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The Simple PDF Millionaire Method

Make Money With Simple PDF "How-To" Guides
and Turn Your Knowledge Into An Online
Income

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You're the boss of your own business—and your own decisions.

Jack Kaiser



Part 1 Fundamentals

Introduction



Hey, welcome to “The Simple PDF Millionaire Method - Turn Your Knowledge Into An Online Business” and thank you for buying this guide. I am very happy that you found this PDF, and I will do my best to turn this into the best online purchase you have ever made.

Before we dive into how you can build a \$10,000 a month business with PDF eGuides, let me tell you a little bit about how to use this guide. Because I don't want this to be the 100th info product you bought and never used. I want this to be a life changing experience for you, one where you can put your finger on a “before” and an “after”!

So, what I like to do is turn the process of starting your PDF business into 5 simple and easy steps, so you can work along with this guide. Please don't skip ahead, even if you think “Oh, I know how to design a simple PDF”. In my

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experience, very often, there is one short sentence that you DON'T know about, and this one sentence is worth 100x what you paid for an info product. So please, don't skip ahead, and if I talk about something you already know about, sorry, but please push through.

I will keep things short and simple here. You will NOT become an expert graphic designer that can create unbelievably stunning cover artworks, and I will not turn you into a writer that can compete with Shakespeare. I want you to produce digital infoproducts (because that is what PDF guides are) that sell. Nothing more, nothing less.

At the end of each part, you will get some homework. Please finish these assignments before you start the next chapter, or you will feel left behind.

Okay, now let's start with the basics.

I wish you all the best, a thriving eGuide business and everything you wish for in life!

Jack Kaiser, Paris, France, 2025

My Story



Before we start, I want to tell you a little bit about myself and why I am the guy you should listen to when it comes to PDF eGuides and making money online.

My name is Jack, I was born in Dortmund, Germany, and I was always interested in making money online. To be honest, I was never good at keeping a job, mostly because I don't like having a boss, but also because I always wanted freedom. Freedom to do what I want, when I want and wherever I want.

So I started my first online business in 2015. I wrote short guides on dog training, martial arts and the Law of Attraction, and uploaded them to Amazon's Kindle Direct Publishing platform. It took a while, but soon I became very good at it, making thousands of dollars and becoming one of the most successful self-publishers in Germany. I made around \$8500 a month, plus a bonus from Amazon of around \$2000 every month. And the best thing: Nobody knew who I was. It was completely anonymous. I was making bank every month, but nobody knew my real name.

Jack Kaiser

I started traveling the world, putting money away for retirement, making sure my family and friends were happy, and enjoying life after 12 years of school, 3 years of law school (which I dropped out of eventually) and a series of shit jobs like being a bouncer for a dive bar or assembling trash cans and garbage containers in a factory full of eastern european workers. I finally thought I had hit the jackpot!

But then, one day, it was over: Amazon closed my accounts over a little bullshit dispute over payments. And back then, I was young, I was stupid, so I started arguing with the customer support agent - without any result, of course. I was devastated. I went from making \$10.000 to \$15.000 every month to zero! And I mean ZERO! I had put some money away from my Kindle earnings, but my business was based entirely around Amazons eBook marketplace.

At first I panicked, because I knew that I would not be able to pay my rent in 4 months, and the last thing I wanted was to get back to the garbage can assembly line.

So I packed a bag and went to Greece for 3 weeks to meditate, think and rebuild my business.

After chilling and partying in Athens for a few days and walking through boring ruins, I remembered that I bought a PDF guide a few months before - I am not proud to admit it, but it was called "Secrets of A P*rnstar C*mshot" and it was about... Well, I guess it is pretty self explanatory (spoiler alert: it's lots of water and eating a lot of celery). It was a PDF I bought online from a website I found on some other obscure site.

When I remembered that little guide, it clicked for me: I still had the books I previously sold on Amazon, and now I saw a new distribution channel!

I went back to my hotel room, grabbed my laptop and started working. I spend the rest of my vacation in my room, reformatting the eBooks that I had sold on KDP and turned them into PDF documents. Then I bought a few domains, learned how to install, setup and design WordPress and build my very first sales funnel.

Jack Kaiser

For traffic I launched Facebook ad campaigns and posted on forums, and a few days later, I made my first sale! The PayPal notification hit hard! I was so happy! I mean, it was only \$5 in net profit, but I felt like I was Jordan Belfort or Mark Zuckerberg!

It took a lot of tweaking and trial and error before I had my PDF business up and running to pay my bills, but after a few months, I did it. Now, fast forward a few years to 2025, and I have build my PDF business into an empire that paid for trips to 40 countries, allowed me to become an investor in 9 different companies and provided me the means to become completely free!

The best thing: Anybody can do what I did. I don't have a degree, I am not the most tech savy person in the world, and I hate working more than 4 hours a day. So you can do this, too!

And now I want to show you the way to do it...



What makes a PDF Business so great?



Okay, the first step in your new business is realising the opportunity that lies ahead of you, and why a PDF business is the best business for you!

Billions of people surf the web every single day, young, old, male, female, rich and poor. They want to be entertained, they want to socialize - and they want their products solved! Selling digital infoproducts has turned into a hundreds of billions of dollars a year industry, and housewives, business tycoons, professional athletes and models alike all have one thing in common: They buy info products, and they could potentially SELL info products.

I like selling pdfs, because they are pretty easy to build, and, since they are for the most part low ticket items, need no closing calls or fancy sales funnels. Just a simple sales page, a payment provider and an email automation to deliver the product.

And since my product is a digital product, I can sell it hundreds of times a

month over the internet, without any fulfillment other than the email that sends the PDF to the customer.

Everybody between the ages of 15 and 105 knows what a PDF is, everybody has at least one or two problems or challenges in their lives, and everybody in the western world is willing and able to fork over \$11 or \$17, if the pitch is right and they think our PDF solves their specific problem. So it is completely possible to sell your PDF eBook 300 or even 3000 times a month in some cases, and with a nice profit margin, too.

And all you need is a laptop, an internet connection, a simple setup to sell and deliver the PDF, and you are good to go. I have even seen some people in my coaching programs that don't even have a laptop, they have build their PDF business with their smartphone. Although I would advise against that, because personally I think it is much easier to work with a laptop, this shows you how easy it is to start!

You don't even need to write the PDF yourself. I will show you in this guide how you can use AI tools to create the content for you.

To demonstrate how much money you could make with this business, let's say you have a PDF that sells for \$17. If you manage to sell this PDF 10x a day (which is pretty standard to be honest), you make around \$5000 in revenue every single month. And if you can launch a second eBook and sell this one 10x a day, too, you build yourself a nice little six figure a year business with only two simple PDF guides.

And the best thing: You don't need much for this business! You don't need physical products, a warehouse or expensive fulfillment, you don't even need paid advertising to start! I know people that started their PDF business below \$150.

Jack Kaiser

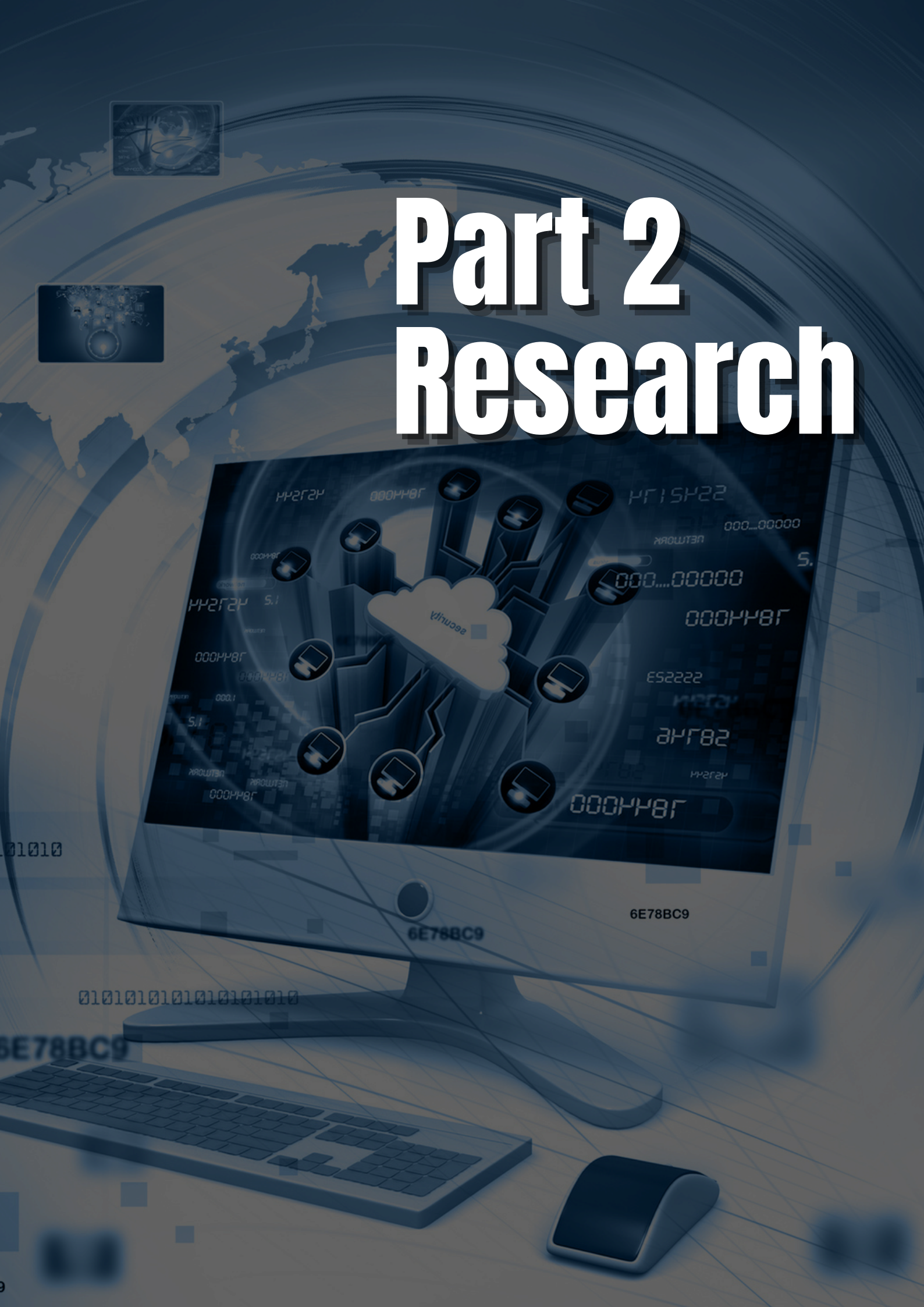
I would never say this is passive income, and I would never say this is done in 10 minutes, but you can work as your own boss, from anywhere in the world, write about topics that you are passionate about, and make a lot of money in the process!

A PDF business is the perfect business model to build your own “lifestyle business”. Depending on what you want or what you are willing to do, you can just supplement your “normal” 9-to-5 income with a little PDF that sells 200 times a month, or you can launch 10 PDFs and sell 4500 copies a month and make \$35.000 a week from home. It is entirely up to you, and this business is completely scalable!

So let's jump into the details...

Part 2

Research



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Niche Research



The first “real” action step is the research. Many people do this wrong (or don’t do this at all), invest time, money and effort into an ebook and then find out that nobody is interested in what they bring to the marketplace. It is super important to research a lot of topics and audiences before you launch, or you will get frustrated very fast because you wasted your time and money.

But don’t worry, research is quite easy to do in times of AI, both for niche/topic and for the content you need.

Alright, time to get to work.

Before we write a single word or design a sexy-looking cover, we need to figure out **what the hell you’re actually going to write about**. This is one of the most important steps—because if you mess this up, the rest of your effort is like building a mansion on quicksand. You’ll waste time, money, and motivation. But if you get this right? You’re golden.

The good news: you don't need to meditate in the Himalayas or wait for divine inspiration. You've got Google. You've got ChatGPT. And that's pretty much all you need.

Step 1: Use Google's Keyword Tools Like a Spy

Go to: <https://ads.google.com/home/tools/keyword-planner/>

If you don't have a free Google Ads account, you'll need to make one. Don't worry—you don't need to run any ads. We're just here to peek behind the curtain and see what people are actually searching for.

Once you're in, click on "Discover new keywords" and just start typing stuff you know about or are curious about.

Example:

- "Lose weight"
- "Fix back pain"
- "Learn jazz piano"
- "Make money from home"
- "Improve sleep"
- "Stop dog from barking at mailman" (yep, people Google that all day long)

Now look at the monthly search volume. That's the gold.

You're looking for topics that:

- Get at least 1,000+ searches per month
- Have a clear **problem** or **desire** behind them
- And ideally aren't being attacked by 50,000 corporate brands

If 10,000 people a month are Googling “how to write a book with ADHD,” and you’ve got some thoughts or experience there—you might be onto something. Hot tip: Look for phrases, not just words. “How to start intermittent fasting” is way better than just “fasting.”

Step 2: Test the Topic with ChatGPT

Once you’ve got a few keyword ideas, it’s time to throw them at ChatGPT like spaghetti on a wall and see what sticks.

Try this prompt:

“Act as a research assistant. Give me 10 subtopics or angles I could use for a PDF guide based on the topic: [INSERT TOPIC]. Also tell me what kind of people would be interested in this, and what kind of problems they want solved.”

Boom. In 10 seconds, you’ll have:

- A list of ideas
- A rough outline for your guide
- And even a customer avatar (the person you’ll be selling to)

Want to take it further?

Follow up with:

“Write me a short pitch for this topic like it’s a \$17 digital product on a sales page. Make it simple, emotional, and curiosity-driven.”

If the pitch makes you want to buy it, you’ve probably got a winner.

Step 3: Cross-check Demand

If you're not 100% sure yet, do a quick vibe check:

- Go on Amazon and type in your topic. Are people selling books on this? That's good.
- Go on YouTube and search the same phrase. Are there videos with lots of views? Great.
- Go on Reddit and look for subreddits around your topic. Active community? Bingo.

Remember: you don't need a totally original idea. You just need a topic people care about. And ideally, you bring a new angle, better delivery, or a simple solution that others haven't nailed yet.

Alright, that's it for niche research.

Don't overthink it. Pick something with demand. Something you know a little about or can learn quickly. Something people are already searching for.

Now go run those keywords, fire up ChatGPT, and find your topic. Your empire starts here.

Next up: we dive into the fun stuff—how to build your actual guide. But first, you've got homework.

Homework

1. Find 3-5 potential topics using Google's Keyword Planner.
2. Use ChatGPT to explore subtopics and potential customer avatars.
3. Pick ONE topic you're most excited about AND that shows clear demand.

When you've got that... we build.

Let's go...

Jack Kaiser

Your Content - Research For Dummies



So, you picked your topic. Nice. Now it's time to build the meat of your guide—aka the actual content.

But don't panic. This is not a PhD thesis. You don't need to be the world's #1 expert on the topic. You just need to know more than the person buying your PDF. That's it.

