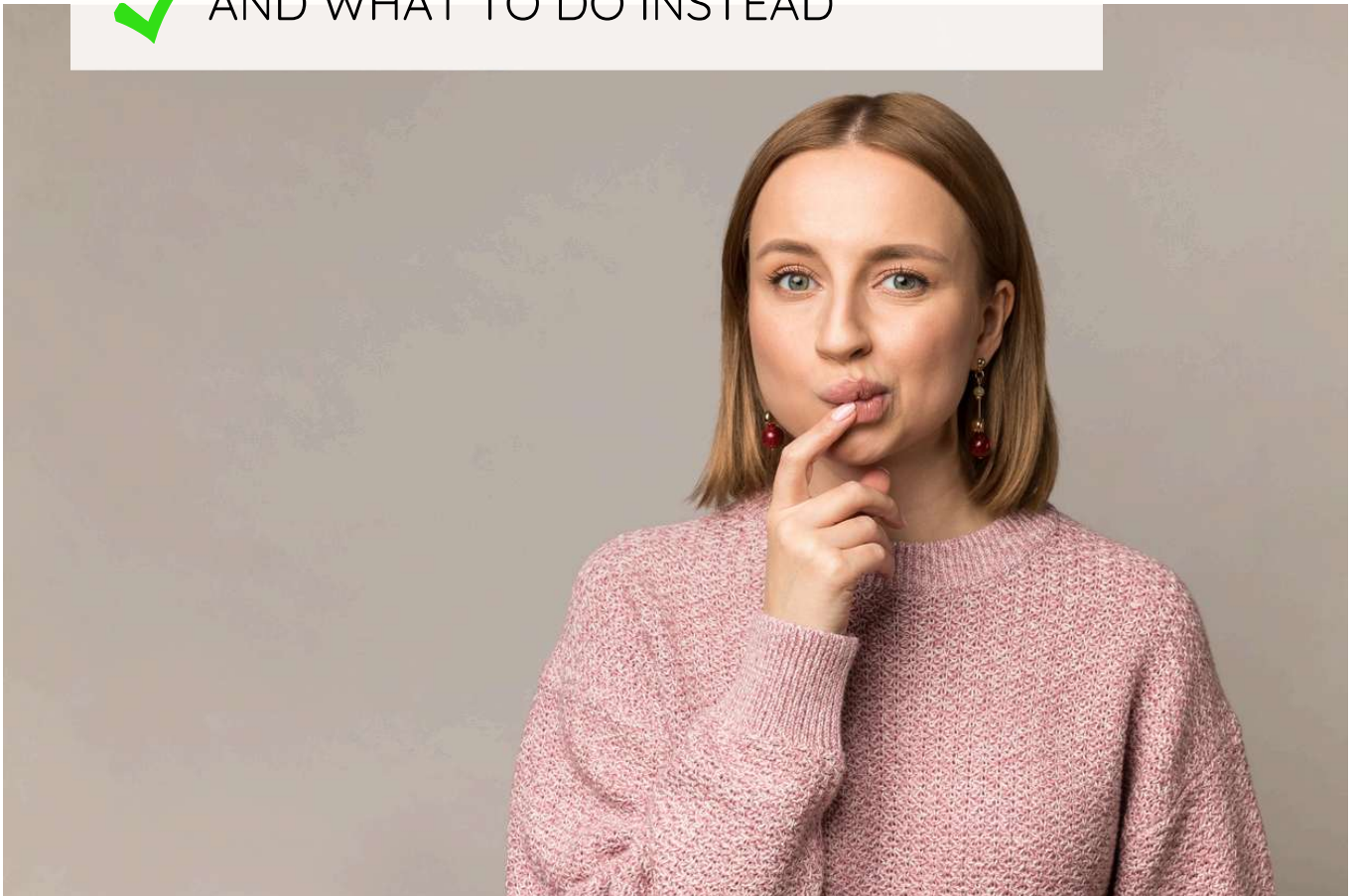


5 Common  
*Mistakes to*  
*Avoid* When  
Starting Your  
Own Side Hustle



AND WHAT TO DO INSTEAD



# Introduction

Starting a side hustle/ selling a course or a digital product can be quite the adventure, filled with excitement and the promise of passive income. Just like any journey, there are potholes and wrong turns that can throw you off track.

