



PASSIVE PROFIT PLAYBOOK

CLARITY ROADMAP

Made Simple

A Simple Guide to Creating & Selling
Your First Digital Product with
Confidence & Ease

brilliance
online SELL YOUR



THIS PLANNER **BELONGS** TO

NAME

CONTACT DETAILS



*All content is owned by Sell Your Brilliance Online / Pink Lemon.
All rights are reserved.*

Written & designed by
Karen Davies
Passive Profit Mentor
& Digital Product Creator



Contents

WELCOME

WHY CREATE DIGITAL PRODUCTS

STEP 1: YOUR PURPOSE PATHWAY

STEP 2: PACKAGING YOUR OFFER

STEP 3: PRICING YOUR OFFER



Thank you!

from the bottom of my heart for purchasing
the Passive Profit Playbook

My name is Karen and I own an award-winning business called Sell Your Brilliance Online. My mission is to support & elevate female entrepreneurs by helping them scale their thriving business by creating online courses & digital products.

As an Online Course Expert & Brand Strategist, I have over 20 years experience within my field and I am really passionate about creating a brand, not just a business. I started my business because I wanted to make a difference and support others in a way I couldn't when I worked in my 9-5. As a fellow entrepreneur, I know first-hand how tough it is to create a profitable business.

I have worked with so many clients helping them to create online digital courses and I often find that although they may have amazing visions, they often struggle to bring it all together.

I want this workbook to be a space where you can write out all the important thoughts you have relating to building your business online, so you can stop feeling overwhelmed and start feeling clear about what you want and how you are going to achieve it.

As you work through this workbook, always listen to your intuition. Trust that you have all the answers to your questions within you. You will need to cut out or reduce the noise that is around you, so you can tune in to your own answers.

Do not allow others to influence you as this journey is personal to you and you alone, so be open and honest with yourself. You will be amazed at how different you will feel once you have the clarity you need to move forward with your with your online business.

This workbook has been designed to gently guide you so you can get the clarity you need to create a business that speaks directly to the heart of your customers.

Ready to get going?

Then let's get started...

Warmest regards
Karen





“Every problem is a **gift**.
Without problems we
would not grow.”

Anthony Robbins



Why Create Digital Products



Welcome to the exciting world of digital products, where your creative skills can be converted into **lucrative** business opportunities.

If you have a knack for creating unique digital content and are eager to transform your passion into a promising online business, then you've come to the right place.

This guide will provide you with a clear roadmap to navigate the digital landscape, revealing what products are most lucrative, how to create them, and how to sell them online.

If you are seeking to sell your knowledge and skills in the digital space, this is the perfect guide for you!

The Rise of Digital Products



In today's fast-paced world, the term "digital" has gained tremendous relevance, permeating every aspect of our lives and it is not slowing down anytime soon.

From e-books to online courses, music streaming to digital artwork, the rise of digital products has fundamentally reshaped the way we learn, work, and entertain ourselves.

What are digital products?

Digital products are intangible assets or pieces of media that can be sold and distributed repeatedly online without the need to replenish inventory.

They offer an incredibly scalable business model and have low overhead costs, making them an attractive proposition for entrepreneurs and businesses alike.

The rise of digital products can be traced back to the early days of the internet. Can you recall the dial-up internet days when waiting for a single webpage to load felt like an eternity?

Fast forward to today, we can download an entire e-book or stream a movie in mere seconds. The internet has been the backbone of this digital revolution, offering a platform for the creation, distribution, and consumption of digital products.



But it's not just the internet that paved the way for this growth. Technological advancement in devices like smartphones, tablets, and laptops has also played a significant role. These devices have become our portals to the digital world, allowing us to access a plethora of digital products at our fingertips.

Anyone with an internet connection can **purchase** your product

The rise of digital products has also been fuelled by changes in consumer behaviour. Today's consumers demand convenience, customisation, and instant gratification – all of which are perfectly catered to by digital products.