And guess what? You can learn enough in one afternoon to teach someone else something useful.

Let me show you how.

Step 1: Ask ChatGPT to Give You a Crash Course

Seriously. ChatGPT is your nerdy little research assistant that works 24/7, never complains, and doesn't ask for coffee breaks.

Use prompts like:

“Act like an expert in [insert your topic]. What are the top 7 things a beginner needs to know if they want to [insert desired outcome]?”

Example:

- Topic: Intermittent fasting
- Prompt: “Act like a health coach. What are the 7 key things beginners need to understand if they want to start intermittent fasting safely and effectively?”

You'll get a solid overview—fast.

Follow up with:

“For each point, give me a short, beginner-friendly explanation and a practical tip or example.”

This turns a boring list into a step-by-step guide that actually helps people. And boom—your content outline is practically done.

Step 2: Use YouTube to See What People Actually Struggle With

This part is fun: Go on YouTube, type in your topic, and look at the comment sections.

Why?

Because people will tell you what they didn't understand... what they wish the video covered... or the real problems they're facing.

That's pure gold. Because those are the things YOU can cover in your PDF and instantly stand out.

Write down:

- Common questions
- Complaints
- Things people want "simplified"

Then just answer them in your PDF like you're talking to a buddy.

Step 3: Google Around (But Don't Get Lost in the Sauce)

Yes, you can Google stuff. Just don't fall down a 5-hour Wikipedia hole. You're not writing a college paper. You're writing a **\$17 shortcut** for people who don't want to do what you're doing right now.

Here's what to look for:

- Blog posts with titles like "10 Mistakes Beginners Make With [Topic]"
- Quora threads with tons of upvotes
- Reddit rants
- FAQs on niche sites

Steal the best tips, mistakes to avoid, and common beginner errors—then rewrite them in your own words. Keep it simple. Keep it helpful. Keep it human.

Step 4: Organize It Like You're Explaining It to a Friend

Now take all that raw info and lay it out in a way that flows:

1. Start with the basics
2. Move into the core method or ideas
3. Then give examples, tips, or quick wins
4. End with a recap, checklist, or action plan

That's it.

You don't need fluff. You don't need 47 chapters. Just useful info, in the right order, in a way that makes sense.

Pro Tip: Feed your notes back into ChatGPT and let it organize everything so it has a nice flow to it.

This way, you have everything build up within ChatGPT already, which will be useful once we start writing our guide...

Homework

1. Ask ChatGPT to give you 5–7 main content points for your topic.
2. Use YouTube and Reddit to add 3–5 more ideas or pain points.
3. Organize your points into a logical flow (beginner → next steps).
4. Write 1–2 sentences under each point as a placeholder.

This is the skeleton of your guide. We'll add the muscles, the skin, and the six-pack abs later.

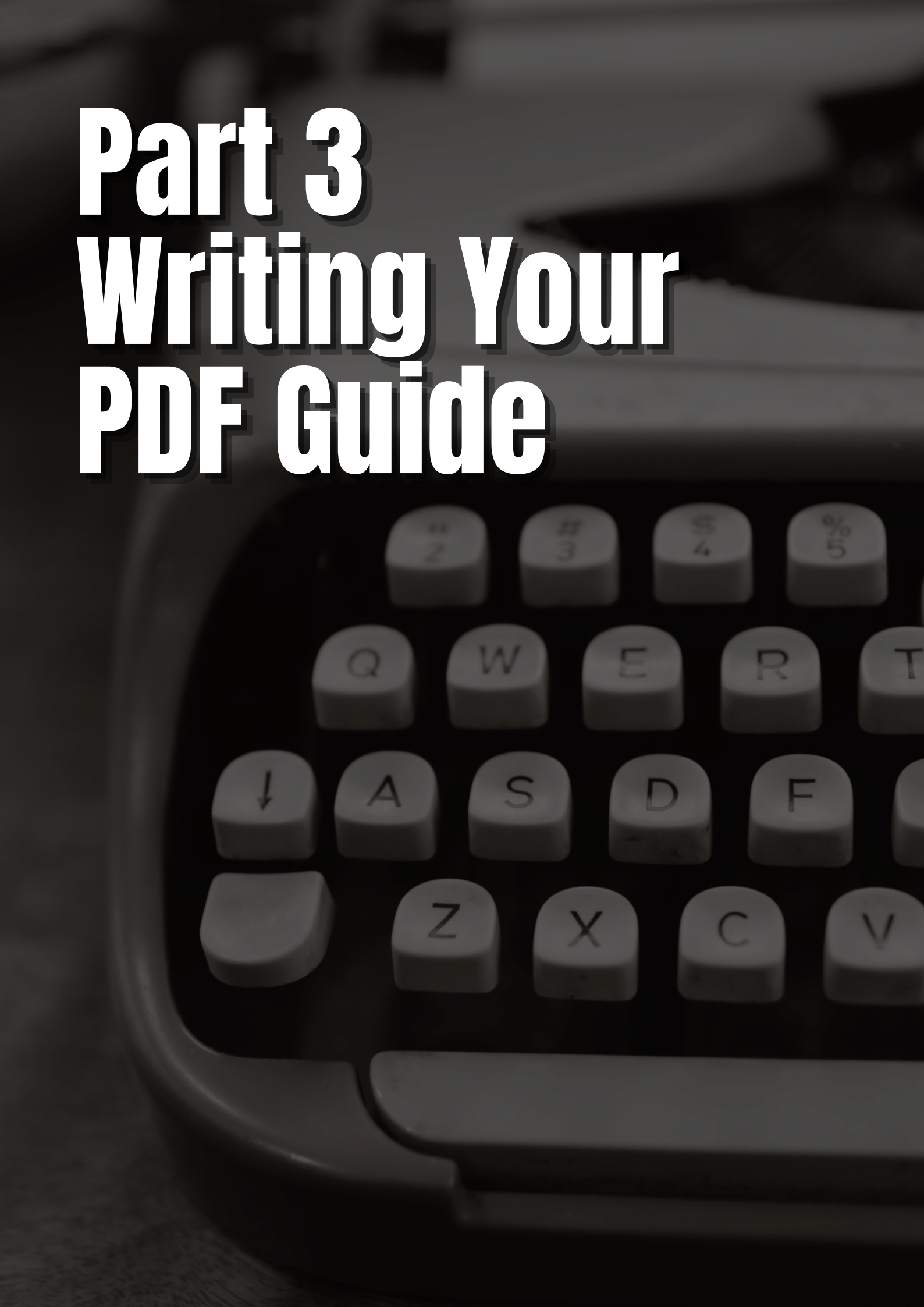
Next up: we turn this outline into a full-blown PDF with the help of AI (and maybe some caffeine).

Let's keep it moving.

Part 3

Writing Your

PDF Guide



How to Use AI To Write Your PDF Guide



Nice, the (in my opinion) most boring and hard part in writing a PDF guide is behind you: the niche and content research. I know, some of you may like this, but I don't, so...

Now we are gonna write your book. It doesn't matter if you have written a book before or if you have never written anything longer than a WhatsApp text or a work email, because we will use AI tools to get the work done faster and better.

Then we will design and format the guide so we can sell it to your audience fast and easy.

Again, you don't need to be a Hemingway, Hunter Thompson or Shakespeare, and you don't need any experience in graphic design. We will do everything with smart AI tools, and we will need a week max to have your guide ready to launch.

Okay, you've got your topic. You've got your research. Now it's time to turn all that into a real PDF guide people will happily pay for.

But here's the secret sauce: You don't need to "write" the whole thing yourself. No, that's not cheating. That's smart.

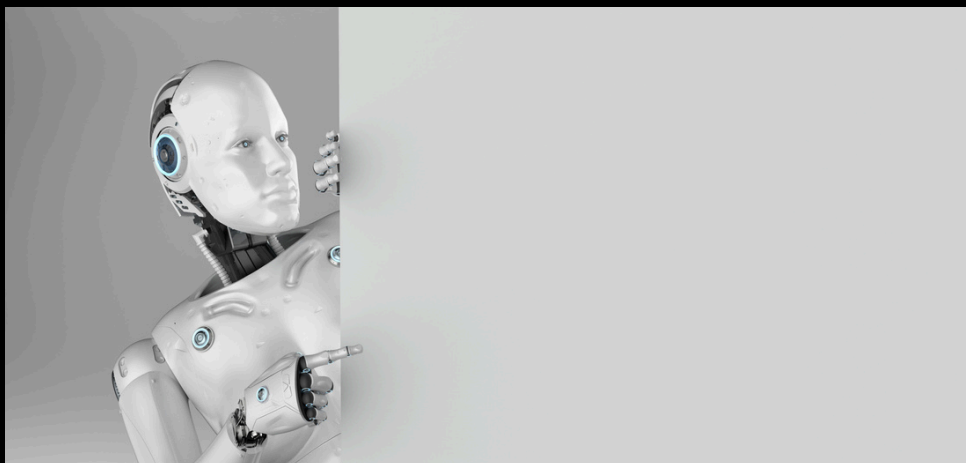
You're not here to be Hemingway. You're here to be a digital product publisher. And lucky for us, we've got ChatGPT—a writing machine that works faster than you, doesn't get writer's block, and doesn't ask for royalties. Let me show you exactly how to use it.

Step 1: Feed ChatGPT the Right Ingredients

Think of ChatGPT like a chef. If you just say "make food," you'll get junk. But if you give it the exact ingredients and tell it what kind of meal you want—you'll get something delicious.

Here's what to feed it:

- Your topic or section title
- A few keywords or phrases you want it to use
- Any bullet points or notes you've collected from research
- The tone you want (friendly, beginner-friendly, clear, etc.)



Here's a sample prompt:

“Write a beginner-friendly section for a PDF guide called ‘How to Start Intermittent Fasting’. The reader is new to fasting and wants to lose weight. Use a simple tone. Here are my main bullet points:

- What intermittent fasting is
- Benefits of fasting
- The 16:8 method explained
- Common mistakes to avoid
- Tips to stay on track”

Now hit Enter.

Boom. ChatGPT will spit out a rough draft that's **probably 70-80% ready to go**.

Step 2: Chop It, Fix It, Make It Yours

This next part is important. Don't just copy-paste and walk away. You've gotta **edit the draft so it sounds like you**.

Ask yourself:

- Does it sound human? Like something I'd actually say?
- Is it too formal? Too dry? Too “textbook-y”?
- Can I add a quick example, a personal story, or a funny metaphor?

Here's a trick I use:

Pretend you're texting this to a friend who asked you for advice.

If it sounds too stiff, rewrite it until it sounds like you're just talking. Remember: people aren't buying a robot's guide. They're buying **your voice, your shortcut, your vibe**.

Also—short sentences. Break up long paragraphs. Add bold headers. Toss in bullets. Make it easy on the eyes.

Step 3: Repeat the Process for Each Section

You don't need to write the whole guide in one sitting. Go section by section. Each time, give ChatGPT the:

- Section name
- Key ideas or bullets
- Target reader and goal of the section

Then rinse, tweak, and repeat.

By the end of the day (or weekend), you could have a fully drafted guide that's 80% done.

Step 4: Pro-Level Polish (Optional but Recommended)

Once your rough draft is done, give it one final polish pass. Here's what I look for:

- Replace any robotic phrases ("individuals may find") with real talk ("some people find")
- Cut out fluff ("In this section, we will discuss..." – just get to the point)
- Add **real-life examples** or analogies to make it stick
- Sprinkle in confidence, humor, or attitude where it fits

If you want bonus points, drop the draft into a tool like **Grammarly** or **Hemingway Editor**. They'll help you clean up grammar and make the copy even punchier.

Homework

- Open ChatGPT.
- Start with your first section and give it a proper prompt (keywords, tone, bullet points).
- Tweak the draft until it sounds like you.
- Repeat until your full guide is written.
- Do one final read-through and polish it up.

Now you've got a working, written eBook that sounds like you, delivers real value, and is ready to be packaged and sold.

Next, we'll dress it up so it looks as good as it reads.

Let's talk formatting and design.

Formatting and Design



Alright, your content is written. Feels good, doesn't it?

Now let's make it look like something people actually want to buy. Because here's the truth: People judge a book by its cover. And they'll judge your PDF by how clean, pro, and polished it looks. You don't need to look like Apple. But if it looks like it was thrown together in Microsoft Paint? Forget about it.

Let me walk you through the two tools I recommend to make your guide look slick, without needing a design degree.

Step 1: Format the Content in Google Docs

Google Docs is free, simple, and perfect for basic layout stuff. Here's how to use it:

- Start with a clean title page (your eBook title + your name or brand)
- Use headings for each section (Heading 1 for main sections, Heading 2 for subpoints)
- Keep your paragraphs short and readable (2–4 lines max)
- Add bullet points where it makes sense
- Use bold for key points or summaries

Here's a quick format tip:

Put the text in a single-column layout, left-aligned, with plenty of white space. Don't make your guide feel like a wall of text.

When you're done, download it as a PDF, or copy-paste the content into Canva (more on that next).

Step 2: Design the PDF in Canva (Free + Optional Paid Templates)

Go to [canva.com](https://www.canva.com) and create a free account if you don't already have one. Canva is a godsend for non-designers like us.

Just search “**eBook**” or “**PDF**” in the template search bar, and you'll see **dozens of ready-made designs** you can customize.

Some templates are free, some are locked behind their Pro plan (which is like \$10/month), but honestly? That \$10 is **worth every penny** if you want your guide to look amazing.

Here's how to use Canva for your guide:

1. Pick a clean, modern template you like.
2. Swap out the text with your content from Google Docs.
3. Change the colors and fonts if you want to match your vibe or brand.
4. Use icons, images, or illustrations to break up the text and make it more visual.
5. Save/export as PDF.

Pro tip: Add your email or website to the footer of every page for brand visibility (and in case people share your guide around... which they will).

Step 3: Create a Gorgeous Cover That Sells

This part is important.

The cover is the first thing people see when they land on your sales page, your ad, or your website. So make it pop.

Here's how:

1. Go back into Canva.
2. Search "eBook Cover" or "Lead Magnet Cover".
3. Pick a bold, clean template.
4. Plug in your title, your name (or brand), and a strong visual (you can use Canva's free stock photos or upload your own).
5. Keep it simple: No long subtitles, no clutter, no comic sans.

Want an idea of what sells? Go browse Amazon Kindle covers for your niche. See what stands out.

Then steal the look, adapt it to your thing, and make it yours.

What to Avoid:

- Too much text on one page
- Small fonts (especially if it's meant for mobile readers)
- Overused templates (Canva has a ton—don't pick the one with 6 million downloads)
- Stock images that look cheesy or super fake

Keep it clean, keep it readable, keep it nice enough that YOU would pay for it.

Homework

1. Format your content in Google Docs using clean headings and spacing.
2. Pick a Canva template for your guide and plug in the content.
3. Create a slick cover design using a separate Canva cover template.
4. Export everything as a PDF. Save it. Done.

