

@vxcreatives

DIGITAL MARKETING STARTER GUIDE

**" Everything You Need to Know
to Get Started"**

GUIDE TO MAKING MONEY AND KNOW HOW
TO BEGIN TO ACHIEVE SUCCESS

Hello, I'm Vx

vxcreatives

A Digital Product Seller



Camarines Sur, BICOL, Philippines



A 1st year college student-freelancer who wants to help fellow introverts, creatives, and students to be digital entrepreneurs and **earn PASSIVELY up to 5 to 6 digits PER MONTH.**

My shop and products offers high-quality, ready-to-use digital products - ranging from Canva templates to printables and planners to save time and make easier your digital/creative journey, so you can focus on what truly matters:

GROWING YOUR BUSINESS.

STEP 1

SELF STUDY

STEP 2

ENROLL IN A COURSE

STEP 3

Choose a right NICHE

About DIGITAL PRODUCT



A digital product is anything that is created, stored and sell online without shipping requirement. They're downloadable and can be sold repeatedly, making them a great way to earn income online. Such as Software, E-books and online courses.

It doesn't need to ship physically and can be accessed through the internet.

How to **START & EARN?**

01

SELF STUDY

Research everything online, watch tons of tutorials, and leverage Google & Youtube.

Gain enough knowledge to create and sell your first digital products.

02

ENROLL IN A COURSE

Save your time to avoid mistakes. Let me guide you and teach you the knowledge to effectively gain sales day by day.

How to **START & EARN?**

03

Choose a **NICHE**

Research everything online, watch tons of tutorials, and leverage Google & Youtube. Gain enough knowledge to create and sell your first digital products.

04

Promote **PRODUCTS**

Choose a suitable platform to market your product. Since here is where you **make sales**.

For example, you choose **Tiktok**, create carousels, reels and stories consistently.

You can use **Instagram, Tiktok, Fb, Pinterest** as your platforms. Aside, from that, you can also build your store in RaketPH,



EXAMPLES DIGITAL PRODUCT



Ebooks: (short for "electronic book") is a digital version of a book that can be read on electronic devices such as smartphones, tablets, e-readers, or computers. Unlike traditional printed books, ebooks are in digital formats (e.g., PDF, EPUB, MOBI) and are easily distributed, portable, and can include multimedia elements like images, links, or videos.



Best Example to **SELL**


Educational and Skill-Building Ebooks

Examples:

- "Learn Spanish in 30 Days"
- "Mastering Excel for Business"
- "Time Management for College Students"

EXAMPLES

DIGITAL PRODUCT



Courses: are structured learning programs designed to teach specific skills, knowledge, or concepts to learners. They are typically delivered in various formats, such as video tutorials, text guides, interactive modules, or a combination of these. Courses can be self-paced or live, and they are offered online or in-person.

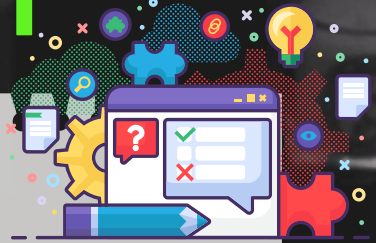
Best Example to **SELL**

Business and Entrepreneurship

Examples:

- "How to Start and Grow Your Own Business"
- "Mastering E-commerce with Shopify or Amazon FBA"
- "Freelancing 101: Building a Successful Career"
- Why it works: Many people seek ways to generate income and build their careers.

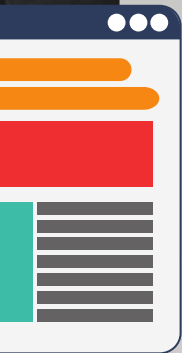
EXAMPLES DIGITAL PRODUCT



Templates

are pre-designed documents, files, or layouts that can be customized to suit individual needs. They provide a ready-made framework or structure, saving users time and effort.

Templates are widely used in various fields, including business, design, education, and personal projects.



Best Example to **SELL**

Marketing and Branding Templates

Examples:

- Social media post templates (Instagram, TikTok, Pinterest)
- Email marketing templates
- Branding kits (logos, color palettes, font combinations)
- Why it works: Small businesses and marketers want polished, consistent visuals.

EXAMPLES

DIGITAL PRODUCT



Busybooks

also known as quiet books or activity books, are interactive, hands-on learning tools designed primarily for young children. They consist of a series of pages, each containing activities that engage children in tasks like matching, counting, sorting, or imaginative play. Busy books are often made of fabric, felt, or durable materials, but they can also be printable or digital PDFs for easy assembly.



Best Example to **SELL**

• Themed Busy Books

- Examples:
- Farm animals: Match animals to their homes or sounds
- Vehicles: Assemble puzzles of cars, trucks, and planes
- Seasons: Activities for winter, spring, summer, and fall

U KNOW?

YOU DON'T NEED TO SHOW YOUR FACE
OR FILM YOUR OWN VIDEOS

HOW?

You create a new identity as a digital product seller by opening an anonymous account and you do not have to show your face. Instead of filming your face, you can serve your back to the camera in the recording. When you use this technique you are still up to date but you also preserve your identity. Buyers are only interested in the product and not the face behind it. Identity protection while doing a digital business is a wise choice.

Being an introvert and setting up a faceless account, you are implicitly maintaining your identity and you do not have to be exposed directly to an identity probe. Thus, you are enabled to contribute your content, pitch your ideas, and interrelate with people without making any disclosure or exposing your face to them. This is a more comfortable way for introverts to express themselves as well. It also provides a sense of ownership over one's actions online and at the same time reduces the social pressure of the reluctant person. On the whole, it is a good means of being active on the internet and keeping your identity

How to find your Winning?

Step 1 Define Success for Yourself

- **Ask yourself:**

What does winning mean to me?

- **Success** is personal and varies from one person to another.

For some, it may mean financial stability; for others, personal growth or creative freedom.

Step 2 Reflect on Your Strengths and Passion

- **Write down** your skills, talents, and what excites you.
- **Identify** patterns in activities that make you feel accomplished and fulfilled.

Consider taking personality or strengths assessments.

Step 3 Analyze Your Setbacks

- **Reflect** on past challenges or failures.
- **Ask:** What lessons have I learned?
- This helps you identify areas for growth and resilience.

Step 4 Set Clear Goals

- **Define** short-term and long-term objectives.
- **Use the SMART** framework: Specific, Measurable, Achievable, Relevant, Time-bound.
- Break larger goals into actionable steps.

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“Big dreams have small beginnings”



**NOW IS THE BEST TIME
TO GET STARTED**