The rise of digital products isn't just altering how we consume goods; it's also disrupting traditional business models.

Businesses are now transitioning from selling physical products to offering digital ones. After all, why bear the costs of production, storage, and delivery when you can offer unlimited copies of a digital product without any additional costs?

Moreover, it opens up a global market. Anyone with an internet connection can purchase your product, removing geographical limitations and expanding potential customer bases. This has been particularly beneficial for small businesses and independent creators, who can now compete on a level playing field with larger corporations.

The rise of digital products is a testament to the dynamism of the digital age. As technology evolves, so too does the realm of digital products, ushering in a new era of convenience, innovation, and opportunity.

As consumers and businesses, we are just beginning to tap into the immense potential of this digital revolution. The future, as they say, is indeed digital.

Throughout this workbook, you will be guided through the essential steps of creating your own digital product.



Step One

Your Purpose Pathway



Why Create Your **Purpose** Pathway

In order to successfully create a digital product, you need to understand why you are doing it because this is something that takes a lot of **time, energy & focus**. Getting clear on your 'why' will help you to stay focused and motivated through the digital product creation process.

Over the next few pages, write down your thoughts about why you have decided to create your product, what are you hoping it will give you and what does that look like for both your business and in your personal life. The clearer you are about why you are doing it, the more focused you will be on achieving your end goal.

The 'Big'

PICTURE



Take some time and think about what why you have decided to create an online business.

What difference will it make to your business by moving online?
How will your life look once you have created your first product and started to make income from it? Don't be afraid to dream and think big!

Let's start to get really **clear on your goals**... why do you want to create a digital product?
(tick more than one if they apply)

☐

To make reoccurring income?

☐

Create financial freedom?

☐

Creative control?

☐

Make more money?

☐

Quit your 9-5?

☐

To move away from offering 1-2-1 services?

☐

Automate services that you currently teach in person?

☐

Make more money doing less work?

☐

To impact more people?

☐

Spend more time with your family?

☐

To create a digital arm to your business?

☐

To diversify what you have to offer?

Other? Write your reason...



.....

Now let's talk 'big' vision.

What type of business are you looking to create? Are you looking to create a business that is scalable, are you looking to create a business that generates passive revenue or are you wanting to create a hybrid approach in your business where you work with both 1:1 clients and sell digital products?

Describe it in detail.

How do you see your business 1 year from now?

Where would you like to be in your business and what would you like to achieve? Try and quantify your answer so think about how many students you would like to have purchased your digital product.

How will it make you feel once you have achieved your goals?

When we identify our emotions, we connect to our goals on a deeper, more cellular level. Write down below what achieving your goals will mean to you and how it will make you feel.

OK, let's talk money. What are your financial goals?

What income would you like to make from your digital products?
Write down below your financial aspirations. Remember, creating digital products in your business provides limitless opportunity so don't be afraid to dream big!

What will life look like once you have achieved your financial goals?

What will your business look like once you have achieved your financial goals? What will you be able to do that you don't feel like you are able to do now? Get really clear on what your business will look like once you have generated more income through your digital products.

How many customers will you need?

Once you have created your first digital product, how many customers will you need to achieve your financial goal? Think about different price points and what that could look like. *For example, if your goal is to generate £10,000 and you plan to sell your products for £297.00 then you will need to enrol 34 students.*

What does your perfect working DAY look like?

If I could wave a magic wand and give you the perfect day in your business, what does this look like? Think about how many hours do you want to work and in what time period. What would you do at the start of the day or at the end of the day? would you have help and if so, what help?

Write it down in detail below.

How much **income** do you want to make each month?

How many **DAYS** do you want to work each week?

How many **HOURS** do you want to work each month?

Let's look at where you want your life to be 5 years from now...

What does it look like? What have you achieved? Where are you at? Get as clear as you can about what you want and write it down...

Finally, let's look at where you want your life to be 10 years from now...

