

What is Digital Products?

Digital products are **goods that exist in a digital format**. These include ebooks, music, digital art, software, online courses, and virtual goods sold inside video games. They're typically delivered to customers via download or email, and offer businesses a way to provide value without physical inventory.

How to Create Digital Products in 12 Steps..

1. Pick Your Niche

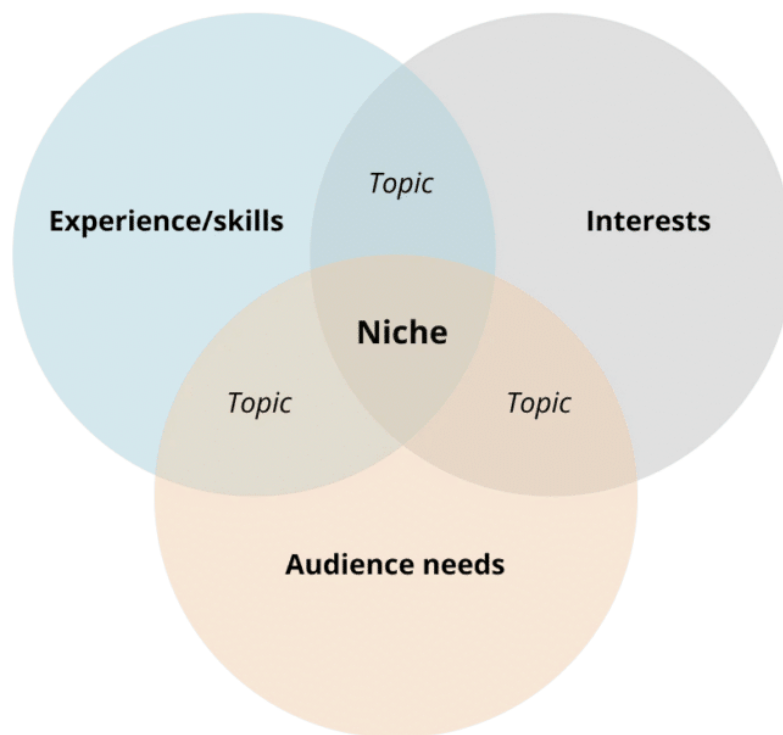
First off, it is vital to pick a niche based on your interest, skill set, and feasibility. *When you find a potential niche, ask yourself:*

- Is there a niche that I'm more interested in?
- What's the degree of my experience and skill set?
- How much competition exists in your niche?
- Do I have the prerequisites to pursue it?

- What topic am I passionate about and can quickly become an expert on?
- What niche is more suited to my interests and provides the most benefits in terms of revenue streams?
- What is of interest now and people want to see?

While you're at it, don't buy into the idea of picking one because it's supposedly more lucrative. Any niche will make you good money provided you're solving a problem.

Sure, some may be too competitive, but your interest level will be a big driving force in beating your competition.



2. Conduct Market Research

Once you've figured out your niche, move on to market research to close in on your target audience, their problems, and your potential competition.

At this stage, your biggest goal is to find out:

“What problem can I solve that people would be willing to pay me for?”

Here are some of the ways you could conduct your market research:

- Explore social media to see what’s trending.
- Join niche-specific groups on LinkedIn and other social networks to find out topics of discussion.
- Use media monitoring tools for comprehensive market research and gather insights from various online sources in one platform.
- Use Google Trends and Google Keyword Planner to know what people are searching for.

You’d want to land on a high-demand and low-competition product as you brainstorm product ideas. Then, analyze what products already exist and how you can fill in the gap to stand out.



