

Private Launch Group Strategies

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High-Value Synergy

We've already seen that selling the US Commercial Rights to our content can be very lucrative. This is because you are giving your customers the right to actually PROFIT from your content. That means that customers EXPECT your prices to be higher. They are basically paying for a Business in a Box.

We've also seen that content that is considered High-Value sells for very high prices. One example of this is High-Value Printable Wall Art. People expect to pay more when content is called *art* or *decor*. Why? Because when people buy something to put in their home, they are willing to pay more for it.

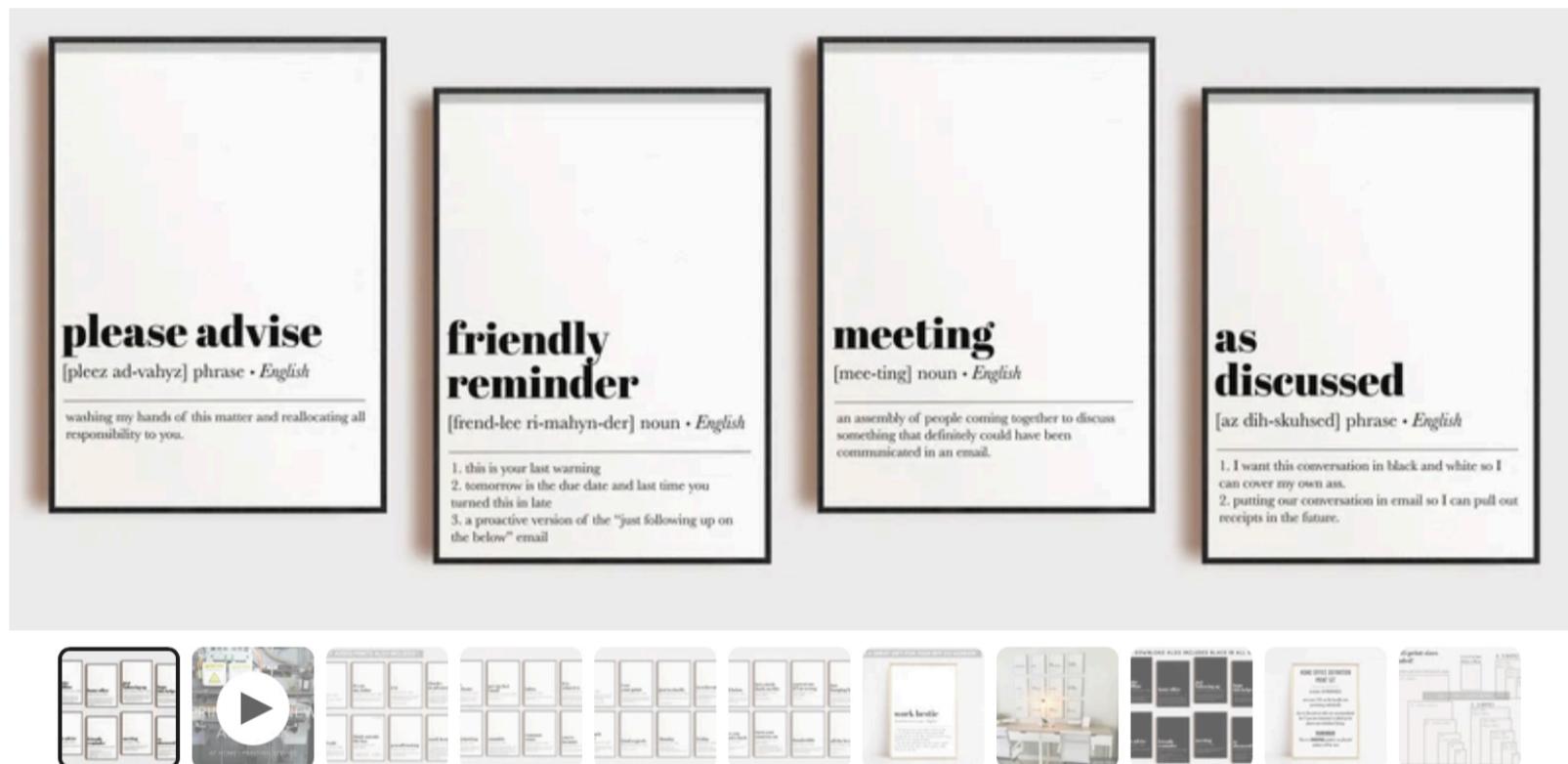
What if we combined the two? What if we create High-Value Wall Art and then sell the US Commercial Rights to it? Customers already pay very high prices for Wall Art. And customers already pay very high prices for US Commercial Rights. We would simply be combining these two popular powerhouses into one product!

That's exactly what we're doing. The power of a product like this is that it appeals to TWO audiences: Customers who simply want Printable Wall Art for their homes or business, AND customers who want to SELL our content to their own customers.