What does it look like? What have you achieved? Where are you at? Get as clear as you can about what you want and write it down...

Your Passion

Whether you have tons of ideas and are feeling confused as to which one to choose, or are feeling stumped for coming up with any ideas, the questions on this workbook will help you.

What do you do that is so enjoyable you completely lose track of time...

When do you feel most alive and why ...

How do you prefer to spend your free time and why ...

What websites, blogs, conversations do you love to read, talk about & why...

If you could take a course on any subject what would it be about and why...

If you had all of the skills, talents, and money you need, how would you spend your days and why ...

Write down all of the crafts (big and small) that you are passionate about

If you could start a business doing anything, what would it be?

Research

What you search on **Youtube, Google, Pinterest, Podcast platforms, Amazon** etc.
This can help you narrow down your interests.

1

2

3

4

5

6

7

8

9

10

11

12

13

Your Knowledge & Skillset

There is a sweet spot in business where you have got the passion, experience and the skills to create something AND someone wants to buy it. This is the holy grail and this next section tries to work out what you are knowledgeable about.

Write down ALL of the things you're good at. What comes naturally to you?
What have you taken classes in? What do you know lots about?
Don't be modest here!

What do you get asked to make most often, is there a common theme?

Notes

Handwriting practice lines consisting of 15 horizontal dotted lines for tracing and writing practice.

Have others consistently complimented you on something you have made?

If you could get paid to do something for others what would it be?

Defining Your **AUDIENCE**



Finding Your Niche

Why is Niching Important?

In the dynamic landscape of online entrepreneurship, finding your niche is vital. Niching down, or focusing your business on a specific market segment, is not just a strategy; it's a fundamental element that can shape the success and sustainability of your business.

When you define your niche, you're essentially choosing a specific group of people with distinct needs and preferences. This targeted approach allows you to tailor your products or services to address the unique demands of that particular audience.

There are a number of benefits to niching which include:

Expertise Recognition:

Specializing in a niche establishes you as an expert in that field. Your consistent delivery of value within your chosen niche builds credibility and trust, positioning you as the go-to authority for your audience.

Reduces Competition:

In a broad market, competition can be fierce and overwhelming. Niching down enables you to stand out in a more specific category, potentially reducing the competition and making it easier for your business to gain visibility.

Effective Marketing:

Knowing exactly who your audience is facilitates more efficient marketing. With a niche, you can create highly targeted campaigns that resonate with the specific needs and desires of your ideal customers.

Improved Conversion Rates:

When your offerings align closely with the needs of your niche audience, your conversion rates are likely to increase. Potential customers are more likely to engage and make purchases when they feel your business caters directly to their requirements.

Ease of Scaling:

Once you've established a successful presence within a niche, scaling your business becomes more manageable. You can expand within your niche or explore related niches with a solid foundation to build upon.

Niching isn't about limiting your potential; it's about focusing your efforts where they matter most, allowing your online business to thrive in a specific space and create a meaningful impact.

Picking Your **Perfect** People

Time to dig deep and start thinking about whom you want to attract!
Knowing your ideal customers will help you understand how your services match to their needs and how you can help solve their pain points.

Gender	Age	Location
Education	Income Level	Occupation
What do they do in their free time?	Your favourite brands and shops?	
What are some of their biggest frustrations?		

Notes

Handwriting practice lines consisting of 15 horizontal dotted lines for tracing and writing practice.

Choosing Your **PRODUCT NICHE**



Your Digital Product

Let's start the digital product creation process by nailing down your area of expertise – a niche that you're both amazing at AND have an insane passion for.

That winning combination is what's going to **keep you motivated through this entire process** to make sure you REALLY pay attention to this step – I want you to LOVE what you choose to focus in on!

What are your unique skills + talents?

What do your friends + family know you as a "go to" for? Baking cookies? Copywriting? Sewing? What makes YOU a star?

What are you passionate about?

What things make you jump-out-of-bed excited to do whenever you get a chance?

