

The Micro-Bet Pack

Spawn 30 small digital offers. Sell instantly. Kill losers. Double winners.

Product: Instant-download PDF

Price: CHF 29

Delivery: After Stripe payment — download link

Brand: Manystakes (anonymous operator kit)

Who this is for

You want money from digital products **today**, not after a six-month funnel rebuild. You refuse to bet your income on one service, one client, or one "signature offer." You prefer a **swarm**: many small independent bets with clear kill criteria and a rule to double what works.

You are fine being anonymous. No personal brand required.

What you get

1. The power-law operator model (why many small stakes beat one linear service)
 2. The offer one-pager template (fill → publish → Stripe link)
 3. Instant-delivery checklist (PDF / ZIP after pay — no 48h custom work as the core)
 4. Scoring sheet: spawn / score / kill / double
 5. **30 starter micro-offer angles** you can ship as one-page products this month
 6. Pricing ladder (CHF 9 → 19 → 29 → 49) and when to climb
 7. First-week distribution playbook (anonymous channels only)
 8. Kill criteria you actually use (no sunk-cost theater)
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Part 1 — The power-law operator model

Linear service: one client, one scope, one invoice. Income scales with hours. Fat tail = zero.

Offer swarm: N independent digital products. Most die. A few print money. Expected value comes from **volume** × **variance**, not from polishing one bet forever.

Rules

1. **Independence** — each offer has its own page, Stripe link, and kill decision. Correlation kills the swarm (same audience, same angle, same failure mode).
2. **Instant delivery** — buyer pays → gets a file. Custom work is optional *upsell*, never the core SKU.

3. **Cheap to spawn** — a one-pager + a 5–15 page PDF or pack should take hours, not weeks.
4. **Explicit kill** — if it fails the scorecard, delete ads, unpublish, move on. No "maybe next quarter."
5. **Double winners** — more channels, price test up, bundle, adjacent SKUs. Winners fund the next swarm.

Mental math (illustrative, not a promise)

- 20 offers × CHF 29 × low conversion each = small base
 - 1–2 offers that convert 5–10× better + paid distribution = the fat tail
 - Your job is **throughput of bets**, not perfection of one landing page
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Part 2 — Offer one-pager template

Copy this for every new stake:

TITLE: _____
ONE-LINER (who + outcome in <20 words): _____
FORMAT: [] PDF [] Notion/Markdown pack [] Checklist PDF [] Template ZIP
PRICE: CHF _____ (start 19 or 29; test later)
DELIVERY: Stripe Payment Link → thank-you page → email or direct download
AUDIENCE (where they hang out anonymously): _____
ANGLE (pain + mechanism, not features): _____
TIME TO SHIP: _____ hours
KILL IF (see Part 4): _____
DOUBLE IF: _____

Title patterns that sell without a face

- "The ____ Pack" / "____ Checklist" / "30 ____ You Can Ship This Week"
- Outcome + constraint: "Ship X without Y"
- Number + noun: "12 kill criteria for digital offers"

Avoid: your name, "agency", "premium consulting", vague "systems for success."

Part 3 — Instant delivery (non-negotiable for TODAY cash)

Minimum viable delivery stack

1. Landing page with one CTA → Stripe Payment Link
2. Thank-you page: "Download link emailed within 15 minutes" **or** direct file link behind payment
3. File hosted privately (Drive restricted link, Gumroad-style, or email attachment automation)
4. Filename: micro-bet-pack.pdf — professional, no personal identifiers

Do / Don't

Do	Don't
PDF or ZIP ready before you open the link	Promise custom strategy calls as the product
Refund policy in one sentence	Hide the product behind "we'll schedule a call"
Test the full buy → download path yourself	Launch with a broken Stripe placeholder

15-minute delivery SOP (manual start)

1. Stripe notifies you (email / webhook / dashboard)
2. Send buyer the download link from a brand-only inbox (e.g. hello@yourdomain)
3. Log sale in a simple sheet: date, offer ID, amount, channel
4. Later: automate with Stripe → email tool; until then, 15 min is fine

Part 4 — Spawn / score / kill / double

Weekly scorecard (per offer)

Metric	Pass	Fail
Unique landing visits (7d)	≥ 50 from free channels	< 20 after earnest posts
Paid conversions (7d)	≥ 1	0 after ≥ 100 visits
Refund rate	< 10%	≥ 20%
Support load	< 15 min per sale	Endless clarification emails
Your gut on angle clarity	One sentence still sharp	You can't explain it in 10s

Kill: fail 2+ rows → unpublish, stop posting, archive files. Reuse lessons, not hope.

Double: pass conversion + clear angle → (a) raise price +CHF 10 test, (b) 2 more channels, (c) sibling offer in same cluster, (d) only then consider paid ads with a tiny cap.

