



your digital guide
ON HOW TO CREATE &
SELL DIGITAL PRODUCTS
for beginners





welcome to your
GUIDE TO DIGITAL SUCCESS

Hi, I am *Stefany*, a licensed financial advisor and also a digital product entrepreneur. I am passionate about helping individuals like you to unlock new income streams through digital products. Whether you're looking for a side hustle, transition into a full-time digital business, or simply explore new opportunities, I'm here to support you on your journey.

When I first ventured into creating and selling digital products, I realized that many people were either unfamiliar with this business model or needed more guidance to succeed. That's why I've created this step-by-step guide to help you transform your ideas into profitable digital assets. Let's embark on this journey together and turn your passions into a thriving digital business!



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INTRODUCTION

Before We Begin: This eBook is Absolutely Free.

In this eBook, we'll explore the basics of creating digital products. Take your time to read through it carefully and absorb the information until the very end.

Have you ever wondered how to turn your passions and skills into something that not only brings you joy but also offers financial freedom? Believe it or not, that's entirely possible with digital products.

If you're having a second thought cause you are a beginner, well I'm also a beginner before but I took a risk and start to deep dive into the world of digital products which is full of opportunities to learn and grow. I know you can do it too, you're braver than you think.

If someone offers you an amazing opportunity and you're not sure if you can do it, say "YES" and learn how to do it later.

-Richard Branson





WHAT IS DIGITAL PRODUCT?

Digital products are items you can create once and sell online, without needing to handle physical inventory or shipping. They exist entirely in digital form and are delivered electronically—usually via download or access link.

WHY CREATE AND SELL DIGITAL PRODUCTS?

Digital product gives you the essence of passive income. Once your digital product is set up, it can generate income for you continuously, even while you're sleeping or enjoying your day.

Digital products also offer a fantastic opportunity to turn your knowledge and creativity into income. Whether you're interested in teaching, designing, or sharing your expertise, there's a digital product waiting for you to create.

EXAMPLES OF DIGITAL PRODUCTS?

Here are some popular digital products you might consider:

EBOOKS

Digital books on topics like personal finance, self-help, or cooking.

Online Courses

Educational content delivered through videos, quizzes, and assignments.

Digital Art

Original artwork or illustrations available for download.

Printables

Designs like planners, worksheets, or art prints that customers can print at home.

Templates

Pre-designed documents or graphics, such as resume templates or social media post designs.

.. and so much more!



NICHE-SPECIFIC IDEAS

HEALTH AND FITNESS:

- Meal plan
- Online fitness course
- Yoga guide

COSMETICS INDUSTRY:

- E-book on skincare
- Membership website for beauty tips
- Beauty journal

COACHING:

- Workshop on boosting self-confidence and self-love
- Video training on conflict resolution and communication
- Audio-guided meditations for stress management

INFLUENCERS:

- E-book on influencer marketing
- Social media growth strategies
- Photography tips for stunning images

If you **want to start** this business but don't know how to start or what product to create first and sell...

I have **digital products** that you can resell as your own to earn 100% profit!

What does it mean?

Buy it from me once for you to have an access, then resell it as many as you can! Your 100% income will be yours.

DO YOU WANT TO SAVE TIME AND GET STARTED WITH DIGITAL PRODUCTS DONE FOR YOU?

Check out all our digital products that have been created for you to sell!

[GET IT HERE](#)

STEP BY STEP

**You might be wondering now:
"Paano nga nga magsisimula from idea
to product talaga?"**

I've summarized the most important steps for you. I guarantee that if you set clear goals and proceed step by step, you'll not only be able to successfully create your first digital product but also find a lot of joy in the process.

As a side effect, your self-confidence will also increase. Because realizing that all you lacked was determination and that you are capable of so much more than you believed has an immediate positive impact on your self-image and self-confidence.



#1

Gathering ideas

Take some time initially and create a collection of topics that align with your skills or passionate interests. Consider what problems you could solve or what needs you see in these areas. Brainstorm various ideas for digital products that could address these issues or fulfill these needs.

#2

Niche research & target audience identification

Choose a niche from your ideas that aligns with your skills and interests. Identify your target audience: Who are the people who would benefit from your product? Define their characteristics, interests, and pain points.





#3

Needs and competitive analysis

Examine the needs of your target audience: What challenges do they face? What questions are they seeking answers to? Conduct a competitive analysis to determine which similar products are already on the market. Identify opportunities to differentiate your product from the competition or even create a unique selling proposition.

#4

Define your product idea

Decide which digital product best suits your target audience and expertise. Could it be an e-book, an online course, a template, or something else?

#5

Plan content and structure

Outline the content and structure of your product. What will be the main chapters or sections? What information will be covered in each section?

#6

Creating the product

Begin the actual creation of your digital product. Write the text, create graphics, or multimedia content. Ensure high quality and valuable content that meets the needs of your target audience.

#7

Design And Branding

Design your product to be visually appealing and consistent. Choose colours, fonts, and graphics that align with the message and target audience.





