Daniel Hall Presents

REAL FAST
RESULTS
PODCAST

Episode 108

How to Publish Profitable One-Page Cheat Sheets & Checklists

With Debbie Drum & Amy Harrop

Welcome to this episode of the Real Fast Results podcast! This could be a groundbreaking show for you because the goal of this episode is to provide you with new methods of creating content quickly, but also content that will actually sell. The guest speakers in today's episode are Debbie Drum and Amy Harrop, which are both experts in publishing and product creation. Please welcome them to the show…

Promise: Grow Your List with One-Pagers

Amy: Thanks for having me. Today's big promise is to show and reveal how creating these fast, easy, digestible pieces of information can not only grow your subscriber list and get you more traffic, but also get you more sales. What's really great about this, and why it is so important, is because this is a tool, technique, and strategy that you can do with content that you have, content that you can repurpose, or even if you have very little content yourself. So, this is something that anyone can do to get started quickly and easily.

Six Steps to Making One-Pagers

Amy: It's really a six-step process that I have refined, and it's easy for anyone to do.

1. The first would be to select hot, in-demand topics, and again, these can be built off of things that you already have.

2. Then, you can get your content, and you can put that together from content that you already own. You can even repurpose private label rights content and public domain content, and it doesn't have to be very much content, which is great about this.
3. Then, you just format your "one-pagers," which is what I like to call these pieces of content, and you decide how you want to monetize them. You can do that in a variety of ways too.
4. Next, you promote them, and there are a lot of great ways to promote these because they are so high in demand that they are really traffic magnets.
5. What I think is one of the best parts is the last one, where you repurpose this. So, if you put together a format, and you have gathered some content, you can actually take that, rinse, and repeat, and then do this all over again because you already have your format set up.
6. Also, since these don't require very much content, and you're just using small amounts of content for each one (you can grab another angle on the content, or another piece of content), you can easily create another piece of content and do this all over again.

So, I Can Use The Content That I Create As a Template to Create More?

Amy: Exactly. I love templates because it's like having someone working for you that you don't have to pay because you can set up something, like, let's say a checklist or a worksheet, and you can have it formatted, then all you would need to do to create another one would be to just go back in there and maybe change out some of the artwork or a border, and then just pop in your new pieces of content. Those are going to be short anyways. That way, you cut your creation time down, I'd say, by like 75%, and you can then move on to reach new angles and new audiences.

Type of Content Creation

Debbie: Yeah. When I started looking at this, it really blew my mind because I'm a writer, as many of you are, and we spend months and months putting books together. Then, you do some research on Amazon and Etsy, and you can see the sales being made by these one-page documents, like survivalist checklists or inspirational posters, that people are making thousands of dollars month after month off of. That's one marketplace that you can sell these within. **You can sell these on Amazon. We call these "printables" also. You can also sell these on Etsy.**

When you sell these, you can see the sales rankings. There are tools available as well, like Jungle Scout, which I use all of the time. I love that tool! On Etsy, I think that they even show you how many sales are being produced by these one-sheeters.

Other ways that you can use to monetize these one-page pieces of content would be to give them as bonuses, where you're promoting a big product, for instance. Like, you could provide a checklist, or a synopsis, or an overview, and make people's lives a lot easier because they don't have to keep referring back to the larger piece of content. They can just refer back to

yours and just check off everything, step-by-step, once they go through it, or three months later, when they have forgotten everything. So, that's a big thing.

It's endless, the amount of… You see, you put in the effort, and you make the job easier for your subscribers and your customers, and they will absolutely love you for it.

Using Trending Topics

Amy: You can use your own content, but you can also piggyback off of hot, trending topics and even other popular books or pieces of content that are out there. The Paleo Diet would be one example. Kettlebell workouts would be another example because it's a popular fitness topic. One of the things that I have also seen is people creating more consumable content surrounding public domain works, like the very popular book, *Think and Grow Rich*. There are a number of bestselling workbooks out there that people have created based off of that.

Maybe you don't have content, or you don't consider yourself an expert in a certain area, it doesn't really matter with works like these because people really want to have information in formats such as checklists, journals, worksheets, and workbooks. You can just go to where the audiences already are. They just want to get ahold of certain information, and you don't have to be the one to have put together a complete and detailed work. Instead, you can just present it in a more-usable, one-page fashion.

You're going to have people consuming it, and I also think it's a great benefit to people. The way our society is today, people have shorter attention spans and so many things vying for our attention. People get more value out of something that allows them to work through the material by responding back in a worksheet or a journal, or by slowly going through a process step-by-step, and checking tasks off as they do. This really helps them to understand the material better and take it further. That also makes me feel good, as a content creator, because we are really providing a benefit there too.

How to Repurpose My Content

Debbie: One of the things that you can do is create books and eBooks out of the content that you compile. For instance, you can take multiple one-pages and make a workbook out of them. It's funny because just the other day, I was looking for a checklist on *The Seven Habits of Highly Effective People*, as a consumer, and I thought I'd just like to have something hanging on my wall, as a constant reminder. These are the kinds of things that we're talking about, right? They are things that people would appreciate and need.

Where Else Could I Sell This Kind of Material?