3. Understand Your Target Audience

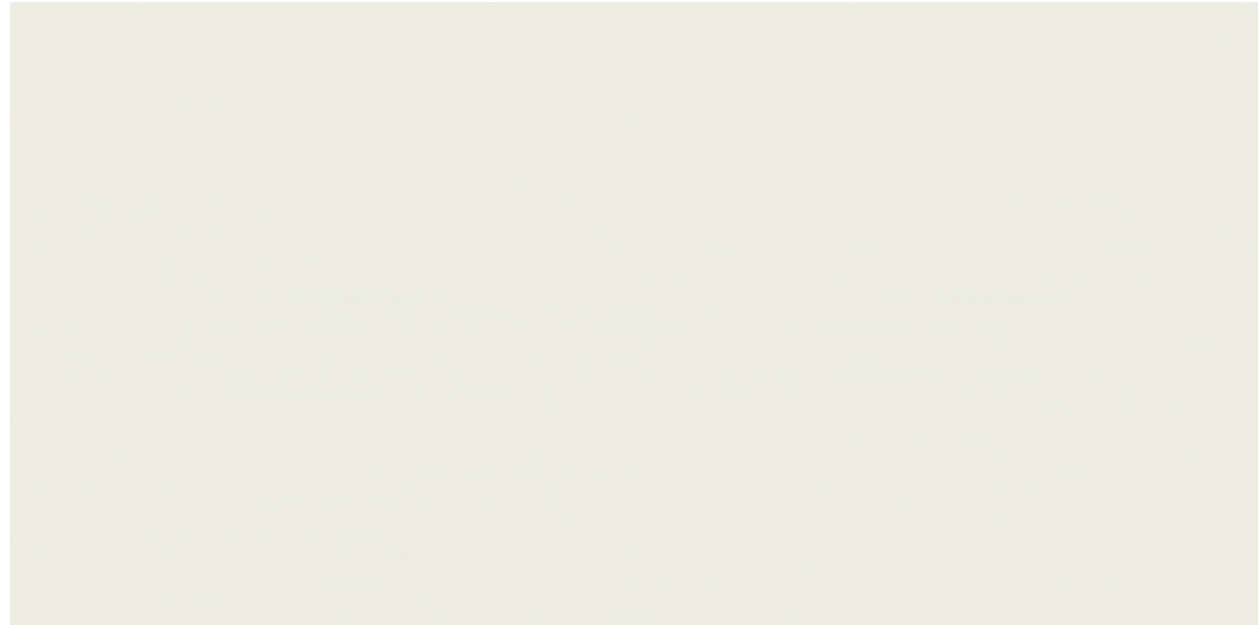
Having an accurate understanding of your target audience's pain points is crucial to product development. *To have a clear picture of your potential customers, create a buyer persona that looks covers elements like these:*

- Personal demographics: age, gender, location, income level;
- Professional demographics (business-specific details);
- Goals, challenges, priorities, motivations, and values;
- Shopping preferences.

You could also send personalized surveys to dive into your audience's problems and exceptions. *Consider including questions like:*

- What's your biggest struggle when it comes to [insert your niche]?
- Would you purchase a product that could solve this problem?

- If I could help you with one thing, what would it be?
- If I make a guide on [insert topic], what format would I like? (List formats like video, print, and audio).
- How much would you be willing to spend on a product that could [insert your solution]?



4. Write a Positioning Statement

By now, you may have got a few ideas for your potential digital product. It's time to create a positioning statement to understand your product clearly. This will help you collaborate with influencers and thought leaders down the road.

Your positioning statement should answer these questions:

- Who is your product for?
- What is your product niche?
- What does your product do?
- What are your product's benefits?
- What separates your product from what's already being offered?

5. Build Your Brand

As an aspiring digital creator, you'll want to build your brand and online presence around YOU. Authenticity and staying true to your values and beliefs are crucial when you want to establish yourself in the online world.

By sharing your perspective on various topics and not being afraid to show your personality in the process, it will be much easier to connect with your audience and build trust with your followers.

Here are some tips for building an authentic brand as a digital creator:

- **Story-driven content:** Share personal stories or experiences that reveal why you started your journey.
- **Visual consistency:** Use a consistent color palette, fonts, and themes across all content platforms.
- **Audio and video signatures:** Adopt unique intros or sign-offs for your multimedia content.
- **Engage in thought leadership:** Share innovative insights about your niche, positioning yourself as an authority.
- **Micro-moments:** Offer quick value through short content snippets like Instagram Stories, Reels, or TikTok videos.
- **Selective collaboration:** Partner with brands or individuals that truly align with your brand values.
- **Brand lexicon:** Develop signature phrases or a unique way of expressing things.

6. Create Your Product (Design and Branding)

Are you brand new to Canva templates? Then this guide will walk you through what type of template to create, how to sell it, and how to drive traffic so people buy it.

