

Micro-Content Rapid Royalties

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Power Niches

These niches involve Major Life Events. These niches are related to big changes and transitions in people's lives. Think of these niches as crossroads. And your micro-content is there to help people make the right decision. Your content is a bridge over troubled waters.

Transitions in life are difficult and confusing. Plus, they cause tension to skyrocket. That means people want a quick solution and they are willing to pay for it. They want some direction. They want a plan. That's exactly what we are giving them.

You have probably been through some of these Power Niches in your own life. Think about this for a second. Have you been married? Have you ever helped arrange a wedding? Have you gone through a divorce? Have you ever been to a funeral? Have you ever moved house?

Take a look at your own life experiences and choose one of the seven Power Niches. Make a personal connection to one or more of these niches. You will then be easily able to write a one-pager in that niche. You will be able to speak from the heart. You will create something of value that people will really want.

Of course, you can create longer works than just one page. But I recommend you start with a one-pager. It guarantees you will finish the content and launch it. Your momentum will carry you through. You will complete the project.

But what if you are currently creating content that is outside of these Power Niches? No problem. In the second part of this guide, I go over the Piggyback Method. This is the method the author used to launch her 9-page book into the stratosphere.

All you are doing in these Power Niches is gathering information and helping people with that information. This is a very positive thing to do. And I link you to the FREE content that you will build your one-pager from. This is as straightforward as it gets.

These niches are evergreen! People will always want these problems solved. These little one-pagers will always capture customers. This is a royalty stream that will just keep going and going. And you really don't need to do any promotion.

You can sell your Micro-Content at many different stores, not just Amazon. A little later in the guide I will show you the top stores for digital content. But I suggest you start with Etsy first. Create a one-pager and launch it on Etsy. Once you have some sales coming in, expand to other digital stores. You can make a nice little net to capture sales with.

Why start with Etsy? Because people on Etsy are people who get things done. They love downloading a one-page checklist and printing it out on paper. They now have a one-page plan to solve their problem.

Secondly, you don't have to promote on Etsy in order to get sales. If you have the right content in the right place, you will make money. This guide will show you the exact right content to create, and exactly how and where to sell it.

Thirdly, Etsy pays you quickly via PayPal. I want this training to help people who have absolutely nothing and need to start somewhere. I also want it to help people who are doing well, but want a little more income on the side. Positive income where you are helping people.

Some of these other stores are definite moneymakers and shouldn't be overlooked. And I will go over selling micro-content on Amazon for both fiction and nonfiction writers a little later in this guide.

I also give you sub-niches on Etsy that are very popular, but no one has launched a one-pager in that sub niche. This is a huge opportunity. People love these one-page checklists. They make solving a problem quick and easy. These sub niches are wide open for you to launch your micro-content in.

You want to sign up to Etsy as a Seller. You can do that right here:

<https://www.etsy.com/sell>

Etsy Bestseller Rank: The easiest way to determine how well something is selling on Etsy is to look at the number of reviews it has. Only about 10% of customers actually review the product. So if you see a product with 1,000 reviews, you can safely estimate that it has sold over 10,000 copies.

Formatting Your One-Page Content: I highly recommend you don't format your one-pager yourself. This can be done for you by a Fiverr worker. It will cost you about ten bucks for one page. This takes the burden off of you, and ensures you get something really professional looking. I give you links to quality Fiverr formatters in each Power Niche section.

Make sure to buy the one-page checklist you are emulating and send it to your Fiverr worker. We don't want to directly copy. But it's good to give to him as a guide. Tell him to make your checklist stand out from the others. Put a little icon on the page. Maybe have him create a simple logo that will brand all of your pages and give you the edge in getting recognized.

Setting Up Your Etsy Store: This is actually very easy to do. Here is a video that will take you step by step. You will be up and selling in no time:

<https://youtu.be/uSzz2l8AffQ>

Here are the Seven Power Niches:

Family and Kids

Kids Daily Task Checklist (1 Page / \$5.99 / 2,343 Reviews)

<https://www.etsy.com/listing/634645341/editable-kids-checklist-daily-task-list>

This one is an amazing seller. It's a one-page checklist that the customer can edit in their browser, and then print it out. This makes this one page very useful as customers can use it again and again as their kids chores change.

Kids Chore Chart (1 Page / \$3.50 / 1,338 Reviews)

<https://www.etsy.com/listing/209924915/chore-chart-multiple-children-printable>

Do you want a really easy one-pager to create? How about one that is almost completely BLANK? Yes, this checklist sells very well, even though it is mostly blank space. That makes it more useful to mom and dad who can fill it in with which task will be completed by which kid.

