

Digital Wealth

KICKSTART GUIDE

**A BEGINNER'S GUIDE TO STARTING A
DIGITAL MARKETING BUSINESS &
CREATING PASSIVE INCOME**



[@THEWFHFAMILY](#)



Hey,

We're Chad and Tiffinie — parents turned digital entrepreneurs. After years of corporate burnout and job uncertainty, we found a better way: building a business that gives us ***both income and time freedom.***

Now we're here to help families like yours do the same —earn online, live freely, and be present for the real moments that matter most.



IN THIS GUIDE

You'll not only learn the basics of digital marketing, faceless digital marketing & affiliate marketing but you will also walk away with a thorough understanding of the EXACT beginner's course that taught us everything we needed to know about digital marketing, so you learn the EXACT way we did.

P.S. Tag us on your Instagram story ([@thewfhfamily](#)) while you're working through this process! We'd love to see what you're up to!

What is **DIGITAL MARKETING?**

We took the leap to change our lives with Digital Marketing and now we want to show you how to do the same.

Digital marketing, in simple terms, is using the internet, social media, and digital tools to tell people about digital products or services.

The reason why digital marketing is **THE BEST** option for anyone (in our opinion) is because everyone has a story to tell! Everyone has an area of expertise or knowledge of some sort to offer the world.

So what are digital products?

Think ebooks, templates, guides, checklists, Lightroom presets, digital planners, podcasts, audiobooks, worksheets, and the list goes on and on! It truly is ENDLESS! With digital products, you're able to put the work in ONCE and sell that item an infinite amount of times. And if you don't think you have anything to offer the world, YOU DO!

Trust us, you do. People will pay for whatever knowledge and skill you have. It's all about finding the right market for it.



Steps to getting STARTED IN DIGITAL MARKETING

STEP 1: CHOOSE YOUR NICHE

- A niche is the category of product(s) you will promote, which determines your target audience. Choose a niche you are passionate about. This will allow you to enjoy your work, feel comfortable promoting the product, and build trust with your audience.
- Profitable niche examples:
 - Health and wellness, wealth, relationships, self-improvement, beauty and fashion, travel, education, food and cooking, parenting, personal finance, pets, career development, etc.

STEP 2: PICK YOUR PRODUCTS

- Affiliate Marketing: Find other companies products to promote.
 - Google "[your niche] + best affiliate programs + [your country]"
 - Or use Clickbank, Digistore 24, JV Zoo, CJ Affiliate, etc
 - Apply to be an affiliate, wait for approval, get your link(s)
- Digital Marketing: Create your own products.
 - Do market research on what your target audience wants.
 - Use ChatGPT for product ideas, outlines, etc.
 - Use Canva to create PDFs & Teachable to create courses
- Done-For-You Digital Marketing:
 - Purchase a Done-for-You product within your niche. Yes! It's really that simple!

PRO TIP: Don't treat it as an "either-or" situation. Blend them together to diversify your income streams. For example, you can focus on done-for-you digital marketing along with affiliate marketing and use a comprehensive approach that maximizes your potential for success!

Steps to getting STARTED IN DIGITAL MARKETING

STEP 3: DRIVE TRAFFIC TO YOUR LINKS

- This is the fun part! Now that you've found your niche and a product within your niche, it's time to create engaging content to promote it! Figure out the pain points people in your niche are experiencing and how your product will solve or alleviate that problem. Then, begin creating content that will draw in the audience you're targeting with a simple call to action.
- You can drive traffic to your links by creating content in the form of IG reels, static posts, ebooks, blogs, TikTok, Pinterest, etc.
- We also recommend creating a brand new Instagram page and posting 2-3 reels a day to really get your content out there!
- Use a content bank to create aesthetic reels—this option is if you want to go the FACELESS route.

STEP 4: CONTINUE TO LEARN AND EVOLVE

- Continue to evolve and expand your offers (create your own products to help your audience)
- Keep learning every day
- Master your mindset – show up with a success mindset
- Show up every day with the mindset that you are creating success no matter what
- Connect with people in your DM's – find out about them and how you can help them



The

FACELESS METHOD



What is

FACELESS DIGITAL MARKETING?

Faceless marketing is a strategic approach that is very on-trend right now. It's AMAZING if you are shy & introverted! You can use your creativity but remain **anonymous**.

It has many benefits that allow you to grow your business fast, create content fast & use simple strategies to convert sales.

Faceless marketing allows you to build your brand without having to use your face. You can use engaging content, text & captions & your visual identity to grow your brand.