Before we dive in, just in case you don't know what Canva is... Canva is a glorious online graphic design tool that's packed with thousands of templates, images and fonts. You can design pretty much anything, including social media graphics, ebooks, business cards and more.



Don't worry if you're not a designer!

You can easily customize pre-made templates or use their drag-and-drop design tools to create your own. It's much easier to learn than Photoshop or Illustrator, which are more complex design tools that you'd have to purchase via a monthly subscription.

What type of Canva templates can you create?

Below are some ideas for templates you can make in Canva:

- Canva Website Template
- E-book page layouts
- Checklists or worksheets
- Planners
- Media Kits
- Brand Kits
- Social Media Packages
- Buy books

Does Canva own my custom template designs?

Nope, you're the owner of your custom designs - as long as they're truly custom!

That means you can't just sell a free native template from Canva's library. For example, you can't just open a template, tweak the colors and images on it, then sell it as your own.

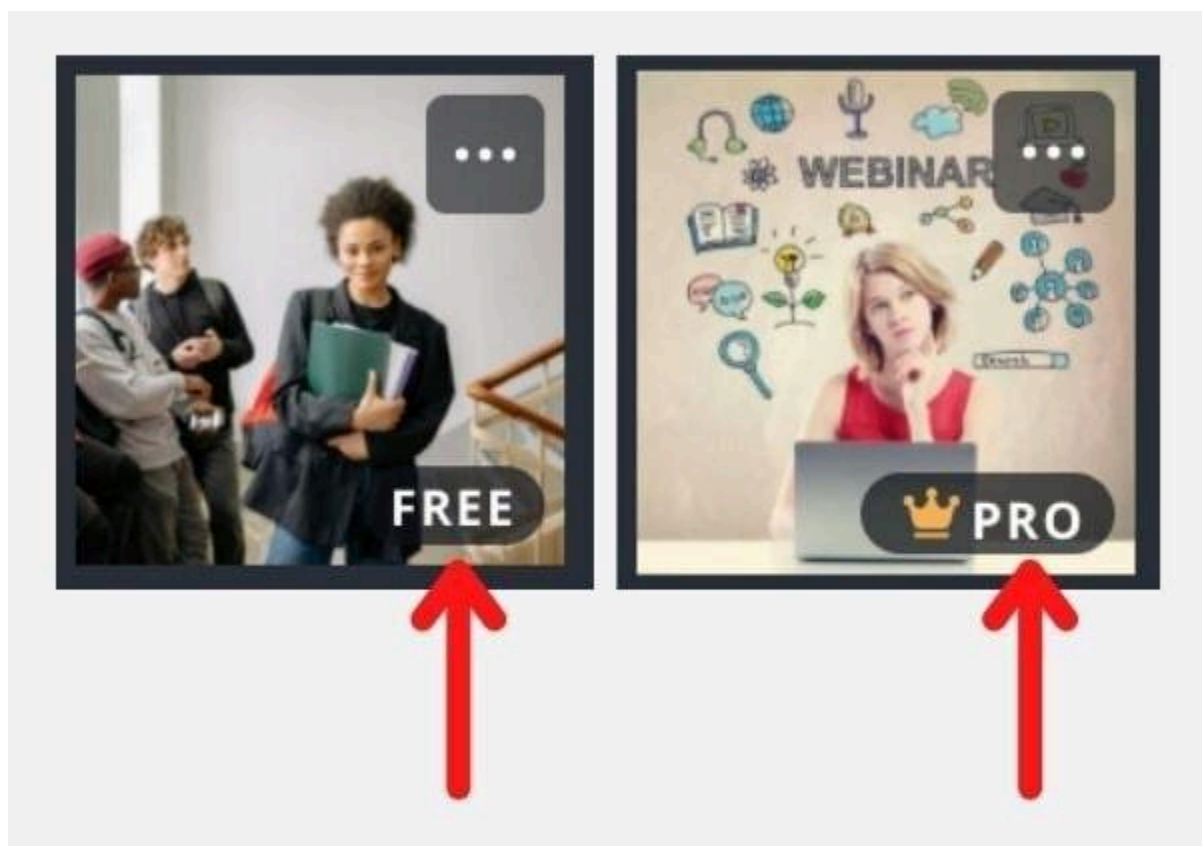
When you make your own template, you're free to use any of Canva's available design elements, like icons and placeholder photos from their library.

