

The Simple Digital Product Quick Start Kit

The Kick in the Ass You Need to Finally Get Started

(No \$800 Course Required)

My Story: How I Blew \$800 So You Don't Have To

Hi, I'm a teacher who fell into the classic course-buying trap. You know the drill - scrolling Instagram, seeing everyone else launch "passive income products" like it's no big deal, while I'm sitting here with a million ideas and zero dollars to show for it.

So naturally, I did what any reasonable person does: I panic-bought a MRR \$497 course that promised to teach me "everything." And then... I couldn't sell a single copy.

Then I bought ANOTHER \$297 course on creating digital products. Because clearly, the solution to not launching was... more learning?

Here's the kicker - both courses were extremely helpful. They just made everything sound way more complicated than it needed to be. Like, do I really need a 47-step funnel to sell a \$27 PDF? NOPE- I don't.

So I created this Quick Start Kit with the most important lessons I learned from those expensive mistakes. It's the foundation you need to stop spinning your wheels and actually start moving toward your first launch.

The purpose? Give you clarity on what to create, how to create it affordably, and the confidence to actually put it out there.

The transformation? You'll go from "I have a million ideas but don't know which one to pick" to "I know exactly what I'm creating and how to get started" - plus you'll have the essential tools and mindset to make it happen.

STEP 1: Find Your Product Idea

The "Course Trap Survivor" Formula:

Your Recent Learning Journey + Simple Solution + Affordable Price = Digital Product Gold

Ask Yourself:

- What did you figure out in the last 6 months that others are struggling with?
- What expensive course/system did you simplify for yourself?
- What problem did you solve through trial and error?

Top 3 Winning Product Types:

1. "How I Finally [Solved Common Problem]" *Example: "How I Finally Grew My Instagram from 200 to 2K in 3 Months"*

- Share your actual strategy, not theory
- Include what didn't work and why
- Price: \$17-\$37

2. "The [Expensive Course] Alternative" *Example: "Budget-Friendly Brand Kit Creation (No \$200 Course Needed)"*

- Teach what you learned from expensive courses
- Focus on practical, affordable methods
- Price: \$27-\$47

3. "[Complex Topic] for Real People" *Example: "Cheap Meal Prep That Actually Make Sense"*

- Simplify something you recently mastered
- Skip the overwhelm, focus on what matters
- Price: \$17-\$27

✓ Your Idea Should:

Solve ONE specific problem

Be something you've personally done

Save people time or money

Take 1-2 weeks to create



Step 2: Budget-Friendly Tools

🎨 Design & Graphics (Instead of \$20-50/month design tools)

- **Canva Free** - \$0 What I use it for: All graphics, social posts, product covers
- **Unsplash** - \$0 What I use it for: Stock photos that don't look cheesy
- **Coolers.co** - \$0 What I use it for: Creating brand color palettes

💰 Sales & Payments (Instead of complex, expensive systems)

- **Systeme.io** - \$0-27/month What I use it for: Complete sales funnel Replaces: Multiple expensive tools
- **Stripe** - 2.9% per transaction What I use it for: Processing payments Replaces: PayPal's higher fees

🔧 Product Creation (Instead of \$47-97/month course platforms)

- **Canva** - \$0-12/month What I use it for: Creating workbooks, planners, guides
- **Google Docs** - \$0 What I use it for: Writing content, collaboration
- **Loom** - \$0 What I use it for: Screen recordings, tutorials
- **Systeme.io** - \$0-27/month What I use it for: Sales pages, email, payments

My "Good Enough" Philosophy

Free vs. Paid - When to Upgrade:

Start with FREE versions of:

- **Canva** (upgrade when you need brand kit features)
- **Systeme.io** (upgrade when you hit 2,000 contacts)
- **Loom** (upgrade when you need longer videos)

Invest in PAID versions when:

- You're making consistent money
- The free version limits your growth
- You need specific features for efficiency

STEP 3: Confidence Scripts (For When You Feel Like a Fraud)

When You Think: "I'm not qualified to teach this"
Say Instead: "I just went through this exact struggle and found what actually works."

When You Think: "There are people more expert than me"
Say Instead: "Sometimes the best teacher is someone who just figured it out themselves."

Your Product Description Template:

"This isn't another *[product type]* from someone claiming to be an expert. This is a *[simple description]* created by someone who just solved *[specific problem]* and wants to save you the *[time/money/frustration]* I went through. No fluff, no theory - just what actually worked."

Your Pricing Script:

"I'm charging *[\$price]* because this is the affordable alternative to the *[\$higher price]* courses that overcomplicate everything. You're not paying for my ego or fancy marketing - you're paying for a simple solution that actually works."

When Someone Asks "Why Should I Buy From You?"

"Great question! The gurus/experts teach from years of experience, which can be overwhelming. I teach from recent trial and error, which means I remember exactly what it feels like to be confused and can explain it in a way that actually makes sense."

STEP 4: Your 7-Day Launch Plan

Day 1-2: Create Your Product

- Use the idea from Step 1
- Build it in Canva using simple templates
- Keep it to 5-10 pages max
- Focus on ONE problem, ONE solution

Day 3: Set Up Your Sales Page

- Use Systeme.io free plan
- Write your description using the scripts from Step 3
- Set your price (\$17-47 for first product)
- Test the entire buying process

Day 4: Create Your Marketing Content

- Write 3 social media posts about your story
- Create 1 simple graphic showing your product
- Plan your "launch day" announcement

Day 5-6: Soft Launch

- Share with friends and family first
- Post on your social media
- Send to your email list (even if it's small)
- Ask for feedback and testimonials

Day 7: Celebrate Your First Launch

- You did it! You launched a digital product
- Collect feedback for improvements
- Plan your next product (now you know the process)



Your Next Steps: Ready to Actually Do This Thing?

This Quick Start Kit gave you the foundation and the kick in the ass – but if you're thinking "Okay, I'm convinced, now HOW exactly do I build this without screwing it up?" then you need the complete step-by-step system.

My Digital Product Survival Guide

It's everything I learned from \$800 worth of courses, packaged into a simple \$27 guide that actually makes sense.

If you're done researching and ready to start creating, grab it here:

👉 [The Ultimate Digital Product Survival Guide](#)

Because honestly? You could spend the next 6 months "learning" more, or you could spend the next 6 weeks actually building something. Your choice.

Still Not Sure?

That's cool too. Take this Quick Start Kit, implement what you can, and come back when you're ready to stop dabbling and start launching. But remember: The best time to start was 6 months ago. The second best time is right now.

Quit waiting to feel qualified. Start sharing what you've learned. Someone out there is googling exactly what you figured out last month.

-Joanna