



MICRO-OFFER BUILDER PACK

Ship a **\$7-\$47 product** this weekend



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Start Here →

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Read Me First (How to Use This Pack)

What This is

A weekend system to launch a tiny paid product fast.

What This is

1. Fill one Offer One-Pager.
2. Record one short using the included hooks.
3. Publish a checkout in ~20 minutes.
4. Time required: 2–4 hours across two days.
5. **Tip:** Don't overthink—ship v1, polish later.



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The Promise (Why this works)

- **Small outcome → easier “yes.”**
- **Templates remove blank-page pain.**
- **One funnel → no tech maze.**

Result: a product live, a link in bio, and a path to your first sales.



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What's Inside

- **3 Offer One-Pager templates**
- **10 Hooks + 10 Shorts scripts**
- **Checkout in 20 minutes checklist**
- **UTM & DM keyword quickstart**
- **Launch run sheet (3 days)**

Download note: Keep this file open while you build.



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Weekend Plan

Friday (30–45 min)

Pick a template, fill it.

Saturday (60–90 min)

Record 1–2 shorts from hooks; export.

Sunday (45–60 min)

Publish checkout; link bio; turn on DM keyword.

Then: post 3× this week; pin the best.



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Offer One-Pager Template A

Use when: your product solves a clear pain fast.

Fields (fill-in):

Title/Promise:

For who (1 line):

Before → After bullets (3–5):

What you get (3–5 items):

Time to result:

Price: \$

CTA: “Get the [product]”



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Example Template A

Use when: your product solves a clear pain fast.

Fields (fill-in):

Title/Promise: Launch a \$7–\$47 product this weekend

For who (1 line): Busy creators without a team

Before → After bullets (3–5):

- Idea purgatory → product live
- Scattered notes → one-pager
- “Someday” → checkout in 20 minutes

What you get (3–5 items):

- 3 one-pagers
- 10 hooks
- 10 scripts
- checkout checklist

Time to result: 2–4 hours

Price: \$37

CTA: “Get the Builder Pack”



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Offer One-Pager Template B

Use when: your product is a checklist, SOP, or swipe file.

Fields (fill-in):

Promise:

Included:

Who:

How to use:

Price:

CTA: "Get the [product]"



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Example Template B

Use when: your product is a checklist, SOP, or swipe file.

Fields (fill-in):

Promise: Never stare at a blank page again.

Included:

10 hooks, 10 shorts scripts, captions, DM prompt pack,
20-min checkout SOP.

Who: new creators monetizing with tiny products.

How to use: pick a hook → record → publish.

Price: \$37

CTA: "Get the Builder Pack"



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Offer One-Pager Template C

Fields (fill-in):

Name:

Inside:

Setup time:

Best for:

Price:

CTA: "Get the [product]"



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Offer One-Pager Template C

Fields (fill-in):

Name: Shorts-to-Checkout Toolkit

Inside:

3 Canva one-pagers, 10 hooks, 10 scripts, captions, SOP.

Setup time: ~60–90 min

Best for: IG/TikTok beginners

Price: \$37

CTA: “Get the Builder Pack”



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Hooks

Read this first

Why do you need Hooks?

They capture attention in the first few seconds to prevent viewers from scrolling away, ultimately boosting engagement and watch time.

**Hooks are your first 3–6 seconds.
Use one per video.**

Tip: read them verbatim first; then make a second take in your own style.



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Hooks

Page 1

1. "Ship a \$7-\$47 product this weekend."
2. "One page. Ten minutes. A checkout that works."
3. "Steal my 10 hooks and 20-minute checkout."
4. "From idea to income: here's the tiny product play."
5. "If you have 2 hours, you can launch this."



Hooks

Page 2

1. "Don't build a course. Build a one-pager."
2. "The \$37 pack that gets you your first sale."
3. "Stop researching; copy this, post once, and ship."
4. "I turned notes into a product—here's the template."
5. "This is the checklist I wish I had."



Shorts Scripts

Read this first

Keep 9:16, 30–45 sec.

3 parts:

Hooks



What's inside



CTA.

Add on-screen text $\leq$ 6 words/card.



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Shorts Scripts

Page 1

Script 1 (30s):

Hook: "Ship a \$7-\$47 product this weekend."

What's inside (2 lines):

"Three one-pagers. Ten hooks. Ten scripts."

"Everything plug-and-play so you move fast."

CTA: "Get the Builder Pack—link in bio."

Script 2 (30s):

Hook: "Want a tiny product that prints daily sales?"

What's inside (2 lines):

"Steal my exact mini-offer templates."

"Proven angles, outlines, and examples included."

CTA: "Grab the Builder Pack—link in bio."

Script 3 (30s):

Hook: "Your first \$100 online can come from one simple one-pager."

