



Digital Marketing
STARTER KIT

**A STEP-BY-STEP PROCESS FOR GETTING YOUR OWN DFY (DONE FOR YOU)
DIGITAL PRODUCT BUSINESS UP AND RUNNING IN 4 SIMPLE STEPS**

**“A step-by-step
process for getting
your own
DFY (done for you)
digital product
business up and
running!”**



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Step 1



Crafting Your Vision

Identifying Your Why

Alright, so I know you're going to be tempted to want to skip over this part of the process, but I *really* want to encourage you to at least give yourself 5-10 minutes to do this work.

Knowing your WHY, your reasons for putting in this time and effort, is SO crucial to your longevity with this business.

Even as you're going through this Guide, you're going to encounter steps that just feel hard. Maybe it'll be the tech set-up. Or just finding the time to write out your emails or plan content.

You're going to think to yourself, "maybe this is too much... I don't know if I have the time.." - and you will NEED to have a way to spur yourself on and be your own cheerleader in this!

So before we begin, I just want you to pull out a sheet of paper or a new note on your phone and answer **these three questions:**

1) Why is it important to me that I get this passive income business up and running?

2. When I think about where I want to be financially 6 months from now, what does that look like? What does that FEEL like?

3. What ELSE do I imagine myself gaining from having this kind of business? How might this bless my life beyond just financially?

Once you have your answers, then you're really ready to talk GOALS.



Setting Your Goals

There's two things I want you to come out of this section with:

- 1) A decision on your **PRICE** for your digital product
- 2) A solid idea of your **INCOME GOALS** for this first year after launching your business.

YOUR PRICING

First, I want to remind you that there's no "one right price" But my recommendation, especially when first starting out, is pricing your digital product at around \$50-\$100.

You can always increase this price as time goes on and as your audience or expertise grows, but just to help you get sales fast, starting off at \$100 or even a little less is a great place to start.

As you've noticed, I have mine priced at \$47 because I know this price makes this product a STEAL (I could definitely be charging hundreds more for all that's inside)

You definitely can price your digital product at \$47 as well, or use something lower as your "limited time discount price" for when you launch and then go UP to \$99 after a set time period.

Right now I want you to take a few minutes to think through what price you would feel most comfortable at (and this next part is important) IF YOU KNEW you would DEFINITELY bring in the income you want to bring in from this.

Trust me, making these decisions from a place of serving your audience rather than just from neediness will for sure help you take this business further even faster.

YOUR INCOME GOALS

Now that you've decided on your pricing, let's talk about income goals.

I want you to think about the monthly income you would LOVE to be bringing in at about 12 months post-launch.

For the sake of simplicity with the math breakdown, let's say that this number is \$100k.

I want you to take that number and **divide it up into four quarters** like this:

- 1st quarter: \$10k
- quarter: \$20k
- quarter: \$30k
- quarter: \$40k

Do you see how I progressively increased the income goal with each quarter? This is because this IS what a lot of businesses look like - they start off bringing in a smaller amount, and then the time and effort you put into it ***compounds!***

Now let's just look at that **first quarter** (your first three months post-launch). If the goal is \$10k, those first three months might look like this (again, remember a progressive increase over time!):

- 1st month: \$2000
- 2nd month: \$3000
- 3rd month: \$5000

Now let's just look at **your first month**. If you're aiming to bring in \$2000 in your first 30 days of launching your digital product priced at \$99 this is only **TWENTY sales**.

Do you see now the potential with this? Even if you're starting a brand new Instagram account from scratch? Even if you've never done something like this before?

And not only is this income, but it's PASSIVE income, meaning it's money that's coming in while you're hanging with your kids, or on a walk, or working at your 9-to-5 job, or even sleeping!

It's sales being made because of a small handful of social media posts per week and one simple funnel you have already set up. **Passive income** is life-changing. Now let's get to work on getting everything set up so you can start bringing it in.



Deciding Your Target Audience

As you can probably already tell, my target audience is women. My branding, content and language all target women. Women who want to build their own businesses, support their family and live freely, in particular.

You can either niche down to a specific type of audience, or broaden it. It really is up to you!

You might even want to go more narrow by marketing just to moms, or to previous/current business owners, or to women or men in a specific profession.

Whatever the case, I want you to brainstorm out a list of who you could see yourself easily identifying with and speaking to in your marketing.

My best advice for this step is, just don't overthink it. You will always have the ability to pivot or speak to a different audience if you ever want to in the future. This is YOUR business!

Your Branding

Congratulations if you've made it this far, because now, we've reached the fun stuff. Your branding is where a lot of your own distinct style, tastes, and personality really can come out. And there's SO much that can go into your brand, even more so than just fonts and colors.

For your brand, you will want to consider things like:

- **The “tone” of your messaging** (i.e. serious, casual, funny, sassy, professional, inspiring, authentic, etc.)
- **The style of your products and social media** (i.e. feminine, modern, minimal, luxurious, bold, bright, moody, etc.)
- **The values you communicate** in your content and decision-making (i.e. ambition, gratitude, family, success, motivation, freedom, adventure, joy, etc.)
- **Your “brand story”** (i.e. your personal story or parts of your journey that will resonate with your target audience)

But just to get you started, I want you to walk away from this section today with at least **these two things** nailed down:

1) The name of your product

2) Your brand aesthetic

NAMING YOUR PRODUCT

When it comes to naming your product, you will want to be thinking about what's going to be the clearest and simplest way to communicate what you're offering to your target audience.