This is two revenue streams for us instead of just one. And remember, that's TWO revenue streams from ONE PRODUCT. Of course, when we sell the US Commercial Rights to our product, we DON'T give our customers the right to sell our content on ETSY!

The reason for this is that we don't want them competing against us with our own content in the Number One marketplace for short content. But that still gives our customers the right to sell our content on many other marketplaces.

So what's the easiest type of High-Value content to create and sell? What's our fastest path to creating a product, launching it, and getting our royalty streams flowing? Take a look at this:



KIKIANDNIM

 **Star Seller** | 18,611 sales | ★★★★★

office wall art set | 40 PRINTABLES | mega bundle | home office decor | work from home art prints | definition prints | office wall decor

Bestseller

\$35.00 ~~\$50~~

You save \$15.00 (30%)

✓ In stock

This is High-Value Printable Wall Art. It's a bundle. It sells for \$35.00 dollars, and the seller has over 18,000 store sales. Did you notice the *Bestseller* badge near the price? Did you also notice the *Star Seller* badge right beneath the name of the store?

This product is a bestseller with a ton of 5-Star reviews. It's selling very well and customers are definitely pleased with it. Did you also notice how incredibly simple the product actually is? It's just black text on a white background. It's just words.

This means that this product will be very easy to produce. But why do people love a product that is so simple? **It's because it's targeted!** The product is aimed at the business environment, but it's a funny COMMENTARY on the day to day realities of working in that environment.

These quotes translate Business Talk into plain talk. They are actually quite funny. Almost like a comedic commentary from a television show, but posted in your actual workplace. Take a look:

[Office Wall Art Set](#)

We will create a similar product to this, but we will also sell a second version that includes the US Commercial Rights. That second version will be the same as the first, except for two things: We will include, and explain, the US Commercial Rights. And we will raise the price! We could easily sell the Commercial Version for \$97.00 dollars.

We don't want to copy their product. We want to come up with our own business quotes on the same theme. That theme is translating Business Talk into what it actually means in reality. You don't even need a writer to do this. You could write the quotes yourself, and get feedback from your real-life business associates.

You could also brainstorm these quotes on a business forum. It would entertain the forum members, and they would give you a ton of valuable feedback. Not to mention a whole bunch of funny quotes and business situations that you could use.

Once we create the quotes, we make sure to resize them so that we can offer them in multiple sizes. This is pretty straightforward stuff, and any image editor can do this very quickly. Here are the sizes our target product is offering:

Your download includes four high-resolution 300dpi files in the below sizes:

2:3 ratio JPG (prints 20x30in, 16x24in, 12x18in, 8x12in, 4x6in)

4:5 ratio JPG (prints 16x20in, 8x10in, 4x5in) ISO JPG |

*5:7 ratio (prints A0, A1, A2, A3, A4, A5 - largest is 33.11x46.81in)
11x14 JPG (prints 11x14in)*

That's pretty much it. We will also do some promotion, and I've included a Bonus Cheat Sheet that will guide you through it step by step. The important thing to realize is that we can make UNLIMITED PRODUCTS SIMILAR TO THIS ONE. This simple product opens up a whole bunch of opportunities.

Think about the multiple different types of products we can make from just this one: Home Business Quotes, Tech Business Quotes, Quotes for Nurses, Quotes for Doctors, High Finance Quotes, School of Hard Knocks Quotes, Hotel Business Quotes, Restaurant Quotes. It's basically limitless.

The more something is targeted, the better it sells. Why? Because you are giving people exactly what they want. You make them feel special. You are recognizing their work. You are focusing on them. You make them feel acknowledged.

Anyone could build a healthy online business from just this one little niche. You would simply add product after product to your Etsy store. And, best of all, these are very simple products to make! You can make them quickly, and customers love them.

Again, your best resource is people who actually work in these businesses. You can access these people in real life, or simply through an online forum that is dedicated to them. That's really all you need to gather quotes and to make sure your product is on target. Personally, I think creating a product like this is a lot of fun. It's good to make people laugh!

We will be launching in small groups. We want to keep the groups small so everyone has a chance to participate. We've already done a few experiments, and they have definitely inspired us. Of course, it will not cost you anything to be in one of the groups.

Make sure you are on the Bookpumper email list! We will be notifying everyone via email. If you are already on the list, you don't need to do anything. If you aren't on the list, make sure you email me. And I will simply add your name on the list. Contact me: support@authoradvent.com

I think this might be a ton of fun! I want to see a whole bunch of new micro-content businesses spring up! Right now is the best time to launch a digital business. Many people are flocking to the web because of all the changes that the pandemic has brought.

Almost everybody I know who has an online business has told me that their sales have never been so good. I've experienced this myself. There's a bit of a digital surge that's going on right now. And I think that's a good thing!

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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(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! :-)