

MAKING MONEY

**WITH
DIGITAL
MARKETING
& SOCIAL
MEDIA**

8

STEPS

To Start Making
Passive Income
From Home Today



FROM IDEA TO INCOME SERIES

Welcome to the From Idea to Income Series!

You already have everything you need to begin. These workbooks will simply help you shape what you know into something that others can learn from and benefit from. Each book is short and practical, with worksheets that guide you step by step. By the time you finish, you will have created a real product, set up a place to sell it, and learned how to share it with the people who need it most.

Think of this as a journey where your knowledge becomes someone else's solution. As you work through the pages, you are not just building a business for yourself; you are opening doors for others. And yes, it is completely within your reach.

- 1** Making Money with Digital Marketing & Social Media
 - A crash course in how digital marketing works.



- 2** Niche Finder
 - Discover the niche that makes your skills profitable.



- 3** Product Blueprint
 - Explore your product options and choose your path.



- 4** Profit Builder
 - Create your very first sellable product.



- 5** Package Perfect
 - Polish, price, and package your product for the spotlight.



- 6** Market Ready
 - Learn how to get your product seen.



- 7** Social Seller
 - Share your first posts, connect with buyers, and make sales.



MAKING MONEY

WITH DIGITAL MARKETING & SOCIAL MEDIA



01. What Even Is This?

Is there something your friends ask your advice about? Have you recently been able to figure out how to solve a problem? That's all you need to create a valuable digital product you can sell.

Creating and selling a digital product to solve a problem. Setting up systems so it sells itself automatically.



03. Create A Product

Set up systems so your customers can purchase, download and use your product without your assistance.

02. Solve A Problem



You can write a book or guide, create a workshop, or make an email course. The possibilities are endless!



05. Collect Emails

Find the people who need your product on Social Media. It's free and effective!

04. Automate Sales



Having a list of people that you have previously helped makes it easy to recommend new products that may also help them (and make you some extra money!).



07. Link In Bio

Digital income grows with repetition. Small daily actions, small tweaks, and reviewing what works leads to long-term results.

06. Social Media



Make it easy for curious people to get to know you better or buy your product.

08. Stay Consistent



WHAT EVEN IS THIS?

MAKING MONEY WITH DIGITAL MARKETING

If you are new to the idea of selling digital products online, it may seem unbelievable that regular people are able to do it themselves.

You may have questions like how do you make the product? How do you find the customers? How do they pay you for it? And how do you deliver the product to them?

These are great questions!

In this guide, you'll learn how to customize the answers to your unique skill set. You don't need many skills to start, and learning new ones can be easy and fun!

You know how to solve a problem.

Doubled Tomato Harvest

You create a product that teaches others how to solve that problem themselves

Use Canva to create an ebook detailing how you did it.

You use websites to store your product, accept payments, deliver your product, and automatically deposit the money into your bank account.

Create a Stan Store, list your ebook, & fill in your banking information

You make posts on social media helping the people that would benefit from your product.

Create Instagram Reels showing off your amazing tomato bounty.

You have a page (often called a 'link in bio') that has your information, a buy button for your product, a spot to sign up for your email list, and anything else that might help them.

End each Instagram Reel with "If you want to learn how I doubled my tomato harvest last year, click the link in my bio!"

You gather email addresses from people interested in your product and/or you. You send them useful information and news about your new products.

Offer a free seed-starting calendar in exchange for their email address. Also, let them know every time you create a new gardening guide!

SOLVE A PROBLEM

IMAGINE TEACHING A FRIEND HOW YOU DID IT

Is there something that people always ask you for advice about? Do you get cornered at social events or at work by friends who need your help? Maybe you've figured out a cool way to solve a problem in your life, and you know others would benefit from it.

You've got what it takes to create a digital product that you can sell!

You don't have to be an expert on a subject to improve someone's life. You just need to be a little bit ahead of them and be able to teach them how to get where you are.