As you can see, there is almost nothing to making a one-page checklist like this. It's almost all blank space. But we have the exact right thing that people need, and we are in front of an audience that loves buying these checklists. This is a no-brainer from a sales point of view.

Scavenger Hunt Checklist (1 Page / \$10.00 / 2,759 Reviews)

<https://www.etsy.com/listing/588318538/printable-scavenger-hunt-sheets-nature>

This is a very clever one. It's for a children's treasure hunt game. The items that the kids are hunting for are on the checklist. As the kids find

each item, mom simply checks each one off. Obviously, customers can keep printing these out for each new scavenger hunt.

But here's the clever part. Take a look at the description of the checklist, and scroll down to where it says COORDINATING ITEMS. You will notice a whole bunch of products that go along with the Scavenger Hunt Checklist. This is an absolute goldmine, and it proves that Etsy shoppers don't mind paying a little more for what they want.

I recommend you purchase the checklist that you are going to emulate. We don't want to directly copy, but we want to see exactly what information is included. We actually want to improve upon what our competition did.

Next, follow the links to free content. There is very high quality content about all seven Power Niches online. We are simply concentrating the free information and making it more convenient. This definitely adds value to the information.

FREE CONTENT to build your one-pager from:

<https://www.thesprucecrafts.com/printable-chore-charts-1388450>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

Health and Diet

Workout Log (1 Page / \$2.10 / 6,659 Reviews)

<https://www.etsy.com/listing/268566336/workout-log-exercise-planner-printable>

Over six thousand reviews! This little one-pager is absolutely on fire. It basically sells itself automatically month after month. As you can see, this Workout Log is almost completely blank. This is the easiest and most profitable micro-content on the planet.

There is huge potential here. You can create your own workout log and simply change what's in the header. You could put little flower graphics in the header, or a little silhouette of a man and woman exercising. Pretty simple stuff that a Fiverr worker can quickly do for you.

You could put a motivational quote in the header. Something to inspire people. Then call yours the Motivational Workout Log. That would make yours memorable and give you an edge in sales.

Whatever you do, I wouldn't change much. This little one-pager is a winning formula. It just keeps selling and selling. It sounds crazy, but you could build a nice side income from one page of (digital) paper!

FREE CONTENT to build your one-pager from:

<https://www.hsph.harvard.edu/obesity-prevention-source/diet-lifestyle-to-prevent-obesity/>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

Moving House

Moving Planner (Many Pages!)

<https://www.etsy.com/listing/518700838/moving-planner-letter-size-move-out>

There are almost no short checklists in this Power Niche. That means it's wide open for a one-page checklist. Something people could keep with them for a quick reference. People would buy your checklist in addition to the bigger sets of checklists.

That's a very big point I don't want you to miss: People will buy the in-depth checklist, and then they will also buy your one-page checklist for peace of mind. They want to be absolutely sure they've covered all bases.

FREE CONTENT to build your one-pager from:

<https://moving.bedbathandbeyond.com/ultimate-moving-checklist/>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

Weddings

Wedding Photography Questionnaire (3 pages / \$10.80 / 1,294 reviews)

<https://www.etsy.com/listing/643860673/wedding-photography-questionnaire>

This is pure genius. How about a checklist to make sure the wedding photographer gets the exact shots you want? A wedding is a high-pressure situation with no do overs!

This checklist is selling like hotcakes. And I don't see too many others offering this. That means you can come up with a similar checklist and have yourself a nice little sales stream that requires you to do pretty much nothing.

FREE CONTENT to build your one-pager from:

<https://www.thespruce.com/wedding-checklists-to-help-you-plan-your-wedding-1358256>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

Pregnancy

Pregnancy Cheat Sheet (1 page / \$8.99 / 715 reviews)

<https://www.etsy.com/listing/246428774/pregnancy-planner-cheat-sheet-baby>

This checklist is packed with a lot of information, but it all fits onto one page. This is what you should strive for. Create a really good one-page checklist, and it will sell itself month after month and year after year.

You have an easy sub niche here: Healthy Pregnancy Cheat Sheet. You could make a similar cheat sheet to the one above, but focus on complications and signs of bad health or trouble with the baby. This cheat sheet would be a way of reassuring mom that all is OK. This cheat sheet would be fun to make, and a guaranteed best seller.

Newborn Photography Template (1 page / \$7.20 / 1,294)

<https://www.etsy.com/listing/644613117/newborn-photography-questionnaire>

Once mom gives birth, we need to photograph the baby! This template appeals to two groups: Photographers and moms. Both find this template useful. It is a perpetual best seller.

