

DIGITAL PRODUCTS

Digital Marketing Success

for beginners

Unlock passive income with
this STEP BY STEP GUIDE how to
create and sell your first
digital product.

D I G I T A L M A R K E T I N G S U C C E S S



Start here...

Welcome to the Passive Profits, your step by step guide to launching your own digital products! I'm thrilled that you have embarked on the journey of making money online with digital marketing and digital products. This guide is jammed packed with my knowledge, experience, tips and tricks on how to build your own profitable online business. It will hold your hand and walk you through every step of the way from identifying your niche to successfully launching and scaling your very own online business.

So let's not wait any longer, and lets get started!

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Why Digital Products?

Selling digital products is an overlooked business model that allows you to monetise your skills, knowledge, and expertise. No physical inventory, shipping headaches, or manufacturing costs. Just create a digital product once and sell it to customers all over the world, 24/7 365 days a year.

Whether your goal is to replace your full-time income or just make some side money, this guide will show you exactly how to:

- Find hungry buyers desperate for solutions in a lucrative niche that matches your interest and expertise.
- Brainstorm and validate digital product ideas guaranteed to sell.
- Quickly create premium digital products from scratch (even non-techies can do this!)
- Confidently price your offer for maximum profits.
- Know how to add an additional income stream by pairing your business with affiliate marketing.



- Get set up to sell and deliver your product digitally in just days.
- Attract customers with cost-effective marketing tactics.
- Helpful email marketing templates that will convert followers into paying customers.
- Stand out from competitors and build a recognized brand.
- Automate your business to multiply your income

Digital products unlock the dream lifestyle - work from anywhere in the world, make money while you sleep, and earn profits long-term with a single creation. Whether you want to sell eBooks, online courses, videos or more, this guide will get you started.

The income potential is truly limitless. Thousands are already making full-time incomes doing this - and you can too. Let's dive in and get your digital product business up and running!

lets do this



CHAPTER ONE

01.

Market Research



TARGET AUDIENCE



MARKET RESEARCH



COMPETITOR RESEARCH





Deciding your Target Audience

As you can probably tell by my content, branding, and the language I use, my target audience is women. I specifically aim to reach everyday women who want to build a business that supports their lives and family.

How to decide your Target Audience/ Niche

- 1.What are your skills and expertise? What is something your really good at, or something your friends ask you to help with.
- 2.Passions and Interests. What do you enjoy doing? What would you enjoy creating or talking about?

Important

You need to make sure you choose a niche that is going to be profitable! Is the audience large enough to sell your products too, do they have the budget, will they be a long term viable option?

Who would be your ideal client? Be as specific as possible when identifying who you would like to serve. Think in terms of a broad audience such as women and narrow this down further. For example, SAHM who work full time but want to make additional income on the side. This is important to be able to pin point pain points that your product will solve (and for your marketing!)

Use the questions above as a guide to identify your niche and narrow down your target audience. Be as specific as possible.

Target Audience

Once you have selected your target audience its time conduct market research on what pain points and problems your niche encounters. Once you have identified the key ones, try to be even more specific and identify another five problems. These five sub-problems will enable you to stand out from your competition and help you to come across as an expert within your niche.

Ask yourself the following questions and make a note of the answers.

What are you ideal customers dreams?

What do they dread doing (in relation to your niche) ?

(for example - finding healthy recipes to cook, creating social media content)

How does the problem make them feel?

Are there any areas of the niche that confuse them?

What would their life look like if they achieved the results they want?

How have they already tried to solve the problem and why did the fail?

Write some ideas down for what problems your ideal customer is facing and how you could solve them using your skills and experience.

[illegible]

Using the above questions to help, can you identify what is the biggest pain point your ideal client is experiencing? (Your product will then aim to solve this!)



What would the outcome be, once they have implemented your solution (product)



Once you feel confident you have identified the a core problem your target audience is having, and you have a solution its time to work on developing your Digital Product and conducting further market research to validate your idea.