Phrases like "passive income", "digital product", "DFY" or "done-for-you" are obviously great ones to consider incorporating.

But you also can add your own values and language to this, whether that might be "joy", "freedom", "wealth, "passion," "purpose," etc.

Here are some examples for you to brainstorm off of:

- "Purposeful Passive Income Playbook"
- "Done-For-You Roadmap to Freedom"
- "DFY Abundance Accelerator"
- "30 Days to Passive Profit"
- "DFY Boss Blueprint"

Although including “DFY” or “done-for-you” in your product name isn’t an essential, it CAN help set expectations and set your product apart when people come across your page. And whether or not you use the phrase in your product name, I do recommend at least including it somewhere in your IG bio.

It really is up to you what name you decide to go with.

IMPORTANT: It’s NOT a good idea to use the same product name as mine because it’s important to establish some distinction between our businesses.

Now I know coming up with a product name of your own can be a challenge, but don’t be afraid to bounce around ideas with friends or family.

CREATING YOUR BRAND AESTHETIC

As for your brand aesthetic, some homework for you is just to start collecting screenshots of other people’s Instagram feeds or content that best represent your own personal style and the look you are wanting to achieve with your “forward-facing” elements of this business.

Pay attention to fonts, colors, even the layout of others.

These screenshots can be collected inside a photo album or a Note in the Notes app of your phone. Trust me, they will come in handy when you are actually setting up your own Instagram profile where you will be bringing in traffic to your digital product.



QUICK TIP

Pinterest can be a great place to find color inspiration! You can just type "Instagram color palette" into the search bar and look through the photos that come up. But remember: Sometimes less is more! You don't want *too* many colors.

If you would like more help with branding you can purchase our Build Your Brand Ebook [Here](#). Once purchased you can also resell this as your own enabling you to generate additional income through upselling your other products.

Step 2

Setting Up Your Backend



Creating Your Digital Product

The easy way.

There is a mind blowing way to make ANY idea you have come to life with just a couple hours of your time. It's truly this simple, and if you follow the steps on this page, you will have your very own product to sell, MADE BY YOU!

First, you'll start with a free chat GPT service like **open AI**. You'll create your free account, and then give chat GPT these prompts.

“Please learn my writing style using the following piece of content” and then copy and paste a social media post or anything else written by you. THIS is how you'll get chat GPT to sound more like you.

You will then give a prompt with as MUCH detailed information as possible pertaining to what you want in your product.

Prompt example: **“Now in my writing style, please create a guide for health coaches who specialize in hormone health. Please include tips on how to lower cortisol and balance hormones naturally through food and supplementation.”**

You'll then go to **Canva**, create a free account, and type in "ebook templates" in the search bar. Choose your template and plug the info from chat GPT, change the content and put your own style on it and your done. It can be as simple as that.

Chat GPT is an incredible tool, but if you have an idea in your heart or knowledge on a specific topic and you already have the juice to make it happen, here's what I recommend.

Do a brain dump of ideas on a piece of paper. Write down every possible idea for digital products. If it comes to mind, write it down. Go back and re-read all your ideas, cross out the ones that don't excite you at first glance. Those aren't the ideas that will sell for you. When you don't feel super passionate about something, it's a tough sell because it'll translate in your content.

Create a list with bullet points you want to have in the guide or ebook you're making, and number them. Which topics/ideas should come first? This is how you'll outline your chapters.

Ask for help from chat GPT if you run out of creativity. Plug your bullet points into chat GPT and ask for detailed paragraphs on each bullet point. Make sure to only use this as a guide, and really make the words your own. You want to put your heart into this.

Now make it come to life! Plug your idea into a free canva ebook template and save the PDF as your finished product.

BRANDING THIS DIGITAL GUIDE

Yes, you do have the rights to resell this guide; however, I want you to know how you can put your own flavor to it and make it your own.

In fact, your audience are going to want to buy your product more when you DO make it your own, when you put your own personality and branding into it.

Here is what making this product your own can look like:

STEP ONE

Find an eBook or Document template on Canva that you like. Keep in mind that even with a great template you choose, you will likely need to move components around and play with the fonts & size to help fit all this juicy goodness into it.

STEP TWO

Put your Canva template aside for now, and move onto actually deciding what's going to go onto your pages.

For this, you can just pull up a new Google Doc or a Note inside your Notes app. Then **COPY and PASTE this GUIDE** into it.

STEP THREE

Once you've copied and pasted the Guide, carefully go through it page by page and **highlight all of the parts, names, or photos that you know you will need to modify or tweak.**

For example, for the welcome/introduction, you will want to use YOUR name and YOUR reasons for doing this.

NOTE: Keep in mind that there will be things you will NOT be able to include and finalize until you've gotten further in this process of setting up your own back-end (i.e. your emails, your Instagram account, etc.).

STEP FOUR

After finishing modifying your document, **copy and paste it into the Canva template** you already picked out. Design it using the name and branding colors you came up with.

THIS PART IS IMPORTANT: Be sure to double-check it for any errors or tweaks still needing to be made.

You can also add any hyperlinks (including affiliate links!) you want to include. When you **download your product as a PDF** from Canva, your links WILL still be clickable.

Congratulations. You've created your very own digital product.

If you've chosen to resell this guide WITH resell rights to your customers. Follow the steps in the next page "Reselling With Resell Rights".