Now you've got a full, polished PDF guide with a professional look—ready to be sold, downloaded, and devoured.

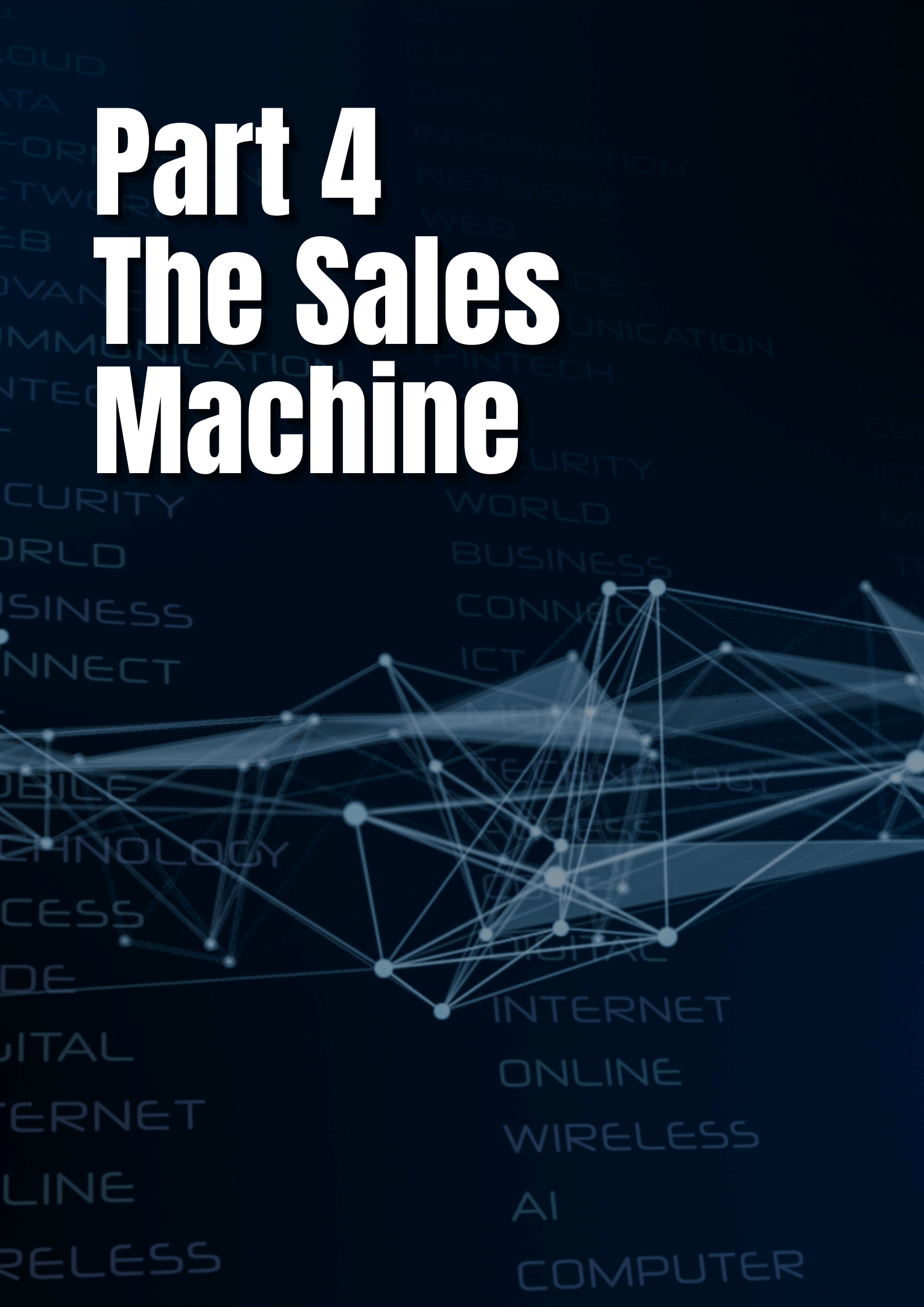
Next up: let's build the machine that sells it for you.

We're talking sales funnels and content delivery. Buckle up.

Part 4

The Sales

Machine



The Automated Content Delivery System



The best PDF is nothing, if nobody can buy it. So you need a sales infrastructure that automatically sells and delivers your info products. We want the highest possible degree of automation, so the business basically runs itself and we have more time to live the good life.

And that is why we need systems that run smooth and profitable.

Here is what you should do...

Your PDF guide is done. It's formatted. It's pretty. It's valuable. Now let's talk about **how to actually deliver the thing once people buy it.**

Because here's the deal:

You don't want to sit around emailing people PDFs one by one like it's 2006.

You want this to run on **autopilot**—so when someone buys, they instantly get what they paid for, and you can go live your life (or write your next one).

There are two main ways to do this. One is plug-and-play. The other gives you more control.

Let's break both down.

Option A: Full-Service Platforms (Digistore24, ClickBank, etc.)

If you don't want to deal with anything techy... and you don't mind giving up a chunk of your profit in exchange for convenience... go with a full-service platform. These guys handle:

- ✓ Hosting
- ✓ Checkout & payments
- ✓ Tax and compliance stuff
- ✓ Affiliate tracking
- ✓ Automated delivery of your PDF

Basically, you upload your guide, set your price, and they do the rest.

Pros:

- Set it and forget it
- They handle refunds, taxes, customer support headaches
- Huge affiliate networks = you can get other people to promote your guide

Cons:

- They take a bigger cut (can be 7-15% + fees)
- You're stuck with their rules (some can be annoying)
- Limited control over the customer experience

Best for:

People who want easy setup, no tech and access to affiliate traffic.

If that's you, check out:

[Digistore24.com](https://www.digistore24.com)

[ClickBank.com](https://www.clickbank.com)

Once you're signed up, they'll walk you through how to upload your PDF, set your price, write your sales description, and set up delivery. Super beginner-friendly.

Option B: Do-It-Yourself Setup (Systeme.io, ClickFunnels + Email)

If you want to keep more money and own the customer experience, this is the way to go.

You'll need:

1. A basic funnel builder (like [Systeme.io](#) or ClickFunnels)
2. A payment processor (Stripe or PayPal)
3. A delivery method (email with a Google Drive link, or auto-download page)

Step-by-step:

1. Use Systeme.io (free to start) or ClickFunnels to build a simple landing page + checkout page
2. Connect Stripe or PayPal to accept payments
3. Set up an email automation that sends your buyer a thank-you message + link to the PDF in Google Drive
4. Or redirect them to a page where the PDF is instantly downloadable

That's it.

Your funnel is now a 24/7 sales machine.

Pros:

- You keep 90–95% of the revenue
- Total control over branding, pricing, customer journey
- You can upsell, cross-sell, and grow your email list

Cons:

- Slightly more setup (but honestly, it's not hard)
- You're responsible for customer emails and refunds

Pro Tip:

Don't just send the raw PDF. Upload it to Google Drive, change the settings to "Anyone with the link can view," and drop that link in your email. Clean, simple, works on mobile.

Which One Should You Pick?

- Want easy mode? Go with Digistore or ClickBank.
- Want higher profits and more freedom? Use Systeme or ClickFunnels with email delivery.

Either way, you're building a system where money comes in... and the product goes out automatically. No manual work. No babysitting orders.

And that's the key to scaling this business.

The Sales Funnel



Alright, now that you've got your product ready and your delivery system set up... it's time to talk about your sales funnel.

Don't let the word "funnel" freak you out.

It's just a fancy way of saying this:

You guide a stranger through a few simple steps until they become a buyer. That's it. And it's mostly done already, since you have set up your content delivery system. I just want to zoom in on it a little, so you understand the principles behind it. Understanding underlying principles helps me

Think of it like a mini rollercoaster:

1. They see something that grabs their attention (traffic)
2. They land on your sales page (hooked)
3. They decide to buy (convinced)

They go to the checkout and complete the order (cha-ching)

Let's zoom out and look at the big picture.

Step 1: The Traffic Source

This is where people first discover you. Could be:

- A Facebook ad
- An Instagram post
- A YouTube video
- A TikTok story
- A Reddit thread
- A Google search

Whatever it is... this is the entry point.

It's where the funnel begins. But we're not going deep into traffic yet—we'll cover that in the next chapter.

Just know this: you need a place to catch attention and get the click.

Step 2: The Sales Page

This is where your magic happens. A good sales page can make you a lot of money for years and years to come, and you only have to set it up once, and then it is your digital storefront.

People come through your traffic source. They click your link → land on your sales page → and now they're reading your pitch. This is your automated sales flywheel to make you thousands and thousands of dollars every single month.

We'll fine-tune your copy later, but for now, just remember: the page should speak directly to the problem your guide solves, and why it's worth \$17 or whatever you're charging.

Step 3: Checkout Page

Once they click "Buy," they land on a checkout page.

This is usually handled by:

- Digistore24 / ClickBank (if you're using them)
- Systeme.io / ClickFunnels + Stripe or PayPal (if you're doing it yourself)

Here, they fill in their payment info, hit "Pay," and the money lands in your account.

Keep it clean. No distractions. Just the product name, the price, and the fields they need to fill in.

Step 4: Delivery & Thank You

After they pay, two things should happen:

1. They get a confirmation page or thank-you message
2. They receive an email with the PDF link

This is the part that makes you feel like a boss. Because the whole thing happens while you're eating dinner or watching Netflix.

You make money. The buyer gets instant value. Everyone wins.

Funnel Recap (Bird's-Eye View):

1. Traffic Source → where the click comes from
2. Sales Page → where you sell the idea
3. Checkout Page → where they pay
4. Delivery → where they get the guide automatically

That's your funnel.

Simple. Repeatable. Scalable.

No need to complicate it. Don't add 17 upsells or webinar videos or countdown timers (unless you want to). Just get this basic setup working first.

Once that's solid, you can stack the bells and whistles later.

Homework

1. Map out your funnel on paper or a doc:
 - What's your traffic source?
 - What's your sales page headline?
 - What's your checkout setup?
 - How will you deliver the PDF?
2. Build the funnel with whatever tools you picked (Digistore, Systeme, ClickFunnels).
3. Test it. Buy your own product. Make sure it flows smooth.

Next up, let's get into what everyone wants to know:

How do I get people to actually see my offer?

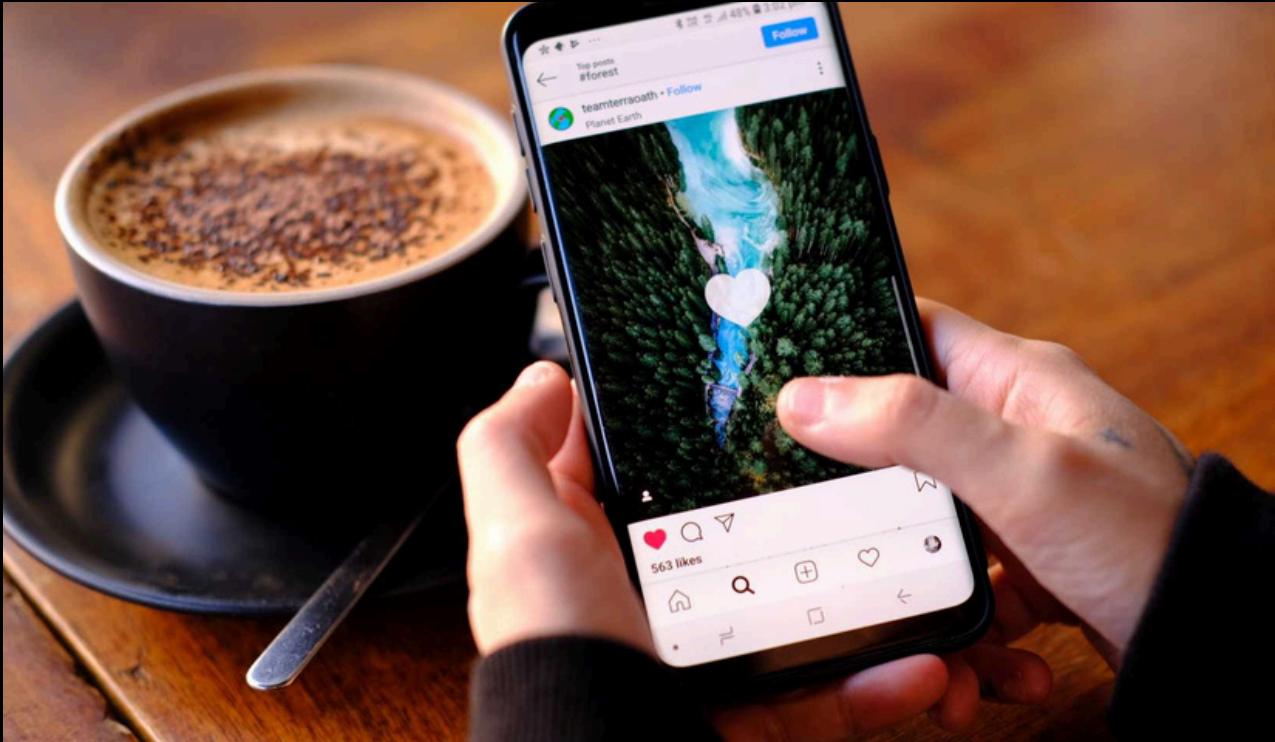
Let's talk **traffic**.



Part 5 The Traffic Flywheel



Organic Content



Now that you have your sales funnel set up, it is super important that you get eyeballs on your offer. Because if there are no people that see your website, there won't be any people interested to buy.

There are 1000 different ways to generate traffic online, and if you are an expert in some of them, this chapter may be too basic for you. But if you have zero to a little experience with ads and organic traffic, then you should take notes here...

Alright, time to talk traffic—but let's start with the free kind. No ads. No budgets. Just hustle, creativity, and your phone. And the name of the game?

Short-form video.

Right now, the easiest way to get eyeballs on your offer without spending a dime is by posting quick, 5-second to 15-second videos on Instagram Reels and TikTok.

It's fast. It's free. It works.

Why 5-Second Reels?

Because attention spans are toast.

People scroll like zombies. If you can't hook them in 2 seconds and deliver something snappy in 5–10, you're invisible.

Short reels = higher watch time = better algorithm reach = more people seeing your stuff.

And remember: these aren't Oscar-worthy videos. They're little bait pieces that hook curiosity and push people to your bio link (aka your sales funnel).

Step 1: Pick a "Content Angle" That Matches Your PDF

Here's what that means...

Let's say your PDF is about:

- Fixing sleep issues → Make reels about sleep hacks, melatonin mistakes, "what not to do before bed"
- Building confidence → Make reels around mindset quotes, self-sabotage, daily habits
- Side hustles → Share quick "money making tips" or breakdowns of what you do

You want to create short, sharp videos that:

- ✓ Tap into your niche
- ✓ Trigger curiosity
- ✓ Point people to your guide (bio link)

Step 2: Use These Short-Form Formats

Let me give you some easy formats that anyone can use (no dancing required):

1. Text On Screen + Music

Just add a sentence like:

“If you can’t sleep, try this.”

