

CASE STUDY



Learn How I Went From ZERO To Profit With One PRINTABLE PRODUCT

one product - real profits

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Do you know what terrifies me every night? Well, I'll tell you. The idea that my products will stop selling one day.

I have this fear for good reason, you see, the ideas for my profitable products are easy to get. I mean, stupid simple to get.

I wouldn't even call them product ideas, they're more like lumps of cash laying around ready for anybody with half a brain to come up and snatch them.



That's what this guide is all about, I'm going to show you how with just a little bit of effort you too can start pulling money making product ideas right out of the internet.

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The cool thing is, you don't need a lot of money to get started. Hell, you can do it for less than \$40, and you can do it in any niche! Plus, you don't need any fancy launches or complicated systems.

Reading Between The Niche Target Keywords

As some you may know, I run a baby shower site. One thing I love about the baby shower niche is the keyword diversity.

You have all types of baby shower themes that you can create products for, but this isn't unique to my niche. Many niches out there have a rich diverse keyword list that you can create products for. Here are some examples:

- **Weight Loss:** low carb diet, carb refeeds, warrior diet, calisthenic exercises etc..
- **Marriage:** bridals, wedding gifts, event planners, engagement rings etc..
- **Dog Training:** dog breeds, parasite control, pet food, dog grooming etc..
- much much more..

Important: Once you have a niche in mind you then need to fire up the old [Google Keyword Planner](#) and start plugging in those keywords to see if any of them inter-lap.

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If you're having trouble looking for keywords in your niche then I recommend visiting popular forums or related blogs to see what your audience is chatting about.

I noticed that “sprinkle baby shower” was popping up from time to time so I decided to investigate on GKP. Here is what I found:



As you can see it gets a healthy amount of searches a month but that alone isn't enough to create a product.

The fact is, you're still left in the dark with what your audience wants.

I then started brainstorming what else my audience wants within the context of the niche. We all know that baby showers have:

- Decorations
- Favors
- Games
- Invitations
- Food

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So again, I went to the old GKP and I started combining these words with the term “baby shower” in front of them. Here is what I got.

Search terms		Avg. monthly searches ?	Competition ?
baby shower games		WOW! 165,000	High
baby shower decorations		33,100	High
baby shower favors		33,100	High
baby shower food		8,100	Low

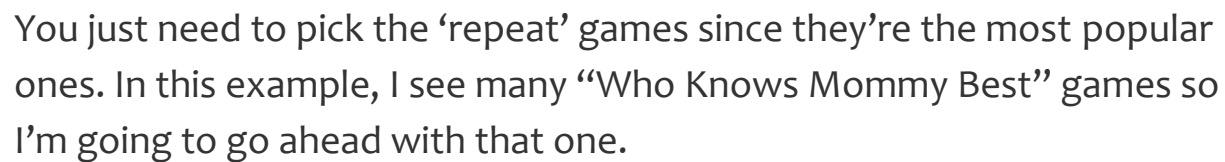
As you can see “Baby Shower Games” gets thousands of searches a month. What used to be a problem is now an advantage because I don’t have to compete with every Jane, Denean and Harriet out there.

You and I both know people are looking for sprinkle baby showers. We also know these people want games to play.

We’ve effectively uncovered a niche within a niche. All we have to do is find popular shower games and convert them to the sprinkle theme to create our unique product!

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A quick search in Google images reveals a bunch of classic games that we can re-brand into our theme:



Create Your Printables Using Canva

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I use [canva](#) a lot when I want to get printables made... Why? Because:

- Free to use.
- It's super easy to use.
- If you can drag and drop then you can create stunning printables and images.
- They provide several formats you can download: pdf, png and jpg.

Very Important: If you plan on selling your printables then you can't use canva's free images. You will need to use public domain images, your images or images you have the rights to.

If you don't want to make your own printable then you can outsource...

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Outsource The Product Creation Process..

