

PDF GUIDE

LOW-TICKET PROFITS

How to Create and Sell Low-Ticket Digital Products on WarriorPlus



Welcome To Low-Ticket Profits!



Hi there, and a big welcome to **Low Ticket Profits!**

I'm Adrian Ratcliffe, and I've been in the online marketing game since 2010. That's when I took early retirement and decided to see what this whole "make money online" thing was all about. Spoiler alert: it's been quite the adventure! (For 'adventure' read, "*bloody hard work!*")

I'm based in Kent, England, where I live with my amazing (and very patient!) wife. We've got two grown-up kids and three brilliant grandkids who keep life ... interesting(!).

When I first started out, affiliate marketing was my main focus. I made a lot of mistakes, learned a ton, and eventually started seeing real results. These days, I also enjoy creating simple, straight-to-the-point digital products – like this one.

I stick to PDFs because I think they make life easier. You can go back to them anytime, skip to the bits you need, and work through things at your own pace – no pausing or rewinding videos!

With **Low Ticket Profits**, I've put together something I wish I had when I decided to create my own products: a clear, no-fluff guide that actually helps you take action – even if you're brand new.

I'm really glad you're here. Let's get into it!

(Remember, you can always contact me at:
support@howtomakemoneyonline.org.uk)

Best wishes

Adrian

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Module 1: Why Low-Ticket Products Work

You've probably heard this said before:

"You need to sell high-ticket products to make real money online!"

But here's what most beginners don't get told...

- ✗ You *don't* need to start with a \$497 product.
- ✗ You *don't* need a personal brand, a YouTube channel, or a huge list.
- ✗ You *don't* even need to be an expert.

What you do need is momentum—and low-ticket digital products are the fastest way to build that momentum, generate income, and grow a list of buyers.

What Is a Low-Ticket Product?

A low-ticket product is typically priced between \$7 and \$27. It's digital, usually short-form, and delivers a specific, fast win.

Examples:

- A \$9 PDF guide showing how to get free traffic from TikTok
- A \$17 Notion template for affiliate marketers

- A \$27 checklist and email swipe bundle for product launches

Why Low-Ticket Products Are Perfect for Beginners

Let's break it down:

✓ 1. Easy to Sell

Low price = low resistance.

People will take a chance on a \$9 guide even if they don't know you yet. That means:

- Faster sales
- Lower refunds
- Easier testing and tweaking

✓ 2. Build a Buyers List

Buyers are 10x more valuable than freebie seekers. Once someone buys from you—even a \$7 product—they're:

- More likely to open your emails
- More likely to buy again
- More likely to trust you

This sets the foundation for upsells, back-end offers, affiliate promos, and higher-ticket sales *later*.

✓ 3. Creates Authority Fast

When you sell your own product (even a tiny one), you instantly become a creator, not just a consumer. That gives you:

- Credibility
- Confidence
- Control over your income

✓ 4. Easy to Produce

You can create a valuable low-ticket product in a weekend (or less) using free tools like:

- ChatGPT
- Google Docs
- Canva
- Loom (for video walkthroughs)

More on this in Module 3.

✓ 5. Perfect for the WarriorPlus Marketplace

WarriorPlus is built on low-ticket offers. Many top sellers launch \$7–\$27 products *every week*—and stack those into 5–6 figure incomes.

Real Example from WarriorPlus

Here's a breakdown of a typical low-ticket product funnel on WarriorPlus:

Product	Price	Purpose
Front-End (main)	\$9.95	Entry point; fast win
OTO 1 (Upsell)	\$27	Premium or Pro Upgrade
OTO 2 (Upsell)	\$47	Some form of DFY
OTO 3 (Upsell)	\$97	Group Coaching

The above is only an example and does not have to be rigidly followed. (*Phew!* I hear you say.)

(Mindset Shift: From today onwards you are a Publisher - a Product Creator!)

So why 'low ticket'?