Reselling With Resell Rights

There are two ways you can resell this e-book to your customers.

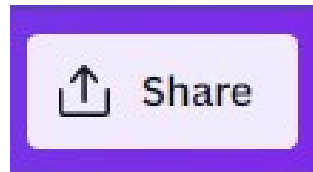
1. As a PDF file (WITHOUT resell rights)
2. As an editable link (WITH resell rights for your customers) – just like I've sold it to you.

PLEASE NOTE: If you wish to resell your e-book WITH resell rights to your own customers, you must adhere to the following terms:

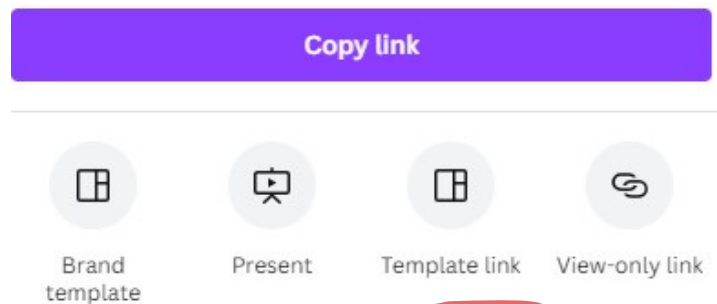
- Change the NAME of the e-book (this is recommended whether or not you wish to resell this playbook with resell rights)
- Modify the branding of the e-book to make it your own.

We've already discussed how you would resell your version of this guide WITHOUT resell rights to your customers, so now, we will cover the steps required to resell your guide WITH resell rights.

1. After you have modified your digital product, to get your OWN editable link for Canva (where your customers can edit your digital product for themselves), go to the "Share" button on the top right corner.



2. Click the "Template Link".



3. You will then see **your designated Canva link** which you will need to copy and add to your **confirmation email**. Alternatively you can also create another PDF document like I did and add it there as a second file.

Example:

<https://www.canva.com/design/DAFtFIQPnP4/r> 

Creating Your Instagram

Instagram is not a required social media platform for your business, but I DO recommend it as a great starting point.

At some point along the way, you can also utilize TikTok, Pinterest, and even Facebook Reels or Facebook groups to direct more traffic to your digital products (but no need to rush to use all of these platforms right now!).

It's up to you whether you want to use your existing Instagram account or create a new one. Either way, you will want to do these two things:

- **Make your account PUBLIC** – so that people can find you and your business can actually grow.
- **Make your account into a PROFESSIONAL account** – Instagram offers two types, Business & Creator. I recommend going with Creator because it offers more features! You can follow the steps in **THIS LINK** to get this set up.

OPTIMIZING YOUR BIO

Next you will want to start working on your Bio – so that people who come your way will actually KNOW what you are about and how you can help them.

There's no one right way to write a Bio, but I typically follow this format:

FIRST LINE

I recommend making your first line a snippet of **who you are** or **what is your transformation/journey** (so that people can see a bit of themselves in you)

Examples: "Mom of 3 + 6-fig biz owner"; "Teacher turned small biz owner"; "New Yorker living that passive income life"; "SAHM turned digital product entrepreneur"

SECOND & THIRD LINES

Your second & third lines can then point to **who you help** and **HOW you help them** (again, this should help your target audience identify themselves and get a feeling of whether they're in the right place).

Examples: "Helping women create passive income with done-for-you digital products"; "Helping moms quit their 9-to-5s with DFY digital products"; "Helping you build your own passive income biz with DFY digital products"

FOURTH LINE

Your fourth line should always be a **powerful** call-to-action. You can direct them to your free guide by pointing down at your Stan Store link - OR you can **spark conversation by directing them to DM you for that free guide!**

When given the choice, I ALWAYS recommend directing them to reach out to you because sometimes it's in those short conversations that the real connection & trust happens.

Example: "DM "digital" for free planner; "DM "canva" to learn more about editing canva templates, etc.



Let's Talk Sales Funnel

A sales funnel is a strategic approach to lead generation and nurturing that guides potential customers through the buying process. It ensures that you provide the right content and incentives at each stage, leading to increased conversions and customer satisfaction.

Benefits of Using a Sales Funnel:

- **Lead Generation:** The funnel helps capture leads at various stages of the buying journey, increasing the number of potential customers.
- **Personalization:** You can tailor content and offers based on where leads are in the funnel, providing a more personalized experience.
- **Improved Conversion Rates:** Leads progress through the funnel with relevant information and incentives, leading to higher conversion rates.
- **Customer Retention:** Funnels are not just for new leads; you can use them to retain and upsell existing customers.
- **Data Insights:** Funnels provide valuable data on lead behavior, allowing you to optimize your marketing efforts.
- **Scalability:** A well-designed funnel can be scaled as your business grows, accommodating more leads and customers.

Setting Up Your Stan Store

Out of all of the different platforms or host sites for digital products that are out there, I definitely recommend using Stan Store as the quickest and most efficient way to set up a sales funnel. They currently have a 14 day trial.

But here's why...

1. It's SUPER easy to set up
2. It's more affordable than many of its competitors (\$29 a month for basic features or \$99 a month for ALL of its features - no up-charges.)
3. It simplifies the sales process for you with short and sweet (yet still high-converting) descriptions of your products vs. long and complicated sales pages.