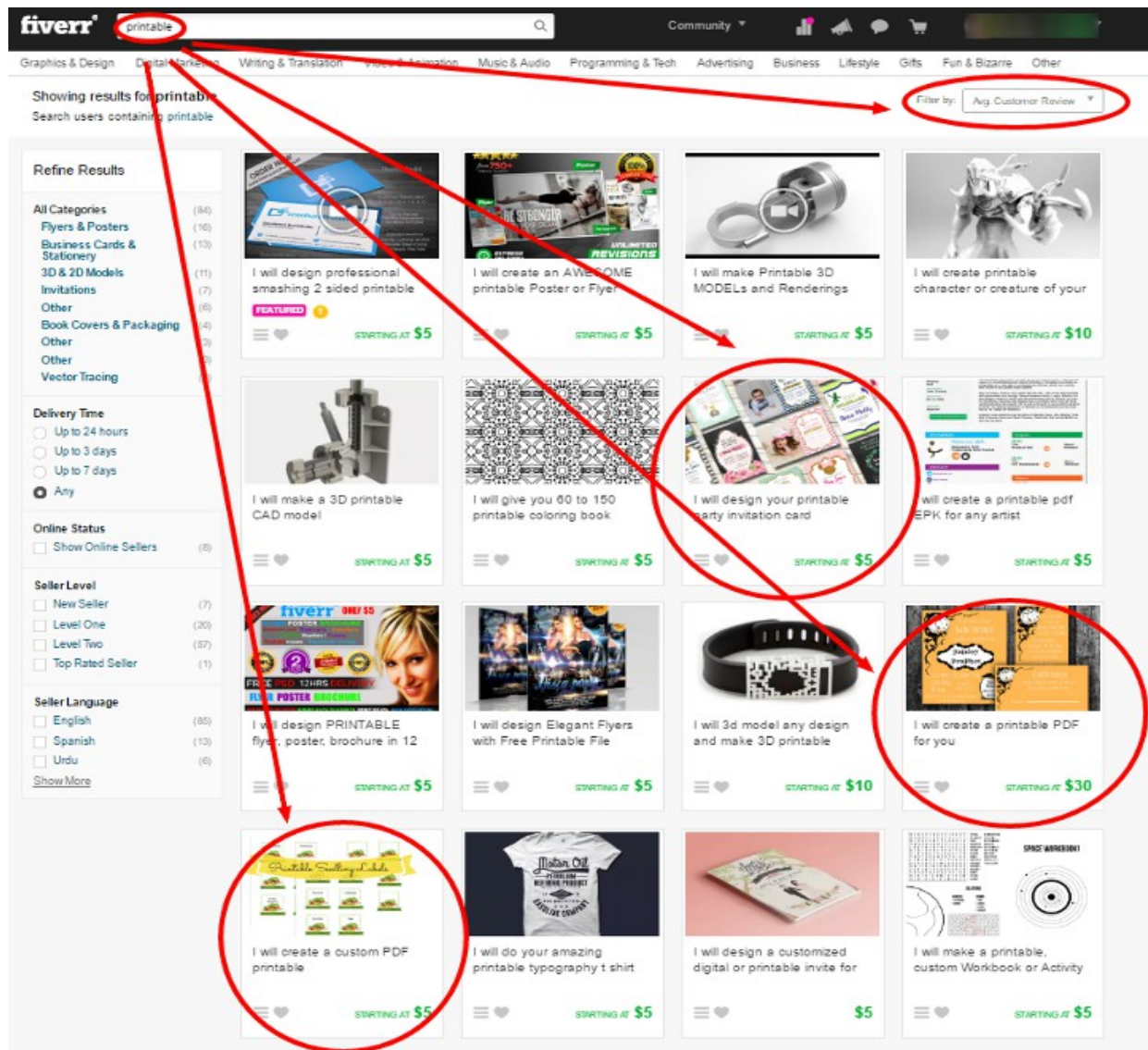
Answer me this.. Do you need to be an artist or designer to create beautiful printable games? If you answered ‘NO’ then you’re right.

You can get high quality work done for very little on sites like [Upwork](#) and [Fiverr](#).

For this case study, I’m going to use Fiverr. First thing you want to do is head over there and type in what you want done in the search box.

For our example it’s a ‘**printable**’. We then want to select ‘**average customer review**’ so that we can weed out the newbies. Finally, we select the gig providers the best match what we are looking for.

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After we read some reviews, it's time to select the gig provider that we're going to work with. Since it's fiverr, I'm looking to pay \$5 for every printable PDF I get created. Here is the end result:

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Who Knows Mommy Best?

