

Insane Royalties from Tiny Content

© 2021 Paul J Coleman and ic7 Media. All Rights Reserved.
Please read the [disclaimer](#) at the bottom of this PDF.
Contact me: paul@authoradvent.com

Life-Changing Royalties

The beautiful thing about what these sellers are doing is that not only have they changed their own lives because of the royalties, *they've also changed their customers lives and given them a chance at a fresh start.* In the current times we live in, this is truly wonderful.

I will explain all this to you step-by-step. But the core lesson of their success is simply this: **Add massive value to your customers lives.** Figure out what they need, and then give it to them. This will cause your customers to pay you top dollar for your micro-content, happily.

Case Study #1

First, let's look at the price she's charging. It's going to seem like she's overcharging people, until you realize what she's actually doing. Here's the price: **\$590.00!** Yes, she's charging almost \$600 bucks for a single JPEG. But let's dig in a little deeper to see what she's really doing.

Her sales numbers are incredible. Her reviews are almost all 5 stars. It's pretty clear that her customers are happy with her content, and happy with her price. And she gains new customers every single day.

Her content is good, but it absolutely doesn't justify the incredible prices she's charging. So how does she successfully charge such prices? See if you can spot her secret. Take a look:



KaramfilaS

93,697 sales | ★★★★★

Package of 10 Extended Licenses for Commercial Use - Karamfila's Watercolor Clipart, Digital Paper Pack. Karamfila on Etsy.

\$590.00

Did you notice the words in her title: Extended Licenses for Commercial Use? What she's really offering customers is a Business in a Box. The biggest market in the world by far is the US market. And Etsy is one of the best ways to access that market.

But she's giving customers even more than that. You can use and resell her content on Etsy. But she also gives you the right to use it outside of Etsy. You can create products using her artwork, and sell those products anywhere you wish.

She's also giving foreign customers a chance to access and sell to the American market. And she's done most of the work for them. Her content is high-quality, and ready to go. Take a look at her Terms of Use:

You can create planner stickers, cards, fabrics, planner covers, backdrop, blog design, branding, etc.

Customers can use her artwork UNLIMITED times. This is a big deal, and a real benefit for the customer. This means her customers can sell her artwork for YEARS. She is truly handing you your very own online, content business.

BUT what she's selling is basically just Clip Art. Clip Art is not rare or expensive. Because of the Internet, Clip Art is readily available and quite cheap. Much Clip Art these days is actually free. So how does she get away with charging so much for Clip Art?

She can charge such high prices because everything is done for you, and her Clip Art is ready to generate royalties for you. She's already selling in one of the biggest Content Markets on the planet, Etsy. So it makes sense that customers that surf Etsy will want access to that huge market, too.

Second, her drawings are focused on specific genres that are popular and easy to sell in: Christmas, Thanksgiving, Halloween, Friendship, Family and Kids, Health and Diet, Weddings, etc. These categories are guaranteed moneymakers year after year.

She has truly thought out everything the customer will need to launch a successful content business. She's done the research, she's created the content, and she's made sure you can sell this content in the most popular and lucrative categories possible.

But she's also given you the right to print her designs on coffee mugs, and then sell those coffee mugs online or offline. She lets you use her artwork on your blog, and for branding your business. She lets you create stickers with her artwork. She lets you create birthday cards, thank you cards, wedding invitations, etc.

She's made every effort to help your content business succeed. What she's selling is absolutely ready to go, ready to generate royalties for her customers. This would be a ton of work for a newbie to do, and it would be very intimidating.

Take a look at what this seller has achieved. Also make sure you go through her other products in her store. You'll notice that she's very consistent in what she does. She's using the same strategy in multiple categories so that she can greatly increase her royalties:

[Package of 10 Extended Licenses](#)

We can create a product similar to hers with FREE Clip Art. There's an abundance of free Clip Art available on the Internet. We simply need to search and download it. The most important thing to keep in mind is to make sure all your Clip Art is organized around ONE THEME.

If we are gathering Clip Art for a Christmas product, we need to stay on that Christmas theme. We can collect multiple different types of images, as long as we stay under the umbrella theme of Christmas. As long as we can relate an image to Christmas, we can put it in our Christmas Pack.

This gives you a lot of options. Let's say you are building a Christmas Pack of Clip Art. You notice a cute image of a puppy. The image doesn't have any Christmas theme to it: There's no red bow on the dog, there's no Christmas tree in the drawing, there's no holiday theme at all.

