

# Fixing Slow-Selling Products

## The Five P's Framework

W O R K B O O K

**0→100K**<sup>®</sup>  
SYSTEM

# What to do When Your Product Doesn't Sell

## The 5 P's Framework

Not every product is a winner—and that's okay! In this workbook, we'll walk you through Alison's 5 P's system to help you figure out *why* something isn't selling and what to do about it. Whether it's your photos, your pitch, the platform you're using, pricing, or the product itself, this worksheet will help you brainstorm, troubleshoot, and take action. You've got this!

### 1. What product(s) in your shop haven't been selling as well as you hoped?

*Hint: Think about what you expected to sell and what's still sitting in inventory.*

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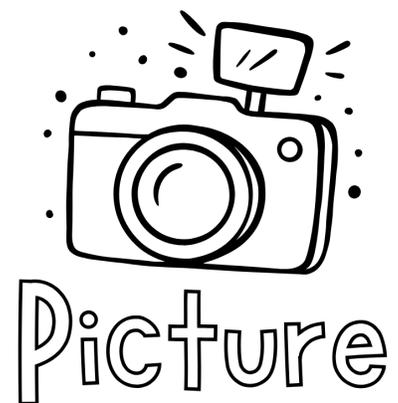
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### 2. True or False?

Your product photos should look as if they were taken in a lived-in, cozy kitchen with laundry in the background.

- True
- False

*Hint: Think first date energy. Clean and intentional > messy and random.*



*“Light makes photography. Embrace light. Admire it. Love it. But above all, know light. Know it for all you are worth, and you will know the key to photography.”*

— GEORGE EASTMAN

**3. Describe what your current product photos look like.**

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**What small improvements could you make without hiring a photographer?**

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*Hint: Lighting, background, ironing, props, and outdoor photos can all make a big difference.*

**4. Which of the following is an example of a strong pitch?**

- “Buy my earrings—they’re cute!”
- “These earrings are perfect for moms who want to feel pulled together in 5 seconds.”
- “Get 5% off today!”
- “New drop! Go check them out.”



*Hint: The best pitches focus on solving a problem or fulfilling a desire.*

**5. Which platform(s) have you tried selling on? How did your results vary from one to another?**

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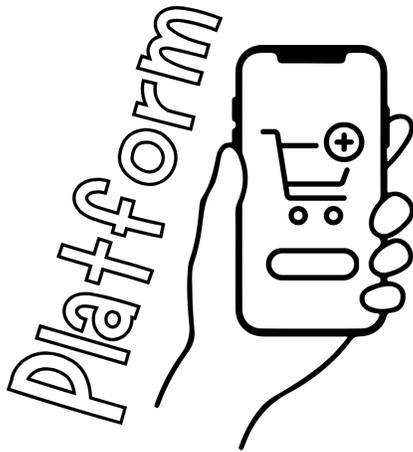
*Hint: Think about garage sales, Shopify, Jane.com, email lists, and influencers.*

**6. Matching Game** (Match each platform with its typical customer type)

Platform

Typical Customer

- |                      |                                                        |
|----------------------|--------------------------------------------------------|
| 1. Garage Sale       | a. Trendy online shoppers looking for home decor deals |
| 2. Email List        | b. Loyal fans who trust your recommendations           |
| 3. Jane.com          | c. Bargain hunters who want everything cheap           |
| 4. Influencer Collab | d. Audience already warmed up by someone they trust    |



**Now match them up!**

- |   |   |   |
|---|---|---|
| 1 | → | — |
| 2 | → | — |
| 3 | → | — |
| 4 | → | — |

*Hint: One of these sold \$23,000 worth of trays*

**7. When pricing a product, don't just look at the cost—consider the \_\_\_\_\_ you're offering.**

*Hint: This "V" word makes people willing to pay more.*

*"People don't buy products, they buy better versions of themselves."*

- SETH GODIN



**8. What ideas do you have for adding value to one of your slower-selling products?**

*Hint: Think about bundling, tutorials, styling guides, packaging, free gifts, etc.*

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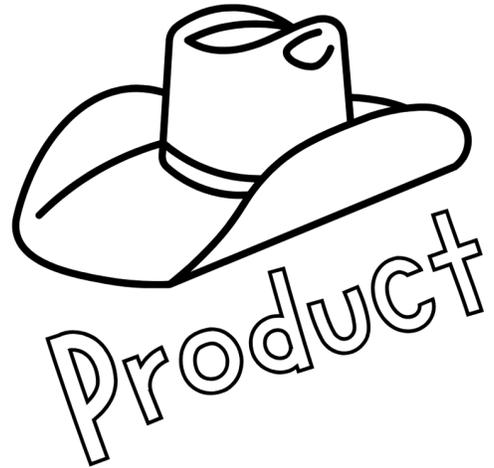
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**9. True or False?**

If your product isn't selling, it always means the product is bad.

- True
- False

*Hint: Sometimes the issue is the photos, pitch, platform, or pricing—not the product!*



**10. Open Ended:**

What could you do with a product that *still* isn't selling even after trying all 5 P's?

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*Hint: Think gifts, bonuses, bundling, or donation. Don't take it personally—it's just business!*

*"Don't sell the steak, sell the sizzle."*

- ELMER WHEELER

## Checklist – Have You Done These?



- I reviewed my product photos and identified at least one thing to improve (lighting, background, etc.)
- I rewrote my product pitch to focus on the *story* or *problem it solves*
- I evaluated whether the platform I'm selling on is the best fit for this product
- I compared my pricing to competitors and brainstormed ways to add more value
- I looked at the seasonality and uniqueness of my product and considered adjustments
- I made peace with moving on from a product if I've tested everything and it's still not working

## Notes

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# Top 10 Glossary Terms for Beginners in E-Commerce

1. **The 5 P's** – A framework for troubleshooting products that don't sell: Picture, Pitch, Platform, Pricing, Product.
2. **Product Photography** – The images used to showcase your item online. Great photos can make or break a sale.
3. **Pitch** – The messaging you use to talk about your product. It should tell a story, solve a problem, or evoke emotion.
4. **Llama (in marketing)** – A term used to describe your irresistible “pull” that gets people off social media and onto your site.
5. **Platform** – The place where you sell your product (Shopify, Jane.com, Instagram, Email, etc.).
6. **Pricing Strategy** – The thought process behind what you charge for your product and how to increase perceived value.
7. **Perceived Value** – The worth a customer *believes* a product has, often influenced by branding, presentation, and storytelling.
8. **Seasonal Relevance** – Whether your product fits the time of year (ex: blankets in winter, not summer).
9. **Testing** – The act of trying out different strategies (photos, pitch, price, etc.) to find what works best.
10. **Fail Forward** – The idea that failure is part of learning and growth—each misstep helps you succeed next time.

 *Lightbulb thoughts:*

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