- 1) What is her mother's middle name?

- 2) What is her middle name?

- 3) When is her birthday?

- 4) How many brothers and sisters does she have?

- 5) What was her favorite toy as a child?

- 6) How did she meet the baby's daddy?

- 7) What has been her favorite part about being pregnant?

- 8) What is the first baby item she bought after finding out she was pregnant?

- 9) What food has she craved most while pregnant?

- 10) What is she planning on naming the baby?

- 11) What is her due date?

- 12) How many children would she like to have?

- 13) What aspect of motherhood is she most looking forward to?

www.printmybabyshower.com



Now that we got our product done, it's time to connect our hungry audience with our polished game.

Planting Traffic Seeds Across The Internet

The fastest way to get traffic to your product is through paid traffic and the best way to make sales is through an email funnel.

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However, for the purposes of this case study I'm going to give you the free and direct method. It takes a little longer, but if it's done correctly it can get you quality traffic.

We gotta plant seeds (content) in the same places where our target audience hangs out.

A seed is the perfect analogy because once we plant it, we can watch it grow and bear fruit (traffic).

For this printable product, I created one:

- **SEO ready post**
- **YouTube Video**
- **Pinterest Pin**

In last place is my post, it fluctuated a lot in the SERPs.

At one point it was on the first page but then it dropped to the fourth page.

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Nevertheless, it did bring in some traffic. It's up to me to get it back on the first page again. I'm going to include more images and more valuable content to reduce my bounce rate for that post.

POST RANKING RESULTS:

Baby Shower Invitations - Printable Baby Shower Invitations - Party City
www.partycity.com/.../baby+showers/printable+baby+shower+invitations.do ▼ Party City ▼
Celebrate the new arrival with printable baby shower invitations. Find die-cut and printable baby shower invitations with themes for boys, girls, and moms to be.

Baby Shower Invitations: Hosting a Baby Sprinkle - Frugal Fanatic
www.frugalfanatic.com/baby-shower-invitations-hosting-a-baby-sprinkle/ ▼
Cute baby sprinkle invitation wording. A baby sprinkle is a great way to sprinkle the mom with love! Instead of hosting a baby shower have a baby sprinkle.

44! NOT GOOD!

Sprinkle Baby Shower Printable Set - Print My Baby Shower

Jan 31, 2011 - We agree, so we have for you the Sprinkle baby shower printable set. It lets an experienced mom have as many showers as she pleases.

Baby Shower Sprinkle Wording Ideas | CutestBabyShowers.com
www.cutest-baby-shower-ideas.com/baby-shower-sprinkle.html ▼
How to let people know you're having a baby shower sprinkle! Get ... Sprinkles are usually given for a 2nd, 3rd or 4th child, when the family already has much of the needed baby items - and may only banner of printable baby shower games.

Pink Baby Sprinkle Baby Shower Nursery Rhyme Quiz Game Printable
www.ebay.com > ... > Party Supplies > Party Games & Activities ▼ eBay ▼
Welcome! These adorable Nursery Rhyme Quiz Game Cards are a great way to kick off the fun at your Baby Shower & guaranteed to be a huge hit! Simply pass ...

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In second is my sprinkle video where I talk about all the cool free prints I have. I also link to my sprinkle game. The video got my prints over 1,000 views.

VIDEO RANKING RESULTS:

Baby Sprinkle Ideas - YouTube



<https://www.youtube.com/watch?v=2qKPmrlaY7A>

Aug 29, 2015 - Uploaded by Baby Shower Channel

Baby Sprinkle Ideas baby shower games, baby shower ideas, baby shower favors, baby shower invitations ...

Sprinkle Baby Shower - Complete Guide - YouTube



<https://www.youtube.com/watch?v=xiPeutbV2o8>

Jan 31, 2014 - Uploaded by Ike BabyShowers

<http://printmybabyshower.com/sprinkle-baby-shower-printable-set/> ... It also comes with a Sprinkle banner ...

5 Fun Baby Shower Games - YouTube



<https://www.youtube.com/watch?v=BCT22cwVQq4>

Feb 10, 2012 - Uploaded by About.com

Your baby shower should include some fun, baby-related games with friends. Here's a few ideas of our ...