Low-ticket offers let you:

- Launch quickly
- Test your market
- Grow an asset (your list)
- Build long-term income

Imagine launching 1 low-ticket product every 2 weeks for 3 months. That's 6 assets, 6 email lists, and 6 income streams—all with micro effort but macro potential!

!! Action Step: Set Your Launch Goal

Take 5 minutes right now and answer these questions in your notebook or Google Doc:

1. How much do you want to earn from your first low-ticket product?
(e.g., \$100, \$250, or just your first sale?)
2. What price range feels right for your first product?
 - \$7-\$9 = Fastest sales

- \$10–\$17 = Great balance
- \$19–\$27 = Slightly higher value

3. What kind of product sounds easiest for you to create?

- Checklist / PDF
- Short video training
- Templates / scripts
- Mini email course

Don't overthink it. Write your first instinct, and we'll refine as we go.

Recap – Key Takeaways from Module 1:

- Low-ticket products are beginner-friendly, fast to create, and easy to sell
- WarriorPlus is the perfect platform for these types of offers
- Your main goal is not just money—it's building a buyers list and momentum. (*Very important to remember!*)

- Simplicity and action are more important than perfection
-

Module 2: Finding a Hot Product Idea (Fast)

Let's Find Something People Want to Buy

If Module 1 was about **why** low-ticket products are so powerful...

... Module 2 is about choosing **what** to create that people will *actually pay for*.

This is where many beginners get stuck. They overthink, overplan, and try to create the next big course when all they need is a simple, focused solution to a real problem.

So let's simplify the process.

What Makes a Hot Low-Ticket Idea?

Here's the winning formula:

One Specific Problem + One Quick Solution = One Irresistible Product

Your goal is to help someone achieve one of the following in 30 minutes to a few days:

- Save time
- Make money
- Avoid a mistake
- Get started

- Finish faster
- Look smart
- Feel confident

Common Problems in the MMO/Online Business Space

Here are examples of *pain points* that low-ticket products solve:

- “I don’t know how to get traffic.”
- “I don’t have a lead magnet.”
- “I don’t know what to email my list.”
- “I don’t know how to set up a WarriorPlus listing.”
- “I don’t know how to create a product with AI.”

Notice something?

They’re **clear**, **specific**, and **urgent**.

Quick Product Formats That Sell (and Are Easy to Create)

Here are 4 proven low-ticket formats that sell like hotcakes:

1. Checklists & Blueprints

People love step-by-step instructions.

- “Affiliate Funnel Checklist”
- “30-Day Launch Blueprint”
- “PLR Rebrand Checklist”

2. Templates & Swipes

These are instant time-savers.

- “10 Email Templates for Newbies”
- “DFY Facebook Post Pack”
- “High-Converting Sales Page Template”

3. Mini Video Trainings

Short, focused video series (10–30 min total).

- “How to Create a \$5 Product with ChatGPT”
- “Set Up Your First Funnel with Systeme.io”
- “How I Made My First 10 Sales on WarriorPlus”

4. Prompt Packs or Toolkits

Perfect for AI, content creators, or niche marketers.

- “50 ChatGPT Prompts for Affiliate Marketers”
- “The Lead Magnet Toolkit”

- “Niche Discovery Workbook”

You don't need to “teach everything.” Just solve one burning issue!

Where to Get Hot Ideas (Fast)

Let's go beyond guesswork. Here's how to find what's already selling:

1. WarriorPlus Marketplace

- Visit: <https://warriorplus.com>
- Click “Affiliate” > “Top Products”
- Look at product names, price points, and angles

Look for:

- Repeated formats (checklists, AI tools, blueprints)
- Common themes (traffic, list building, content creation)
- Language used in titles (“Fast,” “Simple,” “Without,” “Today”)

2. Facebook Groups & Comments

- Join groups in your niche (e.g., affiliate marketing, product creation)

- Look at the questions people ask
- Those questions = product opportunities

✓ 3. Your Own Journey

Think about a small win you've had recently:

- Did you solve a tech problem?
- Did you write something with AI?
- Did you set something up others struggle with?

Your **experience** = **shortcut** for someone else.