What **overlap** is there between your skills + passions?

It doesn't matter that you're a skilled seamstress if you don't enjoy it, list the areas that overlap between your skills + passions here, then **pick the best one**, this is your digital product "*niche*"

My digital product niche is:

Your Mission Statement

Fill in the blanks to create your mission statement based
off your niche

I am

I provide

For

So they can

For Example

I am

I provide

For

So they can

Notes

Handwriting practice lines consisting of 15 horizontal dotted lines for tracing and writing practice.



Step Two

Packaging Your Offer

Brainstorming

PRODUCT IDEAS



Types of Products

Below are 3 different types of products to consider creating:

Digital Product

These include ebooks, Canva downloads, templates, workbooks, planners, illustrations and more

Online Courses

Mini courses are shorter than signature as they talk about only one part of the course

Signature Programme

Programme typically have a start and end dates. You can create them once, and sell them over and over

Brain dump all your ideas below:

Finding Inspiration

There are a few sites you can go to that will give you some more ideas

Any ideas from Amazon.com?

Any ideas from Pinterest?

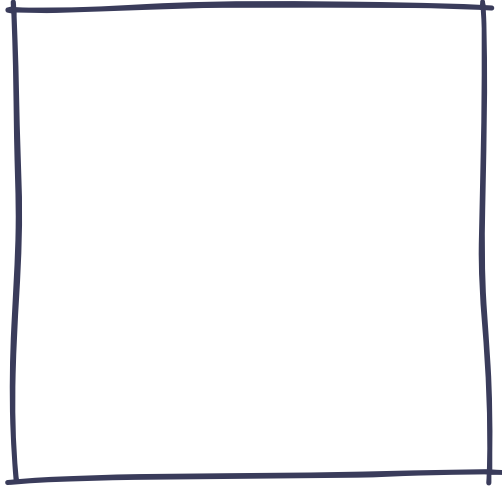
Any ideas from Facebook Groups? Instagram?

Any ideas from Udemy? Edx?

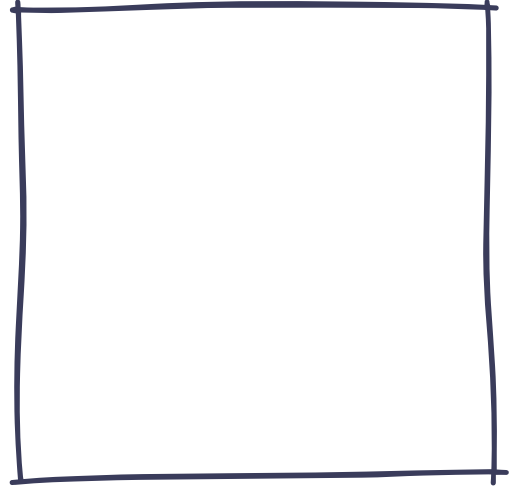
Your own experience/challenge?

Brainstorming Ideas

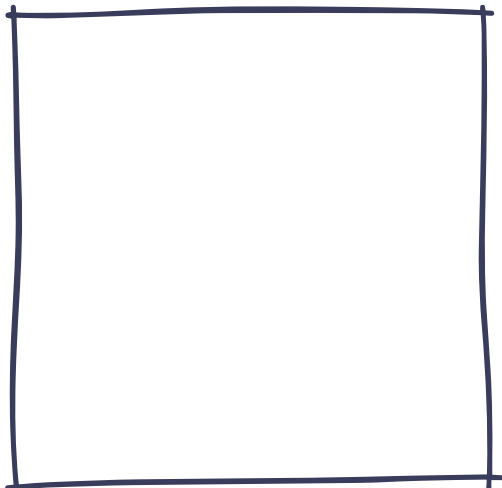
Product Idea #1

A hand-drawn square box with slightly irregular lines, intended for brainstorming ideas for Product Idea #1.