HINT When creating your solution, keep a specific friend in mind. This will help you be encouraging without sounding like a repair manual.

You've created a grocery plan that saves you hundreds of dollars every year.

You create a digital planner and spreadsheet that makes a customized grocery list for the user.

The fishing flies you tie catch more fish than your fishing buddies and they want to know what you're doing.

You film the process and make a course/tutorial detailing how to make fishing flies your way.

You took 3 strokes off of your golf game last year.

You create an email course that dishes out your strategy in weekly installments, letting your students implement each lesson and be excited about your next tip.

**Is this starting to make sense? Are your wheels turning?
Let's get into HOW you are going to make your product.**

CREATE A PRODUCT

PUTTING YOUR KNOWLEDGE IN A PACKAGE

You've solved a problem and want to teach others how to do the same.
How will you share this knowledge with them?

First, could you start with anything you are already good at?

Do you make spreadsheets for work? You can find a way to combine your new skill with this already-established one.

Do you make cute videos for social media? You wouldn't need to learn much more to create a video course.

Have you ever wanted to write a book? You can use a free program like Canva to write, design and publish it as a PDF.

If you don't know how to do anything you've read so far, that's OKAY! You are starting a new business, and everyone has to learn when they start something new.

It may surprise you how much fun you have (and maybe you'll have something new to teach people when you're done!).



Next, you'll learn how to set up your business so it runs on autopilot, leaving you time to relax or make new products to sell!

AUTOMATE SALES

CREATING A BUSINESS THAT RUNS BY ITSELF

Wouldn't you love sitting on the beach when you receive a notification that you'd made a sale? There is no need to do anything; sit back and relax because you wisely set up automation to take care of everything.

When you hear people talking about 'Passive Income,' this may be what they mean. Yes, you'll have to do the work upfront, but once you've got your automation in place, you can start waking up to sales made while you slept.

We've focused on digital products for this reason. You don't have to store your product or ship it to your customer when they buy.

You sign up with a provider like Stan Store or [Systeme.io](#) and start linking all of your information.

1

Add your name, picture, and your social media links.

2

Configure your payment processing according to that site's directions.

3

Add your digital product and create a link. Write a brief description, add a picture, and a 'buy now' button.

4

Design the page to suit your tastes. Less is more, don't confuse your customers.

You say, 'Click the link in my bio,' they see your product(s) and click the buy now button. Your provider gets their email address and takes their payment. After the payment has gone through, they email your product to them. At a predetermined time (every Monday, once a month, after you've made \$100 in sales...), your provider will deposit the money in your bank account. Sound good?

Next, we'll learn how and why you should collect emails from people interested in your work.

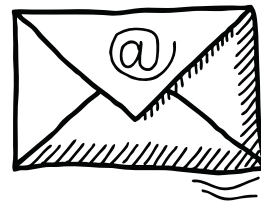
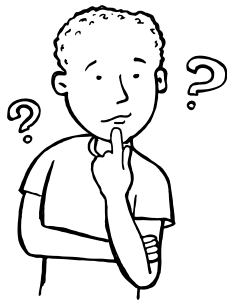
COLLECT EMAILS

TAKE CONTROL OF YOUR BUSINESS

This business model relies heavily on the free word-of-mouth advertising you get from social media. One of the downsides to this way of doing business is that you don't own anything when it comes to your social media accounts.

Things change every day. New algorithms, new owners, suspended accounts; anything could happen, and you probably won't be able to predict when.

This is why collecting the emails of people interested in you and your business is so important.



A potential customer sees your content on social media and is curious.

You offer a free gift in return for their email address.

You send them emails about your topic and your products.

You offer some free tips.

Talk about the problems your product solves.

Gain their trust with more helpful tips.

People want to buy from someone they know, like, and trust. Keep providing them with useful information and reminding them of your product(s).



You're on social media every day anyway, why not let it help your business? Next, we'll find out how you can use it to sell.

