

The \$27 Product Flip

The honest way to turn content you own into a paid product this week

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Read This First

Read in about 12 minutes. Use it today.

This report walks you through one complete flip: taking a piece of content you have the rights to, turning it into a product worth 27 dollars, and putting it on sale - all inside a single week, using tools you already have or can get free.

Chapter 1: Why \$27 Is the Magic Number

There is a price band where online buyers barely deliberate. Under about 30 dollars, a purchase that looks good and promises a specific outcome gets bought on the strength of the sales page alone - no webinar, no phone call, no seven-day nurture sequence.

At the same time, 27 dollars is high enough to matter. Ten sales is 270 dollars. A hundred sales - a slow trickle over a year from one modest list - is 2,700 dollars. From one product, made once, out of content you already owned.

The flip is the craft of getting something you own to sit convincingly in that band. It rests on three legs: the right content, the right packaging, and the right promise. Get all three right and the price takes care of itself.

Tip

One real product on sale teaches you more than fifty saved tutorials. Treat this first flip as your tuition - the second one will take half the time and sell twice as well.

Chapter 2: Choose Your Raw Material

You need content you have the legal right to sell. It comes from three places.

Content you wrote - notes, guides, emails, posts. You own it outright, and it is often better than you remember.

PLR you bought. Private label rights content exists precisely for this. The licence typically lets you edit it, put your name on it, and sell it. It also typically forbids reselling the rights themselves. Read the licence; it is one page.

Content you commission - a writer produces a guide to your outline for a fixed fee, you own the result. This costs money but scales when flips become routine.

What a \$27 winner looks like

Pick material that solves one expensive or annoying problem, for one identifiable person, with a result they can picture. Then apply the ruthless test: would the person with this problem consider 27 dollars a bargain for this outcome? "How to get your first freelance client" passes easily. "Thoughts about freelancing" never will.

Depth matters more at 27 than at 10. The winning shape is a core guide plus at least one action asset - a checklist, a set of templates, a worksheet, a swipe file. The guide teaches; the asset does the work with them. Two files feel like a product; one file feels like a document.

Action Step

Choose your raw material now and write one sentence: "This product takes [person] from [problem] to [result]." If you cannot write that sentence, choose different material.

Chapter 3: The Edit That Adds Value

Raw content - especially PLR - needs an hour or two of honest work before it deserves the price tag. This is the value you are adding; do not skip it.

Cut ruthlessly. Delete every paragraph that does not move the reader toward the promised result. PLR writers get paid by the word; your buyers pay for the outcome. Shorter and sharper always wins.

Make it current and true. Check every fact, price, screenshot and tool mention. One obviously outdated page tells the buyer the whole product is stale.

Add one thing only you can add. An example from your own experience, a strong opinion about the standard advice, a mistake you made so they will not. Ten minutes of "you" is what makes the product yours rather than everyone's.

Rename it. PLR ships with generic names, and a title is a promise. "Email Marketing Secrets" promises nothing. "The First 500 Subscribers" promises exactly one thing. Name the result, not the topic.

Tip

Build the action asset from the guide itself. Every instruction in the guide becomes a checkbox; every example becomes a template. An asset extracted this way takes an hour and fits perfectly.

Chapter 4: Package It Like It Costs \$27

Here is where flips are won and lost. At this price the product must LOOK like a product before anyone reads a word.

The buyer sees the cover on your sales page before anything else. A real cover - designed, coloured, deliberate - with a contents page behind it, chapters that open on fresh pages, styled callout boxes for tips and actions, your name and site in the footer, and a clean closing page: this is the difference between "PDF" and "product". Side by side, the made-over version of the same file reads as worth ten times more, because care is visible.

None of this requires design skills any more. Do it manually with your word processor's styles and an afternoon of patience, hire it out for 50 to 150 dollars, or run the file through a document-branding tool that produces the cover, contents, chapter pages and branded PDF automatically in minutes. Use whichever path you will actually finish this week - but do not sell an unformatted document at 27 dollars. It will not hold the price.

Package the bundle, too. Name the pieces on your sales page: "The 38-page guide plus the 14-point launch checklist." Two named components justify the price band better than any adjective.

Chapter 5: The One-Page Sales Machine

A \$27 product needs one honest page. Here is its anatomy, top to bottom.

A headline that names the outcome and the person: "Your First 500 Subscribers - a working plan for creators starting from zero." No cleverness. Clarity.

A short story of the problem - three or four sentences the reader recognises themselves in.

The product shot: your new cover, presented cleanly.

What is inside: five to eight bullets, each one a specific thing they get or learn. Write bullets about THEM ("find the three places your first buyers already gather"), not about the file ("Chapter 3 covers audiences").

The price, a plain guarantee (30 days, money back, no interrogation - it removes the last excuse and almost nobody abuses it), and a buy button that says what happens: "Get instant access - \$27."

Then stop. At this price, more page mostly means more places to leave.

Sell it wherever you can be live this week: Gumroad, Payhip, WarriorPlus, or your own site with a payment button. The perfect platform is the one that exists by Friday.

Tip

Write the sales page bullets BEFORE your final edit of the product. If a bullet you would love to write is not quite true yet, you have found exactly what to improve inside.

Chapter 6: Sell It Again Without New Work

The flip does not end at the first sale. Three moves multiply it.

The closing page of the product itself should invite the buyer to the next thing - your list, your other product, your bundle. Buyers are your warmest audience, and this page costs nothing.

Bundle at the natural price points: three related \$27 flips become a \$67 collection. The bundle listing takes an evening; the contents already exist.

And keep the flywheel turning: the second flip reuses your sales page skeleton, your look, your checkout, your closing-page offer. This is why flippers who finish ONE product end up with ten - the marginal work collapses after the first.

Action Step

Put a date on it. Choose the material today, edit tomorrow, package the day after, write the page, go live. One week. The product does not have to be perfect to be for sale - it has to be for sale to earn anything at all.

Your Rights to This Report

You received this report with resale rights. You may sell it at any price you choose and keep everything you make. You may give it away to build your list or sweeten an offer. You may put your own name on it as the publisher. You may not sell or give away these resale rights themselves - your customers get the report to read, not to resell.

One Last Word

Somewhere on your drive right now is a file worth 27 dollars to somebody - once you do the honest work of making it worth that. The work fits in a week. The week starts when you pick the file.

Flip it.