

# Honest One-Page Royalties

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## 1 - Focus on the Customer!

We will go over Tina's Launch Category next. And believe me it's important! BUT, what about the customer? What do they want? What do they need? What can we create that they will find USEFUL? This is the question that we should be asking ourselves from the very beginning.

**IMPORTANT:** If you focus on the customer, you will be able to quickly hunt down the most profitable Launch Categories.

Sound strange? If we can determine what the customer needs, we will automatically understand the best category to launch in. These two things are connected. A useful One-Pager that customers need, and the most appropriate Launch Category for that One-Pager. But not all Launch Categories are the same:

**Sometimes these Launch Categories are underused or completely unused by most sellers.** This is a huge bonus for us because it means we have a large head start on everyone else, and very little competition. Tina is an expert in hunting down the most effective and most profitable Launch Categories. We will go over Launch Categories a little later in this guide.

When you see how simple her One-Pager is, you might be shocked. Her One-Pager is just 7 words! It's mostly blank space. But that's what makes it USEFUL to the customer. That's what makes it USABLE. This is our focus from the very start: What can we create that the customer can USE?

## 2 - Tina's Tiny Powerhouse

First, let's list at all the advantages of creating a One-Pager like Tina's. This little gem has a whole bunch of benefits for the Seller. The benefits:

- 1 - *It's just one page, very easy to create*
- 2 - *Selling like crazy*
- 3 - *Affordable price*
- 4 - *Repeat customers*
- 5 - *BLANK SPACE makes it USEFUL!*



simpleandtrendyco

★ **Star Seller** | 74,053 sales | ★★★★★

Week on One Page Printable Personal Planner Inserts, 2022  
Dated Weekly 1 Page Vertical Weekly, Weekly Planner Pages

**\$8.50**

✓ In stock

**The empty space makes her One-Pager USEFUL.** That's our theme and focus. We want to make simple One-Pagers that the customer needs and will actually use. This is a very simple concept, but many Sellers just haven't caught on to it.

**Cross Sales:** Another huge benefit of her One-Pager is the power of Cross Selling. Once a customer buys this little One-Pager, they begin to trust the Seller. They will then return to the same Seller when they need another, related product. This is how you build a successful store.

You can see how easy it would be to create multiple One-Pagers in slightly different Launch Categories to fill up your store. This can greatly increase your royalties. These are simple and quick to make. And with Cross Sales you can get into significant royalties. Here's her sales page:

[One-Page Printable Planner](#)

Another real benefit is that this little One-Pager will generate royalties for months and years. This is the beauty of creating USABLE One-Pagers. There is a continuous stream of customers that will need what we have. In fact, Etsy is FILLED with customers like this.

## **What's Tina's Secret?**

This is going to sound simple, but it's also extremely powerful. Her secret is she knows how to use Etsy SEARCH! Many sellers don't know the full power of Etsy's search engine. You can find Launch Categories that absolutely no other Seller is using.

You can also find products that are raking in the dough, but there's very little competition. Meaning you can jump in and start to profit immediately. Etsy Search will also inspire you to make similar products that nobody has thought of yet.

I use Etsy Search CONSTANTLY. I highly recommend you use Etsy Search BEFORE you create your One-Pager. When you are in the Planning Stage, that's when we want to start searching. This can help you pick the type of One-Pager you want to create, AND the Launch Category that will be best to launch in.

## Here's Etsy Search:

[Etsy Search](#)

**Understanding Etsy Categories:** I highly recommend you put your Launch Category in YOUR PRODUCT TITLE. This will make sure your One-Pager is found when people search for a Launch Category. You notice that Tina did this with her product. Her product title is: *One-Page Printable Personal Planner*. She packed her product title with as much information as possible. For a Quick Overview of Launch Categories, here's an excellent video:

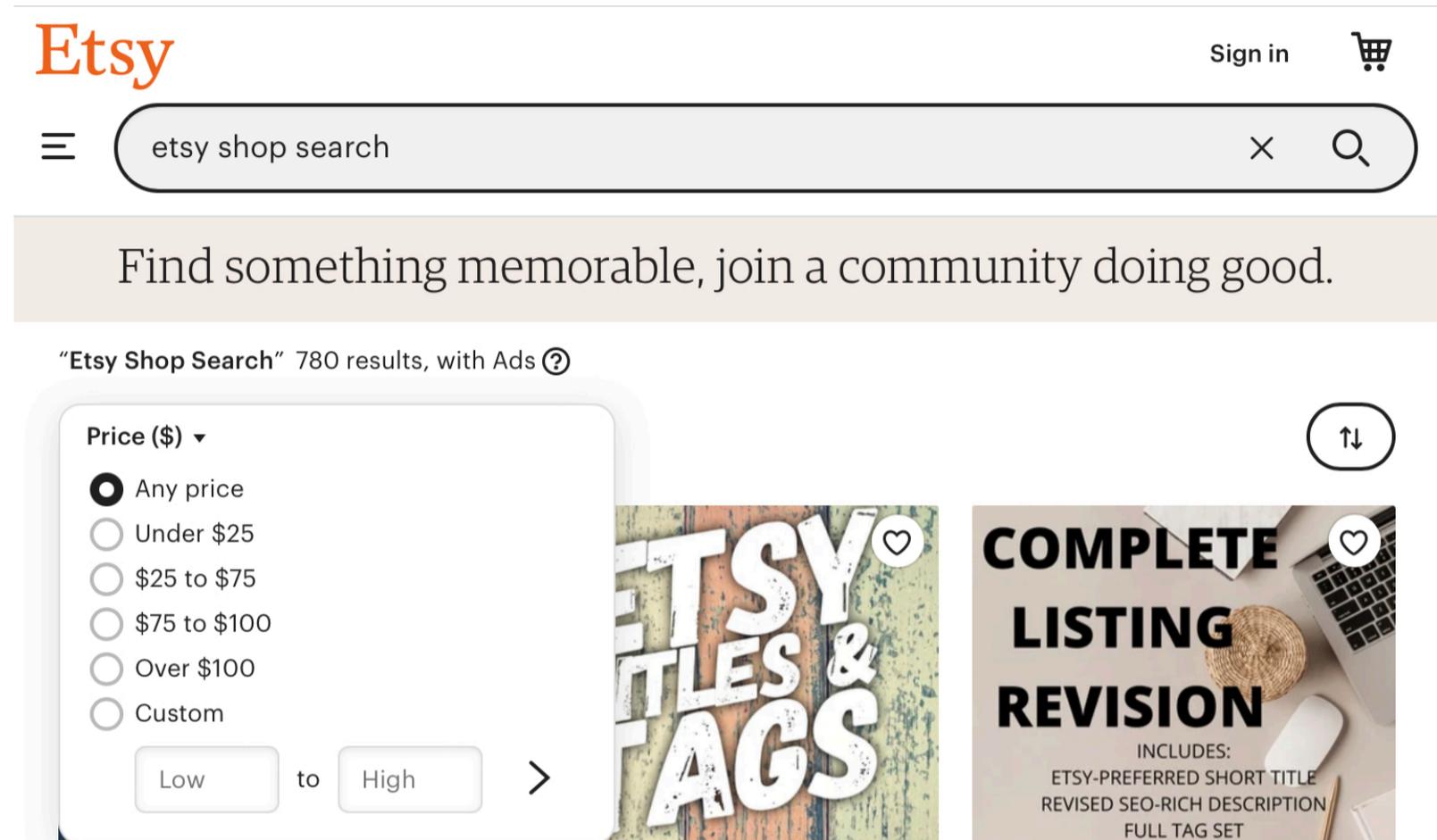
[How to Use Etsy Categories](#)

We are going to search the same Launch Category that Tina used to launch in. We want to check the competition, and we want to brainstorm new ideas for One-Pagers and new Launch Categories. Take a look:

The screenshot shows the Etsy search interface. At the top left is the Etsy logo. On the right, there are links for 'Sign in' and a shopping cart icon with a '1' notification. A search bar contains the text 'one page printable planner' with a search icon and a close button. Below the search bar, there are filters for 'Estimated Arrival Any time' and 'All Filters'. The search results show 6,552 results, with options for sorting and saving items. Three product listings are visible:

- Happy Planner Templates Ultim...**  
★ ★ ★ ★ ★ (1,986)  
\$19.99  
Ad by Etsy seller  
Popular now
- Ultimate Life Planner 45 Pages ...**  
★ ★ ★ ★ ★ (6)  
\$5.99  
Ad by Etsy seller  
More like this →
- Printable Planner Bundle 5-in-1, ...**  
★ ★ ★ ★ ★ (8,775)  
\$17.95  
Ad by Etsy seller  
Popular now

Did you notice the three 'buttons' just above the search results? Those buttons are Price, Shipping, and a button with two arrows (One up arrow, and one down arrow). We aren't too concerned about the Shipping Button, but the other two buttons are very useful. Take a look at the menu that appears when you click on the Price Button:

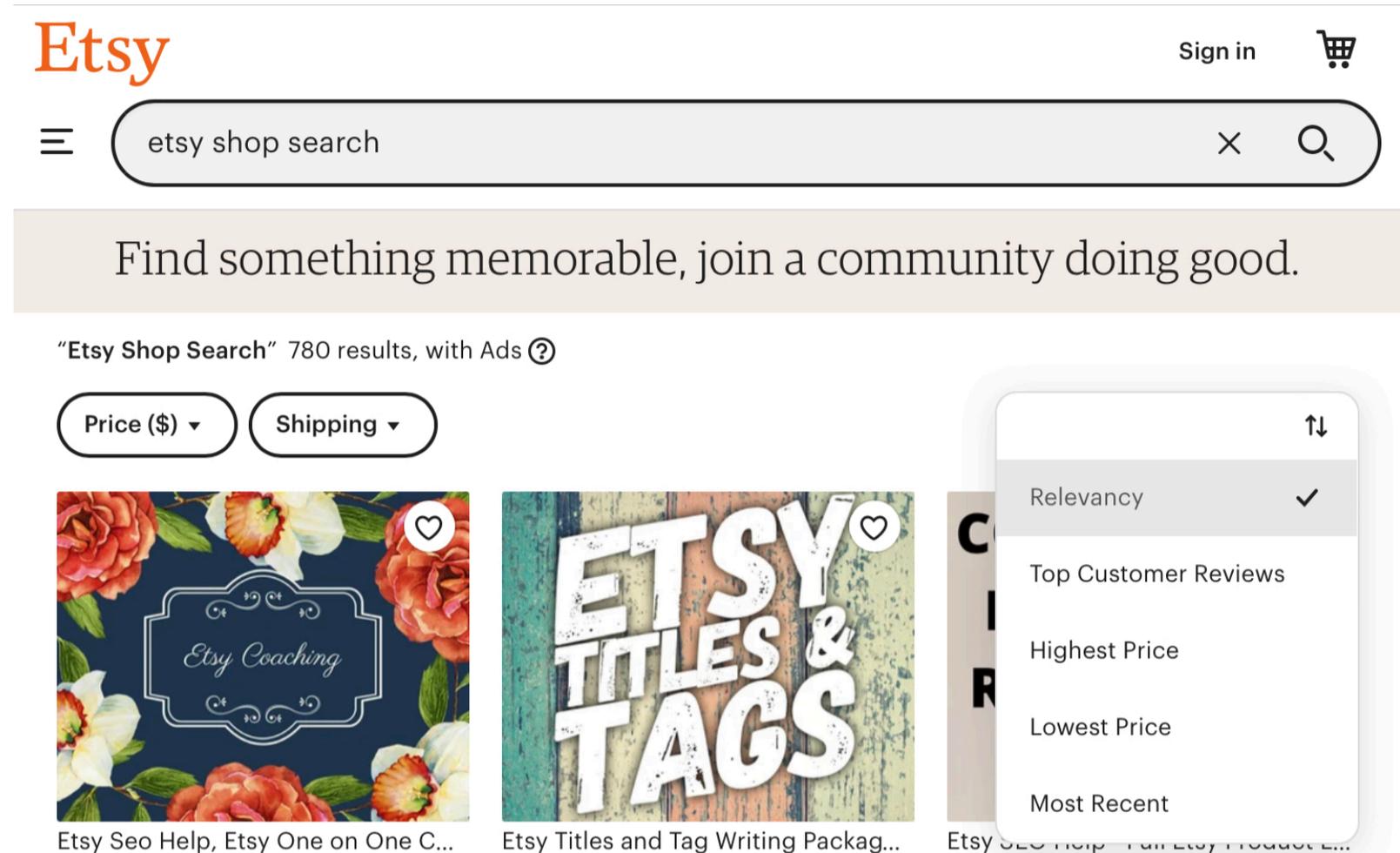


This menu allows you to see which products are selling for what price. Do you know what this means? It means you can significantly RAISE your prices according to what the market dictates. This is not based on theory, this is based on what people are willing to pay RIGHT NOW. I've seen the majority of Etsy Sellers stealing from themselves by charging tiny prices.