Because Stan Store really is a one-stop-shop, I recommend using it for your digital product(s), freebies, AND emails (yes, you can do it all).

Your main store page (where people can click on your links to either opt in to your freebie or purchase your DFY digital product) will also be what you will put as your link in your Instagram bio.

To set up your Stan Store, here are the steps you will want to follow:

1. Use [THIS LINK](#) to create your account. You can sign up with their basic Creator Plan at \$29/month or \$99/month Creation Pro Plan to use ALL of their features, specifically their email flows and funnel builder.
2. Follow the steps in [THIS LINK](#) to set your store up in just 30 minutes!
3. Follow the steps in [THIS LINK](#) to setup your direct deposit with stripe
4. To submit your PDF file (digital product) to your Stan Store sales process, follow the steps [HERE](#).

Legal Stuff

It's important to note that different countries will have different requirements for the legalities of owning your own business. Please ensure you research this individually and always ask for professional help, should you require it.

CREATING YOUR TERMS & CONDITIONS

The great news is that setting up your Terms & Conditions for your Stan Store is pretty simple! You can use [THIS LINK](#) to walk through the process of adding yours to your checkout pages.

There are TWO PARAGRAPHS (the first two numbered points) of your Terms & Conditions you will want to modify for the purposes of offering Private Label Rights so that your customers will have the ability to modify and resell your guide.

You can select those two paragraphs and simply replace it with the following:

Paragraph 1: Subject to your compliance with these Terms of Use, the Company hereby grants you Private Label Rights upon purchase of [insert name of your digital products here], which grants you the rights to modify, claim authorship of, and resell this product for 100% of the profits. Additional rights include: the right to add this product to a membership site or bundle within a package; the right to create audio or video products using this product; the right give away the product to subscribers or customers; the right to change sales page and/or graphics; the right to break up the product into separate sections; the right to add or remove content to the product; the right to put your name on it; the right to edit or create your own covers for the product; the right to give away, sell, or transfer the Private Label Rights to any third party.

Paragraph 2: All Content NOT included within [insert name of your digital products here] itself, including graphics, Stan Store descriptions, and social media content and videos relating to the product, are copyrighted unless otherwise noted and are the property of the Company and/or a supplier to the Company. No such materials may be used except as provided in these Terms of Use.

Then replace any blank lines in the rest of your Terms with your name and/or business name or contact information when directed.

*After you finish, be sure to save your updates!

FILING YOUR LLC

Here are the steps for setting up your business as a Limited Liability Company (LLC) if you want. This is not required.

Step One: Choose a name for your LLC. This can be your name (i.e. First Name Last Name Digital Products LLC) or something that represents your brand (i.e. Digital Product Freedom LLC). You can use **THIS LINK** to check if a name is already taken.

Step Two: File your LLC. You will want to do a Google search with "Register LLC with [Insert Your State Here]

Secretary of State" and then follow the prompts on the official site for registering your LLC. There usually will be a fee for this that varies by state (but this does count as a tax write-off!)

Step Three: Obtain an Employer Identification Number (EIN). Your EIN is a unique nine-digit number used for tax purposes. You can apply for an EIN with the Internal Revenue Service (IRS). Be sure you use **THIS LINK** to apply directly on the IRS website (this should not cost you any money!) instead of using a third party website that might try to charge you for it.

Step Four: Comply with Tax and Regulatory Requirements.

You will want to familiar yourself with federal, state, and local tax obligations for LLCs, including tax filing requirements and sales tax obligations. Requirements will vary state to state. Especially when it comes time to file your taxes, I recommend reaching out to an accountant to make sure you're in full compliance and filing correctly.

Step Five: Consider Opening a Business Bank Account.

Once you have your LLC and EIN, you may want to look into opening up a business bank account. It is always a smart idea to separate your personal and business finances!

Already have an LLC with a different business? You may be able to just file a **DBA (Assumed Name)** for your new digital product business. You can use [THIS LINK](#) to help you figure out which is right for you.

Of course there are also other legal things you can look into, such as copywriting any materials you created that you DO want to protect. But for now, this at least covers the most important bases.

Step 3

Selling Your Digital Product

Przewodnik uważnego życia

Marketing On Instagram

Let's talk about organic marketing! Organic marketing is what I most recommend especially when first starting out. It's free, risk-free, AND can still bring in more than enough of the traffic and sales you need with some great content & consistency.

Specifically, I recommend organic marketing through posting reels on Instagram (and potentially branching out to more social media platforms over time).

Reels are a great way to get new eyes on your content & build **"like, know, and trust"** with potential customers.

Here are some different ideas of things you can share with your target audience through reels:

CONTENT IDEAS

1. Your **WHY** behind selling a DFY digital product (ex.more money, more time, more flexibility, less stress, etc.
 2. Your **RESULTS** (i.e. income) from selling your DFY digital product
 3. **What** a DFY digital product is/what sets DFY digital products apart
 4. **Personal** stories or parts of your own journey that will resonate with others
 5. **Encouragement** for those who are looking for a way to make more money or bring in passive income
 6. Powerful **thoughts** or mindset shifts around money or business
-

INSTAGRAM GROWTH:

If you're starting out a new Instagram account, I recommend the following:

Be consistent: Post 2-3 reels daily and spread them out morning, midday & evening (if you post more than this, Instagram may not push out all your content).

Post at approx. same times daily: You don't need to post at the exact same time, however, around the usual time is best.