Guess what? You can still use the puppy Clip Art! Puppies are traditionally a Christmas gift. You can definitely include puppy Clip Art in your Christmas Pack. People will be able to use the puppy image along with your other images.

The second thing to keep in mind when gathering Clip Art is quality. We want to make sure our images are high resolution, and very sharp. When you download an image, check the size of the image. Also make sure the image is sharp.

I highly recommend an amazing Clip Art resource called Openclipart. You have a massive amount of images to choose from with this one resource alone. The images are high quality, interesting, and divided into multiple categories:

[Openclipart](#)

You'll notice the tags that are associated with each image on Openclipart. These tags lead you to multiple images that are directly related to the current image. This makes gathering your images very easy.

Don't forget to also use Pixabay. This is another image search engine that is packed with high-quality Clip Art. Check out the variety and quality of the images:

[Pixabay](#)

IMPORTANT: You don't have to put as many images into your product as she did! You also don't have to charge the same prices she does. Think of her product as the Deluxe Edition. You can make a great product with far fewer images.

Even though I don't recommend you charge \$590 dollars for your product, I do recommend you charge \$97 dollars for your product. You are her competition. Not everyone can afford her high prices. That's why we compete at lower price levels.

This is especially true on your first product. Keep it simple. We already know there's a market for these products. Your number one goal is creating and launching your product. We want to get the royalties rolling.

Next, we need to talk about TARGETING. The most important thing when creating a product like hers, is to be TARGETED. We need to target best-selling categories just like she did.

Always start with TARGETING. We always use the Power Categories that we already know are consistent bestsellers. This makes life, and business, easy! Begin with the Power Categories, and then we'll jump to the Clip Art.

The EIGHT Power Categories:

We've added Holidays to this list, even though Holidays don't earn money daily. They are cyclical, but they do earn money year after year. The rest of the Power Categories on this list earn money every single day, the season doesn't matter.

What's precious to you? That's what Power Categories are all about: Your son? Your health? Your money? Your house? Your wedding? Your marriage? These categories are Life and Death. These categories are extremely important to every person on this planet.

Always start with this list! Browse through these eight categories and decide which one to target. When you come up with an idea, ask yourself how your idea fits into and relates to one of these Power Categories.

1) Holidays

This one is self explanatory. Holidays are always important. Why? Because it means family and friends. It means coworkers. It means celebrating life. It means giving and receiving. Holidays are about human connection.

Targeting a Holiday is as simple as picking one and then studying the bestsellers on Etsy that are already targeting that Holiday. Always see what the leaders in any category are doing to be successful.

How can you make your Holiday content stand out from the crowd? Can you make it comical? Can you make it rude? Can you make it very emotional? Can you make it more intense? Always brainstorm on how your content will be different from the competition.

2) Family and Kids

Family is extremely important, especially nowadays with so much pressure on the family. Family is connection, family is support, family is joy. And family continues on and on. Content related to Family is a perpetual bestseller year after year.

Brainstorm: Is your family too distant? Does your family communicate? Is there anger in your family? Is your daughter too aggressive? Is your son timid? Do you have a college plan for your kids?

One Pagers: Create a one-page checklist called Keeping Your Family Happy, Create a quick guide called Making Family Chores Easy, Create a one-page checklist called Keeping Kids Safe in a Dangerous World, Create a short guide called How to Get Close to Your Kids.

3) Health and Diet

This category gets more powerful every year. And more important. Why? Because we are in the era of quick food, chemicals, and food engineering. And we are living in a time when nobody has time to cook anymore.

Brainstorm: Do you have less energy than you used to? Do you find it difficult to get up in the morning? Have you lost your motivation? Do you have aches and pains? If you had perfect health and a lot more energy, what would you do differently in life?

One Pagers: Create a cheat sheet called Easy Energy Boosters, Create a quick guide called Slim While You Sleep, Create a checklist called Healthy All Day, Create a short guide called Pretty Skin in 24 Hours.

4) Weddings

Take raw emotions, big money, ancient rituals, and mix them all together with a lot of pressure and anxiety. You've got yourself a wedding! A wedding is a very high-pressure day. It also has spiritual overtones. Weddings are definitely high stakes.

Brainstorm: Do you know the best locations for your dream wedding? Are you in the best shape you can be for your big day? Do you know how to get much more out of your wedding budget? Do you know exactly what to say to the photographer so he takes the best photos he possibly can?

One Pagers: Create a checklist called Dreamy Wedding Checklist, Create a quick guide called Luxury Wedding on a Budget, Create a checklist called My Wedding Skin, Create a cheat sheet called Dream Locations Quick.

