

One-Page Royalty Streams

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Editable One-Pagers

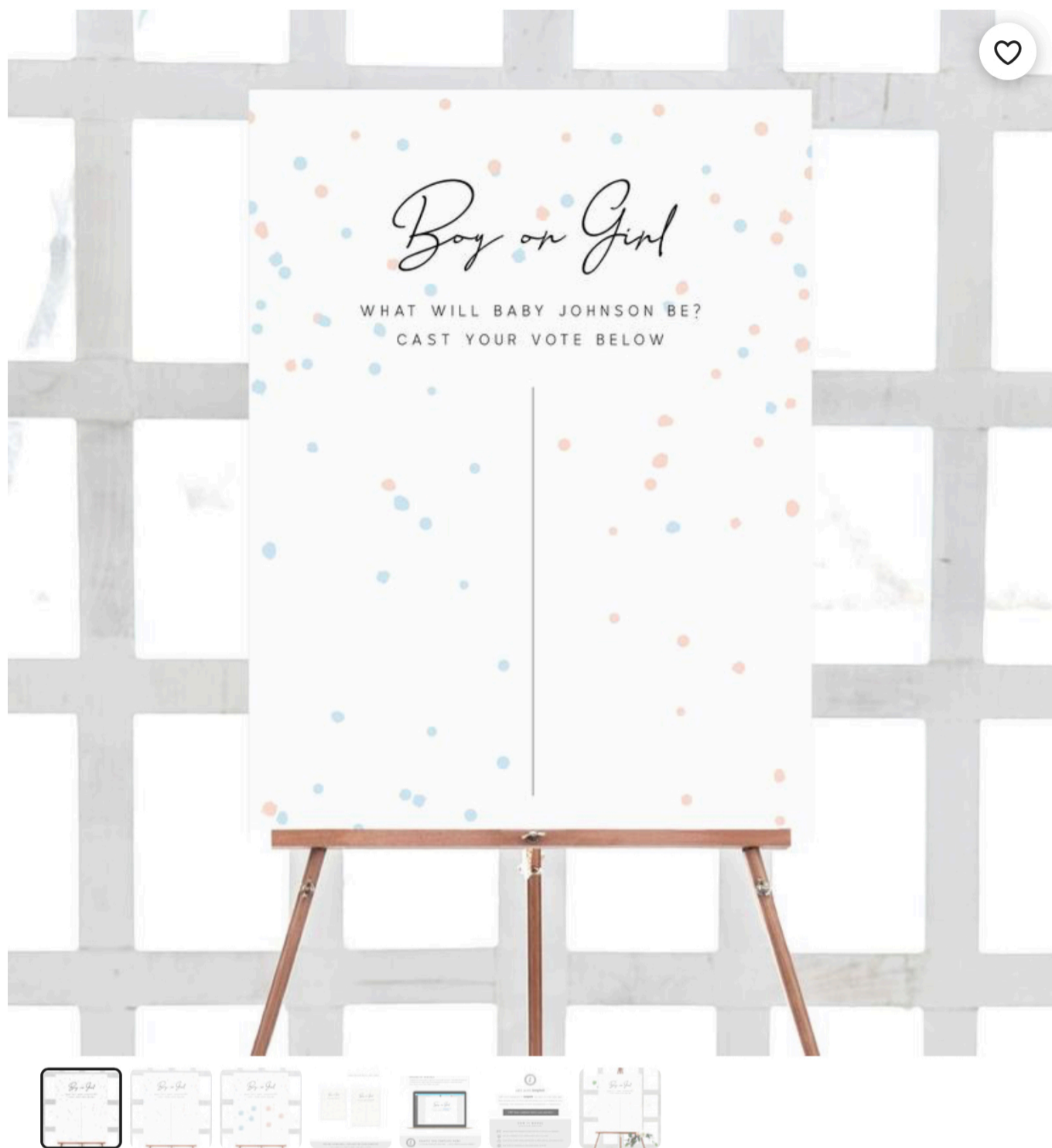
One-pagers are truly a modern miracle. They are micro-content that exists electronically, until the customer buys it and prints it. You don't store a product, you don't ship a product. It all happens automatically and electronically.