“3 side hustles that don’t suck.”

“This mindset shift made me \$10k last month.”

Pair it with a trending song or sound. Done.

2. POV / Relatable Stuff

Film yourself nodding or reacting to text like:

“When you realize celery juice was never the secret to big loads...”

Then follow it up with:

“Real secret is inside my guide — link in bio.”

It’s dumb. But it works.

3. Behind The Scenes / Your Setup

Show your laptop, coffee, and a Google Doc with:

“This PDF made me \$5,100 this month.”

“Here’s how I sell digital guides while watching Netflix.”

4. The One-Liner Hook

Speak straight into the camera and say:

“Most people mess this up when trying to lose weight...”

“Here’s the real reason your side hustle isn’t working...”

Then pause. Add curiosity. End with:

“Link in bio if you want the fix.”

Step 3: Post. Every. Day.

Yeah, I said it. Every day.

The algorithm rewards consistency. Doesn't have to be fancy. Doesn't have to go viral. You just need volume.

- ✓ 1 short reel per day
- ✓ Hooky text or talking
- ✓ Link in bio points to your funnel

If you're just starting out, set a goal: Post one 5–15 second video per day for 30 days.

Don't worry about likes. Just keep posting. One video could pop off and bring in thousands of people.

Bonus: Use Comments to Drive Traffic Too

Once you get a few views, start replying to comments with "Want help with this? Grab my free PDF in bio" (or paid one, depending on what you're offering).

You can even reply to comments with another video. TikTok and IG love that.

Homework

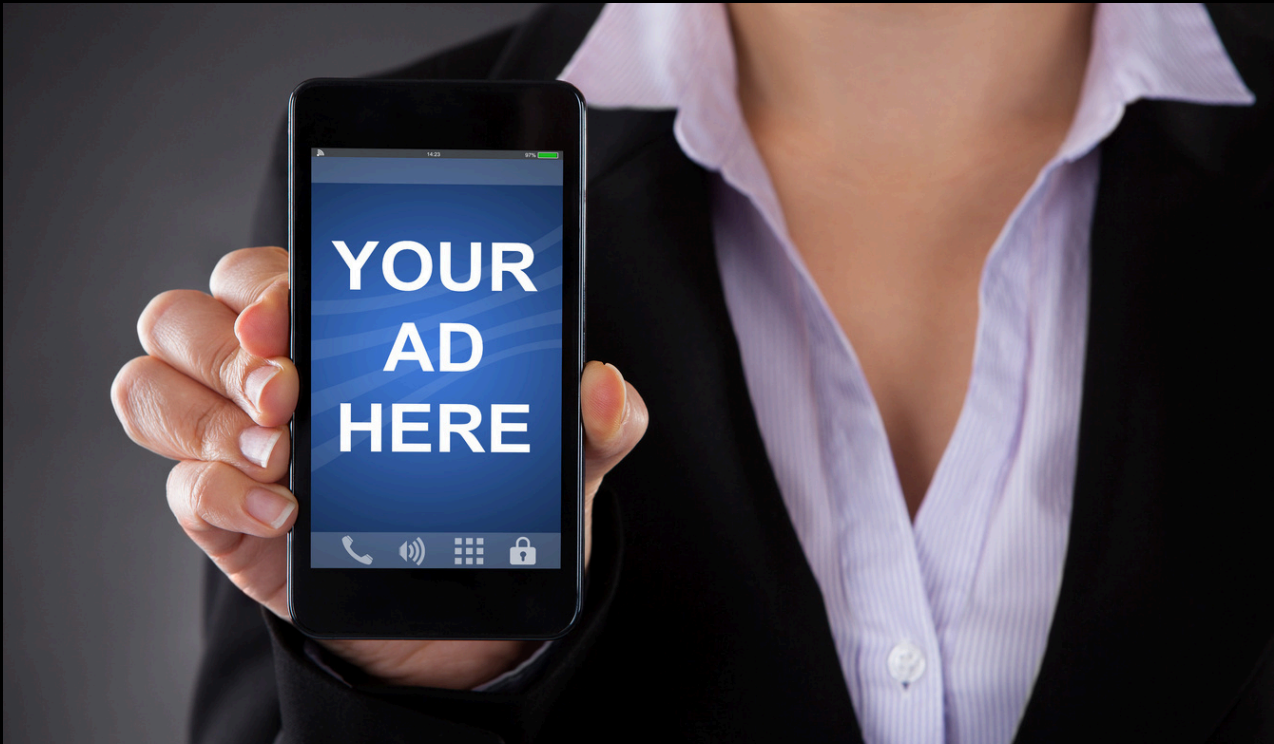
1. Pick 3–5 content angles that match your PDF.
2. Script or brainstorm 5-second hooks for each.
3. Record and post your first 3 videos today.
4. Update your bio with a short CTA + link to your sales funnel.

This is how you build traffic without spending a cent.

Now... if you've got a little money to invest and want to grow faster?

Let's talk paid traffic

Paid Traffic



So, you've got your funnel, your offer, your delivery system, and maybe even some organic content cooking.

Now let's pour some fuel on this fire.

If you've got a bit of money to invest, there's no faster way to start making consistent sales than Meta Ads—aka Facebook & Instagram ads.

Yes, they still work in 2025.

Yes, they can print money.

And no, you don't need to be a media buying wizard to make them work. I'll show you how to do it...

Why Meta Ads?

Because:

- Everyone's still scrolling Meta's platforms
- The targeting is strong (even post iOS updates)
- And PDF-style info products crush it with the right angle

You're not trying to scale to \$1M right away.

You're just trying to spend \$10 and make \$20. Once you do that, you can press the gas.

Step 1: Start With a \$5–\$20/Day Test Budget

Forget dropping hundreds out the gate.

Start lean. Start smart.

Your first goal is to test what gets clicks and what gets ignored.

You're testing angles, hooks, creatives—not expecting a 5X return on Day 1. So run low-budget tests. Keep it simple.

Step 2: Build 1 Campaign With Multiple Creatives

Here's how I'd set it up inside Meta Ads Manager:

- 1 Campaign → “PDF Guide Test”
- 1 Ad Set → broad targeting (age + interest-based or just let Meta auto-optimize)
- 3–5 Ads → different creatives (videos, images, headlines)

You're not just testing images—you're testing hooks + angles.

Step 3: What Makes a Good Creative?

Remember: people scroll fast. You've got 2 seconds to hook 'em.

Try creatives like:

- Short UGC-style videos (“I bought this PDF for \$17 and here's what happened...”)
- Image with big, bold promise (“Learn [topic] in 3 hours or less”)

Carousels with micro-copy (“Swipe to see what's inside this guide”)

Best format to start with?

A square video (1:1) with subtitles and a strong first sentence.
Or, steal from your organic Reels and turn your best performer into an ad.

Step 4: Test These Hook Angles

Here's what works right now for PDF guides:

1. Curiosity

a. "What if your biggest problem could be solved in one afternoon?"

2. Pain + Solution

a. "Struggling with sleep? This \$17 guide shows the method that fixed mine in 3 days."

3. Before/After

a. "Before: Broke. After: Selling PDFs from my laptop while watching Netflix."

4. List Format

a. "3 reasons I sell digital PDFs instead of dropshipping."

5. Shame/Relatability

a. "It's a shame people no smarter than you are making \$5k/month with PDFs..."

Run each of these with a matching visual and watch the data.

Step 5: Watch These 3 Metrics Like a Hawk

Once your ads are live, keep an eye on:

- CTR (click-through rate) → Are people clicking? Over 1% is decent. Over 2% is 🔥
- CPC (cost per click) → Under \$1 is nice. Under \$0.50? You're doing great.
- ROAS (return on ad spend) → Spend \$20, make \$40 = you're winning

If an ad gets clicks but no sales: tweak your landing page.

If an ad gets no clicks: try a new creative or angle.

Step 6: Scale What Works

Found a winning combo? Time to push the gas pedal.

- Duplicate the ad set and raise the budget by 20-50%
- Test new audiences or placements
- Try a second variation of your sales page to increase conversions

This is where you go from side hustle to serious income.

Paid traffic doesn't just bring in money—it brings data. You see what people care about, what they ignore, and what makes them pull out their wallet.

And once you figure that out?

You can repeat it. Over and over.

Homework

1. Set up a Meta Ads account if you haven't already.
2. Create your first campaign with 3–5 ad creatives.
3. Use curiosity, pain, or “before/after” angles.
4. Watch the numbers, adjust, and optimize daily.
5. Scale the winners. Kill the losers.

That's it. You're officially a digital product marketer now.
Your funnel's live. Your traffic's flowing. Your PDF is selling.

Now... just rinse, repeat, and grow.



Part 6 Tips and Tricks

Tips and Tricks



Alright, you've made it through the heavy lifting. You've got the knowledge. You've got the system. You've got the traffic. Now it's time for some cheat codes.

This chapter is all about the little things—the behind-the-scenes hacks and shortcuts that make everything faster, easier, and a bit more fun.

WRITING HACKS

1. Let ChatGPT Do The Heavy Lifting

You already know this, but here's a reminder:

Don't start with a blank page. Ever.

Feed ChatGPT bullet points, then tell it:

“Make this sound more casual, like I'm explaining it to a friend.”

Boom. 80% done.

2. Use the “Chunking” Rule

Break up your PDF into small chunks.

- Big headlines
- Bold subheads
- Bullet points
- Short paragraphs
- If it looks like a blog post from 2009, you've already lost the reader.

3. Voice Typing = Speed Writing

Open Google Docs, hit Tools → Voice Typing.

Start talking like you're explaining it to a friend.

You'll be amazed how fast the content comes out.

DESIGN HACKS

4. Reuse One Canva Template Over and Over

Pick one clean eBook template you like.

Then **duplicate it** for every new PDF you launch.

Change the colors, fonts, and cover photo—but keep the bones. Saves hours.

5. Use Unsplash or Pexels for Free Images

Need visuals for your guide?

Skip the cringe stock photos. Go to:

- [Unsplash.com](https://unsplash.com)
- [Pexels.com](https://pexels.com)

All royalty-free. All high quality. Drop 'em into your Canva layout.

6. Add a Bonus Page at the End

At the end of your PDF, drop a page that says:

“Want More Help?” with a link to:

- A second PDF
- Your coaching
- Your Instagram
- A free email list

That’s how you **turn a one-time buyer into a lifetime buyer.**

PROMOTION HACKS

7. Turn PDF Tips into TikToks

Take 1 tip from your guide.

Record a 7-second video with it.

Post it as a reel with:

“Full guide in bio.”

You can literally get 30+ video ideas from ONE eBook.

8. Use AI to Write 30 Captions in 3 Minutes

Prompt ChatGPT:

“Give me 30 short social media captions to promote my guide about [insert topic]. Use curiosity, humor, or direct benefits.”

You'll have a month's worth of content before your coffee gets cold.

9. Sell Before It's Even Finished

Put up a sales page, say “Guide coming April 30th,” and take pre-orders.

Nothing motivates you to finish the guide faster than waking up to sales.

MINDSET HACKS

10. Nobody Cares if It's Perfect

Real talk: your first guide doesn't have to be amazing.

It just has to:

- Solve a real problem
- Be easy to read
- Look good enough

Done > perfect.

Cash > clout.

11. Your Second Guide Will Be 5x Faster

Once you've launched one, the next ones are plug-and-play.
Same format. Same tools. Same system.

The first one's the hardest. After that, it's just copy, paste, tweak, sell.

Homework


- Pick 3 hacks from this list and use them right now.
- Don't overthink it. These are shortcuts that compound over time.
- And remember: this isn't about being perfect.

This is about getting something out into the world that helps people and pays you for your knowledge.

You're already ahead of 99% of people still thinking about starting "someday."

The Simple PDF Millionaire Method - Turn Your Knowledge Into An Online Income
Copyright 2025 by Jack Kaiser. All rights reserved.

JK Coaching and Consulting UG
c/o Block Services
106 Stuttgarter Strasse
70736 Fellbach

A photograph of a person's hands typing on a laptop keyboard, overlaid with a dark, semi-transparent filter. The text 'Bonus No. 1 List of Tools' is prominently displayed in white, bold, sans-serif font across the upper half of the image. The background shows the laptop keyboard, a mouse, and a coffee cup.

Bonus No. 1 List of Tools

JACK KAISER

My Tools

You don't need a huge tech stack or a Silicon Valley team to run a profitable eGuide business.

In fact, you can get started with less than 10 free or low-cost tools—most of which you can set up in under 15 minutes.

Here's your complete toolbox, with direct links and a quick reason why each one matters.

Canva

<https://www.canva.com>

This is where you'll design your eBook layout and your cover.

- ✓ Free to start, beautiful templates, drag-and-drop easy.
 - ✓ Paid plan (\$10/month) unlocks premium templates and assets.
- No design skills needed—just good taste.

Google Docs

<https://docs.google.com>

The fastest way to write your draft, organize your content, and export your guide to PDF.

- ✓ Autosaves everything, works in your browser, shareable links.
 - ✓ You can even voice-type your content to speed things up.
- No software to install, and 100% free.

My Tools

Google Keyword Planner

<https://ads.google.com/home/tools/keyword-planner/>

Find out exactly what people are searching for.

- ✓ Discover niche topics with demand.
- ✓ Find “buyer keywords” before you write.

Pro tip: Create a free Google Ads account to access the tool—no need to run any ads.

ChatGPT

<https://chat.openai.com>

Your built-in research assistant, writing partner, and editor.

- ✓ Ask for outlines, content drafts, headlines, hooks, email ideas—you name it.
- ✓ GPT-4 plan gives better output, especially for structured content. Use it to get your first draft done in hours instead of weeks.

Royalty-Free Image Sites

Need high-quality photos to spice up your eBook or ads? Use these:

- <https://unsplash.com>
 - <https://pexels.com>
 - <https://pixabay.com>
- ✓ No fees, no licenses, no weird fine print.
 - ✓ Great for eBook visuals and Canva designs.

My Tools

Facebook Ads Library

<https://www.facebook.com/ads/library>

Spy on your competitors and find high-converting ad angles.

- ✓ Search by keyword or brand.
- ✓ See what's working in your niche, right now.

Great for inspiration when making your own Meta ads.

Facebook Business Manager (Meta Ads Manager)

<https://business.facebook.com>

Run Facebook and Instagram ads to drive traffic to your guide.

- ✓ Build campaigns, track performance, test creatives.
- ✓ Start with \$5–\$20/day and scale what works.

The #1 tool for paid traffic in the eGuide game.

Stan Store

<https://stan.store>

If you're active on TikTok or Instagram, this is a simple storefront to sell your PDF.

- ✓ Perfect for creators who want a quick setup without full funnel tech.
- ✓ Handles payments, delivery, and even email list growth.