The goal is to create a cohesive brand that resonates with your target audience & creates a compelling brand identity.

Benefits of faceless marketing:

- You can get your business up & running fast & make sales fast
- You can create aesthetic content without having to create content yourself or show your face
- You can remain anonymous
- Easier to create content
- Use content banks to source content

Faceless FAQ'S

- **Can I build a strong brand identity without showing my face?**

Yes! The key to building a strong brand identity lies in maintaining consistency throughout your visual elements (colors, fonts, type of content), messaging, and voice style.

- **How can I engage audiences without a personal influence?**

Encourage interaction through polls, quizzes, and discussions related to your industry. Leverage social media platforms to foster community engagement around your brand.

- **How can I foster trust when the brand lacks a face?**

Always add value! Share your knowledge/ expertise in your topic of choice. Highlighting customer testimonials, case studies, and reviews also helps build credibility.

- **Can I still do this if I don't know how to take aesthetic faceless content?**

Absolutely! That is one of the beauties of faceless marketing. Since no one knows who is behind the account, you can use videos curated by content banks! You don't need an aesthetic home or to film your own content to launch a successful faceless account.

- **Can I find success if I create a new faceless account?**

Yes! Instagram loves new accounts! So if you want to keep your personal account and start a new one for your faceless content we 100% recommend it! It might take some time to get some traction, but if you stay consistent, focus on adding value, and launch with a good strategy, you will see growth!

- **Where can I learn more in-depth about the strategies I need to implement if I want to launch my faceless digital marketing business?**

You can learn the same way we did by taking **DIGITAL WEALTH ACADEMY**! Not only will you learn everything about branding, creating your own digital products, all things social media, how to take content, etc. but you will also learn everything you need to know about faceless digital marketing!

Resources
& NEXT STEPS...

Done for you **DIGITAL MARKETING**

THIS is your express lane to online success.

Imagine having a product that's not just EXTREMELY valuable but one that you can resell as an affiliate, meaning you're not just buying a product; you're investing in a business opportunity. This means you can buy the product, immediately. resell the product as your own, keeping 85% of the profits, and all without the hassle of creating it from scratch!

Make just ONE sale, and you've already made most of your money back!

5.47 billion people use the internet daily, so trust us, making one sale per week (or even per day) is not that hard!

**We say it all the time BUT IT'S TRUE...
THIS is the ULTIMATE CHEAT CODE.**

Your journey to financial freedom begins with Done-for-You Digital Marketing. Digital Wealth Academy is your guide to unlocking this this insane income opportunity!

Ready to level up?

**CLICK HERE TO START YOUR JOURNEY
TO FINANCIAL FREEDOM**

Here's a **SNEAK PEEK!**

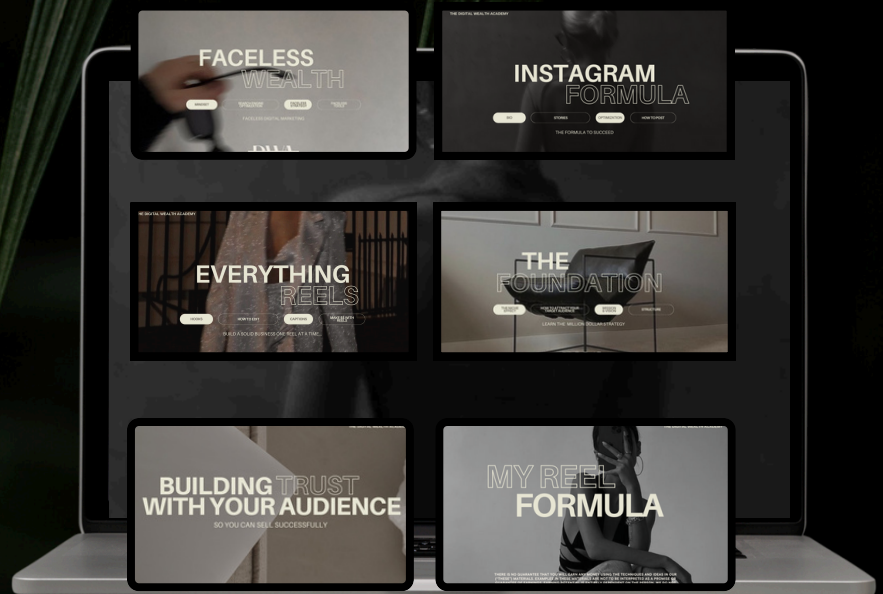
DIGITAL WEALTH ACADEMY is an in depth online, self paced course that teaches you everything you need to know about starting a digital marketing business, branding yourself, marketing your sales, how to create your own digital products, automation, funnels, email marketing, affiliate marketing and so much more!!!