Use ChatGPT to Brainstorm Your Offer

Try this prompt to get unstuck:

“Suggest 10 low-ticket digital product ideas (\$7–\$27) that solve quick problems for beginners in the [insert niche] niche.”

Example Result (in MMO niche):

- 5-Minute Lead Magnet Creator
- Solo Ad Tracking Sheet
- WarriorPlus Funnel Template

- TikTok Video Hook Prompts
- First Email Sequence Blueprint

Pick the one that lights you up or feels easiest to deliver.

Validate Your Idea (Quick Checklist)

Ask yourself:

- ✓ Is this solving a specific problem?
- ✓ Can it be consumed in under an hour or two?
- ✓ Would *you* have paid \$7–\$27 for this earlier in your journey?
- ✓ Can you clearly name the result it gives?


If yes to most of those ... you're golden.

Action Step: Choose Your Product Idea

1. Use the ChatGPT prompt or WarriorPlus research method to brainstorm 5 product ideas
2. Choose the one that feels *doable in a few hours or less*
3. Write this sentence in your notes:

“My product will help [audience] go from [problem] to [outcome] using [format].”

(Example: “My product will help beginner affiliates go from confused to launched using a 5-step checklist.”)

4. Mark Module 2 as complete 

Recap – Key Takeaways:

- Great low-ticket products solve one clear, quick problem
 - Start with what's working: WarriorPlus, ChatGPT, your own wins
 - Keep it simple—checklists, templates, or short videos work best
 - Pick ONE idea and move forward. Momentum is more important than perfection.
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Module 3: Creating Your Product (Without Overwhelm)

Let's Turn Your Idea into a Real Digital Asset

Now that you've chosen a hot, specific, low-ticket product idea—it's time to actually **create it**.

This is the part that *stops most people*. They think it needs to be perfect. Fancy. Polished.

Spoiler alert: It doesn't.

A \$7–\$27 product isn't supposed to be a full-blown course. It's a **fast, focused solution**. That's what makes it *valuable*.

So let's break it down and make it easy.

Step 1: Choose Your Creation Tool Based on Format

Depending on what you're creating, here's what to use:

Product Type	Tool(s) You Can Use
Checklist / Guide	Google Docs or Canva
Swipe Files / Templates	Google Docs, Notion, or Word
Video Training	Loom, OBS, Zoom recording

Prompt Pack / Toolkit Google Docs or Canva

Worksheets Canva, Google Slides or Docs

Note: All of these tools are *free or freemium*. You don't need anything fancy.

Step 2: Structure Your Product Using This Simple Framework

Here's a super-simple structure you can use for most low-ticket products (especially guides or checklists):

1. Quick Intro

- Who it's for and what result they'll get
- Keep it short—1 paragraph

2. Main Content (3–5 Sections or Steps)

- Break your solution down into bite-sized chunks
- Use headers, bullets, bold fonts—make it easy to scan
- Think: actionable, not academic

3. Call to Action / Next Steps

- Encourage them to take action (apply the steps, follow you, grab the upsell)
- Link to your next offer, your email list, or your WarriorPlus page

Use ChatGPT to Draft Content Fast

Here's a great starter prompt:

“Create a short 5-step checklist or system that helps [audience] go from [problem] to [result]. Make it easy to follow, actionable, and written in a casual tone.”

Example for affiliate marketers:

“Create a 5-step checklist for beginners to launch their first affiliate funnel using only free tools.”

ChatGPT will give you a solid draft—then you simply edit and format it in Google Docs or Canva.

Step 3: Make It Look Presentable (Not Perfect)

People will judge your product by the cover—at least at first glance.

So here's how to keep it clean and professional:

✓ If Using Google Docs:

- Use headings (H1, H2)

- Bold key points
- Use bullet points and spacing
- Add a page break between sections
- Export as PDF (File > Download > PDF)

✓ **If Using Canva:**

- Use a clean template
- Stick to 2–3 colors max
- Add a simple cover page with:
 - Product title
 - Subtitle or benefit
 - Your name/logo (optional)

Optional: Use a free stock image or icon for visual flair (unsplash.com or Canva built-in)

Bonus Tip: Add a Simple “You Might Also Like” Section

At the end of your product, include 1–2 soft promos for:

- An upsell

- A related product
- Your email list
- Your affiliate link

This turns your product into a **silent marketer**—working for you 24/7.

