

How \$1 Products That Take 30 Minutes To Create Can Make You More Than \$10,000

Produced By *The Rhodes Brothers*

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A SimpleCashBlog.com Members Only Report

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*** The Simple Formula To Building An Opt-In List Of 10,000+ In Less Than 3 Months**

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All the best,
John and Matt Rhodes
“The Rhodes Brothers”

Members Only Blog Entry

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If you've been online for the last few months you've no doubt heard of the \$7 Secrets Script released by Jonathan Leger. Basically, the script allowed others to sell your products (which presumably cost \$7) for a **100% commission**.

When they purchased the product, they were forced to opt-in to your e-mail address so you could hit them up with backend offers.

This idea, which (without exaggeration) could put **tens of thousands of dollars in your pocket** is similar to that, but doesn't require the installation of any scripts or anything complicated like that. It works best when you integrate it with **The Simple Formula To Building An Opt-In List Of 10,000+ In Less Than 3 Months** (another [SimpleCashBlog](#) members only entry).

So, you send an offer for a really premium product you've created (or modified from PLR) to your list. **But you only charge \$1 for it.** The goal here obviously isn't to make any real money off of this. It's a filtering process. **Who is going to spend money and who isn't?**

Create **two 1,500 - 2,000 word reports** (or hire a writer to do it for you) with some high quality, "feel-

good” content. You’re going to be selling one of these reports and giving away the other one as a “**secret bonus.**”

Of course, these reports can be on just about anything related to your niche. As I’ve said many times in previous blog entries, just **be bold** and a little creative. It doesn’t take much.

Now create a quick sales page, the same as your squeeze pages, with a solid headline, some fluff, and 5-6 solid bullet points. I would even consider writing the bullet points first and then writing the report based off of the bullet points.

When it comes to the price, use “strikeouts” to start the price point at \$17, then \$12, then \$7...strike those all out and charge only \$1. Like this:

The Ultimate Guide To Saving Tons Of Money On Car Insurance costs ~~\$17~~ ~~\$12~~ ~~\$7~~ **only \$1**. No strings attached.

The next key here is to **brand your product**. You’re going to need to hire someone to make a cover for you for a few bucks. Make sure you have them also create some logo that you can put on all your covers.

If you overdeliver every time, you’re going to have folks that scoop up your products, no matter what the price because of the branding. They will identify their

happiness from this incredible \$1 purchase with all of your other products from now on, **as long as you keep giving them great value.**

You should have a conversion rate of at least **15 to 20%** for this. If you don't, something went wrong. The problem wasn't large enough or your claim wasn't bold enough (or, it was too hyped up).

After they purchase, you encourage them (*almost* force them) to sign up for your list. **“Important! Be Instantly Notified Whenever We Release A NEW [Your Brand] Report And Receive Free Updates For Life!”** would work fine for the headline and then just ask for their name and e-mail.

A few spaces below that have a small link leading to the download page saying “No Thanks. Go To The Next Page.”

You should have a **50% or more conversion rate** to this opt-in form. I've had conversions as high as **70%** when doing this for some of these \$1 reports. Opt-ins increased by an average of 15% when I got smart and changed “No Thanks. Download Now!” to “No Thanks. Go To The Next Page” because it isn't as appealing.

This is more than a simple list building exercise. You're building the best type of list - a **customer list.** *These are people who have proven*

they have money to spend, understand how to use Paypal, and will get addicted to your products. A common misconception is that folks who pay \$1 won't be willing to pay \$100 for a product. **That's completely, entirely false.**

You just have to move them gradually up the chain. **Start charging \$7, then \$17, then \$47, then \$97.** You'll have to continue to overdeliver on content each time and keep them addicted, that's the only kicker. But **a truly addicted customer list will get conversion rates of way more than 5% every time you send an e-mail.**

I've seen conversion rates at a consistent 30% for some of my highly focused customer lists. It's ridiculously easy and doesn't take much effort to build a customer list of **1,000 or more** with these \$1 products.

Just run the numbers at a measly **5% conversion rate...**

$$1,000 \times .05 \times \$7 = \$350$$

$$1,000 \times .05 \times \$17 = \$850$$

$$1,000 \times .05 \times \$47 = \$2,350$$

$$1,000 \times .05 \times \$97 = \$4,850$$

...And, of course, you can reinvest the money each time outsource the creation of all of these new hot products for less than \$500 or so total. So that's a

total of ***at least* \$8,400 for less than 30 minutes of work creating a \$1 report.** When you start factoring in the advertisement of membership sites to this customer list as I discussed in another [SimpleCashBlog](#) members only blog entry, **How To Make \$5,000 A Month With Your Own Simple Membership Site**, you're going to have a nice supplemental income coming in every month.

And, of course, you can keep hitting up this list over and over again to extract cash, as long as you keep delivering real value. If you're doing your job right, you should see conversion rates stay about the same, **even go up**, as you increase the price.

As you get more members to your normal "freebie-seeker" list, occasionally do \$1 product specials to grab folks and get them on your customer list. Then, hit up your hugely responsive customer list with your lucrative offers and *watch the cash roll in... :-)*

All the best,
John and Matt Rhodes
"The Rhodes Brothers"

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