Costs a bit monthly, but setup takes 15 minutes or less.

My Tools

 Systeme.io

<https://systeme.io>

The all-in-one tool I recommend if you want full control of your funnel.

✓ Build landing pages, collect emails, take payments, automate delivery

✓ Free tier available, which is perfect when you're starting

Perfect for building a pro-looking sales funnel without touching code.

You don't need every one of these to make \$10,000 a month with PDF eGuides. You don't even need ONE of those. But this is my list of softwares and tools.



Bonus No. 2 Prompt Library

JACK KAISER

My ChatGPT Prompt List

These are the prompts I use to build a whole eGuide Business with just ChatGPT and a few hours to spare. I use these prompts to come up with ideas for my PDF guides, research the content, write the guide, build a sales page and craft a marketing strategy.

You can copy these prompts or adjust them if you want. For example, it could be beneficial to add some example landingpages if you want ChatGPT to come up with one for you.

Here are my prompts:

Come Up With Ideas for PDF Guides

- “Give me 10 profitable niche ideas for a PDF guide business targeting millennials interested in personal development.”
- “What are trending micro-topics in health, finance, and productivity that could be turned into short, sellable PDF guides?”
- “Based on the 80/20 rule, what are 3 high-demand problems people pay to solve that I could create a practical PDF guide around?”

My ChatGPT Prompt List

Research the Content

- “Give me an outline for a comprehensive guide on [insert topic], including the key points to cover and credible sources to research from.”
- “What are 5 expert-backed tips or case studies I should include in a beginner’s guide to [insert topic]?”
- “List the most frequently asked questions about [insert topic] and provide concise, credible answers for each to include in a PDF guide.”

Write the Guide

- “Write an engaging, actionable introduction for a PDF guide titled ‘[Guide Title]’ that instantly grabs the reader’s attention.”
- “Draft a detailed section on [insert specific chapter/topic] from a guide on [main topic], written in an informative yet approachable tone.”
- “Conclude a PDF guide on [topic] with a motivational call to action that encourages readers to implement what they’ve learned.”

My ChatGPT Prompt List

Build a Sales Page

- “Using the AIDA framework, write a compelling sales page for a PDF guide titled ‘[Guide Title]’ targeting [audience].”
- “Craft a persuasive sales page headline and subheadline for my new PDF guide about [topic]. Make it curiosity-driven and benefit-rich.”
- “Write a bullet list of emotional and practical benefits someone gets from downloading my PDF guide on [topic].”

Craft a Marketing Strategy

- “Create a 7-day launch marketing plan for promoting my PDF guide on [topic] across Instagram and email.”
- “What are the best-performing content formats and ad types to market a \$10 digital guide to Gen Z on TikTok?”
- “Build a marketing funnel strategy for a PDF guide business—from awareness to conversion—and outline tools to use at each step.”



Bonus No. 3 Pricing Guide

JACK KAISER

My PDF Pricing Guide

Let's talk money—specifically, how much should you charge for your guide?

Here's the truth: the price has nothing to do with page count and everything to do with perceived value. People don't pay for information—they pay for transformation. If your guide solves a real problem, helps someone get a result faster, or saves them money, time, or stress, you can easily price it between \$14 and \$47—even if it's just 20 pages long.

Here's a simple way to calculate your price:

📌 PDF Pricing Equation:

(Perceived Problem Severity x Speed of Solution x Uniqueness) + Presentation = Price

Let's break it down:

- Problem Severity: How painful is the problem you're solving? (Rate 1–5)
- Speed of Solution: How quickly can they see results or progress? (Rate 1–5)
- Uniqueness: Is your method different, simpler, or faster than what's out there? (Rate 1–5)

Presentation: Does your guide look polished and professional? (Add \$5–\$10 if yes)

My PDF Pricing Guide

Now do the math:

Add the 3 ratings (max score = 15), multiply by 2, and add \$5 if your design slaps.

Example: A guide on quitting sugar might rate a 4 (problem), 3 (speed), 4 (unique)

→ $4 + 3 + 4 = 11$ → $11 \times 2 = 22$ → +\$5 for design = \$27 price point

If you're between \$14 and \$47, you're in the sweet spot:

- Below \$20 feels like a no-brainer impulse buy
- \$27–\$37 feels like a premium but affordable DIY solution
- \$47 is for big, high-trust transformations or tightly-focused niche problems

And if you're ever in doubt? Start lower, get some testimonials, then raise it later.

Because once people start saying, "I would've paid double for this," you know you nailed it. 💰

And once you know how to price your PDF guide, you can calculate your income and sales targets.

My PDF Pricing Guide

A little example from my own PDF business: Depending on the niche, my PDFs generate between 33% and 50% real net profit margin (I am not an accountant, so what I call “real net profit margin” means revenue minus taxes, fees, marketing costs like ad spend and software etc.

So, if your hypothetical income target is \$10,000, you would need $(\$10,000 + \text{taxes} + \text{fees} + \text{marketing} + \text{software}) / \text{price of your book}$.

Let's say your income target plus costs comes down to \$17,000, then you would need to sell 1000 guides per month for \$17, or 500 guides a month at \$34. Both entirely possible, especially if you calculate enough ad spend and have a strong organic channel.

1000 sales a month comes down to around 250 sales a week or around 35 sales per day. If you have a trending topic or strong marketing, this is doable even without a big following. On the other hand, if you manage to get 4 guides up and running, it is only 9 of each guide a day.

In the beginning, you might need to experiment a little with pricing, but you will get a feeling of what works and what not in no time!



THE \$50K PDF FUNNEL BLUEPRINT

BUILD A ONE-PERSON BUSINESS THAT
SCALES ON AUTOPILOT

The \$50K PDF Funnel Blueprint

Build a One-Person Business That SCALES on Autopilot

by Jack Kaiser. Copyright 2025. All rights reserved

THE \$50K BLUEPRINT



Hi, my name is Jack and I am so happy that you found this guide! In this practical step-by-step blueprint, I want to show you how you can turn a simple, low-ticket PDF into a \$50,000 a month online business that allows you to finally live the life of your dreams!

This guide follows a simple rule: "What is the one thing that makes you the most money with the least amount of work and time investment."

This rule made me a lot of money over the last few years, and I want the same for you.

BEFORE WE START...

This guide works best with my guide "The eGuide Empire Business", because the very first step in this process is to have a problem solving PDF guide for one specific target audience. Of course you can start THIS process without having the PDF ready, but I advise you to build your PDF before you start building the upsells. Do the steps in the right order...

WHAT IS AN UPSELL

An upsell is a second offer you show to a customer right after they make a first purchase.

Simple.

They already said "yes" once — now you give them a chance to say "yes" again.

Not with something random, but with something that naturally fits what they just bought.

Think about it:

- You buy a burger. They offer you fries.
- You buy a new phone. They offer you a case.
- You book a hotel room. They offer an upgrade.



Every time you add something extra, that's an upsell.
Upsells aren't just about selling more stuff.

They completely change the math of your business.
Here's why:

If you sell a product for \$14, you're limited.

You might only be able to spend \$7 to get a customer — or you risk losing money.

But if you offer an upsell after the first sale — something they can buy without starting over — everything shifts.

Even a small upsell makes a huge difference.

If half of your customers take a **\$24** upsell, your **average order value** (AOV) jumps:

Instead of making just \$14 per customer, you now average **\$26** per customer - almost double the value!



That means:


- You can afford to spend more money to get a customer.
- You can make more profit from every sale.
- You can grow faster without needing more customers.

One smart upsell can double your AOV — and double your chances of winning.

That's the real power of upsells:

They make every customer worth more.

And when each customer is worth more, your whole business becomes stronger.



WHY DO UPSELLS WORK SO WELL?

Upsells work because of something simple but powerful:

Momentum.

When someone buys something, they're already saying "yes."

Their mind is open. Their wallet is open.

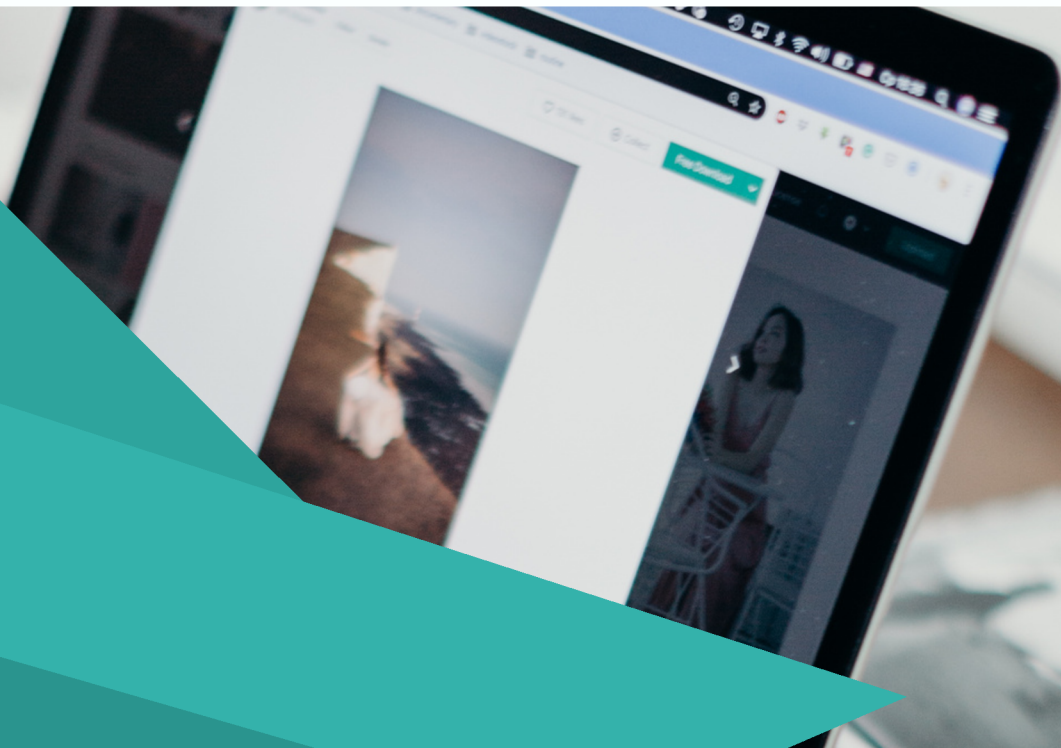
And they feel good about the decision they just made.

In that moment — right after they buy — their natural resistance is at its lowest.

They trust you a little more.

They believe in themselves a little more.

And they're much more likely to say "yes" again.



Buying is Emotional, Not Logical

People don't buy because of logic.

They buy because of feeling.

- A feeling of excitement.
- A feeling of relief.
- A feeling of hope.

When you offer an upsell right after a purchase, you're meeting them at the height of that feeling.

You're offering them a way to keep the good feeling going.

That's why upsells don't just "work" – they often outperform the first sale.

The initial purchase was a sign of trust in you and your product - and now they rationalise to themselves, that they already trust you, so it is easy to buy from you again!

Timing Is Everything

If you offered the same upsell a week later, it wouldn't work as well. They'd cool down. They'd rethink.

They'd come up with reasons to say no.

But immediately after a purchase?

Their guard is down. Their heart is open.

They want to stay in momentum.

Strike while the iron is hot.

Upsells Are Smart Business

There's another big reason upsells work:

You don't have to find a new customer.


You already did the hard part — getting someone to trust you and buy.



Now you simply offer something that:

- Makes their first purchase even better.
- Helps them get a faster result.
- Solves a related problem.

It's faster, cheaper, and way more profitable to sell to someone who's already buying than to chase new customers every time.



WHY PDFS ARE PERFECT TO GENERATE UPSELLS

A PDF is super easy for people to “get” – everyone has seen a PDF document, everybody knows, what it is, and everybody can handle a PDF – just read it on your computer, tablet or smartphone. You can even send it to your Kindle or reMarkable.

And it is super affordable. If I have a problem, that I want to be solved, like losing fat or building muscle, and there is a simple ad for a PDF that addresses this problem, I just might buy it, because, why not? It is only \$9 or \$14, and I want to have this problem dealt with, after all.

And now the buyer is in my funnel! They already put enough trust in me to open their wallet, once. So I might use this trust and the momentum to generate more sales.

That is why PDFs are perfect for a top of the funnel product!



There are two simple ways to use your PDF guide to set up more sales for your business:

1. A Direct Upsell Right After the Purchase

The moment someone buys your PDF on the sales page we built, you show them a second offer immediately.

This is usually done with a direct upsell sales page within your page infrastructure.

Example:

- Buy the guide ✓
- See an upsell page offering an upsell ✓

Since they already believe in you enough to buy the first product, their trust carries over to the second offer – making it much more likely they'll buy again.

Fast, clean, and super effective.

2. An Upsell Inside the PDF Itself

You can also plant upsells inside the PDF.

This works like magic because:

- The reader is actively using and loving your content.
- They're already getting wins and insights from you.
- They feel even more connected to you while reading.

Inside the PDF, you simply drop links, pages, or soft calls-to-action that invite them to:

- Get a related offer
- Upgrade their results
- Solve the next problem even faster

You turn your PDF into a silent salesperson.

Every time someone reads it, they naturally flow toward your next offer.

And the best thing about this method is: You can not only sell your own upsell-products, but this way, you can also make money with affiliate products. This is not what we want to focus on right now in this guide, but it is entirely possible to boost your income with other peoples products, too.

THE THREE LEVELS OF UPSELLS

When you start adding upsells to your funnel, not every upsell should be the same size or price.

There are three different levels of upsells — like stepping stones — that match how ready your customer is to spend more. Depending on the size of the problem you solve or the target audience you cater to, you can add one or more upsells to your offer.

The three key levels are:

1. Low Ticket Upsells
2. Mid Ticket Upsells
3. High Ticket Upsells

Let's break each one down.



1. Low Ticket Upsells (\$9–\$49)

Low ticket upsells are your "easy yes" products.

They're affordable, fast to deliver, and give the customer an instant win.

They should feel like the perfect next step after buying the first product — small, helpful, and irresistible.

- Extra PDFs
- Templates
- Checklist bundles
- Quick video trainings (under 1 hour)
- Toolkits or resource guides

Price Range:

👉 Usually between \$9 and \$49.

Goal:

👉 Increase the customer's average order value without creating decision stress.

Good Upsell Example:

- They buy your "\$14 PDF on How to Write High-Converting Landing Pages."
- You upsell a "\$29 Bundle of 50 Landing Page Templates" immediately after.

Why it works:

Templates are a natural add-on. They reduce work and speed up results.

2. Mid Ticket Upsells (\$97–\$497)

Once you have a customer's trust — and they've seen value from you — you can offer a bigger transformation.

This is where mid ticket upsells come in.

- Online courses
- Mini-courses with 5–10 videos
- Skool communities (private access + lessons)
- Group coaching programs
- Memberships with monthly content drops

Price Range:

👉 Typically between \$97 and \$497.

