5 Ways Micro-Offers Can Help to Build Your Online Business

Micro-offers or micro-products are small infoproducts that can be created quickly and sold relatively easily.

For example, instead of a full-blown 120-page eBook on traffic generation, a micro-offer may be a 7-page report that shows you seven quick tips to increase engagement on your TikTok videos.

Micro-offers are short, sharp and simple. They tackle specific problems.

If you’ve spent any length of time in the online marketing scene, there’s often a lot of praise heaped upon “high ticket products”

The small and humble micro-products are given scant regard.

The common belief is that it’s far more profitable to sell one $5,000 high ticket product than it is to sell 500 ten-dollar eBooks.

There is truth to this belief… but micro-offers do have their place, and the benefits accrued from these small, effective offers can skyrocket your online business over time.

The truth of the matter is that high-ticket trainings and micro-offers are NOT mutually exclusive. You can have both in your business, and leverage their advantages to increase your profits.

Let’s see why micro-offers are so useful.

1. Easy and quick to create

It’s far less intimidating to create a micro-offer than it is to create a full-fledged training that has an eBook, 40 tutorial videos and all the other bells and whistles associated with expensive training.

Beginners to online marketing will find it easier to churn out micro-offers at a rapid pace rather than spending months to create a course that no one wants to buy.

Which brings us to the next point…

1. They can be used to for testing purposes

There are countless horror stories of marketers spending time, money and effort creating massive training courses only to find that these offers flop in the marketplace. There was no demand for their supply.

Instead of jumping into the icy end of the pool with both feet, it’s wiser to test the market and dip your toes in it with a micro-offer.

For example, you may wish to create a full-blown $197 course on ‘How to SEO AI-Generated Articles So That They Rank in Google.”

In theory this sounds good. But you can’t be sure because you’ve not tested the market out.

The best course of action will be to create a small lead magnet (report) showing 7 quick tips marketers can adopt to boost their rankings with AI content. Then all you need to do is sell the report for $7 or give it away free to build your list.

Once that is done, you’ll need to take note of how many people snap up your micro-offer.

If you get a lot of sales/subscribers, there’s definitely a hungry market for your $197 course and you can go ahead and create it.

Since you can niche down and get far more specific with micro-offers, it’s easier to target your market and get a feel for what will sell and what will flop. This is priceless information.

1. Easier to convert cold traffic

This benefit is especially applicable for marketers who run paid ads.

The price one charges for a micro-offer can be anywhere from $7 to $37. It’s far easier to convert cold traffic at lower prices because the investment is less of a pinch on their wallets.

If someone on Facebook clicks on your ad, they may have no idea about who you are or what your business is about. All they’ve done is shown some intent that they’re interested in the topic your ad is about.

This is cold traffic – colder than a polar bear’s toenails.

If you were to place a $297 offer in front of them, it would be a turn off and you’d barely get any sales. The price seems too high because the visitor doesn’t know you and/or trust you… yet.

By offering them a less expensive micro-product, you’ll increase your conversions and get more buyers. You’ll be giving them a sneak preview of what you have to offer.

Once they’re on your email list, you can gradually build a relationship with them. When they start trusting you, they’ll be far more likely to buy your higher ticket offers.

Micro-products are fantastic as tripwire offers. Not only will they help to defray your ad costs, but you’ll get buyers who can be sold on the back-end later.

1. Effective for building an email list

You could choose to sell your micro-offers or give them away for free. Either way, you’ll be building a list of subscribers which you can remarket to on a regular basis.

It doesn’t matter where you’re driving traffic from. All roads lead to ‘Rome’ – and in this case, Rome is either your sales page for the micro-offer, or a landing page that gives it away in exchange for the visitor’s email.

Since these offers are quick and relatively effortless to create, you could have an army of micro-offers getting sales and subscribers for you in no time. You may even wish to leverage PLR products and use them as micro-offers (remember to rebrand them first).

1. Builds authority and credibility

One reason why micro-offers are generally looked upon with disdain in this industry is because since they’re fast and easy to create, many times, these offers are created in a slipshod fashion by the unwashed masses of lazy marketers who hope to make a quick buck.

This is the wrong approach to take.

Even if it’s a micro-offer, it should be of stellar quality. You don’t get a second chance to make a good first impression.

These little micro-offers are like your ‘representatives’. If your low-priced offer is outstanding, the customer will start thinking, “Wow! I wonder how much better the higher priced course will be. I need to buy it!”

Micro-offers when done right, will make you look knowledgeable, and your customers/subscribers will look at you as an authority in the niche.

Therefore, your micro-offers should target specific problems that people in your niche have, and help to solve them.

You don’t need to give away the farm, but you must impart enough knowledge in your offer to make it USEFUL. The key word here is ‘useful’.

If your micro-offer can do that, it’ll lead to repeat sales and you’ll be able to sell your audience your more expensive (and valuable) offers later.

**In conclusion…**

It’s not beneath any marketer to have a few low-priced micro-offers in their sales funnel. These little income streams will lead your buyers/subscribers to your ocean of higher priced offers. You must play the long game here.

Look at these little infoproducts as bricks in the foundation of your online empire. The more bricks you have, the more solid your business will be.

You’ll have products at different price points to cater to a wide audience. Once you’ve built a successful business, you may decide to only focus on high-ticket items to serve your existing customers – and that’s fine.

But when you’re starting off, micro-offers are an ideal way to build a following, gain traction and make profits while you scale up.

**(1,170 words)**