5) Pregnancy

There's no bigger event than the creation of a new life. This will always be a huge event. It will always be a stressful time. And people will always seek information that will help them have a healthy, happy baby.

Brainstorm: Can your health affect your baby's health? Should you take vitamins during pregnancy? Do you drink alcohol? How will having a baby affect your career? Do you know what maternity leave you are entitled to?

One Pagers: Create a checklist called Healthy Mommy, Healthy Baby, Create a cheat sheet called Absolutely Pain-Free Delivery, Create a short guide called Maximize Your Maternity Leave.

6) Moving House

Moving seems like a basically straightforward thing to accomplish, until you get into the details! Not to mention the expenses. And what about the life changes? Being distant from your support network causes stress to go off the chart.

Brainstorm: Are you moving to a safe area? Are the schools high quality? Who will your doctor be? Are your new neighbors friendly? How will you stay in touch with your friends? Will your children have a tough time adapting to the move?

One Pagers: Create a checklist called Moving House SAFELY, Create a quick guide called Move and Keep Your Friends, Create a cheat sheet called Happy Move, Happy Kids, Create a checklist called Picking a Safe, Friendly Neighborhood.

7) Divorce

This one is a nuclear explosion. You are being abandoned and legally attacked by your previous support network. The tension is off the chart, and the need for help and solutions is at an all time high.

Brainstorm: Do you have a support network you can rely on? Do you know how to pick a competent lawyer? Do you know all your options when paying your legal bills? Do you know how to get custody of the kids?

One Pagers: Create a checklist called Get an Ace Divorce Lawyer, Create a quick guide called Pain Free Divorce, Create a cheat sheet called Get Divorced, Keep the Kids, Create a short guide called How to NOT Pay Your Legal Bills.

8) Funeral

Nobody is ready for the death of a loved one. And everyone is overwhelmed by it. Death is like a pillar collapsing. How will we get through this? How will we survive. More than ever, people are reaching out for help and information on this terrible topic.

Brainstorm: How do you fully honor someone you loved so much? How do you make sure someone so important is properly remembered and not forgotten? How will you get through this overwhelming pain? How do you explain death to the little ones?

One Pagers: Create a quick guide called Dignified, Memorable Funeral, Create a checklist called Classy Funeral Checklist, Create a short guide called Preparing for Eternity Planner, Create a cheat sheet called Explaining Death to Your Kids.

Once targeting is complete, then you begin gathering your Clip Art. Remember, start simple! We want to make sure we create and launch a product. We don't want to overcomplicate. We want to launch and bring in the royalties.

Case Study #2

Our next seller has her price set to \$396.00 dollars, and she's doing quite well at that price. She previously had her price at \$495.00 dollars. And, guess what? She was doing really well at that price too! It looks like she's giving a temporary discount to see if it will bump her sales up even higher.

She has over 35,000 store sales. And she has thousands of 5-Star reviews. She has an incredible amount of money pouring into her pockets from her royalties. What's her secret? If you look in her Item Details on her sales page, she directly tells you her secret:

Now you can make some money!!