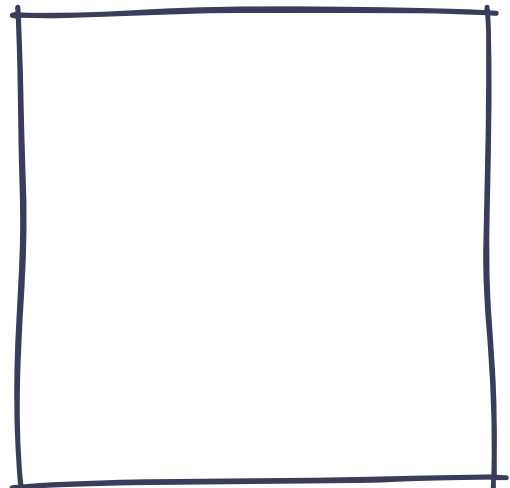
Product Idea #2

A hand-drawn square box with slightly irregular lines, intended for brainstorming ideas for Product Idea #2.

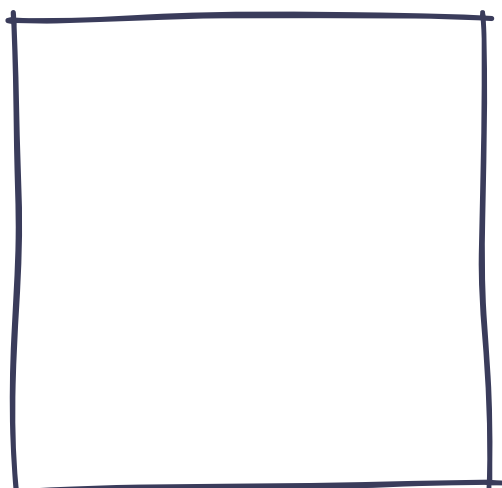
Product Idea #3

A hand-drawn square box with slightly irregular lines, intended for brainstorming ideas for Product Idea #3.

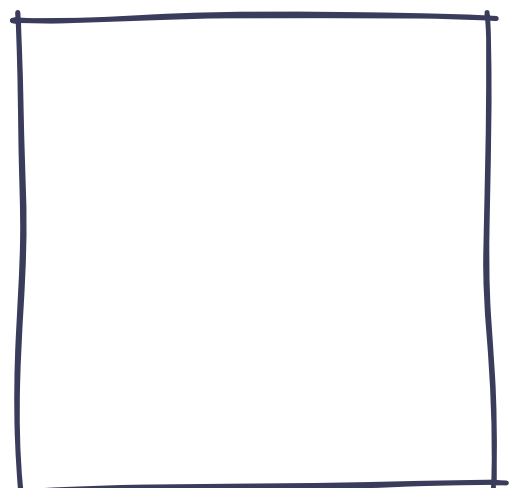
Product Idea #4

A hand-drawn square box with slightly irregular lines, intended for brainstorming ideas for Product Idea #4.

Product Idea #5

A hand-drawn square box with slightly irregular lines, intended for brainstorming ideas for Product Idea #5.

Product Idea #6

A hand-drawn square box with slightly irregular lines, intended for brainstorming ideas for Product Idea #6.

Narrowing Down Your Ideas

Now you have brainstormed your ideas, narrow down your thoughts by listing below by

List your top 3 topics:

1

2

3

If you're about to create a course, could you talk/teach about these topic?

List 7 ideas for your starter prompts.

For example: "How to _____ in 5 days"

1

2

3

4

5

6

7

3 Essential Ingredients

First thing you must do if you want to start creating and selling digital products is identify what you will sell. You need 3 simple things to start selling digital products and most overcomplicate this process:

(1) A problem that needs to be solved

(2) A person who want that solution

(3) Proof that you are the person to help this person with this problem

If you can't answer these 3 questions, you're not ready to launch your product yet

What problem am I solving?

Who is my audience?

Why you should choose me?

Notes

Handwriting practice lines consisting of 15 horizontal dotted lines for tracing and writing practice.