SOCIAL MEDIA

FREE ADVERTISING THAT'S FUN TO DO

The social media platform(s) you choose to sell your digital products on matters. If you know where your customers are, use that platform. As you are selling a product that solves a problem you had, your customers are probably on the platform you prefer.

Each platform operates slightly differently. The short video you post on TikTok might not be polished enough to show on Instagram, while the picture you make for Facebook might do better on Pinterest. A big part of succeeding with this business relies on your ability to hone your social media skills.

Do you have to join them all? No! Doing so will probably stress you out and make you ineffective. Choose one or two that you are comfortable with and like being on.

Where possible, join groups that discuss your topic. Find the most popular creators who speak about the same things as you and follow them. Engage with people in the comments, always aiming to be helpful. Link to your product (only if asked) if you think it would solve a problem.

Just like your email list, people want to buy from someone they like, know and trust. These platforms let you showcase your knowledge and offer your solutions to the people who need it most.



- Create a Page for Your Business
- Add helpful tips daily
- Photos or videos



- Curate your content to look great
- Post at least once a day
- Photos or videos—make 'em pretty!



- Quick, helpful videos
- Information over looks
- Mention your link in bio



- Large captions on the cover page to stop the scroll
- Remind them of your link

Well, they know, like, and trust you. Now what? Send them your information using your 'Link In Bio,' and turn them into customers!

LINK IN BIO

MAKE IT EASY FOR PEOPLE TO GET TO KNOW YOU

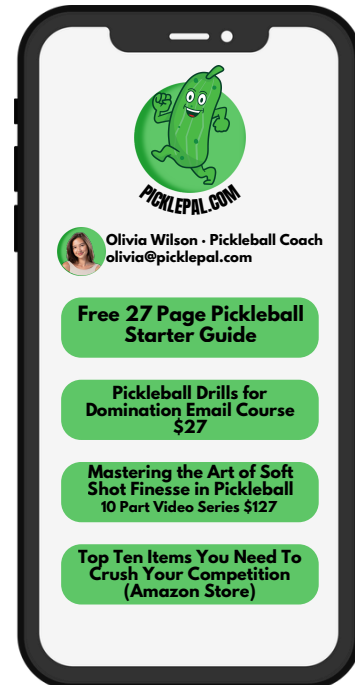
Part of mastering selling on social media is getting good at your 'Call to Action' (CTA). This can be a bit of text on screen at the end of a video or signing off a post with a brief statement guiding the reader to do something.

When you have created a page that holds your information, your products for sale, your free gift in exchange for their email address, and more, you can simplify your CTA. No matter what they are looking for, it should all be there, easy for them to find. Your CTA can simply be "Click on my link for more information," "Click on my link to see how I solved this problem," or "Click on my link to sign up for a free gift."

They may click your Link In Bio (LIB) to get the free gift you offered and see that you already sell the product they need to solve their problem. They may click on your LIB just to see how much your product is but because you are offering a free gift, give you their email before leaving without buying (giving you the opportunity to sell to them again).

Make sure your LIB is easy to navigate and everything is labeled clearly. If you want them to download your free Pickleball Starter Guide, label it that and only refer to it as that.

It can be tempting to start filling your LIB with affiliate links for products you like and other things you want to sell, but if they don't directly relate to the topic your customer clicked for, they are getting in the way.



You did it! You've learned what it takes to start making money with digital marketing & social media. If you're curious to know more, read on.