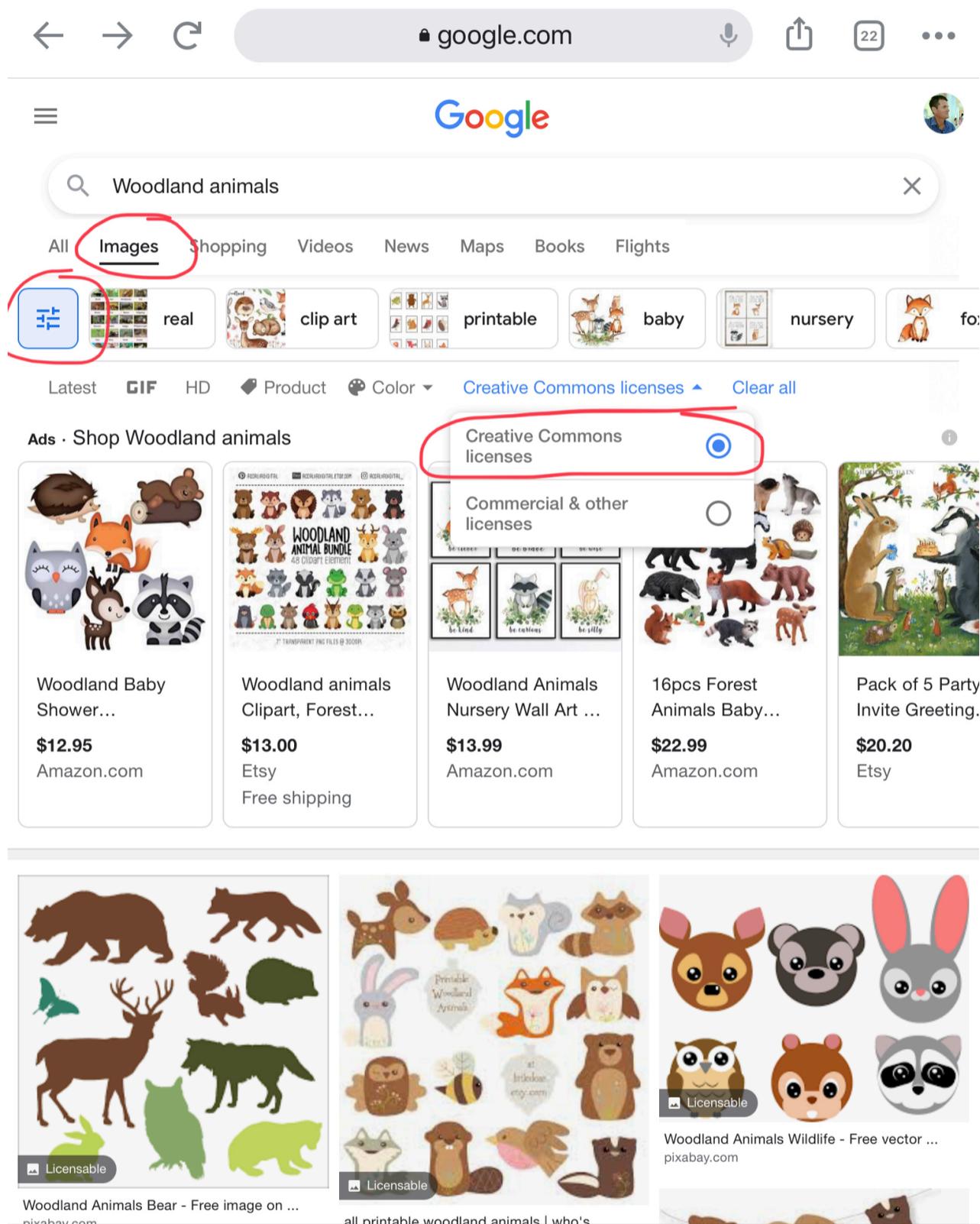
Yes, she directly tells customers that her content will generate money FOR THEM. She gives you the rights to do this. In fact, she WANTS you to prosper and rake in the royalties. This is an extremely powerful incentive to buy her product.

Don't underestimate the power of this! She's giving people a Business in a Box. The content is ready made, high quality, and already targeted at best selling categories for you. It doesn't get easier than this. Anyone can buy her content, and hit the ground running when it comes to generating their own royalties.

Her Clip Art mostly consists of Woodland Creatures. This, of course, is targeted at children. She breaks this down into: nursery animals, ballerinas, farm animals, nativity scenes, African animals, birthday party, Christmas, Halloween, etc. Take a look:

[5 UNLIMITED Commercial Licenses](#)

Do you want to know my secret weapon for finding great Clip Art that is absolutely free and ready to use commercially? You'll never guess what my secret weapon is. It's called Google Image Search! The reason Google Image Search is so powerful, is right here:



Did you notice you have the ability to search for JUST Creative Commons Licenses? This makes finding high-quality Clip Art very easy. Make sure you have that selected, and search to your heart's content. You will be amazed at the amount of absolutely free, high-quality Clip Art available to you.

It's simply a matter of studying the categories that she's targeted in her products, and then gathering Clip Art into a pack that you can sell. That's all there is to it. Always learn from the top sellers on Etsy! They are already doing it right, we just have to follow their lead.

Once you have the royalties rolling in, you can get more creative with your content. You can offer a wider variety of content packs. You can also start targeting more and different categories. But it's best to keep it simple at the start, and make sure you launch! We are on a mission to get the royalties flowing in to us.

Case Study #3

Our next seller has her product priced at \$500.00 dollars, and she's already at more than 12,000 store sales. Not too shabby! She has many, many 5-Star reviews. But there's something important I want you to notice. In her Item Details section, she says this:

This commercial license allows you to sell 100 of my designs.

Do you realize what this means? She's making HUGE PROFITS on just 100 pieces of Clip Art! This shows you directly that you don't need hundreds of images in a product to be able to charge extreme prices. You just need quality images that are TARGETED correctly.