Part 5 — Pricing ladder

Tier	CHF	Use when
Tip	9	Lead magnet / ultra-short checklist
Impulse	19	Thin but sharp one-topic PDF
Tool	29	Dense pack (this product's tier)

Tier	CHF	Use when
Serious	49	Bundle of 3 packs or templates + examples
Stack	79–99	Winner cluster only

Default for new swarm members: **CHF 19 or 29**. Climb only after proof.

Part 6 — Thirty starter micro-offer angles

Each line is a potential one-page product. Pick 5 this week. Ship ugly.

Offer design & validation

1. One-page offer canvas pack (10 fillable canvases)
2. "Kill criteria" worksheet set for digital products
3. Price-test script pack (what to change week 1 / week 2)
4. Stripe Payment Link setup checklist (anonymous seller)
5. Landing page copy blocks (hero / proof-without-face / FAQ / CTA)

Distribution without a personal brand

1. Reddit / forum posting SOP (anonymous, value-first)
2. 20 swipe cold posts for digital downloads (no LinkedIn-personal)
3. "Where to post" map by niche (productivity, indie hackers, freelancers)
4. Discord / Slack community etiquette + soft CTA templates
5. Privacy-first analytics checklist (what to track without creepy tracking)

Operator systems

1. Weekly swarm review agenda (30-min ritual)
2. Offer backlog triage board (spawn / live / kill / double)
3. Refund & support macro pack (polite, short, firm)
4. File naming + versioning for PDF products
5. Tax/ops reminder sheet for digital goods (high-level, not legal advice)

Niche packs (pick one niche you know)

1. Freelancer scope-creep prevention checklist
2. Meeting-kill checklist for remote teams
3. "Ship the deck" slide outline pack for async updates
4. Customer interview question bank (20 questions)
5. Churn autopsy one-pager for SaaS indie makers

Meta / power-law (adjacent to this pack)

1. Second-brain for offer ideas (tagging taxonomy)
2. Bundle builder: how to combine 3 micro-PDFs into CHF 49
3. "Ugly MVP" content standards (good enough to sell)
4. Fat-tail journal: log bets and outcomes for 90 days
5. Agent brief: how to hand a human/AI the spawn-score-kill loop

Fast digital formats

1. Notion template: offer pipeline
 2. Printable wall checklist: "Did I ship an offer this week?"
 3. Email sequence (3 emails) for post-purchase upsell to sibling packs
 4. FAQ pack that reduces refunds for info products
 5. "competing offers" teardown worksheet (study winners, don't copy brands)
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Part 7 — First-week playbook (anonymous)

Day 0

- ☐ Convert this Markdown to PDF
- ☐ Replace STRIPE_PAYMENT_LINK on landing page
- ☐ Buy domain only after checklist approval
- ☐ Test purchase with a second email

Day 1–2

- Post in 3–5 anonymous-friendly venues (see pack's distribution notes / `your distribution/today.md`)
- Lead with usefulness; soft CTA to the pack
- Do not dox: no real name, employer, city if identifying, or company brands

Day 3–7

- Log every post → visits → sales
 - Answer questions publicly with substance (builds trust without a face)
 - If 0 sales and <50 visits: distribution problem. If 100+ visits and 0 sales: offer/price/clarity problem.
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Part 8 — Copy blocks you can reuse

Hero

Many small bets beat one slow service.

The Micro-Bet Pack is a downloadable operator kit: templates, kill criteria, and 30 starter angles so you can spawn an offer swarm and sell digital products with instant delivery.

CTA

Get the pack — CHF 29 — instant PDF after payment.

FAQ

Is this a course? No. It's a dense PDF pack you use the same day.

Do I need a personal brand? No. Anonymous distribution is the default.

Refunds? If the file is defective or not as described, reply to the delivery email within 7 days.

Is income guaranteed? No. This is a system for placing many independent stakes — not a promise.

What we never claim

- "Passive income while you sleep" as a guarantee
- That one offer replaces a salary
- Endorsements from named companies or people

Part 9 — Your first stake after buying

1. Pick 3 angles from Part 6 you could draft in under 4 hours each.
2. Fill the one-pager template for each.
3. Write the thinnest sellable PDF for #1 (5–10 pages beats a perfect 40).
4. Put Stripe + landing live.
5. Post anonymously in two channels today.
6. Schedule a 30-minute swarm review in 7 days — kill or double.

Closing

Power-law income is not a vibe. It is **volume of independent offers**, honest scoring, and the discipline to kill. This pack is stake #0 in your swarm: use it, then spawn the next.

— Manystakes

Document version: 1.0 · Format: Markdown ready for PDF export · No personal or company brands.