

Digital Product Launch

Your Step-by-Step Checklist Using 3 Free Tools

Roadmap



Phase 8

Promote and Launch



Phase 7

Create Your Sales Funnel



Phase 6

Set Up Your Email Automation



Phase 5

Build Your Lead Magnet
/Freebie Funnel



Phase 4

Set Up Your Product Foundation



Phase 3

Design Your Lead Magnet/Freebie
and Digital Product



Phase 2

Brainstorm, Validate, Price
and Write Your Content



Phase 1

Find Your Niche



Digital Product Guide



Contents

WELCOME Pg 03

THE 3-TOOL SYSTEM Pg 4-5

THE 8-PHASE CHECKLIST:

Phase 1: Find Your Niche Pg 06

Phase 2: Brainstorm, Validate, Price & Write Your Content .. Pg 07

Phase 3: Design Your Lead Magnet & Digital Product Pg 08

Phase 4: Set Up Your Product Foundation Pg 09

Phase 5: Build Your Lead Magnet/Freebie Funnel Pg 10

Phase 6: Set Up Your Email Automation Pg 11

Phase 7: Create Your Sales Funnel Pg 12

Phase 8: Promote and Launch Pg 13

WHAT'S NEXT? Pg 14



You're about to discover how to **launch your digital product** without spending a penny on tools.

WELCOME

Here's what you'll get:

- ✓ 8 clear phases from idea to ready-for-sale
- ✓ The **3-tool system** I use and teach
- ✓ Every step you need to take for a successful launch
- ✓ Video tutorials to guide you through some of the steps

Total cost: \$0 until you make your first sale.

The best part? You don't need to be tech-savvy. If you can follow a checklist, you can do this.

Let's get started.

Your Guide,

Kelah



The only 3 TOOLS YOU NEED

Most beginners think launching a digital product requires expensive software, a website, and a long list of tech tools. **Not true.** You can build an entire business using **just 3 free tools**, and I'm going to show you how.

These **three tools handle everything.** No website builders, no expensive email platforms, no complicated integrations.

Just simple, powerful, and free.



CHATGPT ~ THE BRAIN

What it does: Brainstorming, content ideas, copywriting, prompts, and more...

Why you need it: Helps you find your niche, validate ideas, and create content faster.

Cost: **FREE** with the option to upgrade later.



The only 3 TOOLS YOU NEED...continued



CANVA ~ THE DESIGNER

What it does: Product design, graphics, lead magnets, branding, and more...

Why you need it: Makes you look professional without design skills.

Cost: **FREE** with the option to upgrade later.



SYSTEME.IO ~ THE BUSINESS

What it does: Funnels, email automation, payment processing, and more...

Why you need it: Your all-in-one business platform replaces 5+ tools.

Cost: **FREE** for up to 2,000 contacts.



The 8-PHASE CHECKLIST

PHASE 1: Find Your Niche

Tool: ChatGPT | Cost: \$0

Before you create anything, you need to know **WHO** you're serving and **WHAT** problem you're solving.

Action Steps:

- ☐ Create your free ChatGPT account → [click here](#)
- ☐ Brainstorm niches based on your skills, experience, and passions
- ☐ Research demand and competitors for your top 3 niche ideas
- ☐ Choose ONE niche that excites you AND has proven demand
- ☐ Unlock your unique selling point (USP). What makes you different?
- ☐ Understand your ideal customer. Who they are, what they struggle with
- ☐ Define your brand messaging (values & voice)
- ☐ Write your value proposition statement

 **Need help?** Watch: “**How to Pick a Niche for Digital Products.**”

 **Strategy Tip:** Choosing a niche is just the beginning. **Digital Product Launch Formula** teaches you how to position yourself uniquely, validate profitability, and craft messaging that converts so you're not just another voice in a crowded market.