In this guide, we'll take a closer look at five of the usual suspects, those pesky mistakes that often trip up budding digital product entrepreneurs.

By getting to know these missteps and understanding how to side-step them, you'll be arming yourself with the savvy and strategies to navigate your path to success with a lot fewer bumps along the way.

Whether you're a seasoned pro or a newbie in the world of digital products, the goal of this guide is to help you steer clear of these hurdles and keep your business journey on the right track.

So, join us as we embark on this voyage of discovery, uncovering how to dodge these five common mistakes and ensuring your digital product business thrives right from the get-go.



## A NOTE FROM THE AUTHOR

Hi there! I'm Steve. With over 20 years' experience in the online world, starting my own side hustles and businesses, I wish I had this document before I made the endless mistakes. If I could go back, these are my top 5 mistakes I've made and learnt from.

It is my passion and desire to help other people join the online world, where you can make money literally while you sleep, make your business evergreen, so that you do the work once and it's done. I will show you my mistakes made on the way and hopefully you learn from them and they will help you on your journey.

MISTAKE #1



## **Not Doing Market Research**



Failing to thoroughly research your target market can be a costly mistake. You could end up creating products that never sell or sell very slowly because not many people are searching for them. You need to create products that people are actually searching for on the platforms you intend to sell them in order to see sales. I will show you some ways to do this on the next page.

## THE FIX



You need to conduct market research to find a product that is in **high demand** with **low competition** (they're out there!). Research tools such as **eRank, Marmalead, and Alura** can provide insights on profitable digital products that will actually sell. Some of these tools even let you analyze competitors' metrics such as sales volume (**TIP: Look for listings that are new (within the past month) that have a high sales volume**). Each of these research tools offer free trials - sign up for the free trials and play around with the tools to determine which you prefer. You can find YouTube tutorials on each of these tools that can help you. Once you decide which one you like, stick with that one. Remember: you want to find keywords with high search volume and low competition.

Don't just make a product because you want to- ensure there is demand or you will struggle to get buyers.

[CLICK HERE FOR A FREE TRIAL OF MARMALÉAD](#)

[CLICK HERE TO SIGN UP FOR THE FREE VERSION OF ERANK](#)

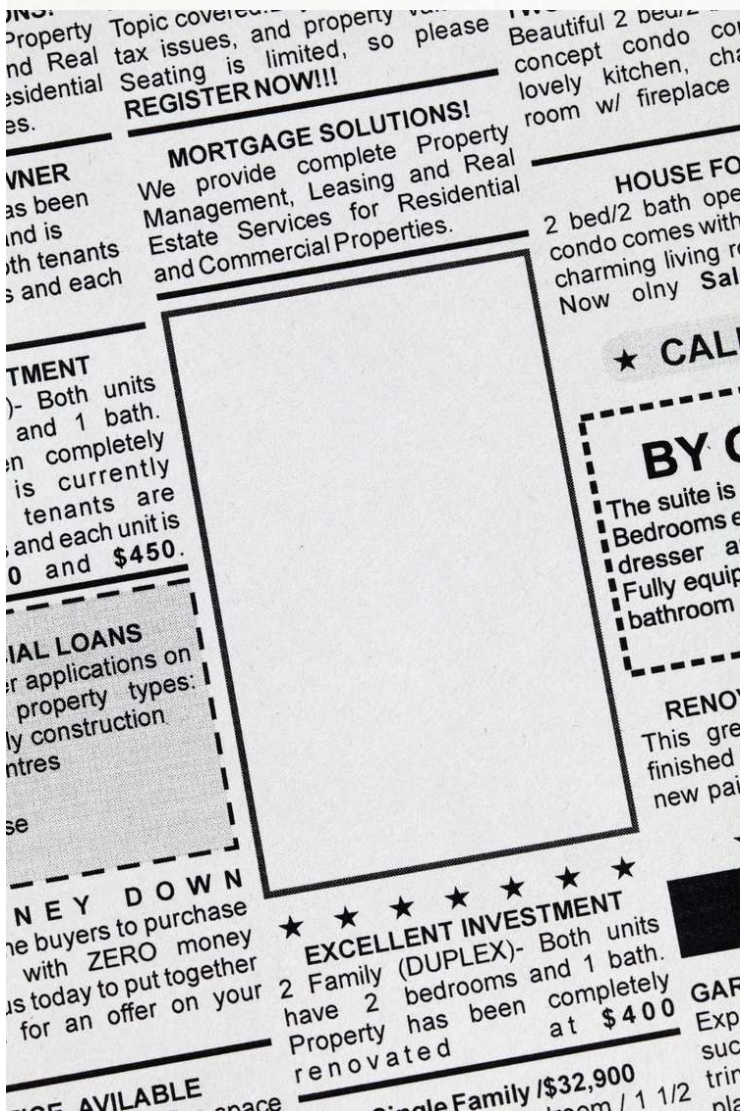
[CLICK HERE TO SIGN UP FOR THE FREE VERSION OF ALURA](#)