Remember, anyone who buys your template will need to have a Canva account in order to use it. So they'll have access to the same usage license to use those design elements themselves.

I recommend only using free elements (fonts, images, graphics) in your template.

Canva has a paid plan called Canva Pro, which grants you access to additional elements exclusive to Pro users.

If you create a template using a pro element, then buyers who only have a free account will either have to upgrade to Canva Pro or purchase that Pro element in order to use it without a watermark.



Why would people buy my template if Canva already has free templates?

While there are many beautiful templates available in Canva's library, they are pretty generic and not tailored to a very specific audience.

You have an opportunity to create a template that targets your ideal clients. You can save them time because you know what specific information and assets they need.

For example, I designed a webinar slide deck template to help course creators and coaches sell their course/program. I include slide layouts that feature key talking points, bonus offers and module breakdowns because I know they will cover that during a sales webinar.

So think about what your audience needs and how you can customize your template to solve those needs.

How do I sell my Canva template?

I'll break this process down into 5 steps.

1. Create your template
2. Set up your online shop and list your template as a product.
3. Get the shareable template link from Canva
4. Include the link in the delivery of your product
5. Promote your template on multiple channels..



7. Set Competitive Pricing

When you're just starting, keeping your prices lower than what your top competition is asking is safer. So, for instance, if you've shortlisted seven competitors, and the cheapest of them is \$10, you'd want to set \$8 or 9 for your digital product.

Some other pricing strategies:

- Use tiered pricing, especially for membership/subscription
- Demonstrate how much they're saving with packages
- Offer a free plan or a free trial
- Include price comparison to assert the market's best price

How much should I price my template? Do some research on similar template products in your industry. On average, how much do they cost and does your template provide similar or even greater value than what's already out there? To

charge on the higher end, your template should be of high-quality, and your product description should highlight its benefits and what problem you're solving.

8. Set Up a Waiting List

What a waste it would be if you invested your time, energy, and budget in a digital product that fails miserably! A waiting list is a great way to validate your product idea and increase its success odds.

The idea is to create hype and get people to anticipate your product. The more people express interest by heading to your signup page, the more you can be confident about your product.

You may want to dedicate a website landing page to your product idea. Use SEO techniques to have the page indexed by search engines and create relevant content to educate your target audiences about your product and its benefits.

It is also a good idea to offer something for free — course concept or downloadable product/service, pre launch discount, exclusive webinar access, and more — in exchange for the recipient's email address.

Once you have the email list, you can start engaging your leads with email marketing campaigns and fuel their interest.

9. Post Free Content

Next up, it's time to get people to your landing page through the indirect route — free content.

Creating high-quality content on your social media page and website is one way you could go about this step.

Make sure to keep your content relevant to your market, up-to-date, engaging, and useful.

If you pull off this part, you'll start making a consistent following. What's better, even some industry experts, brands, and influencers might share your content, giving you more limelight.

Guest posting is another powerful weapon to drive traffic to your product page and get new entries on your waiting list. What you basically do is hunt successful blogs in your niche and pitch them topics you could write on. If accepted, you'll write guest posts for them and use their established audience to your advantage.

Use this opportunity to educate your target audience about your digital product and redirect them to your channels with the embedded links.

10. Create Minimum Viable Product

Before your final product, it's worth making an MVP/beta version to test your product, analyze responses, and make necessary tweaks.

To test your beta version, create a small group of testers, which could include your potential buyers and market leaders. Offer them free access to your beta version and record their experience through a survey.

This could help you find out:

- If your product is solving the “X” problem successfully.
- If your product offers the best value for money.
- What problems were encountered while running your product?
- What was felt missing in your product?
- Improvement suggestions for your product.

Use the collected information to finetune your digital product before its official release. You could also generate testimonials for the positive experiences and post them on your product page to gain the audience’s trust.