FREE CONTENT to build your one-pager from

<https://capeandapron.com/preparing-for-baby-checklist/>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

Funeral

Funeral Program Template (2 Pages / \$16.00 / 1,559 Reviews)

<https://www.etsy.com/listing/634231491/funeral-program-template-folded-memorial>

This is a funeral program that people print out for themselves. It's a constant best seller. But there's a wide-open niche that no one's filling: Funeral checklists.

When a death in the family occurs, people are emotionally wiped out and disorganized. A funeral checklist is the perfect thing to get people organized and back on track. I recommend it be one single page. Pack it with useful information, and you will have a constant best seller.

FREE CONTENT to build your one-pager from

<https://www.agingcare.com/articles/funeral-planning-checklist-145646.htm>

<https://www.funeralbasics.org/funeral-planning-checklist/>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

Divorce

Divorce Card (1 Page / \$5.50 / 1,117 Reviews)

<https://www.etsy.com/listing/550579935/divorce-card-funny-divorce-card-break-up>

Wide Open for a checklist! This Divorce Card is selling like crazy. It's a PRINTED card that is sent to the customer. But you could easily create a one-page divorce checklist in this niche. You could give it a humorous tone like this card. Or you could make it much more serious.

You could talk about the emotional side of going through a divorce. Show people how and where to get support. Help them navigate the tough emotional landscape that divorce can put you through.

You could make a checklist about the financial side of divorce. "Divorce Settlement Checklist." This is a scary area for people, and that means they are willing to pay to for a checklist like this.

FREE CONTENT to build your one-pager from

<https://divorceandyourmoney.com/blogs/divorce-checklist/>

Fiverr Formatters:

<https://www.fiverr.com/ilyosinn/design-branded-pdf-worksheets>

<https://www.fiverr.com/saradesigns44/design-price-list-rate-list-checklist-price-menu>

More Places to sell your Micro-Content: These three stores are very oriented toward independent creators like us. They are easy to use, and they are definitely profitable. I suggest you launch on Etsy first, and then branch out to these stores.

Shopify

<https://www.shopify.com/blog/digital-products>

Set Up Your Shopify Store:

<https://youtu.be/ilGYyxvYnyo>

Gumroad

<https://gumroad.com/>

Set Up Your Gumroad Store:

https://youtu.be/Hkd58L_qesQ

Zazzle

<https://www.zazzle.com/sell>

Set Up Your Zazzle Store:

<https://smallbiztrends.com/2016/12/zazzle-store.html>

Piggyback Method

This method works for both fiction and nonfiction. You are going to piggyback on one of the leading books in your niche. You are going to create a short book about one of the top sellers in your niche.

The safest way to do this is PARODY. When you parody a book, you are deliberately exaggerating the story and the characters. In a sense, you are amplifying what makes the book unique. Take a look at this book:

<https://www.amazon.com/Twilight-Midnight-Sunburn-light-parody-ebook/dp/B016B4DPBO>

That book uses the word "Twilight" directly in its title, and there is no problem at all. The book is actually doing quite well. Parody is a rock-solid way for you to piggyback on the bestselling books in the world.

So let's take a look at the 9-page book that is raking in money hand over fist. This book is NOT a parody. But it's using the Piggyback Method very successfully:

<https://www.amazon.com/Sebi-Approved-Smoothie-Detox-Guide-ebook/dp/B07D7B46QV>

This author did multiple things wrong, and is still making a ton of money. Even in spite of the bad reviews. This shows you the power of this method. Her book is pretty much unstoppable.

Of course, I want you to do everything right so that you prosper and don't have to worry about anything. You will know that your Short Content is rock solid, and that it will keep capturing royalties. And you will stay in the good graces of Amazon.

The biggest mistake the author made was using words that are trademarked in the title of her book. We don't want to do that. And we don't need to do that. This breaks Amazon's rules, and is confusing for the readers.

She used the name *Doctor Sebi*. This is a mistake. She could have simply used the words 'Alkaline Diet' in her book title and she wouldn't have broken any of Amazon's rules. And her title would've still gotten plenty of attention. Doctor Sebi is very much associated with the Alkaline Diet in people's minds.

But she got one thing very right: She launched her book in one of the seven Power Niches. She launched in the Health and Diet niche. This, of course, is filled with enthusiastic buyers who are willing to pay plenty for the information they believe will change their lives.

Not only did she pick a Power Niche, she also used the Piggyback Method. This is a powerful combination. She almost couldn't fail with this one-two punch.

Can you do a parody of a diet book? Of course! People who buy diet books would love to take a break from all those diet books! They would also love to laugh at the absurdity of reading diet book after diet book.

Parody is your doorway to grab a whole bunch of fans from a top bestseller. But your entire book doesn't have to be a parody. You could write a very short parody, and then have a section where you praise the bestseller. You talk about all the things that you love in the book.