What's inside (2 lines):

"One-pager formulas you can copy instantly."

"Hooks, scripts, and frameworks included."

CTA: "Get the Builder Pack—link in bio."

Script 4 (30s):

Hook: "Stop overthinking. Launch a tiny offer in 48 hours."

What's inside (2 lines):

"Five proven micro-offer models."

"Plus fill-in-the-blank scripts for each one."

CTA: "Get the Builder Pack—link in bio."



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Shorts Scripts

Page 2

Script 5 (30s):

Hook: "You don't need a big audience—you need a tiny offer that converts."

What's inside (2 lines):

"Steal my 10 highest-converting mini-offer angles."

"Plus the exact script structure I use to sell them."

CTA: "/start → Offer Pack"

Script 6 (30s):

Hook: "This is the easiest digital product to launch in under 24 hours."

What's inside (2 lines):

"One-page offer templates built for fast implementation."

"Hooks, examples, and fill-in-the-blank lines included."

CTA: "/start → Offer Pack"

Script 7 (30s):

Hook: "If your content isn't converting, fix the offer—not the algorithm."

What's inside (2 lines):

"Get my conversion-ready micro-offer frameworks."

"Plus 10 scripts you can record straight from your phone."

CTA: "/start → Offer Pack"

Script 4 (30s):

Hook: "Your next \$500 online can come from a simple 2-page offer."

What's inside (2 lines):

"Copy the 2-page structure I use for rapid launches."

"Comes with hooks, CTA lines, and short-form scripts."

CTA: "/start → Offer Pack"



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Checkout in 20 Minutes (Systeme Checklist)

- ☐ 1. Create product → name/price.
- ☐ 2. Build checkout page → logo/colors; order bump toggle OFF if not ready.
- ☐ 3. Add product file placeholder (Salman will host final).
- ☐ 4. Payment settings → test card → success page.
- ☐ 5. Thank-you page → add 2 buttons:
“Download” + “Contact”.
- ☐ 6. Email: enable receipt + Day-0 delivery.
- ☐ 7. Test: mobile view; one test purchase; confirm email received.

Note: Your pack includes the exact copy and button labels.

Sign up for [Systeme.io](https://systeme.io) today!



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Pricing & AOV (Keep it simple)

Start \$37; raise to \$47 after 100 sales if CVR holds.



Add a \$9 order bump later (prompts/swipes).



Target checkout conversion 18–25% warm/retargeting.



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DM Keyword Quickstart (Auto-Reply)

Magic word: "START"

Reply: "Got it — here's the resource you asked for: [link]."

Want help? Reply YES and I'll send the 10-minute setup."

Use cases: IG DMs, TikTok auto-message, email reply.



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Smart Link & UTM Quickstart

Pattern: /offer-pack?utm_source={platform}&utm_medium={placement}&utm_campaign=afp_offerpack_launch&utm_content={creative}

Examples:

- **IG bio:** utm_source=ig&utm_medium=bio
- **TikTok short A:**
utm_source=tt&utm_medium=short&utm_content=op_short_a

Rule: never post raw links without UTM.



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Posting Checklist

(Do this today)

- ☐ 1. Post 1 short with Hook #1.
- ☐ 2. Pin it.
- ☐ 3. Add /start to bio; feature “Offer Pack” tile.
- ☐ 4. Turn on DM keyword “START”.
- ☐ 5. Reply to first 10 comments with a CTA line.



Launch Run Sheet

(3 Days)

Day 1

Post #1

Add link in bio; DM keyword on.

Day 2

Post #2

Reply to comments; share in story.

Day 3

Post #3

Pin the best; tiny retarget (\$5–\$10/day).



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What “Good” Looks Like (KPIs)

- 3-sec view $\geq 35\%$
- 50% hold $\geq 22\%$
- /start CTR $\geq 1.2\%$
- Landing $\rightarrow$ checkout $\geq 5\%$
- Checkout conversion $\geq 18\%$



If It's Not Converting (Fix in this order)

1. **Hook** (try a stronger one from the list)
2. **Hero line** (clarify promise/time)
3. **First 3 bullets** (make outcomes concrete)
4. **Price test** (\$37 ↔ \$27 for 72h)
5. **Post timing** (try AM vs PM)



Two Example Paths (Inspiration)

Creator Tools:

“Notion Audit Board” \$19 → bump \$7 prompts

Service Niche:

“Client Intake One-Pager” \$27
→ upsell \$27 swipe vault



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Frequently Asked Questions

Do I need a following?

No—this is built to start from zero.

Refunds?

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Can I edit the templates?

Yes—use Canva and customize.



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You can ship this by Sunday.

Get help + updates

AFP Start Hub



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