Always check this. There's nothing wrong with getting paid for your work. There's nothing wrong with getting paid WELL for your work! You make quality stuff and you deserve quality royalties. You can also charge slightly LESS than your competition to get the edge on them.

Pricing is a big deal, and knowing the optimal price to charge will really help you sell more copies. Remember: Sometimes charging MORE means more profits, but sometimes charging LESS means more profits.

**Now let's click on the Arrow Button.** When you do you get a menu with the following Search Options: Relevancy, Top Customer Reviews, Highest Price, Lowest Price, Most Recent. I recommend you use every single one of these because they will all help you. Take a look:



We want to search in MULTIPLE WAYS. Use different combinations of these search options. You will uncover golden opportunities. This is something that most Sellers miss. By using various combinations and doing multiple searches, you will get way ahead of your competition.

**Always Check Store Sales:** Make sure you check the overall sales of the store that's selling a product you are targeting. We want to make sure that the store is doing well. Also check the amount of Customer Reviews, and the Star Rating of those reviews. We want to judge how excited these customers are with the products the store is selling.

**Start With a Successful Example:** It's much easier to use an already successful One-Pager to base your own One-Pager on. We don't copy. But we make something similar. This way you know that you are already on the right path. Tina's product is a perfect starting point for us.

## **We will go over this STEP BY STEP in the Private Launch Groups!**

The purpose of the Launch Groups is to make sure your book or one-pager gets SALES. We don't give up on your book or one-pager! We want to show you that it can be done, and that your book is worthwhile.

So make sure you stay subscribed to my email newsletter. We will be announcing new Launch Groups via email. If you purchased this PDF, you are subscribed. If you have any doubts, email me and I will personally add you:

[paul@authoradvent.com](mailto:paul@authoradvent.com)

### **3 - Brainstorming USEFUL One-Pagers**

**1** - First, make it easy on yourself to come up with a winning One-Pager by starting with a PROVEN WINNER. Tina's One-Pager is a verified success. So we will start with hers. Focus on her format, her Product Title, and her Launch Category.

**2** - Take a look at your own life. What problems do you want solved? What would make your life easier? What would make your life more organized? What would be USEFUL to you?

**3** - Use Etsy SEARCH! You will absolutely find gold in there. Your goal is to find SUCCESSFUL One-Pagers. Find four or five successful One-Pagers. We are going to compare these and figure out what they have in common.

**4** - How can you IMPROVE on these successful One-Pagers? Pick one and ask: How can I make this One-Pager even more useful? How can I make it more clear, more precise? Is there something I could add to make this One-Pager even stronger?

**5** - Now let's brainstorm RELATED ONE-PAGERS. Tina's One-Pager is a Wish List. But what about a Christmas Wish List, a Home Buyer's Wish List, a Birthday Wish List, Birthday Wish List? The potential One-Pagers are pretty much limitless.

## 4 - Easy One-Pager Creation

I like EASY. And I like to get things done so I can launch MULTIPLE One-Pagers. I highly recommend you simply hire a Fiverr graphic artist to create your One-Pager. It's actually pretty darn cheap because these things are very simple, and they're only one page.

The simplest way to do this is to buy the One-Pager you are targeting and send it to your Fiverr graphics guy to use as a guide. We don't want to directly copy the target One-Pager. Actually, we want to improve it and add our stamp and style to it.

This process takes the frustration out of launching multiple One-Pagers. It's worth the tiny investment, ESPECIALLY when your One-Pagers are bringing in the royalties. And it frees you up to create more One-Pagers.

