for you. Every little tip and trick and secret has been revealed. Taking action is easy now that you've got your brain wrapped around everything.

OK, so you've been through the process. You know the mechanics. You know all the critical rules. Start by picking a niche and then take action. Expand from one Fiverr Factory to many. If you do it right, you'll be easily making hundreds of dollars more per month on autopilot. If you go crazy with it and grow it, you'll make several thousand dollars more...