Use relevant consistent hashtags: It's important to use the same hashtags with a new account because the algorithm needs time to know what you're all about. If you post hashtags such as "#digitalproducts #selldigitalproducts" one day and then "#bossbabes #liveyourdreamlife" another day, it will take the algorithm a lot longer to figure out who to push your content to.

***Note: It's fine to include these hashtags in the ONE post, given they are RELEVANT to your reel and your niche. Just make sure you use them consistently for at least 4 weeks so the algorithm can learn who your page is for and what it is about.**

Sometimes, posting daily can be tiring. When it comes to planning and creating content, you want to have a system that is actually SUSTAINABLE.

If you find that posting 2-3 x day is too much for you, take a step back. Breathe. Know that it is OK to have a break if you absolutely need to.

If it makes it easier for you, write up a schedule that you know works for YOU.

Here are some HOT TIPS to make your life easier:

- Take and store b-roll videos that are 5-7 seconds long. Add your caption and text and voilà! You have a reel.
- Use the FREE website called TRELLO to jot down ideas and plan your content ahead.
- Save trending audios whilst scrolling through reels on Instagram.
- Save reels that you wish to model whilst scrolling through Instagram.
- Recycle content - this can be a huge time-saver.

CALL TO ACTION:

One thing you will want to include in the caption of the majority of your reels is a call-to-action, which is really just an invite to take the next step.

A great call-to-action is where you tell people to DM you for something.

For example: "DM to access my free guide on how to build a passive income with digital products".

A reason why DM call-to-actions are so powerful, is because it allows your audience to connect with you.

Regardless of what call-to-action you choose to go with, my best recommendation is to direct them to a "freebie". Once they opt in for this freebie, your emails will then also be able to do the selling for you. We'll dive more into this in the next section.

Some examples:

"Free guide below👇",

"DFY digital product📌",

"DM "digital" for free guide"

"DM "INCOME" for more info"

Offering Your Freebie

You don't need a freebie or lead magnet, however, it is a good way to grow your email list.

Email lists are a way to continually nurture your leads and eventually turn them into paying customers.

Freebies come in many different forms.

Some examples are:

- Free video
- Free guide or roadmap
- Free list of something related to your niche (i.e. 101 digital product ideas)
- Free mini course

HOT TIP: The key with any high quality freebie is giving them valuable information that helps create trust, as well as giving them a taste of what you can offer them with your paid product.

If you need some inspiration, look into what other people in your niche are offering as freebies by signing up to their email lists and then use ChatGPT to curate something that aligns with your experience, knowledge and passion.

Once you have your freebie created, you can then add this to the top of your Stan Store and start putting together an email flow inside Stan Store to nurture those new leads as well. We're going to look at selling with your emails in the next section.

Selling With Emails

An email list is one of the most powerful things you can have for your business. It gives you a direct line of communication with your audience that DOESN'T rely on an algorithm or get as easily buried like posts on social media.

With a well-written email flow that goes out to this list, you can build trust and convert leads into customers with ease and automation.

So let's start building it!

SETTING UP YOUR EMAIL

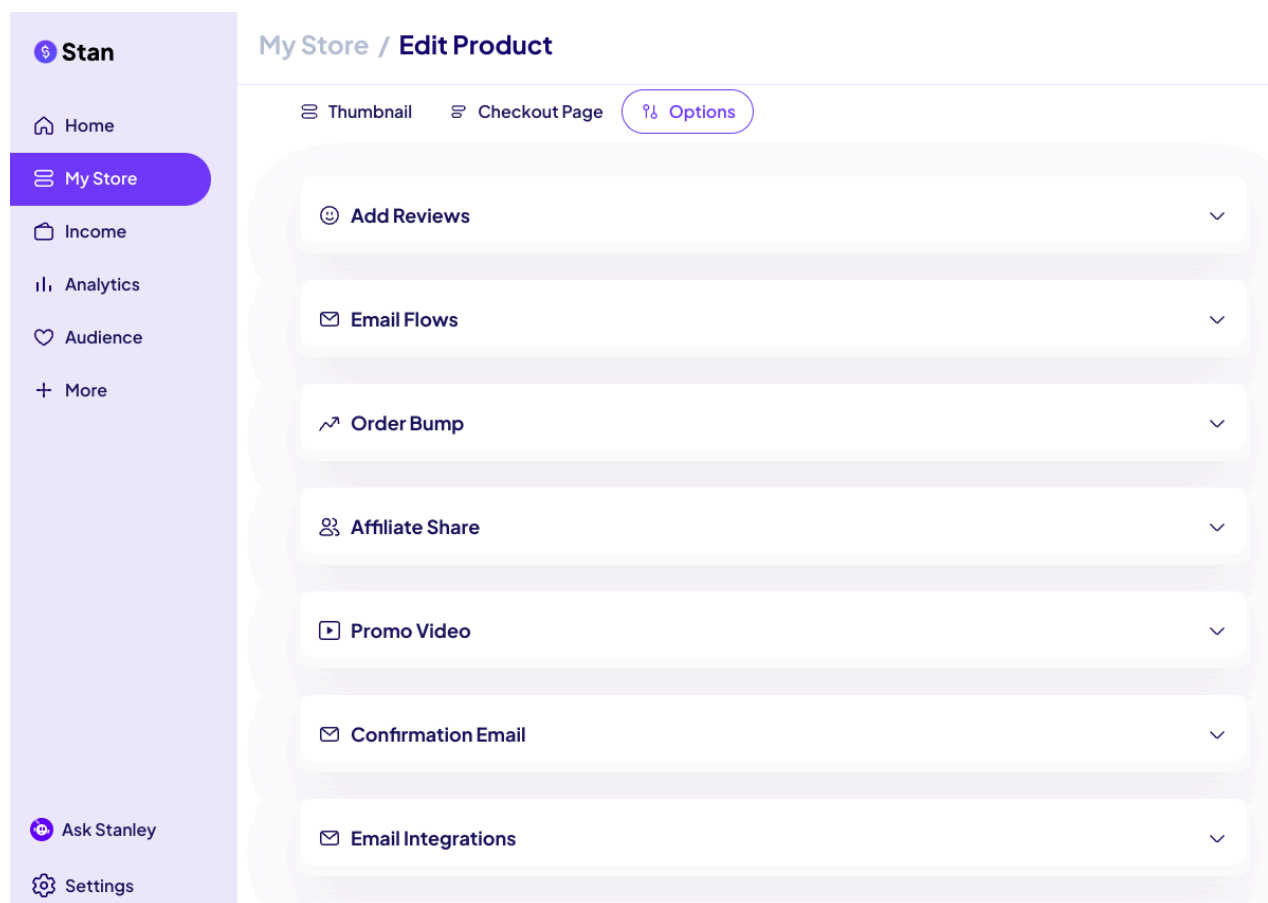
The first thing you will want to do is be sure you have an email address set up with your Stan Store account that you will not mind people on your email list having access to, if someone wants to reply to your emails.