When you look through her Clip Art, you realize her designs are VERY SIMPLE. She is basically creating labels and stickers that people can use to add to their own products. The stickers are simple, but they are TARGETED at the right categories. The categories that people find useful.

Most of her Clip Art is just words. They are very simple labels. It wouldn't take long to create a collection similar to hers. Of course, you would have to create these labels, or hire someone to create these labels. Either way, these labels are simple to make, take a look:



Yes, these are pretty basic. And that's a good thing, because you could build a massive Etsy business on this one category! Simply by making products similar to hers. The purpose of her stickers is to build the relationship between her customers and THEIR customers.

You'll notice the sticker in the image above: Baked Just for You. This sticker will be put onto a bakery product before the customer receives it. This adds a personal touch to the product being sold, and helps gain repeat business. Very smart. Take a look at her product:

[100 Designs - Commercial License](#)

Personally, I would create the sticker designs myself. I could make a bunch of these pretty quickly, and it actually looks like fun. The one thing I would keep in mind is how to make sure my designs are unique and quirky. I want the designs to get noticed!

[Photopea](#)

The opportunities with Commercial Resell Rights are absolutely endless. Most sellers haven't realized that they can do this yet! You've also seen how simple some of these products are. **I've been brainstorming over the Eight Power Categories**, and there's a whole bunch of untouched opportunities for products based on Commercial Resell Rights. All we have to do is launch!

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:

paul@authoradvent.com

Paul J Coleman

Paul J. Coleman
authoradvent.com

Disclaimer:

(1) Introduction

This disclaimer governs the use of this report. [By using this report, you accept this disclaimer in full.]

(2) Credit

This disclaimer was created using an seq legal template.

(3) No advice

The report contains information about creating and selling micro-content. The information is not advice, and should not be treated as such.

[You must not rely on the information in the report as an alternative to [legal / medical / financial / taxation / accountancy /] advice from an appropriately qualified professional. If you have any specific questions about any [legal / medical / financial / taxation / accountancy /] matter you should consult an appropriately qualified professional.]

[You should never delay seeking legal advice, disregard legal advice, or commence or discontinue any legal action because of information in the report.]

(4) No representations or warranties

To the maximum extent permitted by applicable law and subject to section 6 below, we exclude all representations, warranties, undertakings and guarantees relating to the report.

Without prejudice to the generality of the foregoing paragraph, we do not represent, warrant, undertake or guarantee:

- A) That the information in the report is correct, accurate, complete or non-misleading;
- B) That the use of guidance in the report will lead to any particular outcome or result; or
- C) In particular, that by using the guidance in the report you will make money, sell books, sell Micro-Content, create Micro-Content, or get sign-ups to your email subscription list.

(5) Limitations and exclusions of liability

The limitations and exclusions of liability set out in this section and elsewhere in this disclaimer: are subject to section 6 below; and govern all liabilities arising under the disclaimer or in relation to the report, including liabilities arising in contract, in tort (including negligence) and for breach of statutory duty.

We will not be liable to you in respect of any losses arising out of any event or events beyond our reasonable control.

We will not be liable to you in respect of any business losses, including without limitation loss of or damage to profits, income, revenue, use, production, anticipated savings, business, contracts, commercial opportunities or goodwill.

We will not be liable to you in respect of any loss or corruption of any data, database or software.

We will not be liable to you in respect of any special, indirect or consequential loss or damage.

(6) Exceptions

Nothing in this disclaimer shall: limit or exclude our liability for death or personal injury resulting from negligence; limit or exclude our liability for fraud or fraudulent misrepresentation; limit any of our liabilities in any way that is not permitted under applicable law; or exclude any of our liabilities that may not be excluded under applicable law.

(7) Severability

If a section of this disclaimer is determined by any court or other competent authority to be unlawful and/or unenforceable, the other sections of this disclaimer continue in effect.

If any unlawful and/or unenforceable section would be lawful or enforceable if part of it were deleted, that part will be deemed to be deleted, and the rest of the section will continue in effect.

(8) Law and jurisdiction

This disclaimer will be governed by and construed in accordance with United States law, and any disputes relating to this disclaimer will be subject to the exclusive jurisdiction of the courts of Texas, USA.

(9) Our details

In this disclaimer, "we" means (and "us" and "our" refer to) Paul Coleman trading as Bookpumper.com, which has its principal place of business at 219 East Mills Ave #1891, El Paso, Texas 79901.

PS: I love life! :-)