You will also have access to live masterclasses and trainings!

What we love best about DWA is that you can then resell the course, as an affiliate for **85% profit!** You don 't have to resell it, BUT if you decide to let me break it down for you! 1 sale = you get most of your money back, 2 sales = you ' re in profit, 11 sales = you've made \$6,567, 20 sales and you've made \$11,940!!!

What's included in the course:

- Intro to Digital marketing
- Mindset
- Building trust with your audience
- The Foundation
- The Ultimate Branding guide
- Instagram Formula
- How to Pre-Launch
- How to Sell on stories
- Everything Reels
- Capcut
- Faceless Wealth
- Affiliate Marketing
- Attraction Marketing
- Content Creation
- Men in Digital Marketing
- Full Business automations
- Creating your own digital products
- Bypass funnel with Stan.store
- Setting up Systeme.io
- Funnels of Course
- Bypass funnel with Beacons
- Let's talk TikTok
- Email Marketing
- The Content Vault, PLR Vault & more!



**START LEARNING
TODAY**

but wait, **THERE'S MORE...**

You will also have access to a PLR Vault with 7 additional digital products!

"PLR" stands for "Private Label Rights," which refers to a licensing agreement that allows someone to purchase digital content like articles, ebooks, videos, or templates, modify it with their own branding, and then resell it as if it were their own creation; essentially giving you the right to use, modify and distribute the content as your own!

That's 7 done for you products you can now resell for 100% profit!!!



This exclusive PLR vault Includes:

- The Digital Wealth Guide
- The Digital Marketing Playbook
- Reels Guide Faceless
- The Ultimate Reels Guide
- TikTok Marketing Faceless
- Social Media Planner
- Sell on Stories

All of which you can add to your storefront right away and **resell for 100% profit!**

TESTIMONIALS

If there's even a chance you got this far into the guide, you **MUST** see the value in what this course offers and how this could be life-changing to you and your family.

But just in case you aren't convinced yet...

DWA has a community of over 100,000+ students, all of which just like you-
looking for a way to learn how to make an Income online!

HERE'S WHAT THEY'RE SAYING:

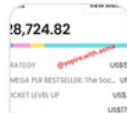


Asma A

7 2d ago • Testimonials

● **\$33K USD as a Canadian mom of 3** 🤔🤔

Asma from @aspire.with.asma here! Digital marketing & digital products continue to BLOW ME AWAY. I've now earned over \$33K



Anglo Saxon

4 7d ago • Testimonials

Record-Breaking Week: \$12,425 from 25 DWA Sales!

What an amazing week! I earned \$12,425 by selling 25 DWA products, and the results speak for themselves. Each sale is a testament to the impact these products are having.



Ella Morgan

5 3d ago • Testimonials

BIG WIN: Hit \$6K in Sales! 🎉

This is Merciful, and I just crossed \$6,000 in sales! I'm beyond grateful for this journey, and seeing the results roll in is truly amazing.

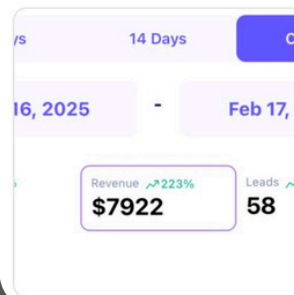


Miranda Perry

5 7d ago • Testimonials

8k in 24hr

So grateful for this opportunity I was able to walk away from my nursing job 34 days after I got into digital marketing I've had great success and I just wanted to share with you guys that in the past 24 hours I've made almost \$8000 from my house from my phone and I'm living my best life 🤔🤔