Action Step: Build It!

Here's what to do today:

1. Open Google Docs or Canva
2. Use your product structure (Intro > 3–5 Steps > CTA)
3. Generate rough content with ChatGPT
4. Edit and polish for clarity
5. Export it as a **PDF file**

Goal: Get the first version **DONE**—even if it's not “perfect.” You can refine later.

Recap – Key Takeaways:

- Don't overthink your product—done is better than perfect

- Use free tools: Google Docs, Canva, Loom, ChatGPT
 - Make it clean, easy to read, and focused on delivering ONE clear win
 - Include a soft CTA to your next offer or lead magnet
-

Module 4: Writing a Sales Page That Converts

It's Time to Sell (Without Feeling Salesy)

You've created your product—great job!

Now it's time to sell it. But don't worry...

You don't need to be a master copywriter or marketing guru to write a sales page that works.

You just need a **clear structure**, a **compelling message**, and the **right words in the right order**.

This module gives you exactly that.

The Simple Sales Page Structure (No Fluff, No Jargon)

Your low-ticket product doesn't need a long, hyped-up sales letter.

It just needs **clarity, confidence, and connection**.

Here's a **5-part framework** that's perfect for WarriorPlus or your own sales page:

1. **Headline**

Capture attention with a big promise or result.

Examples:

- “Get Your First 100 Email Subscribers in 7 Days – Even if You’re Starting From Scratch”
- “The Copy & Paste Email Templates That Made Me My First \$500 Online”

Keep it focused on the result and/or how fast it can be achieved.

2. Short Intro

Tell them who this is for and why you made it.

Example:

“If you’re a beginner trying to build an email list but feel completely lost—this is for you. I created this mini-system after helping a few friends set up their funnels using nothing but free tools and ChatGPT. It worked so well, I had to turn it into a simple guide.”

1–2 paragraphs max. Keep it personal and relatable.

3. Benefits / What They’ll Learn

This is where you sell the *outcome*, not just the content.

Bullet points work best. Use this format:

- You’ll discover how to [insert benefit]
- The exact method I used to [insert result]

- How to avoid [insert common mistake]
- My proven shortcut for [insert quick win]

Use 4–6 benefit-driven bullets. Think transformation, not just features.

4. What's Inside

List what they'll get—this gives the product a tangible feel.

Example:

- Instant access to the 12-page PDF guide
- The 5-step checklist to set up your first opt-in funnel
- Bonus: Canva lead magnet template
- Bonus: Welcome email copy (plug-and-play)

You can list this as a simple bulleted list or a visual mockup (for PDF formatting).

5. Call to Action (CTA)

Invite them to buy clearly and confidently.

Example:

“Grab it now for just \$9 and start building your list in the next 30 minutes. No fluff. No overwhelm. Just a proven system that works.”

Include:

- The price
- A “Buy Now” button or link
- Optional urgency line (e.g., “Launch pricing – goes up soon!”)

Add a Few Trust Elements (Optional but Powerful)

If you have any of the following, include them:

- A screenshot of a result (earnings, list size, page views)
- A testimonial (from a beta tester or friend)
- A personal note or image of you
- A “Money-Back Guarantee” badge (optional for WarriorPlus)

These build trust and can lift conversions without needing a huge brand.

Use ChatGPT to Help Write It Faster

Try this prompt:

“Write a sales page for a \$9 digital product that helps [audience] solve [problem] with [solution]. Include a headline, intro, bullet points, what’s inside, and CTA.”

You’ll get a full draft you can tweak in your voice.