NOTE: Just for professionalism and privacy, I do recommend using a business email (NOT to be confused with a personal email or just a Gmail account). Otherwise email recipients will be able to see your personal email address when they are viewing the emails you send them.

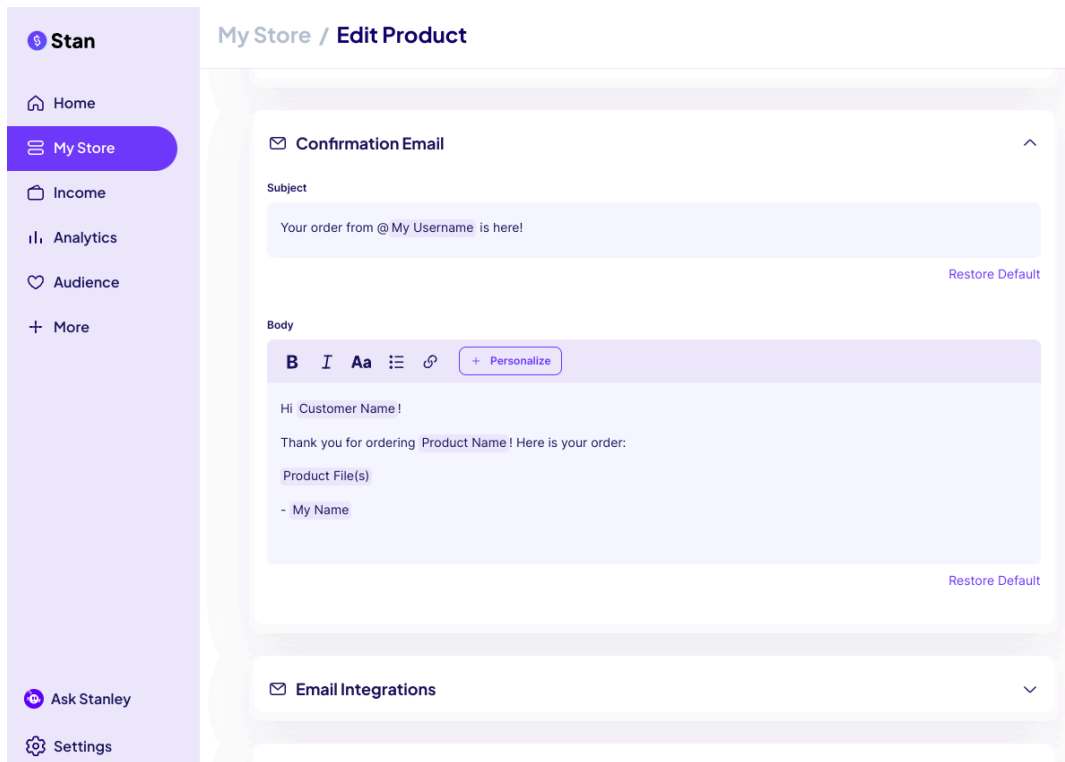
SETTING UP YOUR CONFIRMATION EMAILS

The next step is to set up a **confirmation email containing the download links** for each of your digital products.

For each product there is an option tab, that tab has a confirmation email section that allows you to edit the email confirmation the customer will receive for each product.



Click on the email confirmation section and edit accordingly to your tone if you desire to. You can use ChatGPT as shown previously to write it in your tone. Be mindful not to delete anything that is highlighted as this is automated.



For your convenience, I'm including templates for you below - one for your freebie, and one for your paid digital product.

Subject: Yay, You Did It! [Product Name]!

Hey, [Customer Name],

Thank you for purchasing [Product Name]! I'm so excited for you to dive in. I can't wait to see what you do and how your life changes with this!