Goal:

👉 Move from "small problem solved" to "big result achieved."

Good Upsell Example:

- They bought your "\$14 guide on Writing PDF Guides."
- You upsell a "\$297 Course on Building a Full PDF Business that Makes \$5K/Month."

Why it works:

They already believed enough to buy a guide. Now they'll believe in getting the full system.

Special Tip:

Skool communities are exploding right now because they mix training + access to you + peer support — very attractive at mid-ticket levels.

3. High Ticket Upsells (\$997+)

High ticket upsells are about access and personalization. When someone trusts you deeply and wants to go faster, they'll pay for direct help and higher-touch experiences.

- 1:1 Coaching Calls
- Done-With-You Programs
- Masterminds
- Live Workshops or Retreats

Price Range:

👉 \$997 all the way up to \$10,000+.

Goal:

👉 Give deep, personal attention that helps them shortcut months (or years) of work.

Good Upsell Example:

- They completed your course or community.
- You offer 1:1 Coaching at \$2,500 for a 4-week sprint to launch their first profitable PDF funnel.

Why it works:

At this point, they're not just buying information – they're buying speed, certainty, and direct access to you.

Important:

High ticket offers should always feel exclusive and limited. Not everyone should get a chance to buy. (Scarcity increases desire.)

How the Three Levels Work Together

Think of your upsells like a ladder:

- ◆ Low Ticket = Quick wins and easy impulse buys.
- ◆ Mid Ticket = Bigger transformations with more depth.
- ◆ High Ticket = Personal guidance for people ready to move fast and go big.

You meet people where they are.

Some customers will only ever take the first few steps.

Some will climb all the way to the top.

Your job:

Have something ready for them at every step.

HOW TO STRUCTURE THE PERFECT UPSELL

It's not enough to have an upsell.

You have to structure it the right way — or people won't buy it, no matter how good it is.

This chapter breaks down exactly how to build a perfect upsell using three key pieces:

- Your Value Ladder
- Your Perfect Pitch
- Your Simple Tech Setup

With this framework, you will be able to scale the right funnel up to \$50,000 a month in record time!



The Value Ladder: Why Customers Need Steps (Not Jumps)

Imagine a ladder.

Each rung is easy to step onto.

Each rung is close to the next.

That's how your upsells should feel.

Small, logical steps forward.

Your first product is Step 1.

Your upsell is Step 2.

Maybe your bigger offer is Step 3.

Each offer should feel like the natural next step — not a giant leap that feels risky or scary.

Example:

- Step 1: "\$14 PDF Guide on How to Sell Digital Products"
- Step 2: "\$39 Bundle of Pre-Made Sales Page Templates"
- Step 3: "\$297 Course on Building a Full Funnel That Sells for You"
- Step 4: "\$2500 Coaching Package for Custom Funnel Setup"

See how each step feels connected?

Not random.

Not overwhelming.

Just one small decision at a time.

The golden rule:

Every upsell should feel like helping them get what they already wanted – just faster, easier, or better.

The Perfect Pitch: How to Make Them Feel It's Their Own Idea

People hate being sold to.

But they love to buy.

The secret to the perfect upsell pitch is simple:

- ☞ Don't push. Invite.
- ☞ Don't tell them what to do. Show them what they're missing.
- ☞ Don't force urgency. Create natural momentum.

Here's the psychology behind a perfect upsell pitch:

1. Confirm Their Smart Decision

Start by congratulating them on the smart move they just made buying the first product.

This lowers their guard and puts them in a "winning" frame of mind.

Example:

"Congrats! You just made a powerful decision to start building your online income the smart way."

2. Show the Gap They Didn't Know About

Now you reveal a small "gap" between where they are and where they *really* want to be.

Not to shame them – but to show them an even better outcome.

Example:

"Now that you have the blueprint, what if you could shortcut the setup even more – and get live in just days instead of weeks?"

3. Offer the Shortcut

Your upsell should be positioned as a shortcut, amplifier, or guarantee of faster, easier results.

Example:

"This Done-For-You Sales Page Template Pack gives you everything you need to launch — no guessing, no blank page fear, no wasted time."

4. Make the Decision Feel Easy and Safe

Remove fear, friction, and risk wherever you can.

Ways to do it:

- Low price compared to value ("Get \$400 worth of templates for \$39 today.")
- 1-click upsell (they don't have to re-enter info)
- Easy refund policy if it fits your business model
- Emphasize the instant benefit they'll feel today

Example:

"Add this to your order with just one click — and you'll have everything you need waiting in your inbox in the next 60 seconds."

Technical Setup: Keep It Simple

You don't need a complicated setup to offer upsells.
Here's all you need:

- A clean sales page (or "order bump" section) right after the initial purchase
- A strong headline and clear benefit (no complicated funnels)
- A "1-click upsell" button (most checkout tools like Thrivecart, SamCart, or Shopify apps offer this)
- Simple, short copy focused on outcome – not features

Sales Page Structure:

- **Headline:**
Clear benefit they get from saying yes.
- **Subheadline:**
Quick reason why this is the smart next move.
- **Body Copy:**
3–5 bullet points showing easy wins
- 1–2 short emotional hooks ("Imagine how much faster you could launch...")
- Trust booster ("Used by over 1,000 customers like you")
- **One Big Call-to-Action Button:**
Simple, positive action: "Yes, Add This to My Order!"



Pro Tip:

Keep the upsell page simple — no menus, no distractions, no way to leave easily.

One decision: Yes or no.



YOUR FUNNEL BLUEPRINT

Now that you understand how upsells work, it's time to zoom out and look at the full system.

This is your Funnel Blueprint — the simple structure that can take you from zero to \$50,000/month if you build it right.

It only has a few moving parts.

Each part feeds into the next.

Each part multiplies your results.

Let's walk through it step-by-step.



Step 1: Get Traffic (Organic or Paid)

First, you need people to find you.

You can get traffic in two ways:

- Organic: Content marketing (Instagram posts, Twitter threads, Facebook groups, TikTok, YouTube shorts, blog posts, podcasts)
- Paid: Running simple ads (Facebook, Instagram, YouTube, TikTok)

Organic traffic is slower but free.

Paid traffic is faster but costs money.

Important:

It doesn't matter how good your funnel is if nobody sees it.

Traffic is the fuel that drives the whole machine.

Start with one platform. Master it. Then expand.

Step 2: Sell Your First PDF (Solve One Specific Problem)

Your first offer is a simple, no-stress solution to one clear problem your audience has.

This is your initial product.

- ✓ Solve one problem.
- ✓ Keep the offer tight and focused.
- ✓ Price it between \$9–\$29.

Examples:

- “How to Write High-Converting Sales Pages in One Weekend” (\$14 PDF)
- “The Beginner’s Guide to Launching Your First Digital Product” (\$19 PDF)
-

The goal of the first product isn’t to get rich.

It’s to turn a stranger into a buyer.

Once someone pulls out their wallet for a small win, they trust you much more for bigger wins.

Step 3: Offer the Perfect Upsell (Boost Your AOV)

Right after they buy the PDF, you show them a **perfectly matched upsell**.

This should be:

- A faster way to get results
- A deeper solution
- A powerful next step

Examples:

- Done-for-you templates
- A mini-course
- Private community access

Price:

Between \$29–\$497, depending on your audience and niche.

Goal:

Boost your Average Order Value (AOV).

If your PDF sells for \$14, and your upsell adds \$39 to \$297 to the cart, now you have the profit margin to scale your traffic — because you're making much more per customer.

More money per customer = more money to reinvest into traffic.

Simple.

And super effective.

Step 4: Stack More Upsells (Value Ladder for the Ambitious Buyers)

Not every buyer will stop at the first upsell.

Some buyers — about 10–20% — will want more.

That's why you build a **value ladder**:

Each step offers:

- Bigger results
- Faster wins
- More access to you

Example Value Ladder:

- \$14 PDF Guide
- \$39 Template Bundle (Low Ticket Upsell)
- \$297 Full Online Course (Mid Ticket Upsell)
- \$2500 1:1 Coaching Program (High Ticket Upsell)

Each offer is a natural next step – no giant jumps, no confusing offers.

The customer can climb as high as they want based on how fast they want to succeed.

And the higher they climb, the more your business grows – without needing new customers every day.

Your Funnel Blueprint in One Sentence:

**Bring in traffic Sell an easy-win PDF Offer a smart upsell
Let the value ladder lift your profits higher and higher.**

That's it.

Simple, clean, and deadly effective.

THE WAY TO \$50.000 A MONTH

If you want to win big, you have to think big.

Not in some vague, "manifestation" way — but with a real, concrete vision of where you're going.

You need to picture your future clearly:

- What your business looks like.
- What your income looks like.

How your life changes when you finally take control.

And here's a simple, powerful vision to start with:



👉 **Building a one-person PDF guide business that makes \$50,000 a month.**

Yes, with just PDFs and a smart funnel behind them.

Let's break it down piece by piece.

The Simple Funnel That Gets You There
Imagine this:

You create one high-value PDF guide in your favorite niche — something you know inside and out, something your audience wants badly.

You price it affordably: \$14.

Your goal is to sell 20 copies per day.

Not hundreds.

Just 20.

At 20 sales a day, you make 600 sales a month.

Now, let's look at the math:

Step 1: The Front-End Sale — \$14 PDF

- $600 \text{ sales} \times \$14 = \$8,400$ a month

Not bad at all... but we're just getting started.

Step 2: The First Upsell – Another \$14 Product

Immediately after they buy your first PDF, you offer them a powerful add-on – maybe a set of templates, worksheets, or an advanced mini-guide that complements their first purchase.

You price it at \$14 again – easy to say yes to.

And let's say 50% of your buyers take the offer.

- 300 sales x \$14 = \$4,200 a month

Already your income is compounding fast – just by offering more value at the right time.

Step 3: The Second Upsell – \$97 Course or Skool Community

Now you step up.

After the first upsell, you offer a mid-ticket product – like a short online course, or access to a private Skool community where they can get deeper training, support, and direct access to you.

You price it at \$97 – a no-brainer for the serious buyers who want real transformation.

Let's say 25% of your original buyers go for it.

- 150 sales x \$97 = \$14,550 a month

Now you're not just stacking little sales – you're stacking serious money.

Step 4: The Third Upsell – \$597 1-on-1 Coaching

Finally, you offer a high-ticket option.

For the people who want maximum results, maximum speed, and personal attention – you offer a coaching package, a done-with-you session, or consulting calls.

You price it at \$597.

This isn't for everyone – but it's not supposed to be.

Even if 7.5% of your original buyers take it (45 people a month), here's what happens:

- $45 \text{ sales} \times \$597 = \$26,865$ a month

This is where the big leaps happen – where serious buyers reward you for solving their problems personally.

Let's Add It Up

Here's your new business math:

Initial PDF → $600 \text{ Sales} \times \$14 = \$8400$

First Upsell → $300 \text{ Sales} \times \$14 = \$4200$

Second Upsell → $150 \text{ Sales} \times \$97 = \$14550$

Third Upsell → $45 \text{ Sales} \times \$597 = \$26,865$

Grand Total: \$54,015 per month.

That's just simple multiplication based on numbers you can actually control.

Why This Funnel Works So Well

Notice something powerful here:

✓ The “hard” part is selling the first \$14 PDF.

Once they buy that, your funnel does the heavy lifting — offering smart, natural next steps without any extra work from you.

✓ The upsells are automated.

Every upsell page is already built.

Every offer is ready to go.

It’s just a matter of buyers flowing through your funnel.

✓ The math compounds fast.

You’re not trying to find 600 people to spend \$1000 each.

You’re simply helping 600 people make a tiny \$14 decision — and letting some of them climb higher.

The Big Takeaway

It might sound crazy that you could turn a simple \$14 PDF into \$50,000+ per month.

But this is exactly how smart one-person businesses are scaling to six figures — even multiple six figures — every year, without huge teams, huge ad budgets, or huge stress.

They’re not throwing random offers into the world.

They’re building smart funnels with smart upsells that multiply every single sale.



And you can do it too.

One PDF at a time.

One upsell at a time.

One customer at a time.

Until you wake up one day and realize:

- ☞ You built a real business.
- ☞ You own your time.
- ☞ And you did it your way.

THE ONE HACK TO SCALE YOUR BUSINESS

Here's one of the most important principles you'll ever learn in marketing:

👉 Always sell the next step – and nothing more.

Most people mess this up.

They think they need to show the whole staircase all at once. They brag about everything – the course, the coaching, the templates, the bonuses, the community...

And they overwhelm their buyers into doing nothing.

Big mistake.



You never sell the whole staircase.

You only sell the very next step.

Let's break this down.

Your Traffic and Marketing: Only Sell the First Product

When you're creating content, running ads, or posting organically to drive traffic, you have ONE job:

✅ Sell the simple, affordable PDF.

That's it.

Not the upsells.

Not the future coaching.

Not the value ladder.

Just the **first product**.

Why?

Because it's easy to say yes to something small, clear, and specific. The moment you start talking about all the other stuff, you:

- Confuse people.
- Raise their resistance.
- Make the decision harder.

So in your ads, your content, your emails:

- Only pitch the \$14 PDF.
- Only show them the first problem you solve.
- Only ask them to take one tiny action.

Your First Upsell: Only Sell That Upsell

Once they buy the PDF, you have earned the right to offer them more. Now you show them the **first upsell**.

Here, you only talk about:

- How this upsell makes their first purchase faster, easier, or better.
- Why it's the perfect next step now that they've made their first smart move.

Don't mention the second upsell.

Don't tease your coaching program.

Sell ONLY the next step.

Focus their attention like a laser beam.

This way, the buyer has another small decision ahead of them, but they already said "yes" to you once, a few moments ago.

So it is super easy to say "yes" again...

Your Second Upsell: Only Sell That Upsell

If they accept the first upsell, now you offer them the second upsell.
Same rule:

- Only talk about that offer.
- Only explain why it's the natural next move for them now.
- No mention of anything else down the road.

Again, one focus.

One ask.

One decision at a time.

Why This Works (The Buyer Psychology Behind It)

People naturally want to say "yes" when they feel:

- Safe
- Clear
- In control

When you sell only the next step:

- You reduce pressure.
- You reduce decision fatigue.
- You make every choice feel easy and obvious.

Each "yes" builds momentum for the next.

Each step feels like a natural, confident move forward — not a complicated gamble.

This is how you get people to climb your whole value ladder happily and willingly — one step at a time.

The \$50K PDF Funnel Blueprint

Build a One-Person Business That SCALES on Autopilot

Jack Kaiser

c/o Block Service

106 Stuttgarter Strasse

70736 Fellbach

Germany

BONUS 1



UPSELL IDEA FINDER

WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS

Welcome TO THE IDEA FINDER

Hi and welcome to the upsell idea finder bonus. This guide will show you dozens of lucrative ideas for upsells for your PDF guide. The upsells are sorted by niche, so you can jump right to the perfect section for your PDF guide.