But what takes these simple one-pagers to the next level is that they are EDITABLE. That means customers can download them and personalize them. They can make them unique. They can make them something special for their lives.

This is what makes these little templates so powerful and popular. And this is why they sell so well. People edit these templates and make them an important part of their lives. This makes these one-pagers irresistible.

This is also why customers don't mind spending more on these templates. You'll notice that the prices for these one-pagers is higher than most, but the sales are very strong. You can certainly charge a premium price for these.

The customer does all the editing, you do nothing. The editing tool is free and it's online. That means no download hassles for your customers. The whole process is very simple and streamlined. Now let's take a look at some best-selling editable one-pagers:



SmittenPaperProps
25,256 sales | ★★★★★

[Gender Voting Poster Template](#)

Do you notice the seller has turned this one-pager into a fun event? The JPEG is edited, and then printed on poster paper. This means that friends and family can now guess if it will be a boy or a girl. Everyone can gather round and participate in this fun game.

This JPEG is created and edited in an online application called Templett:

<https://templett.com/>

When you search on Etsy for Templett, a whole new world opens up:

<https://www.etsy.com/market/templett>

You can see how incredibly popular these editable templates are. These templates are usually bestsellers, and they are usually priced significantly higher than other one-pagers. The demand for editable templates is absolutely on fire.

One drawback is that Templett charges a monthly fee. But I will show you ways around this. Your first option is to pay for just one month of Templett, create a bunch of one-page templates, and then cancel.

Your next option is to use a similar site called Corjl:

<https://www.corjl.com/en/learn/pricing/>

By using Corjl, you only spend \$10 bucks for one entire month. On the other hand, once you start making money with these templates, I highly suggest you keep your monthly membership. Keep making new templates, and keep the royalties rolling!

Your third option is to create your one-pagers in Canva, and have your customers do their editing in Canva. Canva is completely free. This means you have no up-front expenses. You just start creating your one-pagers. I will show you an example of a one-pager that was created and edited in Canva a little later in this guide.

<https://www.canva.com/signup>

If you're not a fan of Canva, there are many other free alternatives:

<https://blog.appsumo.com/canva-alternatives/>

Using any of these apps is very easy. They are designed to be simple to use for both the creator of the template, and for the customer who bought a template and wants to personalize it:

How to Create Digital Products Using Templett:

<https://youtu.be/IcB6XnTT9mo>

How to Sell Digital Products on Etsy Using Corjl:

<https://youtu.be/JHGMnaYgUyY>

How to Create Editable Products Using Canva:

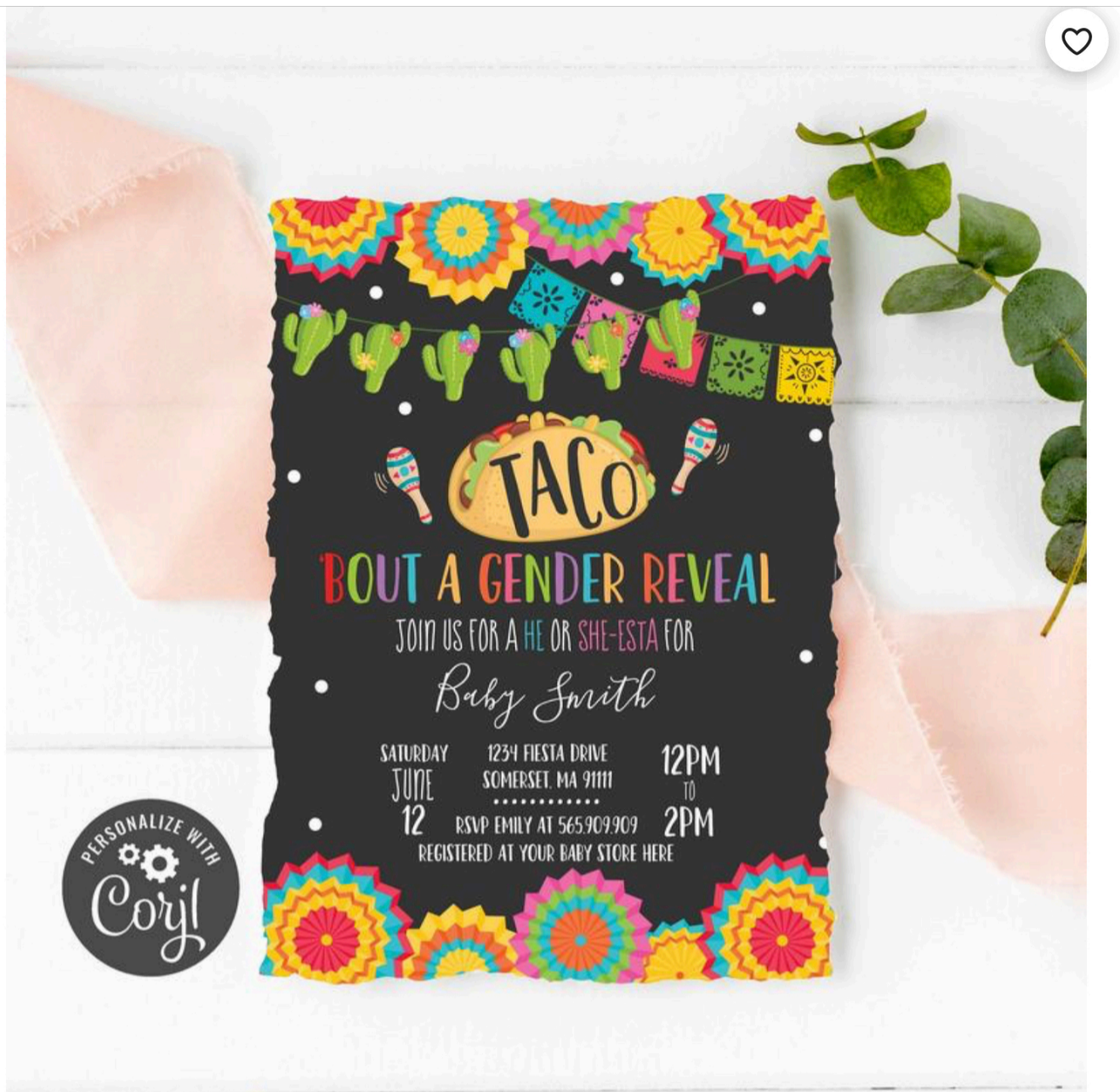
<https://youtu.be/fF-BIziSC54>

Why People Go CRAZY for Editable One-Pagers:

People love when they can PERSONALIZE something and make it their very own. This means the one-pager becomes about THEM. It becomes unique to them, and therefore it becomes important to them. This is very powerful stuff.

Customers can customize their one-pager for their wife, their husband, their son, their daughter. These one-pagers become part of the customer's LIFE. They become something that celebrates the transitions and achievements in their lives. Something that they can remember forever. Like a photograph. Something they can print and put on the wall.

Sellers have only just scratched the surface of what can be created with these editable templates. There are a ton of opportunities that literally no one has jumped on yet. I will show you those a little later in this guide. Now let's look at some more examples of editable one-pagers:



EDIT, DOWNLOAD AND PRINT TODAY WITH CORJL



PixelPerfectionParty

124,660 sales | ★★★★★

[Gender Reveal Party](#)

Do you see how fun this looks? And do you see how many sales this thing is generating?? Many of these one-pagers have really tapped into a goldmine. And I honestly believe it's because they are a lot of fun. They are customizable, personal, and fun. That's a winning combination.