Digital Product **PLANNER**



Product Planner

PRODUCT NAME:
Product brainstorm:
Product description:

PRODUCT DETAILS		
Materials:	Cost:	Profit:
	Sale price:	
Fees:	Additional costs:	
Additional notes:	Date created:	
	Launch date:	
	Platform:	

Describing Your Product

Summarize your product keywords:

*

*

*

*

*

*

*

*

*

*

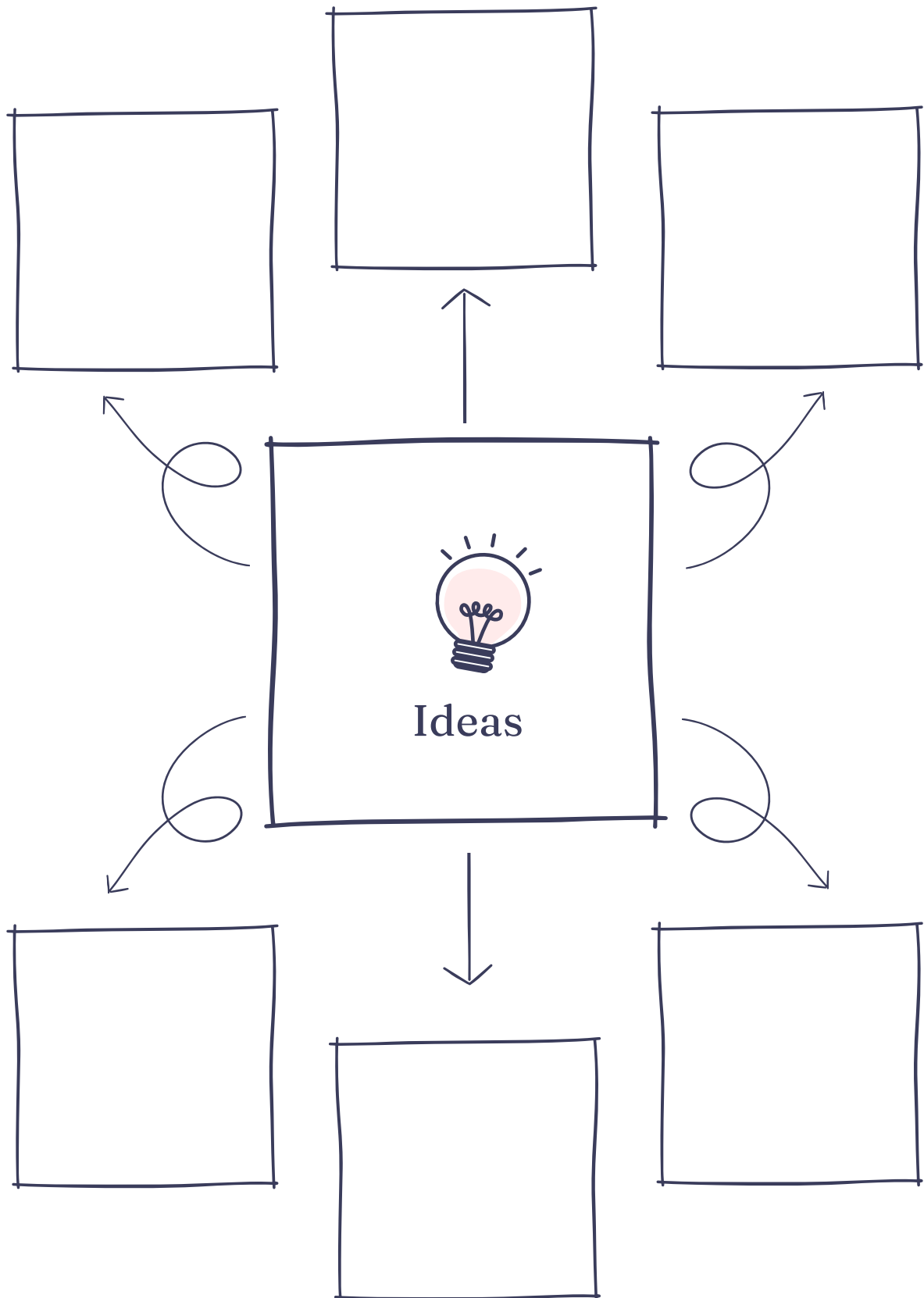
What expenses, values or emotions am I selling via my product and brand?
Check all that apply.