**For those who think it will be too expensive to hire a graphic artist,** here are a WHOLE BUNCH of designers for \$10 BUCKS OR LESS:

[Fiverr Infographics](#)

If you want to save money, or you enjoy the process of creating One-Pagers, you can simply do it yourself. What makes this process even easier is TEMPLATES. You start by downloading a free Word template. There are a ton of these online, all you have to do is pick one:

[Lined Paper Templates](#)

You can also use Canva to create your infographics. And Canva makes it extremely easy. The templates are already included, and it's FREE. You can make very simple infographics, or very advanced infographics. Once you've got the hang of it, you can create multiple infographics for multiple launches. You've got a ton of options here:

[Canva - Infographic Maker](#)

## 5 - Promote Your One-Pager!

I highly recommend you make an effort to promote everything you publish and everything you create. First with free methods, then with paid methods. Free methods can be an absolute goldmine if you put the time in. I've seen amazing success from people who simply used social media to promote their Etsy shop.

I LOVE Facebook groups! Please don't underestimate the power of Facebook. Pretty much everyone uses Facebook. And Facebook is extremely useful for so many things. Make sure you join a few Facebook Etsy groups and promote your Etsy shop:

Etsy Sellers Only:

<https://www.facebook.com/groups/1761267034143309/>

Etsy Shop Promoters:

<https://www.facebook.com/groups/1554138788229605/>

Etsy and Small Business Promotion:

<https://www.facebook.com/groups/538799363702445/>

**Pinterest is the king when it comes to promoting your Etsy shop.**

Pinterest has tons of people interested in crafts. And people on Pinterest are always pretty much in shopping mode! You could use just Pinterest and end up with a very successful Etsy shop. Check out this video for some great Pinterest tips:

[Get More Etsy Sales Using Pinterest](#)

It's also important to give your store the correct name so that you are set up for success. That means some basic SEO, or Search Engine Optimization. This is very easy to do, but can make a huge difference for you. Especially when you start promoting your Etsy shop. Here's a video explaining basic SEO:

[Etsy SEO Hacks](#)

And Fiverr can be very effective, especially in giving your Etsy shop that initial boost you need to get visible and start making sales. Once you get that momentum, it becomes much easier to keep making sales and to stay visible. You can spend five or ten bucks, and get a huge boost out of it. Here's a whole bunch of inexpensive Fiverr gigs:

[Fiverr - Etsy Promotion](#)

## **Extremely Important:**

***Make sure you are on my VIP Email List so that you can have access to the free Launch Groups!***

If you purchased this training, you are automatically on the VIP Email List. We are forming small Launch Groups to help you launch your Etsy One-Page Content. We want to continue creating these tiny launch groups as many times as we can, and for as long as we can. There is no cost for joining the group. We just really want to see some publishing success stories!

So make sure you stay on my email list because that's where all the announcements will take place. If you have any doubts about not being on the list, email me and I will make sure to add you:

[\*\*paul@authoradvent.com\*\*](mailto:paul@authoradvent.com)

## **Insider Training:**

The following training is PROVEN EFFECTIVE. This is the best of the best that I can possibly offer. It's taken me years to perfect these strategies. They absolutely work, and they keep on working. I'm the type of person who tests and then re-tests EVERYTHING. Effectiveness is a big deal with me!

### [One-Page Royalty Streams](#)

This training is about EDITABLE one-page micro-content. These are simple one-pagers that the customer buys from you, and then edits them with free software. Because customers can CUSTOMIZE these one-pagers for their own lifestyle, they are willing to pay much more for them.

### [Azon Royalty Generator](#)

This is a method to create a one-page book on Amazon and to get FREE PERMANENT advertising directly on Amazon's website. Yes, free ads for your book basically forever. The royalty stream from these tiny books can be quite substantial.

### [Micro-Content Rapid Royalties](#)

This training is about a woman who did everything wrong when she created a simple 9-page book, but made over \$5,000 dollars from it. I'm not kidding when I tell you that the book is only NINE pages. This tiny book was a life changer for her.

### [Micro-Series Bestseller Royalties](#)

This is about an author who writes little 10-page books very quickly and then connects them in a big series. He pretty much slaps these books together, but he dominates the bestseller lists and his royalties are off the chart. He also has a free method to get even more sales, and most authors don't know anything about this feature.

**Godspeed to you and all your micro-content projects!** Now is the time to launch your micro-content because short work has never been more in demand. There's so much opportunity out there for you. You just need to reach out and take it. If you need any further guidance or help, you can always contact me:

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PS: I love life! :-)