

DBW

THE DIGITAL
BOSS WAY™

BEGINNERS GUIDE TO DIGITAL MARKETING

EARNING MONEY ONLINE



What is digital marketing?

Digital marketing is how businesses and creators connect with the right customers online, using tools like social media, email, funnels, lead magnets, and SEO to grow awareness, build trust, and drive sales. One way to do this is creating digital products, this means reaching a global audience, gaining loyal customers, and creating a sustainable online business.

If you have been looking to:

- start your own business
- build another income stream
- optimize your current business

Then this is an incredible place to begin your journey!

Types of digital products

There are countless digital products you can create to monetize your skills:

Ebooks & Guides:

Lead magnets, planners, journals, and ebooks.

Courses:

Focus on delivering actionable content—teach how to do something, not just what to do.

Templates:

Social media templates, story slides, Pinterest pins, and more. The possibilities are endless for designing digital products.

Have goals to make \$10k a month? Example:

- \$97 product = 103 sold
- \$297 product = 34 sold
- \$497 product = 20 sold
- \$997 product = 10 sold

Why digital marketing?

- No Physical Inventory.
- No need to manage stock.
- Freedom to Sell Anywhere: Reach customers from anywhere in the world.
- Flexible Marketing Options: Promote your products across multiple channels, including your existing social media.

Next steps to succeed in digital marketing

Create your sales funnel:

Create a sales funnel designed to sell your offer. ex. first page talks about your product, second page is the order form page, third page is a thank you page and allows access to the product purchased, and forth is terms and conditions about the product requires the customer to acknowledge before purchasing.

Content creation:

You'll begin to create content to share why and how you love the product. It can be simple email, Instagram reel, TikTok video, YouTube video, etc. Find a platform you love and are comfortable with to share all the great ways your offer can help others in your niche.