Here is your download:

DOWNLOAD LINK

Let me know when you've completed this step by sending me a DM on IG [include hyperlink].

I'm excited to connect with you and celebrate!

[Your Name]

Once you have set up your confirmation email, your first product is good to go. Once you start to build your product range you can then set up email flows to existing customers to promote new products but for now let's look at how we set up an email flow for your FREEBIE.

SETTING UP YOUR EMAIL FLOW

There is just one email flows, or email sequence, you will want to have in place when you first launch. This flow is for people who opt in for your freebie.

There is no one right way to write your flow, but ideally your first few emails **offer value, introduce yourself and a part of your story, and sell them** on your product.

You will want to schedule your first email to be sent **24 hours** after receiving the freebie with their confirmation email, and then every other email to be sent **24 hours** after the previous one.

To help you save time, I've included below a handful of **sample emails for you to use for yourself**. You will want to add more at some point, especially to highlight new sales and new results, or share more of your personal story.

Your email flow is something you will always be tweaking or adding more to over time, but these templates are definitely a great start!

Subject: Are you ready for your first \$3-5k months?

Have you had a chance to check out my free ebook? If so, and you are ready to use a DFY digital product to get your own passive income business off the ground, I want to invite you to purchase my [Product Name].

[INSERT FEEDBACK ON YOUR DIGITAL PRODUCT HERE –
CAN ADD THESE LATER]

With [Product Name] you will learn everything you need to know about getting a profitable DFY digital product business up and running in the next 30 days (and potentially enjoying \$3k, \$5k, and even \$10k+ months!)

You will get:

- My digital product to use, modify, and resell as your own
- A step-by-step process for getting your online shop set up with ease and automation
- My content strategies for marketing your product in just a few hours a week

- PLUS my plug-and-play email templates so your automated system can bring in daily sales even in your sleep.

This is an entire business ready for you to fully make your own and fully profit from.

Why? Because I know just how life-changing a stream of passive income like this can be, and I want to see YOU thriving!

[Your Name]

P.S. Have questions about [Product Name], or about DFY digital products? You can shoot me a DM on Instagram [insert hyperlink] anytime!

Subject: Five steps to starting your own digital product business

Hi [Customer Name],

Do you want to know what I love about DFY, or done-for-you digital products? It's an easy way to start up your own business and make money

without needing to create a product from scratch (which, let's be honest, is where SO many of us get stuck!).

And while there ARE business models such as MLMs and affiliate marketing that are already meeting this need, there are none that offer quite as much ownership, or freedom from attachment to another brand, as done for you digital products,

When you have a DFY product with resell rights, your profits are YOUR profits, and your business is YOUR business.

Here are five steps to starting a DFY digital product biz in the next 30 days:

Step One: Find a DFY product with Private Label Rights. (Don't worry, I've actually already created the PERFECT one [include hyperlink] for you!)

Step Two: Make it your own! Add your own branding or your own voice. Take into account who you want your target audience to be as you are modifying or rewriting.

Step Three: Price your product. Keep in mind: A \$100

product sold just ONCE per day is almost \$3k/month!

Step Four: Put systems in place to drive traffic to your store. This can look like using organic marketing on social media (think: reels on IG, pins on Pinterest, etc.). This can also look like you promoting a freebie, or lead magnet, to grow your email list where you can then nurture ideal customers and bring in sales daily.

Step Five: Start bringing in \$3-10k+ a month of passive income! Actually get to LIVE your life while watching money come in, just from someone stumbling across a seven-second reel or reading an automated email.

Listen - if you are tired of trading all of your time for money or struggling under the weight of financial stress, I get it! I have been there, and there is a better way.

The power of digital products is being able to have a stream of income that frees you from that stress and allows you to create more time for the people and things you love.

And I've created the perfect product for you to do this with.

My [Product Name - include hyperlink] walks you through a 30-day step-by-step process of setting up and selling your own digital products using my DFY template (resell rights included!).

When you follow the steps inside, you will not only come out on the other side with a product ready to sell, but you will also have an actual funnel and strategy for bringing in the sales you need for \$3k, \$5k, and even \$10k months and beyond.

I want you to use everything inside [Product Name], including [Product Name] itself, to really create a passive income business that you can fully make your own AND fully profit from.

Why? Because I believe deep in my heart that there is more than enough to go around.

If you are ready to get started and launch your own passive income business in the next 30 days, your next step is to purchase the [Product Name - include hyperlink].

[Your Name]

Subject: You are closer to making money than you realize

Hi [Customer Name],

I want you to know that you are closer to having a profitable passive income business, and your first \$3-10k months, than you realize.

Whether you are already a business-owner, or have zero experience...

Whether you work a 9-to-5, or are a stay-at-home mom...

Whether you have a large social media presence, or are starting from scratch...

You CAN leverage just a few hours a week to bring in income that provides for your family and changes your life.

With just one digital product and an automated system for driving traffic to it, you can build a highly profitable business from home in just a few hours a week.

And with a DONE-FOR-YOU or DFY, digital product, you don't even need to have any special expertise or create your own product from scratch either.

This is why I created [Product Name - include hyperlink] - to help you get your business up and running FAST using the steps inside and my plug-and-play template.

Download it, then tweak it and make it your own so you can resell it for FULL profit.

Start bringing in \$100 sales every day, multiple times a day, even in your sleep - and just as importantly, enjoy the freedom that comes with it.

Ready to get started? Your next step is to purchase [Product Name] here [include hyperlink].