Amy: Of course, there's eBay, but there are also some really great marketplaces that I like to call the "educational marketplaces." People are buying educational content to use for homeschooling, or for their own schools and universities. They really love these one-pager types of content. So, they do quite well in those types of marketplaces as well.

[Edusense](#) is one example, and [Teachers Pay Teachers](#) is another one. This is another type of marketplace you can sell within. Then, in terms of just reaching people, things like Pinterest are great. These types of one-pagers, where they are a little more visual, really lend themselves well to putting up on Pinterest and getting a lot of traffic from that as well. There are lots places you can put these, not just Amazon.

Now, another thing about Amazon is that you can do print and digital too. So you can reach even more people by having these available on Kindle and have them available as something printable, if you compile them into a book or a workbook. There's a lot of flexibility there, and you want to keep that in mind as well.

Debbie: Also, this will expand your mind a little bit. There's a product that I put out a couple of years ago, but it's still relevant today. It's an example of pairing content with physical products, and the list of way you can use this method is literally endless. Let's say you have a product that needs a tutorial, like "How to Clip My Dog's Nails," or, "How to Put on Mascara," or, "How to Curl My Hair so it Looks Fancy All Night Long". There are all kinds of physical products that don't come with any kind of tutorial that will 1) differentiate that product from the millions of other competitors that they have, and 2) give additional value to the customer.

It's okay if you aren't the one selling those products. The great part about our world is that we can connect with these people, and we can pair our content and provide that to physical product owners. We can work out a deal with sales, or maybe they can just pay you to provide the content, which is also another topic altogether. You can provide this content as a service and make money that way too. So, it's not just you putting out the content and trying to sell it. You can also pair yourself with people who are already selling content, or connect with people who are already selling content, and work something out that way. The possibilities are endless, and you can have a lot of fun with this.

How Else Can I Use The Content I Create?

Debbie: The biggest thing that we are seeing today is people utilizing other people's great content to help others. Let's say someone has an amazing blog post on how to write fiction, or something like that, and you want to do a shortened version, or a summary, of that. Well, there are tools that will allow you to actually use other people's content and have a pop-up. You've seen them. It's like a pop-up that says, "Get this checklist," or something to help you remember what's in the blog post. So, you're adding value to whatever content you're sending.

It's amazing how well things like this work. The great thing about the tools and resources that we have now is that it doesn't have to be all our own content. You can utilize other people's content, and then create value on top of that. And, that lead box that's opening up, leads to more

subscribers, and you can go ahead and deliver that one sheet, checklists, or even summaries to them. That helps you to build a connection with your subscribers too. So, you may not be making money right from the get-go, but over time, you develop relationships with your subscribers, and eventually, you can sell them all your stuff.

The great thing is that these are easy to create. You don't have to create these long eBooks anymore. You don't have to repurpose large amounts of PLR in books and put your name on it. You can get done in as little as 30 minutes, or even less at times. We use something called the Insta-Content Generator (ICG), which is a piece of software that really quickly puts these types of things together.

Can You Tell Me More About ICG?

Amy: Sure. Insta-Content Generator (ICG) is software that we put together because we really wanted to have something that was "drag & drop" simple to create something fast and easy. We didn't want it to have all of these different functions, like a big photo editing program. We wanted to do it quickly.

It comes with five different templates, or you can create your own. You can drag and drop writing lines, like for worksheets, and you can drag and drop boxes or other shapes for checklists and borders. There's clipart included as well. You can also add and upload your own too. So, it makes it really easy to create these.

Another thing is that you can save your projects and use them as templates that you can make changes to later on. This also makes creating more content quicker and easier. This is a great way to create journal pages, or these one-page types of products, without having to have a PHD in design, or Photoshop, or something. The software really makes it easy for anyone to create these types of products or other forms of useful content. (You can get Insta-Content Generator (ICG) at RealFastResults.com/icg.)

Where Can I Go to Find More Information?

Amy: I have a training course called "One-Page Publishing Profits". A lot of my products have "Publishing Profits" as part of the title. One Page Publishing Profits is in-depth training on how to create these one-pagers, how to create them using free tools, and how to complete those six steps I talked about earlier. If you take my course, you'll learn how to do your research upfront, how to format them, and how to promote and monetize them as well. So, it covers all of those quick and easy ways to actually grow your business with these one-pagers. (You can join One Page Publishing Profits RealFastResults.com/onepg.)

How Can I Connect with Amy and Debbie?

Debbie: Thanks for having us. It's always a pleasure. You can connect with me easily. My name is Debbie Drum, and I'm all over social media. I do a lot of video marketing, which is another form of one-pager, it's just in a video format. So, I'm constantly creating content. That's why we are content experts. This is what we do, and please don't ignore shorter content if you are focusing on big books. The short content works, it sells, it's easier, it's faster to create, and we have the tools to help you do that.

Amy: The best way is at my website, AmyHarrop.com, and I have a lot of free training on there. I have a great free report on "3 Fast Fixes for Your Book". If you already have a book published, but it's not selling. You can get that over at my blog, and also some other great, free training on publishing, and content marketing, and growing your business as well.

Resources

One-Page Publishing Profits

Insta-Content Generator (ICG)

Edusense

Teachers Pay Teachers

Jungle Scout

Real Fast Results Community

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