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MISTAKE #2



## Running Ads Right Away



Running ads to your digital products without first getting organic traffic can lead to you wasting your money. Your digital products need to be “proven” in the market before ever spending money on ads. You need to make sure that your listings are optimized and that your SEO is on point before calling potential customers to your shop.



## THE FIX



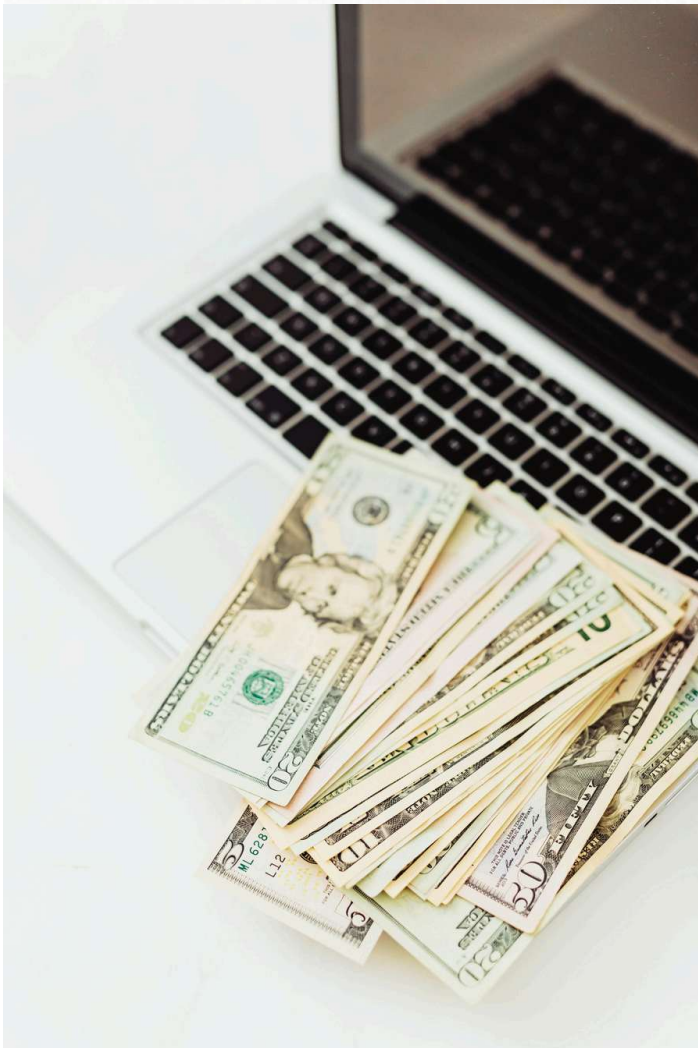
Wait until you start seeing some organic traffic before running ads. **You should be seeing views, clicks, and sales before ever running ads.** This may take a few weeks. It's hard to be patient while waiting for your first sale, I know. **This is why it's important to do your market research to make sure that what you are selling is in high demand, so you can start earning those sales quicker.** The product that is getting the most traffic may not even be what you expect. Here are some other tidbits of advice:

- Make sure that your listing images are attractive and that they clearly show what the consumer will be receiving when they purchase your product. **Keep it simple.**
- Spend time making high quality products- buyers are more likely to convert when you have strong reviews, and to get positive reviews, you need to deliver on what you're promising.
- Make your shop look professional but filling out all "optional" areas. For example: shop banner, announcements, About Me, shop policies, etc. **This gives your shop the appearance of a professional business that you take seriously, which sends the message to buyers that you've spent time on your products and they are high quality.**
- You can start running ads when you have a product that generating a lot of traffic. Start by running ads to that one product

MISTAKE #3



## **Pricing Your Products Incorrectly**



Overpricing can deter potential customers from purchasing your products, resulting in lost sales and revenue. Underpricing gives buyers the sense that your products are low quality, which can also turn customers away. To get sales you need to price your products appropriately for the market and attract buyers so that they purchase from you without going to your competitors.