Types of Digital Products

We will dive into this in more detail in another chapter, but now is a good time to think about what your digital product will be and the format you will deliver it. Here are some ideas to get your creative juices flowing

- eBooks
- Mini Courses and Workbooks
- Templates (e.g google sheets, spreadsheets, Canva templates, Websites)
- Digital Art or illustrations
- Software of Apps/Tools
- Membership site (with access to templates, courses, guest speakers etc)

Validate your idea

Validating a digital product idea is crucial to ensure that there is demand for your product and that it will resonate with your target audience. Here are steps you can take to validate your digital product idea:

Etsy Marketplace

I love using Etsy marketplace as a tool to validate my digital product ideas. Search for your product, and see if there is demand! Are there search terms relating to your product, populating in the search bar when you type it in. Looking at the first page of results, are there bestsellers and what is the volume of sales on the shop. This can help you to identify products that are going to be in demand.

You do not want to waste your time creating a product that you think is amazing, but there isn't enough demand.

Keywordsearch (paid but has a free trial)

Type in your product ideas and search terms to see the google search volume and demand for that product. This can help you to find a profitable product by identifying low competition keywords! You can cross reference with Etsy and other sales platforms to see how many products are available.

Pinterest

You can use the Pinterest search bar to see what others are searching for! You can also filter the search bar option by products to see what similar products are available.

Once you have landed on a product you think will have high demand, its time to conduct competitor research and think about how you can differentiate your product!

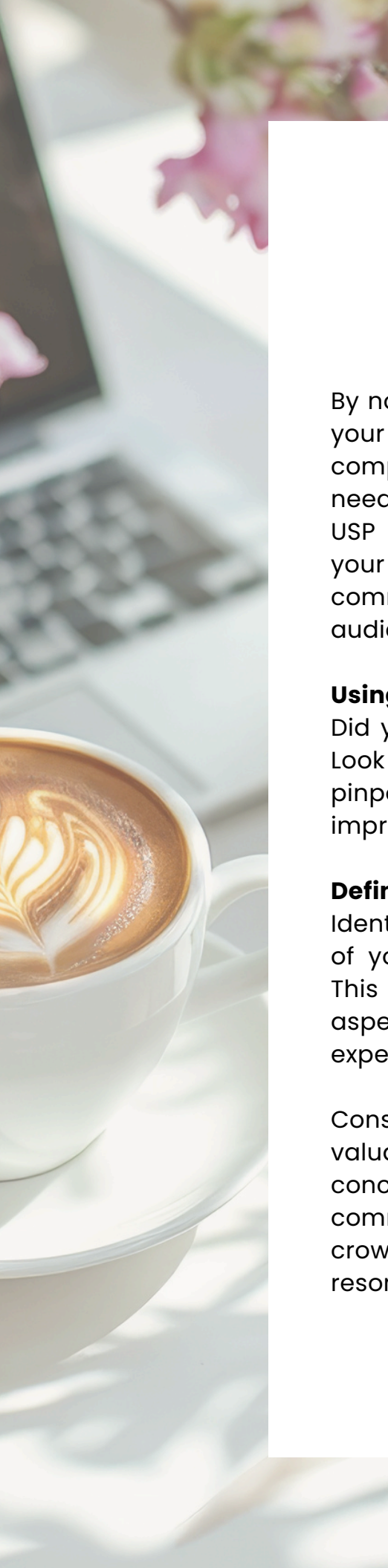


Competitor Research

Before moving on to the next stage, take a moment to have a look at what your competitors are doing well and not so well. This will help you identify trends, popular features, and most importantly - gaps in the market that you can target! How can your product stand out, and be unique. Why would someone choose to buy yours over the competition?

Use the below table to map out your competitor research.

[illegible]



Your USP

By now you should have identified your target audience, your in demand product and have a grasp on what your competitors are offering. In order to be successful, you need to differentiate your product - this is known as the USP (unique value proposition). Your USP is what sets your digital product apart from the competition and communicates its value proposition to your target audience.

Using your competitor research

Did you identify any gaps where competitors fall short? Look at feedback and reviews, and see if you can pinpoint anything that is missing or that you could improve upon.

Defining your USP

Identify any unique features, functionalities, or benefits of your product that differentiate it from competitors. This could include superior quality, stand out design aspects, a unique perspective based on your own experiences.

Consider what makes your product truly unique and valuable to your target audience, and articulate it in a concise and compelling way. Consistency and clarity in communicating your USP will help you stand out in the crowded digital marketplace and attract customers who resonate with your unique value proposition.

CHAPTER TWO

02.

Create your Brand



BRANDING



BRAND AESTHETIC





Your Branding

Okay, now for the fun stuff! Your branding is where a lot of your own distinct styles, tastes, and personalities really can come out. And there's SO much that can go into your brand, even more so than just fonts and colours.