The 8-PHASE CHECKLIST

PHASE 2: Brainstorm, Validate, Price & Write Your Content ~ Tool: ChatGPT | Cost: \$0

Before you create anything, you need to know **WHO** you're serving and **WHAT** problem you're solving.

Action Steps:

- ☐ Generate product ideas using ChatGPT prompts
- ☐ Validate demand with low-effort testing methods
- ☐ Decide on your product format (ebook, template, guide, checklist)
- ☐ Research and select your price point
- ☐ Write your product content/copy (both free and paid products)
- ☐ Write your funnel content/copy (opt-in page, sales page, order form, thank you pages)
- ☐ Write your email content/copy (welcome, nurture, and sales sequence)
- ☐ Write your social media announcement content (posts, stories, captions for free and paid products)

 **Need help?** Watch: “**How to Pick a Niche for Digital Products.**”

 **Strategy Tip:** Copywriting is where most beginners get stuck. **Digital Product Launch Formula** provides proven templates and frameworks for your content, sales pages, and email campaign, so you're never staring at a blank page.



The 8-PHASE CHECKLIST

PHASE 3: Design Your Lead Magnet (Freebie) and Digital Product ~ Tool: Canva | Cost: \$0

Now you'll bring your written content to life visually. You'll create BOTH your paid product and your lead magnet/freebie.

Action Steps:

- ☐ Create your free Canva account → [click here](#)
- ☐ Select your brand colors and fonts (keep it simple)
- ☐ Choose a product template or start from scratch
- ☐ Design your free and paid products, graphics, etc.
- ☐ Get feedback from trusted friends. You can use them as testimonials or to improve the product
- ☐ Create your social media announcement visuals (graphics for posts, stories, reels)
- ☐ Export your products as PDFs (or final format)

 **Need help?** Watch: “**How to Use Canva Free**” + “**How to Design an Ebook Cover in Canva.**”

 **Strategy Tip:** Good design isn't just about looking pretty. It's about psychology and conversion. **Digital Product Launch Formula** shows you what design elements drive sales and how to optimize your products for maximum perceived value.



The 8-PHASE CHECKLIST

PHASE 4: Set Up Your Product Foundation

Tool: Systeme.io | Cost: \$0 unless you purchase a custom domain and set up a professional email address

Before you build funnels, you need the basics: a domain, email, and payment processing.

Action Steps:

- ☐ Create your free Systeme.io account → [click here](#)
- ☐ Purchase and connect your custom domain or use the free Systeme.io subdomain
- ☐ Set up and verify your professional email address
- ☐ Set up and connect your payment gateway
- ☐ Create your social media accounts or update existing ones

 **Need help?** Watch: “**How to Set Up a Systeme.io Free Account**” + relevant sections from videos 6, 7, 8.

 **Strategy Tip:** The technical setup can be overwhelming if you've never done it before. **Digital Product Launch Formula** walks you through the process and ensures your foundation is laid before you build on it.



The 8-PHASE CHECKLIST

PHASE 5: Build Your Lead Magnet/Freebie Funnel

Tool: Systeme.io | Cost: \$0

Your lead magnet/freebie funnel collects email addresses in exchange for your free offer. This is how you build your audience.

Action Steps:

- ☐ Create your opt-in funnel in Systeme.io
- ☐ Choose a template and design your opt-in page
- ☐ Choose a template and customize your thank you page
- ☐ Upload your lead magnet/freebie to Systeme.io or provide a link to it
- ☐ Verify that your funnel pages are connected correctly
- ☐ Test your funnel. Walk through it as a customer
- ☐ Ask others to test your funnel, provide feedback, and fix any issues before moving forward

 **Need help?** Watch: “**How to Create an Opt-In Page in Systeme.io.**”

 **Strategy Tip: Digital Product Launch Formula** teaches you the optimization strategies that turn curiosity into conversions.