## THE FIX



Look at your competition's similar listings and consider the following:

- What is the “base” price of the product (before discounts)?
- What kind of discounts are they offering? 50% off? 75% off?
- What is the value of their product? In other words, what is the customer receiving when they purchase their product? Is there a way you can add more value to the product you're offering?

Here are some more things to consider:

- Consider offering your first digital product at a **very low price** to get ahead of the competition- this will draw views & visits and give you a higher conversion rate for sales. **High conversion = more reviews = established credibility = more paying customers.**
- Make sure that in your listing images you highlight the value that the product provides to the customer. What problem does it solve? What benefits does it offer? Price accordingly. **The deliverables should be clear from your images.**
- Be aware of pricing psychology techniques, such as using \$9.99 instead of \$10. People often perceive prices that end in .99 as being lower.
- Create a sense of urgency by offering limited-time discounts or promotions. This can spur immediate sales.
- **Reward loyal customers** with discounts or special offers. This can help retain customers and encourage repeat business. You can even set this up automatically on some platforms,
- Sometimes, it's not just the features that determine value but also how your product is presented. High-quality branding and marketing can increase the perceived value and justify higher prices.
- Monitor the performance of your pricing strategy. If you're not meeting your revenue goals, be prepared to adjust your prices accordingly.

MISTAKE #4



## **Not Optimizing Your Listings To Be Found In Search**



You can offer the BEST high-value product and still not be found in search if you're not optimizing your listing correctly. Neglecting your keywords, listing images, titles, and descriptions can lead to poor sales volume and your product getting lost in the void. On the next page I'll show you some ways to avoid this.



## THE FIX



Even when posting your digital products on a platform, you need to take some simple measures that drive the appropriate traffic to your listing. This includes maxing out the number of keywords you're allotted and crafting strong titles and listing descriptions. You also want to make sure your listing images are attractive, clear, and simple. You can find many YouTube video tutorials on platform-specific SEO strategies. Some helpful advice:

- Make sure you use all the keyword space available to you when you list your products.
- Include your most important keywords in the first few sentences of your listing description - this helps the algorithm and brings in more buyers.
- Make sure your title of your product matches what buyers will type in the search bar. For example, if you're selling a digital planner designed specifically for people with ADHD, put "ADHD digital planner", don't start your title with "fluff" words that buyers wouldn't use such as "Simple, Modern, Clean 105-Page Digital Planner Designed for People with ADHD". You're just wasting valuable title word space and confusing the algorithm.

MISTAKE #5



## **Ignoring Legal & Copyright Issues**



Digital products often involve intellectual property, copyright, and licensing concerns. Ignoring copyright and legal regulations can lead to legal actions against your business. You could face copyright infringement lawsuits, fines, or even cease-and-desist orders that halt your operations. You need to ensure that you have the appropriate licenses for any third-party assets, and understand the copyright and trademark laws that may apply to your products. You also want to make sure your products are protected.

## THE FIX



If you are using a third-party tool to create your digital products such as Canva, you need to make sure that you thoroughly **read & understand their Terms of Use** before posting your product for sale. Here are some other tidbits of advice:

- **Seek the advice of legal experts**, such as intellectual property attorneys or business lawyers. They can help you understand the legal requirements and risks associated with your digital products. I am not a lawyer and therefore not offering legal advice.
- If your digital products are original works, **consider registering them for copyright or trademark protection**. This helps establish your ownership and provides legal recourse in case of infringement. **Clearly define the terms of use** and licensing agreements for your digital products. This informs customers about how they can use your products and helps protect your rights.
- Keep up-to-date with changes in copyright and intellectual property laws, as they can vary by jurisdiction. Laws can change over time, so it's crucial to stay informed about legal requirements that may affect your business.
- If you discover that someone is infringing on your intellectual property, **take appropriate legal action to protect your rights**. Often times you can report their shops so that the platform staff can look into the situation and take appropriate action.