And don't forget you can always shoot me a DM [include hyperlink] if you have questions!

[Your Name]

Subject: Another [insert \$ amount] made while [insert activity]

Hi [Customer Name],

And just like that, another [insert income made here] today while _____

This is the beauty of digital products - having a business that runs and makes money for you while you're out having an actual life!

Are you ready to start leveraging just a few hours a week to bring in continual passive income in the same way?

If so, your next step is purchasing [Product Name], where I've already done the legwork and created the product for you.

You can click here [insert hyperlink] to learn more about [Product Name] and get started now.

I am rooting for you and can't wait to see how your life changes with this!

[Your Name]

Subject: [Insert \$ amount] in _____ days

Hi [Customer Name],

In the last ____ days, I've made [insert \$ amount] using nothing more than one digital product. I want you to imagine this being YOU.

Imagine getting notifications throughout the week while you're with your kids... or binging Netflix... or folding laundry... or even sleeping!

Notifications letting you know that you just made another sale on a digital product (that you didn't even have to create from scratch!) all because someone else stumbled across a reel and decided they wanted in on this kind of life too.

One product bringing in thousands a week while you're just working 2-3 hours - all so that you can spend the rest of your time enjoying the people and things you love.

If you haven't already, I want to challenge you to take a bold step.

Purchase [Product Name] for \$47 today.

Change your life.

Build a business that can run on autopilot and give you the time and freedom you've been dreaming of.

[Your Name]

P.S. Don't forget, you can always shoot me a DM [insert hyperlink] on Instagram with any questions you have. I am here for you!

Later on down the road, you may want to have a second email flow, specifically for people who purchased your digital products. This is primarily if you are also offering other products that you want to sell as add-ons!

Building Connection

We've touched on building connection with your reels, as well as with your emails, but I also want to offer a few more ideas on how you can help leads get to know you and your product!

BUILDING CONNECTION WITH DMS

One of the best parts of using Instagram as your marketing platform is how easy it is to build a sense of community and relationship. The DMs, or direct messaging system built into the app, is a perfect tool to use for this!

When you launch your freebie & digital product, one thing you can have in place is a short series of DMs you send to people who reach out for your links.

You will want to be sure that these DMs you send are designed to SERVE and not just sell. Remember that these are real human beings you are talking to, not just a means to an end.

To help you brainstorm some ideas, here are some sample DMs you might want to incorporate into your follow-up strategy:

Hey _____, I'm so glad you're here! I'd love to know more about you and help in any way I can. Did anything from my [insert freebie here] resonate with you?

Hey _____! I just wanted to check in and see if there is anything I can do for you!

Hey _____, I just wanted to check in! Was my [insert freebie here] helpful, or are there any questions I can help answer?

HOT TIP: You can use [ManyChat](#) to automatically send out links and follow-up DMs whenever people message you with the keyword in your call-to-actions. Once you get your biz up and running, this is one tool worth checking out and experimenting with!

BUILDING CONNECTION WITH STORIES

Posting to your **stories** is one piece of your marketing strategy you do not want to gloss over!

Even if you aren't sharing new things to your stories everyday, just popping in every couple of days with an update on your sales, or screenshots of messages coming in, or even just a peek into your everyday life is a great way to help build connection with your audience.

If you aren't too sure of what to share or how to layout your stories, start observing the stories of other business owners on Instagram to see how they are utilizing theirs.

Once you start posting stories that can be helpful for your audience, you will want to create some Highlights for your profile.

I recommend having Highlights for things like:

- Your results
- Your story/your why
- FAQ/tips
- Info about your freebie
- Info about your digital product

You can even use Canva to create your own Highlight covers with your brand colors, or purchase some for a few dollars on Etsy!

You can use **[THIS LINK](#)** to learn how to add a story to a highlight.

Step 4

Launching Your Product



Launching Your Product

YAY! You've made it to the launching section, which means **IT'S GO TIME.**

Once you've confirmed that your products, your Stan Store, your email flows, and your Instagram are all functioning and set up correctly, you will want to officially launch your product and start promoting it.

Here are some fun things you can do to boost sales with your launch:

- **Do a short PRE-LAUNCH where you start hinting on your IG that something new and awesome is coming.** Create a countdown. Invite people to DM you for that freebie if it's already ready. Stir up hype!
- **Offer a launch promo or special "launch pricing.** You can offer this to your audience for a week or so and promote it on both IG and in your freebie emails. (Just remember to go back through those emails after the launch promo ends to take out the sections where you are mentioning it!)

- **Create hype in your stories and posts!** Take screenshots of new sales or give updates on what's happening throughout the launch (and of course, you can KEEP doing this even AFTER the launch ends as well!).
- **Don't forget to push your freebie!** Even if people aren't ready to buy now, you can still get them on your email list by offering your freebie and nurture them until they're ready to buy over time.
- **Share what you are doing on your other social media platforms, or with family and friends who can support you.** I promise, people DO want to know what you're up to! And if you're nervous about not getting engagement, don't be afraid to just ask. This can look like sending a message to a few trustworthy people that says, "Hey, would you just hit the like button or post a quick comment on any posts you see me post this week? I'm excited & nervous about this new business, & could definitely use the support!"

Lastly, HAVE FUN! Be yourself. Be authentic. Be BOLD. And plan to celebrate in some way, no matter what.

I am so excited for you.