You'll also notice that this one-pager is created and edited in Corjl. You can use Templett or Corjl, both are good options. You can also, of course, go the free route with Canva.



INVITEDdesignCo

12,885 sales | ★★★★★

Pumpkin Gender Reveal Text Invitation | Fall Little Pumpkin Editable Template Instant Download Boy or Girl Evite

\$10.00

✓ In stock

[Gender Reveal Text Invitation](#)

This one is very clever because it's NOT made to be printed. It's an *evite*, an electronic invitation. This is super smart because people will love both sending and receiving an evite like this.

You'll also once again notice that sales are quite good. Customers are responding very strongly to these editable one-pagers. I really think that they are the future.



MintyPaperieShop
126,421 sales | ★★★★★

[Certificate of Marriage](#)

This one-pager is very simple and very plain. But don't let that fool you. Its sales are through the roof! Over 124,000 sales and counting. Not bad at all. The appetite people have for these is very strong and will basically never end.



AngelicArtShop

18,956 sales | ★★★★★

[Gift Certificate](#)

This one-pager is very plain and simple. But it's also very useful. Businesses love using gift certificates like these. They are classy, and it builds a stronger relationship with their customers. You'll also notice that sales are quite good.

You'll notice on the certificate it says BUSINESS NAME HERE. That is, of course, where the local business would edit in the name of their business. This is exactly why it's selling so well.