#8

Technical implementation and formatting

Format the content of your product according to the chosen format (PDF, video, audio, etc.). Ensure everything functions smoothly from a technical standpoint and is optimized for various devices.

#9

Testing and optimizing

Thoroughly test your product for errors, ambiguities, or technical issues. You may also involve some members of your target audience for feedback to make improvements.

#10

Prepare for marketing and launch

Create a sales page or website for your product. Plan the launch by creating marketing materials and developing a strategy for promotion.

#11

Launch and sales

Launch your product and promote it through your social media channels, email lists, and other platforms. Keep an eye on sales numbers and feedback.





#12

Customer support and development

Provide excellent customer support, answer questions, and resolve issues. Use customer feedback to improve your product or learn for future products.

Well, at this point, I want to congratulate you because you probably have already mentally outlined a rough plan for your first digital product.

Don't forget,

Success comes only when actions follow desires!

To make the process easier for you, I've compiled checklists on the following pages. Print them out and fill them in.

RESEARCH- NICHE

What is your area of expertise? What have you specialized in?

Your skills/strengths:

Your passion:

The needs of your target audience:

What challenges do people face?

List some ways in which you can help solve their problems.

CREATING YOUR PRODUCT

Your product type:

- E-Book
- Video-Course
- PDF file
- Template
- Membership
- Digital Art
- others:
- others:

On which platform will you create your digital products?

How will you present your offerings?

Where will you sell?

- Website
- E-Commerce-Plattform
- Courseplattform
- others:
- others:

Keyword research (Listing 10-15 relevant keywords)

TO DO LIST:

SALES AND MARKETING STRATEGY

- Setting the Price
- Creating Sales Page
- Sales Materials (Promotional materials like graphics, text, videos)

LAUNCH AND DISTRIBUTION

- Setting a Release Date
- Marketing Strategy:
 - Content-Marketing others:
 - E-Mail-Marketing
 - Social-Media-
 - Marketing
- Create Sales Page
- Prepare Sales Materials (promotional materials like graphics, texts, videos)
- Plan Social Media Activities (teaser content, announcement, launch event)
- Allocate Advertising Budget
- Launch Objectives
- Success Measurement and Analysis

NOTES

TOOLS TO USE



CANVA: DESIGN

Canva is an online design and visual communication platform with the goal of empowering anyone in the world to design anything and publish anywhere. You can use a free version for an unlimited period of time.



CHATGPT: AI ASSISTANT

ChatGPT is a powerful tool for creating digital products, offering assistance in brainstorming ideas, writing engaging content, designing visually appealing materials, and crafting marketing strategies.



RAKET.PH: ONLINE STORE

Raketph helps you organize your products listing, payment gateways and deliver your digital products to the customers.



SYSTEMEIO: YOUR ONLINE STORE

A Stan-Store is a digital shop that can be used by creators as a link in bio to sell products or services alongside their content. You have the option of a 14-day free trial.

A top-down view of a desk with a light-colored wooden surface. On the left, there is a stack of lined paper with a pen resting on it. A pair of glasses with a light-colored frame is also on the paper. To the right of the paper is a large, light pink flower. In the bottom left corner, there is a white, rounded soap dish. The background is a soft, neutral tone.

WHAT'S NEXT?

I always have the feeling when I read such step-by-step instructions - oh, this will be easy.

Well... if it were that easy, anyone could do it.

You will most likely struggle and there will be moments when you ask yourself: why am I even doing this?

Trust me:

*Have your goal in mind and you will 100%
succeed!*

I understand that this might be NEW to you and a bit overwhelming, that's why if you're willing and serious to understand this more and to **be guided by me**, that can help you to understand this business and fasten your progress and results.

3 WAYS TO EARN IN DIGITAL PRODUCTS

1.

Study the course and **RESELL** the exact course you'll get for unlimited 100% profit.

2.

Create your **OWN** digital product and sell it online.

3.

Offer a **SERVICE** to local and international clients based on the skills you'll learn inside the course.

WHY IS IT WORTH IT?

For example you bought the course for PHP 2499
You can also resell it at same price. That means once you got your first ever sale, you already have your ROI (Return On Investment)
If you resell it over and over again... all of the profit will be yours!

PHP 2499 x 30 days = **74,970 is your 30 days income** if you'll have atleast 1 sale per day in 30 days. Yes that is VERY possible.





If you want to learn more about my **SECRET** way to generate extra 5-6 digits in my Digital Product Business, and get an instant access for my Digital Product Bundle you can RESELL then click the button below.

[CLICK THIS TO KNOW
MORE](#)



Hurry! Limited slots left!

You can reach me on my social media accounts for more questions and concerns.

[INSTAGRAM LINK](#)

[FACEBOOK LINK](#)

[TIKTOK LINK](#)

Congratulations!

**FOR COMPLETING THIS JOURNEY
TOWARDS BECOMING A
SUCCESSFUL DIGITAL PRODUCT
CREATOR!**