Of course the ideas are just that - ideas. You can adopt them or change them up any way you like.

WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS

It is important that you find the right upsell for your niche and target audience so you can scale your business to \$50,000 a month or even beyond that.

The ideas are also sorted by tier - low ticket, mid ticket and high ticket. But don't let this fool you: You can sell an ebook (normally low ticket) for mid-ticket prices if you find a way to deliver the value your audience expects. On the other hand, you can sell access to a mastermind or an event - normally high-ticket upsells - for lower prices if you want to up your conversion rate or want to keep more people in your funnel for longer.

I hope you like the idea finder and wish you all the best for your business.

WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS

NICHE: DATING

The dating-niche is super lucrative and can be sold to both men and women - but usually only to one gender at a time. All kinds of upsells are common in this niche.

Low Ticket Upsell Ideas (\$9-\$49)

- 101 First Date Conversation Starters PDF
- How to Text After a Date (Mini Guide)
- Dating Profile Swipe File (Ready-to-Use Bios for Apps)
- 7-Day Flirting Challenge PDF
- Body Language Secrets Cheatsheet
- "What to Wear on a Date" Quick Style Guide
- Confidence Boosting Journal Prompts
- 20 Openers That Get Replies on Dating Apps
- First Date Safety Checklist (for women)
- Top 10 Hidden Date Spots in [City Name] (Customizable)
- 5-Minute Mindset Reset Before a Date (Mini Meditation Audio)
- Quick Scripts for Handling Rejection (Without Losing Confidence)
- Conversation Killers to Avoid PDF
- 10 Compliments That Actually Work (for men and women)
- "Date Night Recipes" for a Romantic Home Date (Mini Cookbook)
- How to End a Bad Date Gracefully (Fast Action Plan)
- 50 Text Ideas to Build Chemistry Before a First Date

NICHE: DATING

- First Date Checklist (Printable/Fillable)
- How to Create Irresistible Instagram/Dating App Photos Guide
- Kiss Tactics: When, How, and Reading the Signals
- Mini Video Series: How to Avoid the Friend Zone
- Emotional Attraction Quick Guide (vs. Physical Only)
- Playbook: How to Get a Second Date Without Being Pushy
- 7 Conversation Frames to Seem Naturally Attractive
- Instant Text Recovery Guide (If You Feel You Blew It)

Mid Ticket Upsell Ideas (\$97–\$497)

- Dating Confidence Accelerator (Mini Course)
- How to Build Irresistible Online Dating Profiles (Workshop + Template Pack)
- 30-Day Dating App Domination Challenge (Course + Community)
- Deep Dive Program: Understanding Female/Male Psychology
- Group Coaching Community (Weekly Live Q&A on Dating Challenges)
- The Charisma Blueprint (Video Course + Exercises)
- Virtual Flirting School (Roleplay Sessions + Scripts)
- Upgrade Your Life, Upgrade Your Dating (Lifestyle Design Course)
- Secret Psychology of Sexual Tension (Intensive Workshop)
- 6-Week Dating Skill Sprint (Accountability Program)
- How to Spot Red Flags Before It's Too Late (Online Mini Course)
- How to Date High-Value People Only (Video Course)

NICHE: DATING

- Romantic Communication Mastery (Messaging + In-Person Course)
- Skool Group: “Find Love in 90 Days” (Peer support + Weekly Challenges)
- How to Make Them Chase You (Strategy Masterclass)
- Dating Funnel: How to Move from App to Meet to Relationship Smoothly
- Video Breakdown: Live Text Game and Messaging Walkthroughs
- “Break the Ice” Challenge (Weekly Scripts + Video Tips)
- Dating Confidence Inner Game: Master Your Mindset in 30 Days
- “Find Your Vibe Tribe” Workshop (Finding Your Dating Pool)
- Storytelling for Attraction (Mini Course)
- Dating Detox: Healing from Past Relationships Fast (Emotional Reset Program)
- How to Handle Ghosting and Win Anyway (Emotional Mastery Course)
- Real World Approaches: How to Meet People Offline Naturally
- Building Sexual Polarity From Day 1 (Advanced Attraction Mechanics)

NICHE: DATING

High Ticket Upsell Ideas (\$997–\$10,000+)

- 8-Week 1-on-1 Dating Confidence Bootcamp
- Personalized Profile Makeover + 1-on-1 Coaching (VIP Package)
- Private Voxer Access for 30 Days (Unlimited Messaging Support)
- 6-Week “Find Your Person” Custom Dating Plan (Done-With-You)
- Weekend In-Person Dating Skill Accelerator (Bootcamp Retreat)
- Personalized Date Debrief Sessions (After Every Date)
- Full Makeover Experience: Style, Mindset, Social Life Upgrade
- 90-Day Relationship Ready Program (Personalized Coaching)
- High-Ticket Skool Mastermind: "From Lonely to Loved"
- 12-Week Transformation Program (Mindset, Social Skills, Dating)
- Personal Introduction Service (You Vet Matches for Them)
- One Year Private Client Partnership (Weekly Calls + Text Check-ins)
- The "No More Swiping" Elite Experience (Offline Dating System Built for You)
- 7-Week Inner Game Healing: Trauma and Emotional Blocks
- Private Workshop for Dating Skills + In-Person Practice Sessions
- Video Feedback Service (They Send Conversations/Profiles You Critique)
- 1-on-1 High-Value Social Circle Building Program

NICHE: DATING

- Private Group Retreat (Luxury Weekend: Dating, Confidence, Lifestyle)
- Personal Messaging Coach (Text Audit + Daily Check-ins)
- Advanced Relationship Readiness Coaching (Focus on Long-Term Love)
- VIP Dating Funnel Setup (You Build Their Online Profile, Messaging Sequences)
- Founders' Club: Private Access for Lifetime to All Courses + New Material
- Personal "Challenge Week" (You Set Challenges, They Report Daily)
- Elite Confidence Rebuild: Full Emotional and Social Reset
- Dating Life Overhaul: Full 90-Day Transformation Plan with Personal Coach

NICHE: FITNESS

The fitness-niche is the number one evergreen info product niche! You can sell everything from PDFs to 1-on-1 coaching as upsells, and people all over the world will buy it if you can deliver value!

Low Ticket Upsell Ideas (\$9-\$49)

- 30 Healthy Meal Prep Recipes (PDF Cookbook)
- 7-Day Home Workout Plan (No Equipment Needed)
- Mobility and Stretching Routine (Video or PDF)
- Gym Starter Kit: Cheat Sheets for Beginners
- 10-Minute Fat Burner Workouts (Printable Cards)
- Weekly Fitness Tracker (Printable Journal)
- Pre-Workout Snack Ideas for Maximum Energy
- "How to Build Your First Workout Routine" Mini Guide
- HIIT Workout Templates for Busy People
- Recovery Secrets: Reduce Soreness Faster (Cheat Sheet)
- 5 Common Fitness Mistakes and How to Fix Them (PDF)
- The Best Supplements for Beginners (Guide)
- Cardio Myths Busted (Mini eBook)
- Gym Confidence Boosting Guide (Mindset Hacks)
- Low-Impact Workouts for Bad Knees/Backs (Video Series)
- At-Home Dumbbell Workout Plan (PDF + Demo Videos)
- 7-Day Clean Eating Challenge (Meal Plan + Grocery List)
- Fitness Gear Buyer's Guide (Top Equipment Under \$50)
- "Fix Your Posture" 5-Minute Daily Routine

NICHE: FITNESS

- 10 Bodyweight Challenges to Level Up Strength
- Warm-Up and Cool-Down Routines (Printable Cheat Sheet)
- Beginners' Mind-Muscle Connection Guide (PDF)
- How to Break a Plateau (Mini eBook)
- Fast Morning Workouts for Busy Professionals
- Best Fitness Apps You Should Download Today (Guide)

Mid Ticket Upsell Ideas (\$97-\$497)

- 12-Week Transformation Program (Workout + Nutrition Plan)
- Skool Community Access: "Fit in 90 Days" Challenge
- 8-Week Fat Loss Accelerator (Full System)
- Personalized Training Split Creator (DIY Video Course)
- Home Gym Masterclass (How to Build, How to Train)
- Strength and Conditioning Blueprint (Advanced Training System)
- Total Body Recomposition Guide (Muscle Gain + Fat Loss Combo)
- Gym Confidence Accelerator Program (Training + Mindset)
- Busy Professionals Fitness Course (30-Minute Workouts)
- 6-Week "Athletic Body" Blueprint (For Men or Women)
- Women's Beginner Strength Training Bootcamp (Course)
- How to Lose Your First 20 Pounds Without Crazy Diets (Course)
- Master Your Macros Course (Learn Once, Use for Life)
- Build Your Dream Physique Skool Group (Training + Accountability)
- Virtual Group Workout Classes (Monthly Subscription)

NICHE: FITNESS

- Hybrid Training Blueprint (Strength + Cardio + Mobility Combo)
- 30-Day Posture Correction Challenge (Training Series)
- High-Intensity Strength Training Program (HIIT + Weights)
- “No Gym? No Problem” Complete Home Fitness System
- Athlete Speed and Agility Program (Niche Sport Training)
- Mindset for Fitness Success Masterclass (Overcoming Self-Sabotage)
- Body Transformation Secrets From Elite Trainers (Course Bundle)
- Sculpt and Strengthen for Women (Targeted Muscle Building)
- “Build a 6-Pack in 12 Weeks” Abs Focused System
- Metabolic Boosting Workouts to Burn Fat Faster (Training Pack)

High Ticket Upsell Ideas (\$997–\$10,000+)

- 1-on-1 Personalized Fitness Coaching (Weekly Check-ins)
- Full Custom Workout + Nutrition Plan (12 Weeks)
- Virtual Personal Trainer Package (Live Zoom Workouts + Support)
- 90-Day Body Transformation Private Coaching
- VIP Skool Mastermind: "Peak Performance Body" Community
- Private “Train Like an Athlete” Program (Advanced Level Clients)
- Exclusive In-Person Weekend Fitness Retreat (Small Group)

NICHE: FITNESS

- Personal Macro Coach (Daily Check-ins + Adjustments)
- Body Recomposition Elite Program (Bulk + Cut Custom Plan)
- Home Gym Setup + Coaching Package
- Fitness Business Startup Coaching (Help Clients Monetize Fitness Skills)
- Mind and Muscle VIP Program (Mental Conditioning + Training)
- Fitness Model Ready Coaching (Stage or Photo Shoot Prep)
- Customized Strength Training and Nutrition Protocol for Athletes
- One-Year Transformation Elite Client Partnership (Full Access)
- Video Form Check Service + Personalized Fixes
- 16-Week "Rebuild Your Body After Injury" Program (Specialized Coaching)
- VIP Accountability Package (Daily Tracking + Private Access)
- Elite Fat Loss Mastermind (Private Group + Coaching Calls)
- Full Service Body Composition Testing + Coaching (Virtual)
- Metabolic Reset and Optimization Coaching Program
- Lifestyle Redesign Program (Fitness, Career, Mindset Combined)
- Building a Fitness Influencer Brand Coaching (Niche for Fit Pros)
- Long-Term Weight Maintenance Mastery Program (Yearlong Support)
- Semi-Private Coaching Group (Higher Access, Lower Price Than 1:1)

NICHE: MONEY

The make money niche is very competitive, but if you find a way to carve out your piece of the pie, it is a great niche to make a lot of money. You can sell courses, PDFs, templates or coaching.

Low Ticket Upsell Ideas (\$9-\$49)

- 101 Best Side Hustles You Can Start This Weekend (PDF)
- Email Templates for Closing Your First Clients (Swipe File)
- Fiverr Gig Starter Kit (Gig Descriptions + Pricing Cheat Sheets)
- 30-Day Money Challenge (Daily Income Tasks)
- How to Write a \$100 Offer in 1 Hour (Mini Guide)
- Website Starter Pack (Landing Page + About Page Templates)
- Ultimate “No Tech Skills” Online Business Tools List (PDF)
- 10 Low-Cost Traffic Sources That Still Work in 2025
- How to Set Up Your Stripe/Paypal and Start Taking Payments (Tutorial PDF)
- Social Media Post Templates for Selling Your First Offer
- Quick "Get Your First Client" Playbook (PDF)
- Top Mistakes Beginners Make (And How to Avoid Them)
- Canva Templates for eBooks and Lead Magnets
- 7 Email Subject Lines That Get Opened and Clicked (Swipe File)
- Best Niches to Start in 2025 (Low Competition, High Demand)
- DM Closing Scripts (Turn Conversations into Sales)
- How to Build a \$500 Funnel Without Ads (Mini Guide)

NICHE: MONEY

- Upwork/Fiverr Proposal Templates (Done-for-You Scripts)
- 21 Side Hustle Ideas for Busy People (PDF)
- Offer Validation Cheat Sheet (Know What Will Sell Before You Launch)
- High-Converting Lead Magnet Templates (For List Building)
- Instagram Bio/Linktree Setup Guide for Selling Fast
- How to Create a "Money-Making Mini Offer" In One Day
- Cold DM Message Templates for Landing Your First 3 Clients
- First Client Fastlane (Roadmap for Your First \$1k Online)

Mid Ticket Upsell Ideas (\$97-\$497)

- 30 Days to Your First \$1000 Online Challenge (Full Course)
- Skool Community Access: "Make Your First \$5K" Group
- Offer Creation Blueprint (Course + Templates)
- Masterclass: How to Package and Price Your First Offer
- "Build a Money-Getting Funnel" Mini Course
- Rapid Client Attraction Bootcamp (Video Series + Worksheets)
- Instagram/FB/TikTok Growth Playbook (Content Plan + Automation Tools)
- Beginner's Guide to Paid Ads Without Burning Cash
- Fiverr/Upwork Domination Mastery (Build Your Freelance Income)
- Sales Without Sleaze: Organic Closing Mastery Course

NICHE: MONEY

- Online Business in a Weekend Challenge (Setup Your System Fast)
- How to Sell PDFs, Templates, and Digital Downloads for Passive Income (Course)
- Email List Starter Kit (Grow 500 Subscribers in 30 Days)
- Personal Branding Blueprint (Course + Templates)
- Micro-Offer Accelerator: How to Sell Tiny Products at Scale
- “Go High Ticket” Starter Pack (How to Price and Sell Bigger Offers)
- Systems Setup: How to Automate Payments, Emails, and Client Delivery
- 60 Days to Financial Freedom Challenge (Action-Based Course)
- Launch Your Mini-Agency: How to Sell Client Services Fast
- Build Your Course and Sell It Fast (Starter Kit)
- YouTube Cash Blueprint (How to Monetize Small Audiences)
- SEO for Beginners (Rank, Get Traffic, Make Money)
- 6-Figure Mindset Training (Overcoming Self-Sabotage for Entrepreneurs)
- LinkedIn Client Acquisition Blueprint (For Freelancers and Coaches)
- Simple Copywriting Skills to Sell Anything Online (Starter Course)

NICHE= MONEY

High Ticket Upsell Ideas (\$997-\$10,000+)

- 1-on-1 Offer Creation and Funnel Build Sprint (2 Weeks Intensive)
- Private Mentorship Program: \$10k in 90 Days Challenge
- VIP Skool Mastermind: "Build Your \$10k/Month Online Business"
- Full Funnel Setup Done-For-You (Build Your Sales Pages, Emails, Payment)
- 90-Day Coaching: From Zero to Selling Your First Offer
- Private Client Access: Daily DM Check-ins for 30 Days
- Business Offer Audit + Personal Blueprint (Live Calls + Recording)
- Paid Ads Mastery Mentorship (Personal Campaign Reviews)
- Copywriting Done-With-You Sessions (Weekly Workshops)
- 8-Week Authority Builder (Content + Branding + Offer Building)
- Done-For-You Digital Product Creation Service (We Build Your Offer)
- 1-Year Business Accelerator (Weekly Private Coaching Calls)
- How to Build an Offer Ladder (Personal Help Building Out Your Product Suite)
- Cold Outreach Personal Training (Live Scripts + Practice)
- Offer Optimization VIP Day (Spend 1 Day Together — Revamp Your Biz)

NICHE= MONEY

- Launch and Scale Your First High Ticket Program (Coaching + Templates)
- Monetize Your Expertise: Build an Online Education Business
- Full Business Systems Setup (CRM, Payments, Email Lists, Funnels)
- Done-With-You Audience Growth (Instagram/TikTok/YouTube Coaching)
- 1-on-1 Content Strategy + Creation Plan (to Sell Organically)
- Get Paid to Launch: Live Launch Coaching and Support
- Private Accountability and Action Group (Elite Mastermind Only)
- Online Business Model Pivot Coaching (Find the Right Path for You)
- "One Product, One Funnel, One Year" Elite Mentorship (Massive Focus Plan)
- Income Expansion Program (Add 3-5 Revenue Streams Within 12 Months)

NICHE: HOBBIES

The hobbies and interests niche is perfect to make a living. You don't have as broad a target audience as in the fitness or dating niche, but the people that fall in your target demographic will be willing to open their wallets for you if you hit their needs. You have to adapt a lot here, because people that play golf have other needs than people who collect stamps or train dogs.