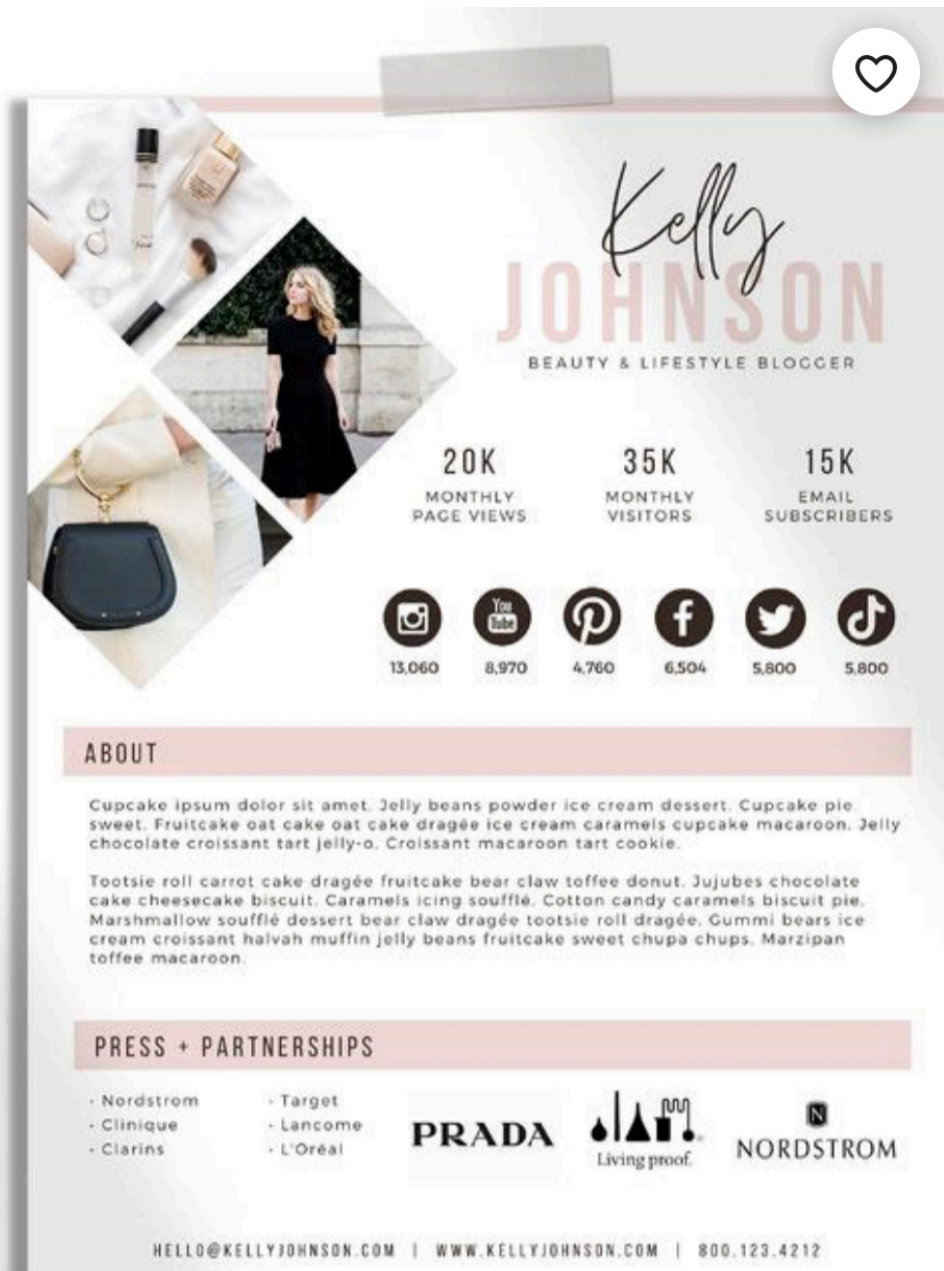
INSTANT DOWNLOAD

media kit TEMPLATE

2 PAGE TEMPLATE

EDIT IN
Canva

WWW.MACARONSANDMIMOSAS.COM



MacaronsandMimosas

33,724 sales | ★★★★★

[Media Kit Template](#)

This media kit is 2 PDFs that are editable in Canva. And you can see the sales are quite strong. If you want to create your one-pagers in Canva for free, there's absolutely no problem with that. The only reason I recommend Templett is because it's a bit easier to use for both seller and customer. But Canva is definitely a good option.

If You Have ZERO TIME to create templates, you can simply hire a Fiverr worker:

<https://www.fiverr.com/mikenazarian/design-your-wedding-cards>

IMPORTANT:

The market for editable one-pagers is wide open on Etsy because sellers haven't realized the potential yet.

I can't emphasize this enough. Right now we have the opportunity to create editable one-pagers in Etsy niches where no one else is selling them. We can be the first and only person selling an editable version. That means increased demand, and we can increase our prices above the competition.

You can, of course 'clone' any of the examples I've already shown you. There's huge demand, and plenty of room for competition. But we also have a big opportunity to sell editables where no one else is selling them.

So how do we pick which niche on Etsy to sell our editable one-pagers in? I've been teaching and preaching this for years far and wide. We look in what I call Power Niches. Power Niches are simply categories based on significant life events.

A baby is born, a loved one dies, your son is graduates college, your daughter gets married, you get divorced, a loved one passes away, etc. These are all significant and important life events. That means people want to record them, celebrate them, remember them, share them.

That's where your editable one-pagers come in. These Power Niches are EXTREMELY PERSONAL. And being able to customize a PDF or JPEG is very important to people. In fact, we are giving customers exactly what they are looking for.

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.

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.

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-pagers. 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.

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:

IMPORTANT:

As you go through these niches, always keep in mind how you will make your one-pager EDITABLE. Many of these popular niches have NO EDITABLE one-pagers. This is a huge opportunity for us.

You'll also notice that some of these niches have editable products, but not EASILY EDITABLE. This is another big open doorway for us. Always be asking: *How can I make my one-pager MORE PERSONAL than the competition?*

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-savenger-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>

Free Promotion Boost

I always make the effort to give my one-pagers at least some basic, free promotion. You'd be surprised at the effect it can have. Join these Facebook groups and get active. Definitely promote your shop to get the ball rolling!

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/>

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.

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/>

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

Paul J Coleman

Paul J. Coleman
bookpumper.com

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PS: I love life! :-)