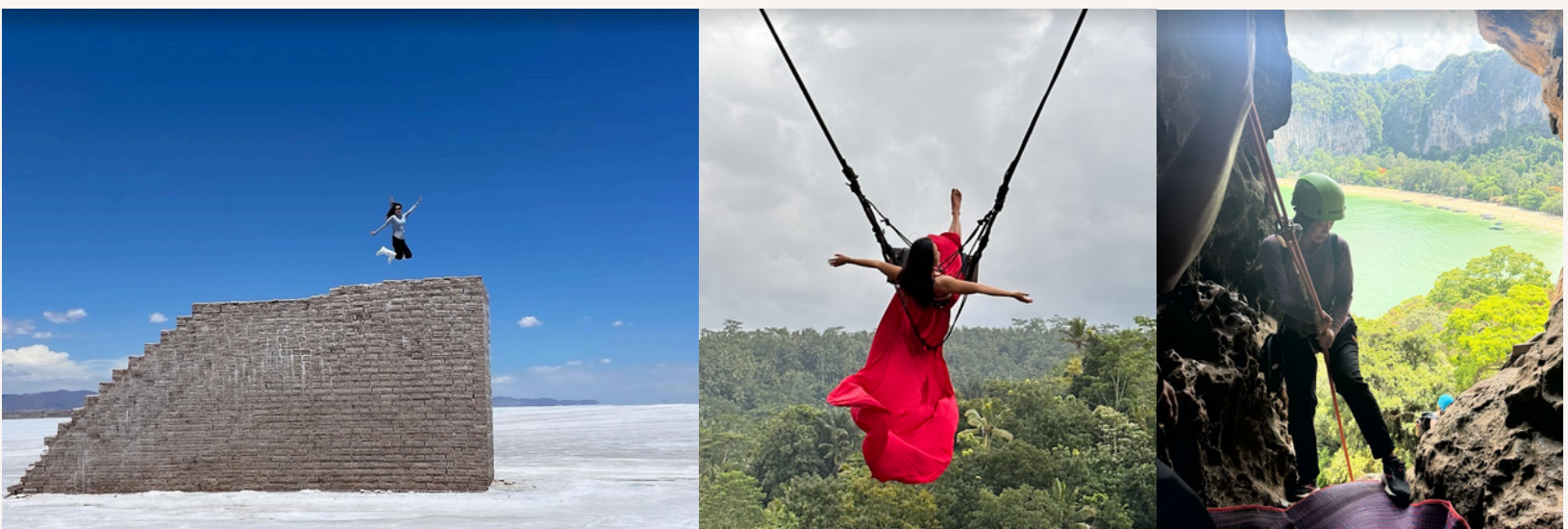
Drive traffic

Create a website, blog, social media accounts that talk to your target audience/niche audience. You produce high quality content that provides value, educates or entertains your audience. Traffic will turn into conversions (sales) eventually and consistency is key!

This additional income stream could have potential to transform your life.

Digital marketing has completely transformed businesses and lives worldwide—and it's done the same for me. I broke free from my 9-to-5 corporate job, spent the last four years traveling the world (over 30+ countries), can work on passion projects, and be more present with my family. Many friends of mine have asked me how I did it, how can they do it too? So why not share the wealth? There's more than enough to go around.

Why shouldn't you be next?



Get started here

Are you ready to learn how to start making money online sooner?

Tired of wasting time piecing together bits and pieces of advice?

Imagine having a step-by-step roadmap that gets you earning without the frustration of trial and error—and without even needing your own product to get started. Yes, seriously.

Our full course has everything you need to launch your online income stream fast. You'll get insider tips, proven strategies, and clear guidance to help you start earning immediately. We cover everything you need to know to set up in-demand income streams, and attract paying customers—no guesswork needed. PLUS you get to be a member of the community and interact with like minded individuals like you, 78k members strong and counting.

So, why not you? Save time, hear from the experts and be a part of the thriving community with the full course today, and unlock the tools to start your digital income journey with confidence and clarity.

Steps for getting started

Step 1: Purchase the Course

Once you purchase the full course + community, you gain instant access to proven tactics and years of traditional marketing and proven marketing expertise at your fingertips. The course gives you actionable steps showing you HOW not just telling you WHAT to do and feeling lost. This course includes everything you need to know however if you are established and only need help with certain areas then check out the other guides that may be a better fit. However you can get all of it AND so much more with the course.

This is not just another basic course, you get access to updated modules, community of 78k+ like minded people, and chat support. No ongoing fees.

Step 2: Choose your niche

A niche refers to a specialized area within a market that caters to a specific audience or addresses a unique set of needs. Pick your passion or skill set ex. fitness, wealth, real estate, etc.

Step 3: Apply learnings, Share & Earn

Time to start sharing your product and earn money online

PS: Do I need to show my face? Nope! There are numerous faceless accounts killing it!

Get started here

We all start from somewhere...

From Stuck in a 9-to-5 to Living Life on My Terms

Just a few years ago, I was in the same place you might be now—stuck in a 9-to-5 job, dreaming of something more fulfilling but not quite sure how to make it happen. I'd scroll through social media, seeing people working from beautiful locations or creating flexible incomes online, and I'd wonder: Is that really possible for me?

One day, I took a leap. I decided to stop letting doubt hold me back and committed to using the skills I've learned at my corporate job, learning how to make money online by sharing my skills digitally. It wasn't always easy, but it was worth it. Since then, I've left my corporate job, traveled to over 30+ countries, built a reliable income streams, and created a life that's fully my own. Best of all, I've discovered a way to help others do the same.

Today, I'm here to make your journey much easier than mine was. I've packed everything I've learned into this course—the exact steps, tools, and strategies that turned my dream into reality.

If you're ready to:

- Break free from the traditional job path
- Start making money sooner with a proven, step-by-step system
- Finally live a life you're passionate about and proud of
- ...then this course is for you. You don't need to start from scratch, and you don't even need your own product. I'll show you how to get set up, earn, and grow—all with confidence.

I've helped people from all backgrounds start their own journeys, and I'd be honored to be part of yours. Don't let another day pass wondering "what if." You can have the tools you need to start now, and start building your future today.