Where to Host Your Sales Page

Depending on your setup, here are a few easy options:

Platform	Use For
WarriorPlus	Built in Sales Page or hosted URL
Carrrd.co	Beautiful Landing/Sales Page Builder (\$1/month)
Google Docs	Quick’n’Dirty Option (Link to PDF)
Canva	Design + Export as web page (Pro only)
LeadsLeap	Great for Page Building and Hosting (also has autoresponder and other useful Tools. Pro membership is cheap and best)

(If you have no other tools already at your disposal I fully recommend LeadsLeap. I have a Pro account myself. Yes, the above is my affiliate link but this does not affect the amount you pay for Pro membership.)

My good friend Andy Waring has a brilliant *free* guide to LeadsLeap which you can [check out here!](#) When you get there click on the ‘Training’ tab.

Action Step: Write and Publish Your Sales Page

1. Use the 5-part framework: Headline > Intro > Benefits > What's Inside > CTA
2. Draft your copy in Google Docs or directly inside LeadsLeap
3. Test the flow: would YOU buy this in 2 minutes or less?
4. When you upload your offer to Warrior+ you will get the code for a payment button and you'll need to come back to your sales page to insert it. (Don't worry, full instructions coming!)
5. Mark this step complete

Recap – Key Takeaways:

- You don't need to be a copywriter—just follow the proven structure
- Focus on benefits and outcomes, not just features
- Keep it short, clear, and confidence-driven
- Use ChatGPT to speed up the first draft, then personalize it

- A good sales page doesn't just sell—it builds *trust and excitement*
-

Module 5: Setting Up on WarriorPlus (Step-by-Step)

It's Time to Go Live!

You've created your product.

You've written a sales page that sells.

Now it's time to **launch** your offer on WarriorPlus and start making sales.

If the idea of setting up a product on WarriorPlus sounds technical or intimidating—don't worry.

Why WarriorPlus?

WarriorPlus is one of the easiest platforms for beginners to:

- Launch digital products
- Process payments
- Set up funnels
- Build a buyers list
- Tap into a marketplace of affiliate traffic

It's **designed for low-ticket offers**—you're in the right place.

What You Need Before Setup

Before logging into WarriorPlus, make sure you have:

- Your **product PDF** or file (ZIP, PDF, or Google Drive link)
- Your **sales page URL** (if hosted externally)
- Your **product title** and price point
- Your **delivery link or instructions** (for buyers to access after purchase)
- (Optional) Your **OTO or upsell offer** ready to plug in later

Helpful Guides

Here are two helpful guides:

<https://help.warriorplus.com/en/articles/1658537-creating-a-product>

<https://help.warriorplus.com/en/articles/10619555-creating-an-offer>

Alternatively you can pick up a copy of my step-by-step guide called ['From Product to Profit'](#).

How You Get Paid

WarriorPlus pays via **PayPal** or **Stripe**. You must:

- Connect your PayPal account (under Account Settings)
- Set up a **minimum balance threshold**

- Withdraw earnings manually or let them auto-release

Note: New vendors may have a delay on payouts until you build sales history.

Action Step: List Your Product Today

1. Log into WarriorPlus
2. Follow the 4-step product setup process
3. Upload your product and connect your sales page
4. Add OTOs if you have them
5. Launch your offer live or schedule for later
6. Mark this module complete

Recap – Key Takeaways:

- WarriorPlus is built for low-ticket product creators like you
- Setup is simple once you have your product and sales page ready
- Always test your links and buyer flow before going live

- Upsells = more revenue per buyer with very little extra effort
 - Going live > take action now!
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Module 6: Generating Traffic (Even Without a List)

No Traffic = No Sales. Let's Fix That.

You've done the hard work:

- ✓ Product? Created.
- ✓ Sales page? Written.
- ✓ WarriorPlus listing? Live.

Now it's time to get eyeballs on your offer.

This is the **#1 fear** of most beginners:

“I don't have a list. I don't want to go on camera. I don't have any followers...”

Here's the truth:

You don't need any of those things to start generating traffic and making sales.

You just need to **start where you are**—with what you've got.

Let's look at free (and fast) ways to start driving targeted clicks today.