☐ Trendy	☐ Happiness	☐ Humorous
☐ Glamorous	☐ Useful	☐ Time-saving
☐ Budget-friendly	☐ Luxurious	☐ Durability
☐ Eco-friendly	☐ Family-friendly	
☐ Practical	☐ Healthy	
☐ Stylish	☐ Safety	
☐ Versatility	☐ Uniqueness	

Based on your answers above, what language should you use to sell the items?
How will their lives improve because of your product?

Bonus Ideas

List everything you plan to include in your product package



Notes

Handwriting practice lines consisting of 15 horizontal dotted lines for tracing and writing practice.

Creating Your **'WINNING' OFFER**



Now the fun part - creating your product! This is where EVERYTHING comes together and you get to take that talent + insane passion you have and create something incredible.

People can sense when you are passionate about somethings - so go creating!

List out all the different assets you need to create:

Need a video tutorial? Cheat sheets? List everything from "the offer" section that you need to create during this phase.

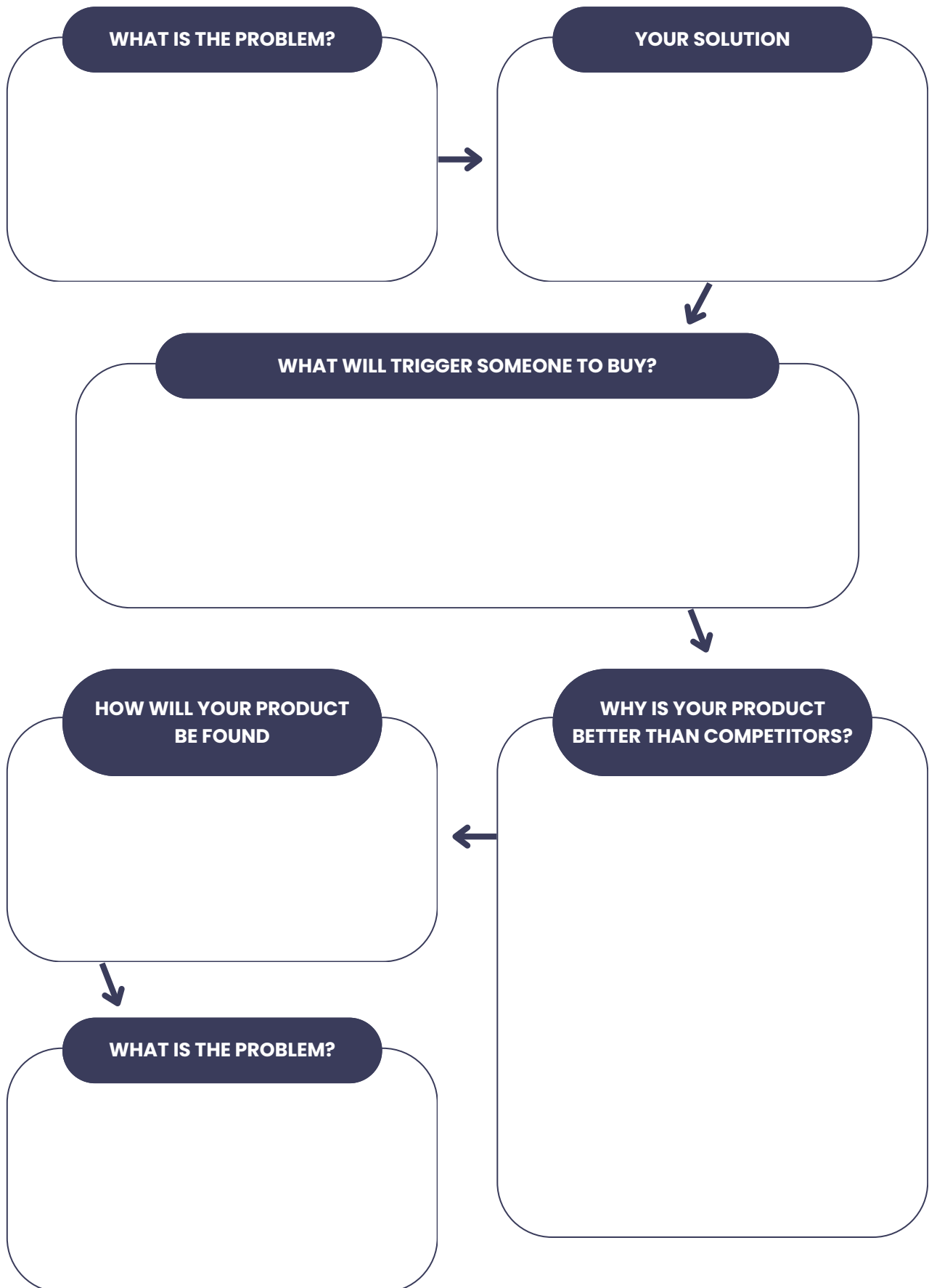
What will you charge for this product?