Baby shower game - YouTube



https://www.youtube.com/watch?v=4Jf_NvCLtPg

May 5, 2013 - Uploaded by George Wolf

whats the name of this game????? ... The most funniest game played at a baby shower LOOOL - Duration: 3 ...

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However, the traffic source the yielded the most customers was the Pinterest Pin of the product itself. It got re-pinned over 480 times!

PIN TRAFFIC RESULTS:

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- 13) What aspect of motherhood is she most looking forward to?

www.printmybabyshowers.com

Saved from
printmybabyshowers.com

484

by Ike Baby Showers

Saved from
youtube.com



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Now with the traffic coming in, it's time to test the waters and see what my audience is willing to pay for this product.

Testing The Waters Of Lake Demand

You might be tempted to price your \$5 product low, like \$3 or \$4. You'd be wrong to do so.

I started the price at \$7 and when I saw that people were happily paying that, I raised it to \$12. I wasn't making any sales at \$12 so I tested it at around \$8, and that's when I found my profitable sweet spot.



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www.primmybabyshower.com

Sprinkle Who Knows Mommy Best

★★★★★ (2 customer reviews)

\$8.50

Printable Game PLUS DIY Baby Shower Kit!

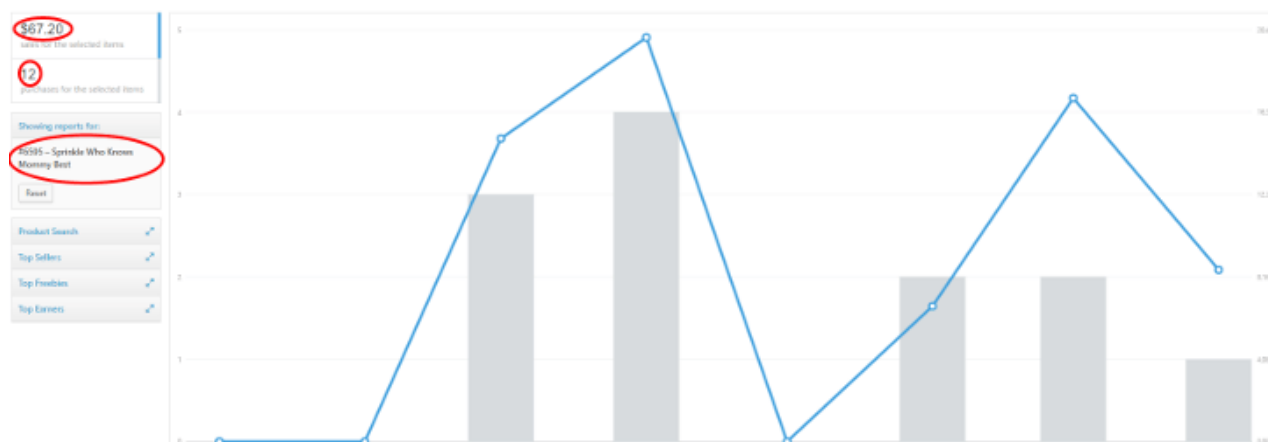
ADD TO CART

Category: Printable Baby Shower Game Tags: baby shower game, game, printable, Sprinkle, who knows mommy best

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The beauty is, it continues to make money for me now. I also have no inventory. It's just a printable that gets repeatably downloaded.



\$67.20 In Passive Income!

There are faster ways to fine tune the process. Like I mentioned before, you can test the product with paid traffic and build a relationship with your audience via your email funnel.

You definitely should be doing that, but as you can see, it's not entirely necessary. I just wanted to show you that product creation can be done for super cheap. I hope this motivates you to take action today.

Make Money On Repeat While Providing Value

It's as simple as that! You just need to:

- Find out what people want
- Outsource the product creation if you can't do it yourself

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- Send targeted traffic to your product
- Test price points to see what you can get away with
- Rinse & Repeat

I don't know how much easier I can make it for you.

I highly recommend that you try it out today if you want to make money online and provide value to your audience. I have simple rule, and that is “act now”.

As long as your health, financial future and your important relationships aren't adversely affected then I say “do it!”

Until Next Time,

Ike Paz

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