Step 1: Choose a Primary Traffic Strategy

Pick **one method** below to start with. You can add more later.
Focus = traction.

Option 1: Facebook Organic Marketing (Beginner Goldmine)

Facebook is still one of the **best free traffic sources** for low-ticket offers.

How It Works:

- Join 3–5 niche-specific groups (MMO, affiliate marketing, content creators, etc.)
- Engage with posts, answer questions, and **be helpful**
- Post value-based content from your personal profile
- Add your product link in the comments, replies, or bio

Content ideas:

- “Here’s how I built my first digital product using ChatGPT and Canva (Took me 3 hours) 🙌”
- “Want the checklist I used to launch my WarriorPlus offer? I’ll send it to 5 people.”

Bonus Tip: Turn value posts into free PDFs or mini lead magnets to grow your list *and* make sales.

Option 2: Faceless TikTok Traffic

You don’t have to dance or talk to camera. TikTok works *even for shy people*.

How It Works:

- Create short 7–15 second videos that solve small problems
- Use stock footage, screen recordings, or text-based slides
- Add a strong call to action (CTA) like “Link in bio” or “DM me ‘checklist’”

Examples:

- “3 tools I used to launch a \$9 product in 1 weekend 🙌”
- “Want my \$7 PDF that shows how to start list-building today?”

Bonus Tip: Repurpose content to Instagram Reels or YouTube Shorts.

Option 3: Reddit / Forums / Niche Communities

Reddit is a goldmine of traffic if you’re authentic and avoid spammy tactics.

How It Works:

- Find active subreddits (r/affiliatemarketing, r/Emailmarketing, r/EntrepreneurRideAlong)
- Provide honest value, answer questions, and reference your offer naturally

- Instead of linking directly, invite DMs or use a lead magnet bridge

Example comment:

“I recently launched a mini product about this—happy to DM it to anyone who wants it.”

Bonus Tip: Create a separate Reddit-friendly version of your lead magnet or offer.

Option 4: Solo Ads (If You Have a Little Budget)

If you've got \$50–\$100 and want to test fast, solo ads can help.

How It Works:

- You buy a set number of clicks from someone with an email list in your niche
- They send your offer or lead magnet to their audience
- You get instant traffic to your funnel

Where to Find Sellers:

- Udimi.com
- WarriorForum
- Facebook solo ad groups

Warning: Track your clicks, watch for fake traffic, and always test small before scaling.

Swipe File: Simple Promo Scripts

Use these for Facebook, TikTok captions, or DMs:

Facebook Post:

“Just launched my first digital product on WarriorPlus—created it with free tools in 48 hours. If you want to see how I did it (and grab the checklist I used), drop a 🔥 below.”

TikTok Caption:

“Launched my first \$9 product using ChatGPT + Canva. Want the steps? Link in bio 🔗”

DM Reply:

“Awesome! Here’s the link. It’s a short guide that shows you exactly how I did it: [your WarriorPlus link]”

How to Track What’s Working

You don’t need fancy tools—just observe:


- Which post got the most comments or clicks?
- Which DM got a response?
- Which traffic source drove your first sale?

Use a simple Google Sheet to track:

- Post date
- Platform
- Link clicks (use bit.ly or WarriorPlus tracking)
- Sales made

Over time, you'll know where to double down.

Action Step: Launch Your Traffic Plan

1. Pick ONE primary traffic method from this module
2. Create your first post or video today
3. Use the swipe copy provided or your own version
4. Track your results
5. Mark this step as DONE 

Recap – Key Takeaways:

- You don't need a list or a following to get traffic
- Focus on *one simple strategy* (FB, TikTok, Reddit, or solo ads)

- Provide value, start conversations, and link naturally
 - The more you post, the more confident and visible you become
 - Track what's working and keep showing up
-

Module 7: Your First Sales & List Growth Strategy

You Made a Sale... Now What?

If you've followed the first 6 modules and taken action, you've likely made (or are close to making) your **first few sales**.