The 8-PHASE CHECKLIST

PHASE 6: Set Up Your Email Automation

Tool: Systeme.io | Cost: \$0

Your email sequence nurtures subscribers from lead magnet/freebie to paying customer. This is where the magic happens.

Action Steps:

- ☐ Create an email campaign in Systeme.io
- ☐ Write your welcome email (deliver the freebie + introduce yourself)
- ☐ Write 3-5 nurture emails. Build trust and share value
- ☐ Write 2-4 sales emails. Introduce your paid product offer
- ☐ Set up automation to connect opt-in → email campaign → paid product
- ☐ Test your email sequence
- ☐ Begin pre-launch list building: Share your opt-in funnel link on social media and in relevant communities, so you can grow your audience while you finish your sales funnel

 **Need help?** Watch: “**How to Set Up an Email Campaign in Systeme.io.**”

 **Strategy Tip: Digital Product Launch Formula** provides the email framework that turns subscribers into buyers.



The 8-PHASE CHECKLIST

PHASE 7: Create Your Sales Funnel

Tool: Systeme.io | Cost: \$0

Your sales funnel is where people buy your product and receive instant access. This is your money-maker.

Action Steps:

- ☐ Create your sales funnel in Systeme.io
- ☐ Choose a template and design your sales page
- ☐ Set up your product and pricing
- ☐ Choose a template and customize your order form
- ☐ Choose a template and create your thank you/delivery page
- ☐ Upload your product to Systeme.io or provide a link to it
- ☐ Verify that your funnel pages are connected correctly
- ☐ Set up your post-purchase confirmation email
- ☐ Test the entire sales process by making a test purchase
- ☐ Ask others to test your funnel and provide feedback
- ☐ Decide on your launch date and create a launch plan/timeline

 **Need help?** Watch: “**How to Create a Funnel for Digital Products in Systeme.io.**”

 **Strategy Tip:** Your sales page is the most important piece of your entire business. **Digital Product Launch Formula** breaks down the psychology of high-converting sales pages. What to say, where to say it, and how to overcome objections before they arise.



The 8-PHASE CHECKLIST

PHASE 8: Promote & Launch

Tool: Your voice | Cost: \$0

You've built it. Now it's time to share it with the world and celebrate your first sale.

Action Steps:

- ☐ Share your launch content (announcement posts, stories, reels) on social media, and in relevant groups or communities
- ☐ Email your existing contacts (friends, family, warm audience)
- ☐ Test everything one final time before announcing publicly
- ☐ Launch! 🚀
- ☐ Celebrate your first sale! 🎉
- ☐ Track your metrics in Systeme.io (visitors, sales)
- ☐ Continue learning and improving your offer
- ☐ If sales are low, refine and optimize

💡 **Strategy Tip:** Launching is just the beginning. **Digital Product Launch Formula** teaches you how to build systems that generate consistent income, not just one-time sales.

You're ready to **LAUNCH!**



Congratulations! You now have the foundation you need to go **from idea to ready-for-sale.**

Here's what happens next.

Over the next few days, I'll send you emails with:

- My personal story and the moment I almost gave up
- The biggest mistakes beginners make in Phases 1-2 and how to avoid them
- Why the tech isn't as scary as you think
- What the roadmap can't teach you and where to get the strategy behind the steps
- The proven system I use to launch digital products

Check your inbox. Can't find the email? Check your spam folder or promotions tab.

Your next email arrives soon...

WHAT'S NEXT?



J'm Kelah



I guide beginners in creating **Digital Products** using **Digital Product Launch Formula** and simple beginner-friendly tools.

ChatGPT for ideas

Canva for design

Systeme.io for sales and delivery

I'm Systeme.io Certified, and I've walked the path from overwhelmed beginner to confident creator.

Now I'm here to guide you...

Remember: The tools are just the foundation. The real magic happens when you **combine them with the right strategy, support, and system.** That's what separates hobbyists from profitable creators.

Let's connect...



YouTube

@guidetodigitalproducts



Instagram