I recommend creating a digital asset that you charge no less than \$27 for.
If that means you need to "beef up" your product offer, do it!)

What is your refund policy for this product (if any)?

You don't have to offer refunds for digital products, but having some sort of "100% satisfaction guarantee" goes a long way in building potential buyer trust!

Product Overview



Defining Your Offer

My **REVENUE** goal for the next 12 months is:

My **PROFIT** goal for the next 12 months is:

My core **DIGITAL OFFER** is:

My **MARKETING** efforts will be:

Notes

Handwriting practice lines consisting of 15 horizontal dotted lines for tracing and writing practice. The lines are evenly spaced and extend across the width of the page.



Step Three

Your Pricing Strategy

Competitor Analysis

	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	COMPETITOR 4
PRODUCT				
PRICE				
LOOK				
QUALITY				
CUSTOMER				
POSITION				
PLATFORMS				

Pricing Strategy

Product Pricing Calculator:	
Hourly Wage*	
Units Produced Per Hour**	

Product Pricing Calculator:	
Materials/Software	
Packaging Cost Per Unit / Other Costs	
Other Costs Per Unit (electric bills etc)	

Total unit cost (all of the above combined)	
Product Markup (for 30% put 1.3 etc)	

Payment Methods	
Stripe	
PayPal	

* The wage you will pay a contractor/employee or yourself

** Either items produced per hour or how many hours it will take to finish a service

Notes:

Notes

Handwriting practice lines consisting of 15 horizontal dotted lines for tracing and writing practice.



“Never give up on
a dream just because
of the **time** it will take
to accomplish it.”

UNKNOWN

About The Author

Karen Davies is a branding & digital product expert with over 10 years of experience in the field. She has successfully created and sold a variety of digital products, ranging from eBooks to online courses, and now shares her expertise to assist newbie digital product creators in their journey.



Sign Up for More

I hope you found this guide helpful. To stay updated with the latest trends and tips in the digital product world, sign up for my email list today. As a member, you'll receive exclusive content, resources, and guides to help your online business thrive.

Start your amazing journey into the digital product world today.

Remember, the internet is your canvas, and you are the painter. Let's create and sell amazing digital products together!

Do you need **more** help?

[SCHEDULE A CALL](#)



Sell Your Brilliance Online

hello@karen-davies.com | www.sellyourbrillianceonline.com



brilliance SELL YOUR
online