Low Ticket Upsell Ideas (\$9-\$49)

- 100 Quick Project Ideas for Your Hobby (PDF List)
- Beginner's Toolkit Guide (Recommended Gear List + Reviews)
- Printable Challenge Calendar (30 Days to Master a New Skill)
- Top 10 Mistakes Beginners Make (PDF Cheat Sheet)
- Skill Tracker Sheets (Printable Progress Trackers)
- Hobby-Specific Templates (Sewing, Art, Baking, Gaming, etc.)
- Daily Practice Journal (Printable or Digital Template)
- How to Turn Your Hobby into a Side Hustle (Mini Guide)
- Cheat Sheets: Glossary of Hobby Terms and Jargon
- Mini Video Series: Fix Common Beginner Mistakes
- Quick Start Guide for Hobbyists (First 5 Things to Master)
- Best Hobby Tools/Software Under \$100 (Guide)
- Budget Buying Guide for Hobbyists (Save Money on Gear)
- 50 Inspiring Project Ideas (PDF List)

NICHE: HOBBIES

- Starter Workout Plan for Hobby-Specific Strength (eg: Rock Climbing, Dancing)
- Mini Masterclass: How to Stay Consistent with Your Hobby
- 7-Day Hobby Reboot Challenge (Daily Tasks)
- Private Pinterest Board Access (Curated Inspiration Collections)
- Best YouTube Channels and Blogs in Your Niche (Curated List)
- Hobby Community Starter Pack (How to Join and Network)
- "First 10 Lessons You Should Learn" Beginner Guide
- Hacks and Shortcuts for Faster Skill Building (Mini eBook)
- Inspiration Pack: Quotes, Posters, and Wallpapers for Hobby Lovers
- DIY Setup: How to Build a Hobby Space at Home (Mini Guide)
- Fast Fixes: Solving the 10 Most Annoying Beginner Problems

NICHE: HOBBIES

Mid Ticket Upsell Ideas (\$97-\$497)

- 6-Week Hobby Mastery Program (Full Beginner to Intermediate System)
- Access to Hobby-Specific Skool Community (Challenge Groups, Accountability)
- Skill-Building Bootcamp (Video Tutorials + Assignments)
- Hobby Transformation Challenge (90 Days to Major Progress)
- Private Group Workshops (Live Zoom Practice Sessions)
- How to Set Up a Home Studio/Workshop/Practice Space (Course)
- Monetize Your Hobby Course (Sell Crafts, Art, Lessons, etc.)
- Content Creation for Hobbyists (Start a Blog, YouTube, or IG Page)
- Project-Based Masterclass (Complete a Big Project Together)
- Portfolio or Showcase Builder Course (Create to Share Your Work)
- Virtual "Hobby Jam Sessions" (Group Learning Days)
- How to Go From Beginner to Local Competitor (Sports, Gaming, Art Shows)
- Secrets to Getting Sponsorships for Your Hobby (Sports, Gaming, Travel)
- How to Build an Online Hobby Brand (Sell Kits, Guides, Courses)
- Monthly Masterclass Subscription (New Lessons Each Month)
- Fast-Track Program: Cut Your Learning Curve in Half
- How to Win Local Hobby Competitions (Photography, Baking, etc.)

NICHE: HOBBIES

- Make Your Own [Templates/Kits/Products] to Sell (DIY Business Course)
- Passion to Passive Income: Sell Hobby eBooks and Courses
- Monthly Hobby Project Kits (PDFs, Material Lists, Tutorials)
- Unlock Creativity Challenge (Creative Hobbyists: Art, Music, DIY)
- Top Hobby Influencer Strategies (Grow Followers While Having Fun)
- Photography/Art/Crafts Product Launch Course
- Hobby Life Balance Course (Turn Passion into a Routine)
- Build Your "Dream Day" Around Your Hobby (Lifestyle Course)

High Ticket Upsell Ideas (\$997–\$10,000+)

- 1-on-1 Hobby Coaching (Skill Building, Accountability, Personalized Plan)
- Full Hobby Transformation Program (90 Days of Private Mentorship)
- Personal Brand Building for Hobbyists (Turn Your Passion Into an Audience)
- VIP Group Mastermind: Skill Share and Progress Tracking (Small Group)
- Build a Hobby Business Together (Live Coaching, Set Up Offers/Stores)
- Private Live Workshops (2-Day Virtual Hobby Retreats)

NICHE: HOBBIES

- Portfolio/Competition Prep Private Coaching (Photography, Art, Sports)
- Done-With-You Course Creation: Teach Your Hobby Online
- Custom Plan for Monetizing Your Hobby in 90 Days (One-on-One)
- Live Challenge Support: Daily Coaching for 30-Day Hobby Mastery
- Hobby Retreat (In-Person Mastermind/Workshop for Advanced Students)
- Done-For-You Digital Product Creation (Guides, Kits, Challenges)
- Build Your Hobby YouTube Channel With Us (Coaching + Strategy)
- Private Hobby Accountability Coaching (Daily Messaging Access)
- Signature Hobby Brand Launch (From Logo to Product to Store)
- Launch Your Hobby Online Shop in 60 Days (Group or 1-on-1)
- Personal Coaching: “From Beginner to Authority in 1 Year” Plan
- Build Your Personal Hobby Curriculum (Step-by-Step Learning)
- Get Your Hobby Published (Magazines, Blogs, Art Shows) Private Support
- Exclusive Membership: Access All Future Hobby Courses and Coaching
- Instagram/TikTok Strategy for Hobbyists (Personalized Growth Plans)

NICHE: HOBBIES

- Private Lessons + Portfolio Reviews (Ongoing Monthly Subscription)
- Small Group Hobby Challenges (Private High-Ticket Coaching)
- Monetize Your Passion Inner Circle (Lifetime Coaching Access)
- Private Hobby Career Pivot Program (Turn Hobby Into Full-Time Business)

BONUS 2



AI UPSELL PROMPT LIBRARY

WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS

Welcome TO THE PROMPT LIBRARY

WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS

As you probably already know, my philosophy is “make the most amount of money and deliver the most value possible with the least amount of time and work possible!”

And today, that goes hand in hand with using AI tools like Claude or ChatGPT.

Here you have a library of AI prompts that I use to come up with upsell ideas and ways to create and market the products. It may be necessary to change some of the prompts up a little depending on the AI tools you use or the niche you want to make money in, but with these prompts, you should be able to launch your profitable upsells from scratch!

WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS

20 PROMPTS FOR COMING UP WITH UPSELL IDEAS

- “Give me 10 upsell ideas for a [\$X] PDF about [niche/topic].”
- “What low-ticket (\$9–\$49) upsells would naturally complement a product about [niche]?”
- “Brainstorm mid-ticket (\$97–\$497) upsell ideas for a guide on [specific problem solved].”
- “Suggest high-ticket (\$997+) coaching or consulting upsells for buyers of [product name].”
- “If someone just bought [product], what’s the next natural product they'd want to buy?”
- “What quick win products could I offer as an immediate upsell for [audience]?”
- “What templates, scripts, or toolkits could be upsells for a [topic] guide?”
- “List 5 digital products that could serve as a low-friction upsell after buying [product].”
- “Suggest a 3-step value ladder based on an initial product about [niche].”
- “What challenge-based upsell ideas could I offer after selling a guide about [skill]?”
- “Brainstorm physical product upsells (if any) that fit after a [topic] info product sale.”
- “What community/membership offers could I upsell after a [topic] PDF guide?”
- “Suggest bundle ideas combining low-ticket items into one upsell for [topic].”
- “Create 10 bonuses I could offer as a paid upsell to my [niche] audience.”
- “What done-for-you services could be offered as a high-ticket upsell after [product]?”

- “Come up with webinar-based upsell ideas based on my [topic] digital product.”
- “Generate premium coaching program ideas that follow a [\$X] info product.”
- “Suggest accountability-based upsells (like coaching, groups) for [audience].”
- “What personalized upsells could make sense after someone buys [niche topic guide]?”
- “List 5 courses or mini-programs that would naturally upsell from a [\$X] PDF on [topic].”

15 PROMPTS FOR SCRIPTING AND STRUCTURING THE UPSELL PRODUCTS

- “Outline a mini-course based on extending the content in [PDF guide title].”
- “Script a 30-day challenge based on the key outcomes of [topic].”
- “Write an outline for a community coaching program that supports people after buying [initial product].”
- “Create a 5-video course syllabus expanding on [main idea of first product].”
- “Design a done-for-you template pack that solves [problem related to initial product].”
- “Draft a checklist or swipe file that helps [audience] implement what they learned in [initial guide].”
- “Come up with a list of bonus resources that would add value to a [\$X] PDF about [topic].”
- “Create an accountability system or plan people could buy as an upsell after [product].”
- “Generate module names and brief descriptions for a \$297 course teaching [expanded topic].”
- “Write 5 coaching call topics that fit a 6-week group coaching upsell for [niche].”
- “Give me ideas for downloadable templates, worksheets, or planners related to [product topic].”
- “Expand a \$14 guide into a \$97 mini-course by outlining the core topics to cover.”
- “Script a ‘90-day roadmap’ that could be sold as a mid-ticket upsell after [product].”
- “Design a 1-on-1 coaching offer to upsell people who want more support after buying [product].”
- “Draft a ‘Quick Start’ upgrade guide that could be sold for \$27 immediately after [main product].”

15 PROMPTS FOR BUILDING SALES SCRIPTS AND PAGES FOR UPSELLS

- “Write a sales page for a [\$X] upsell based on [brief description of upsell product].”
- “Create a 1-click upsell script that pitches [product] immediately after checkout.”
- “Draft a short VSL (Video Sales Letter) script for my first upsell [product name].”
- “Write bullet points listing the benefits of upgrading to [upsell product].”
- “Give me 5 emotional opening lines to hook buyers into considering [upsell].”
- “Write a mini FAQ section addressing objections about buying [upsell product].”
- “Script the transition between the initial purchase and the upsell offer page.”
- “Create a short headline, subheadline, and CTA for an upsell about [topic].”
- “Write a curiosity-driven intro for an upsell page for [product].”
- “Build a short testimonial section to place under an upsell offer page.”
- “Create a comparison chart showing why buying [upsell] is faster/easier than DIY.”
- “Give me closing sentences that nudge someone to add [upsell product] to their order.”
- “Draft a 3-step call to action (CTA) sequence for an upsell page.”
- “Write a short, urgency-driven upsell pitch (limited-time offer) for [product].”
- “Script the ‘Imagine if...’ section that paints the dream scenario after buying [upsell].”

BONUS 3



PERFECT UPSELL BUILDING CHECKLIST

WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS

Welcome TO THE PERFECT UPSELL BUILDING CHECKLIST

WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS

Okay, you want to start your upsell, but you want to make sure that you have everything lined up before you launch?

Then this checklist is everything you need to feel confident before you get your upsell products out in the world!

I use this list every time I build a new product, so it will help you create and launch your own upsells...

WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS WELCOME TO YOUR BONUS

THE PERFECT UPSELL BUILDING CHECKLIST

1. Match It to the First Purchase

- Does it logically continue what the buyer just started?
- Does it solve the next problem they'll face?
- Is it aligned with the buyer's original desire (not random)?

2. Keep It One Simple Offer

- Am I offering ONE product (not bundling 3-5 ideas together)?
- Can I explain the upsell in one clear sentence?
- Is it easy to say yes without needing more research or trust?

3. Price It Right for the Step

- Low Ticket (\$9-\$49)?
- Mid Ticket (\$97-\$497)?
- High Ticket (\$997+)?
- Is the price low enough to impulse buy, but high enough to boost AOV?

4. Sell Only the Next Step

- Am I ONLY selling the next natural step (not future steps)?
- Is my upsell focused on ONE outcome?

• 5. Highlight the Emotional Wins

- Does the sales copy amplify the benefit ("faster," "easier," "more certain")?
- Does it remove fear, friction, or extra work for the buyer?

6. Build Fast-Flowing Sales Copy

- Clear, benefit-driven headline?
- Quick description of the gain?
- Bullet points with emotional wins?
- Single strong call-to-action ("Add to my order")?

7. Make the Offer Feel Risk-Free

- Instant access/download promise?
- No-risk framing ("just a click, no form to fill out")?
- (Optional) Money-back guarantee if it fits your model?

8. Keep the Setup Simple

- 1-click upsell or fast checkout page?
- No external links or distractions?
- Clear "Yes, add it" vs. "No, thanks" buttons only?

9. Add Scarcity or Urgency (If Ethical)

- "Limited time offer" (only right after the initial buy)?
- "Special discounted price only available now"?

10. Final Gut Check

- Would I feel excited to buy this after purchasing the first product?
- Is it easy, logical, and emotionally rewarding to say yes right now?

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