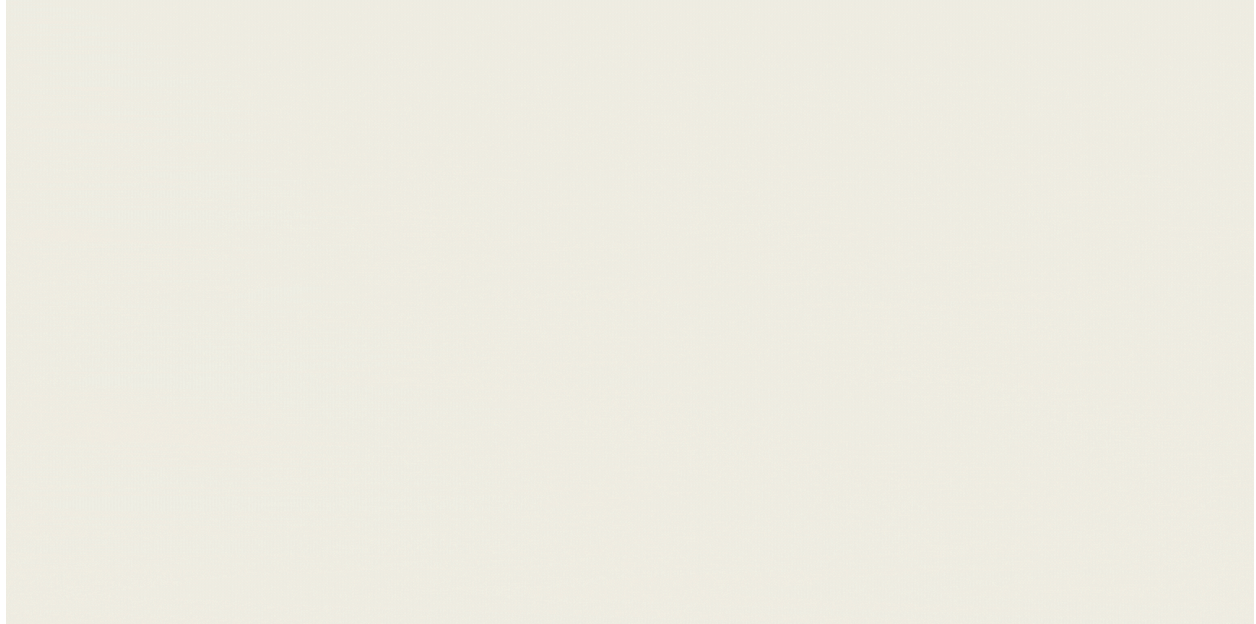
11. Choose Your Platform(s)

Once your product is ready, you’ll need a platform to host and sell it. *At this point, you should know:*

- Where will you sell your digital product?
- How will you collect payment?
- How will you collect and store customer data?
- Create Your Sales Funnel/Create Your Opt-In

Systemeio, Raketph, Etsy, Shopify, Stan Store and Social Media Platform is a powerful content management system that you could safely employ for this purpose.

With its massive collection of themes and plugins, you can create a customized eCommerce website with all the necessary features. Consider adding features like on-site payment processing, subscription billing, email marketing, social share buttons, and software licensing.



12. How to Market your Digital Products (Understand Your Target Audience)

Promote your template on multiple channels...

Once your product is set up in your shop, it's time to promote your template!

Here are some different ways to let your audience know the template is available:

- Email your list that you have a new item added to your shop. Include a link to the product page.

- Post on your social media feed and stories that the template is available. Include a product link in the post or add the link to your Instagram bio. Who is your product for?

-What is your product niche?

-What does your product do?

-What are your product's benefits?

-What separates your product from what's already being offered?

- Invest in paid ads to drive cold traffic to your product page.
- Create a valuable content (reels, short form video, carousel, tutorials, behind the scene, step by step guide)
- Write a blog post that highlights the benefits of the template and include a link to the product page at the end. Then create Pinterest pins that point to the blog post.
- Don't Stop Promoting

Sometimes we can launch a product, get a few sales in the first week and then forget to promote it. If you want consistent sales coming in, I recommend having a sales calendar or timeline so that you consistently promote it to your audience.

Another great little trick is to have promotion section at the bottom of each email you send. Because I send out emails 3 times a week to my email list, they're constantly seeing the

products I'm promoting and I can easily measure click through's by viewing the email report to see which products are doing better with my audience..

I hope this guide has inspired you to create your own Canva template as a digital product for your business.

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