JOIN THE COMMUNITY

LEARN HOW TO SETUP AN AUTOMATED BUSINESS THAT
MAKES YOU MONEY WHILE YOU SLEEP

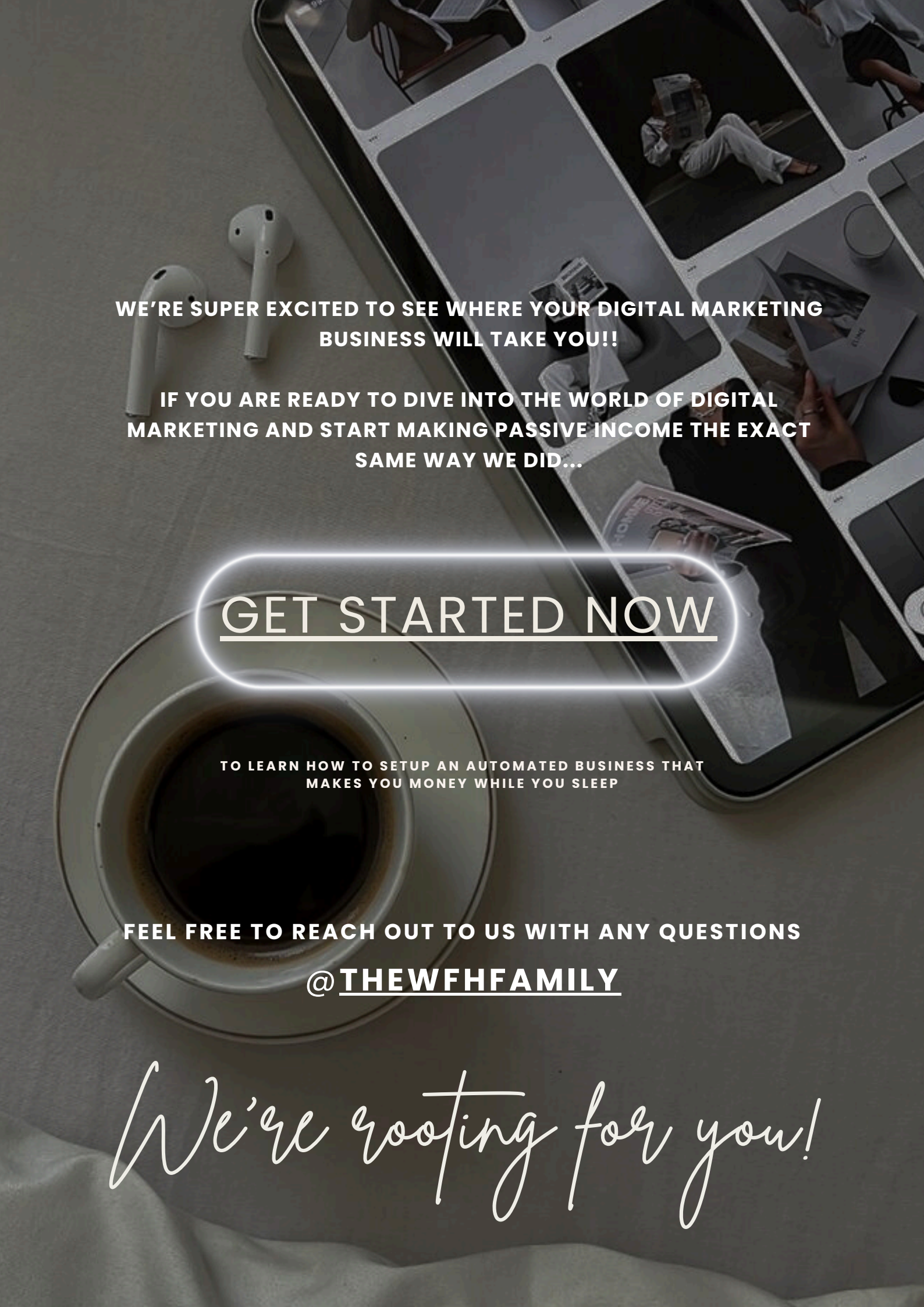


Now, **IT'S YOUR TURN!**

When we first discovered this opportunity, we were nervous and excited, much like you may be now. Despite feeling scared, we committed to completing the course from start to finish. We had a pretty demanding schedules but squeezed in an hour here and there throughout the day! We often listened while cleaning, cooking, or folding laundry, but found the content easy to follow and looked forward to each new lesson. **We promise: if we can do it, you can too!**

We never could've imagined what a game changing decision taking an online course would turn out to be! DWA explains everything step-by-step. It has resources, guidance, and skills that we honestly cannot put a price tag on.

Now it's your turn to go out there and build a life of time & financial freedom...without ever having to create a product, leave your home, or show your face!



**WE'RE SUPER EXCITED TO SEE WHERE YOUR DIGITAL MARKETING
BUSINESS WILL TAKE YOU!!**

**IF YOU ARE READY TO DIVE INTO THE WORLD OF DIGITAL
MARKETING AND START MAKING PASSIVE INCOME THE EXACT
SAME WAY WE DID...**

GET STARTED NOW

**TO LEARN HOW TO SETUP AN AUTOMATED BUSINESS THAT
MAKES YOU MONEY WHILE YOU SLEEP**

**FEEL FREE TO REACH OUT TO US WITH ANY QUESTIONS
@THEWFHFAMILY**

We're rooting for you!