First of all — **congratulations!** 🎉

That one sale proves your product works. Now it's time to **turn that small spark into a long-term fire**.

This module is all about:

- What to do *after* your first sale
- How to start building a **relationship-driven list**
- And how to **multiply your revenue** with what you already have

Step 1: Shift Your Thinking — From Sales to Systems

You're not just selling a product...

You're building a **micro-business** around a system.

That system looks like this:

Lead magnet → **\$7–\$27 product** → **Follow-up emails** → **More offers**

One sale should never be the end—it should be the **entry point** into your world.

Step 2: Segment Your Buyers from Your Leads

Your email list will eventually include:

- Freebie seekers
- Buyers
- Repeat customers

The people who bought from you once are **10x more likely to buy again**—but only if you treat them like VIPs.

Within your autoresponder:

- Create a separate tag or segment for buyers
- Send them a welcome message acknowledging their purchase
- Ask them a question or invite them to reply (boosts deliverability)

Step 3: Send a Simple 3-Email Follow-Up Sequence

Here's a powerful, plug-and-play email strategy you can use after someone buys:

Email 1 – “Here’s Your Purchase”

- Thank them for buying

- Deliver the product
- Remind them of what they'll get out of it
- Ask if they need help getting started

Email 2 – “My Favorite Shortcut”

- Share one *extra tip* related to the product
- Position it as something you wish you knew sooner
- Soft pitch a relevant upsell or affiliate tool



Email 3 – “What’s Coming Next”

- Let them know what to expect from you
- Invite them to follow you (YouTube, TikTok, etc.)
- Hint at your *next offer* or ask what they'd like help with

Hot Tip: You can write these with ChatGPT

Step 4: Use Your Buyers as a Launchpad

Once you've got a few customers, you can:

- Ask for testimonials (even casual ones like “This was super helpful!”)
- Survey them: “What’s your next biggest challenge?”
- Offer them a discount on your next product
- Bundle this product with another one as a **mini-stack**

You now have **social proof** and **market research**—use it to grow your next offer even faster.

Step 5: Introduce Related Products or Offers

Don’t stop at one sale—this is where the real fun begins.

Here are 3 quick ways to increase your earnings:

1. Offer an Upsell

If you didn’t set up an OTO, add one now:

- DFY version of your product
- Extended training
- Templates, scripts, or email series

2. Promote Affiliate Offers

Send a follow-up email like:

“Hey, since you grabbed my [product], I thought you’d love this tool that makes it even easier...”


Examples: autoresponders, funnel builders, traffic tools

3. Stack Your Products

If you create 2–3 related low-ticket products:

- Bundle them into a \$27–\$47 “starter pack”
- Sell the bundle on WarriorPlus or your own site
- Offer exclusive access to “buyers only” deals

Action Step: Turn Your First Sale Into a System

1. Segment your buyer list
2. Load your 3 follow-up emails
3. Send a quick broadcast inviting feedback or upsells
4. Plan your *next offer* or bundle idea
5. Mark this module complete 

Recap – Key Takeaways:

- One sale is just the beginning—build a system, not a one-off
 - Treat your buyers like gold—they'll fund your next product
 - Use simple email follow-ups to deepen trust and grow revenue
 - Stack, upsell, and repeat: this is how real momentum builds
-

You Did It!

You've completed the **Low-Ticket Profits** course.

By now, you should have:

- ✓ A product created
- ✓ A sales page written
- ✓ Your WarriorPlus listing live
- ✓ A traffic plan in motion
- ✓ Your first sales (or ready for them)
- ✓ A roadmap for long-term growth

Now it's time to take everything you've built—and keep going.

Congratulations!

Don't forget you can contact me anytime:

support@howtomakemoneyonline.org.uk

Just one final thing - see the next page!

If you would like another look at the one-time offers, the links to the sales pages are below:

[**The Upsell Blueprint: How to Turn \\$5 Buyers Into \\$50+ Customers**](#)

[**From Product to Profit: How to Upload and Activate Your Product Step-by-Step**](#)