You will also introduce yourself as a writer of vampire books, or a writer of diet books. You will talk about what inspired you as a writer. And you will introduce your own books to these new readers.

You can write a very short book, as long as it's a quality book that is on target with the fans of the niche. People are open to buying a parody. They understand that you are going to poke fun at the book that they love.

Parodies appeal to superfans. This is a big deal. If you buy a parody of your favorite book, that means you are absolutely desperate for anything that relates to the book you love. That's the very definition of a superfan.

I highly recommend you create a short parody. Once that book is established, it will bring in royalties for years. It will piggyback on the

power of the bestseller and keep generating sales. It's one of the few genuine "set it and forget it" revenue streams.

The Goldmine: Yes, there is an actual goldmine and you should be excavating from it immediately. That goldmine is called Bestsellers in 15-Minute Short Reads. These books are between one and eleven pages long. Here's the goldmine:

Bestsellers in 15-Minute Short Reads:

<https://www.amazon.com/Best-Sellers-Kindle-Store-15-Minute-Short-Reads/zgbs/digital-text/8584458011>

Amazon is giving you best-selling short content ideas on a silver platter. I love this little goldmine and I return to it again and again for ideas. You can see exactly what people are willing to pay for, even if that content is extremely short. And there are many different types of books on this list.

This is one of the best brainstorming tools on the planet. It will never fail to inspire you and give you direction. It's great to know what people are already paying for before you launch your Short Read. Thank you Amazon!

Make sure you look at the categories to the LEFT of the page. You will notice more than a few of our Power Niches in these categories. There are 24 categories there, and it's worth looking into every single one of them.

So, let's recap: The simplest way to launch Micro-Content is by picking one of the seven Power Niches and creating a simple one-pager. Launch your one-pager on Etsy first. Then branch out to other digital stores.

Make sure you carefully check sub-niches related to the seven Power Niches. There's a ton of opportunity there. Most authors have overlooked these niches and are simply not there to compete against you.

Always look for a chance to launch a one-pager where no one else has launched one. Of course, we want to launch in a niche that is on fire and

selling really well. People love speed. They want compact information and they want it now.

If you are already creating content, but your content doesn't fit into the Power Niches, then use the Piggyback Method. Parody is extremely powerful, and it lets you ethically circumvent Amazon's rules. We should never underestimate the power of parody.

If at all possible, launch your parody in one of the Power Niches. This is an unbeatable combination and will practically ensure you won't fail. But whatever you do, make sure to check the Bestsellers in 15-Minute Short Reads. That is our blueprint and treasure map.

I urge you to go ahead and launch something! I absolutely know you have at least one good page in you. (Probably many more.) Think of this as a quick, fun experiment. You will be helping people's lives, and getting a new royalty stream from Amazon. That's not a bad thing to have in your life!

Training I Highly Recommend

When authors ask me for advice on how to sell books, these are the greats that I always refer them to. These are the proven winners: Effective, tested, and easy to implement.

Geoff Shaw

Pretty much anything by Geoff is great. He has a way of making everything very clear and simple. Plus, he's a great motivator. After listening to Geoff, you will get your butt in gear and your Butt In Chair (BIC)!

<https://www.udemy.com/user/geoffshaw4/>

One Page Publishing Profits

This is great stuff because it shows you that it's not about how much content you create, it's about creating the exact right content. This training proves that tiny content can be quite profitable. And it definitely inspired me to get involved with Etsy and sell micro-content at multiple online stores:

<https://amyharrop.com/pages/1ppp-wp/>

Breadcrumb Book Promotion

This is a brilliant free method by Bill Platt. It shows you that you don't need money to promote your book, you just need a little bit of hustle. Elbow grease still hasn't gone out of style:

<http://professionalbookmarketing.com/breadcrumbs-method/>

Get Further Help

Micro-Content is a walking talking miracle. When you give people exactly what they want, they absolutely don't mind paying top dollar for it. This is the secret to extremely short content. It's not about the number of pages, it's about how targeted the content is. And it's about the quality of the content.

A good example is Häagen-Dazs ice cream. If you love ice cream, you really don't want a junk brand. You would rather not eat ice cream at all, and just wait for the Häagen-Dazs. That's exactly how it is with Micro-Content.

We are giving people exactly what they want. And they are paying us good money for doing it. These Power Niches are evergreen. They will generate money for you forever.

I urge you to create at least a one-pager of Micro-Content. Pick one of the seven Power Niches and launch your content. This could be the start of a very beautiful side income.

Godspeed to you! If you need any guidance or help, you can always contact me:

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PS: I love life! :-)