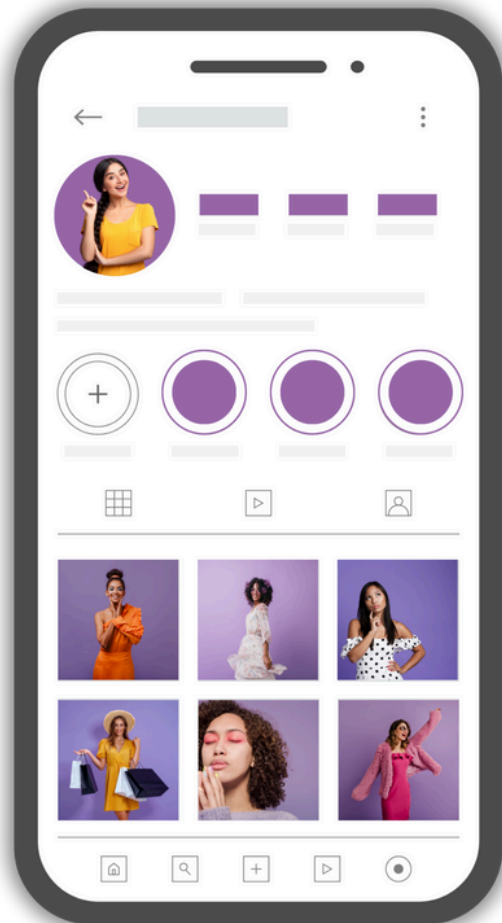
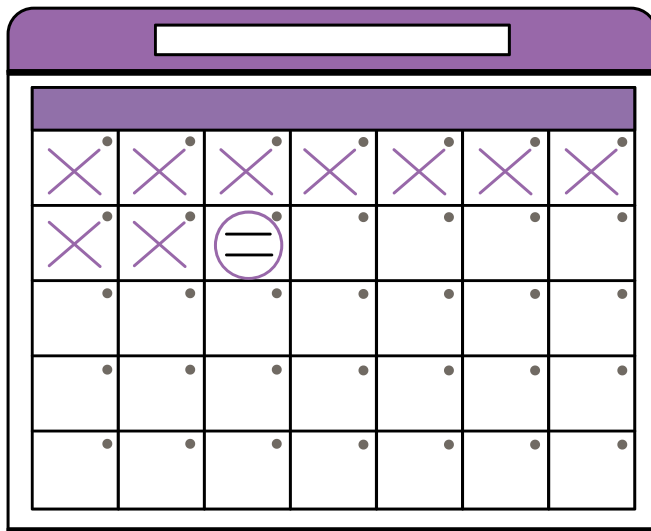
STAY CONSISTENT

AND KEEP IMPROVING DAY BY DAY

Progress doesn't come from big bursts of effort. It comes from showing up even when it would be easier to skip a day. The goal isn't perfection. The goal is movement. Post. Share your link. Check your numbers. Keep the momentum going, even in small ways.

Pay attention to what gets a reaction. When something works, repeat it with confidence. When it doesn't, adjust without hesitation or self-doubt. This isn't about starting over each time. It's about refining what you've already built until it runs smoother and earns more with less effort.

You're not waiting for motivation or luck. You're building something solid and repeatable. Consistency keeps it growing. Improvement makes it stronger.



You did it! You've learned what it takes to start making money with digital marketing & social media. Good luck on your new income journey!

FROM IDEA TO INCOME SERIES

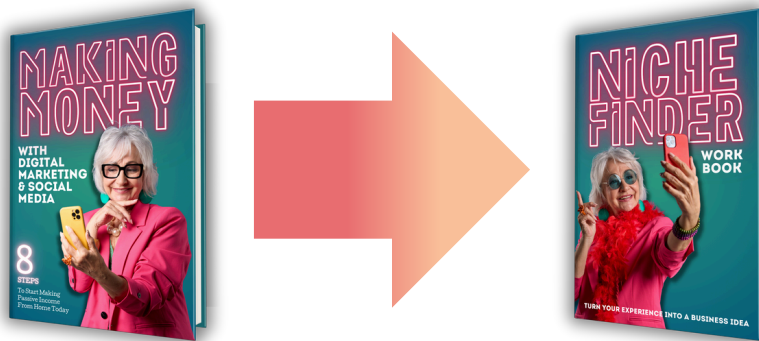
Roadmap

Where you are now:

You've taken your first look at the big picture and now know how digital marketing and social media can turn everyday skills into income.

Where to go next:

In Niche Finder, you'll dig into your own strengths and experiences to find the perfect niche to serve.



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