For your brand, you will want to consider things like:

- **The “tone” of your messaging** (i.e. serious, casual, funny, sassy, professional, inspiring, authentic, etc.)
- The **style of your products** and social media (i.e. feminine, modern, minimal, luxurious, bold, bright, moody, etc.)
- The **values you communicate** in your content and decision-making (i.e. ambition, gratitude, family, success, motivation, freedom, adventure, joy, etc.)
- Your **“brand story”** (i.e. your personal story or parts of your journey that will resonate with your target audience)

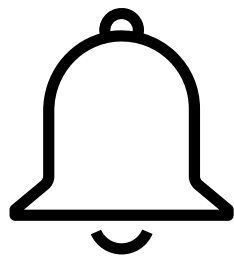
I won't be diving too deep into branding as that's a whole topic in itself but let's cover the essentials to get you set up.

1) THE NAME OF YOUR PRODUCT

2) YOUR BRAND AESTHETIC

Creating your Brand Aesthetic

When thinking about your brand is important that the aesthetic matches with your brand personality and your messaging. If your brand is fun and feminine, pink might be a perfect color choice, but if your target audience is men this might not be the case.



REMEMBER THIS
USEFUL TIP

Pinterest can be a great place to find color inspiration! You can just type "Instagram color palette" into the search bar and look through the photos that come up. But remember: Sometimes less is more! You don't want too many colors.

I recommend searching Instagram, Pinterest or other platforms to find brands you like, but that are also reflective of your products and business values. You can then use this as a basis for inspiration in building your own brand.

Action: Use Canva to create your own brand board, and collect stock images that suit the brand style from websites such as pexels and unsplash. When choosing a color palette consider color psychology. Try to select two or three fonts for Header text, Subtitles and the Body text.

CHAPTER THREE

03.

Create your Digital Product



CREATION AND DESIGN



BONUSES AND VALUE



FORMATTING



Creating your Product

Step 1: Understanding Digital Product Types

Templates: What are they?

Think of templates as the skeleton of a final product. They're the basic structure, waiting for someone to add their own flair and details.

Examples:

- Social media post templates
- Resume templates
- Invitation designs
- Planner or journal layouts
- Website templates
- Notion templates

Templates are a popular digital product, I have sold thousand of templates and they are always an in demand area. Who doesn't love a shortcut to having something designed for you.

Downloads: What are they?

Downloads are the finished piece. They're ready-to-use products that customers can directly incorporate into their projects or lives.

Examples:

- Printable wall art
- Pre-made logos
- Stock photos
- E-books or guides
- Planners and journals
- Saving challenges

Creating your Product

Step 2: Decide Which to Sell

Now, this is where your creativity and market research collide! Here are some questions to guide your decision:

1. **Skill Level:** Are you better at creating a basic design that users can customise, or do you excel at crafting finished, detailed pieces?
2. **Customer Base:** Do your customers love getting crafty and personalizing things, or do they prefer ready-made solutions?
3. **Maintenance:** Templates may require updates if software (like Canva) makes changes. Downloads might be more "create once, sell forever" kind of products.
4. **Pricing:** Typically, templates can be priced a bit lower as customers do the final customization, while downloads might fetch a higher price since they're complete products.

Think about which format will be best for customers to get the results they desire, and what do you feel confident in creating!

Step 3: Nail your Niche

We have already discussed selecting your target audience and niche but here are some extra tips to help with product creation.

2. Trendspotting:

Use tools like Etsy's Trending Items or Google Trends. Is there a particular product within your niche that is trending right now? Or is there a trend in general for example a peachy tones - which you could apply to your products. Maybe you create peachy coloured branding kits, social media templates etc.

3. Customer Needs:

What are customers looking for? Are there repeated requests or gaps in the market? For instance, if you notice a demand for boho-chic presentation templates and no one is offering them, bingo! Try and speak with your target audience on social media or ask polls on Instagram stories etc.

Designing your Product

Let's talk about designing your digital product!

Yes, you have the rights to rebrand and resell this Guide; however, I also don't want you to be afraid to make this product your own!

In fact, your people are going to want to buy your product more when you DO make it your own, when you put your own personality and branding into it.

Here is what making **this** product your own can look like,

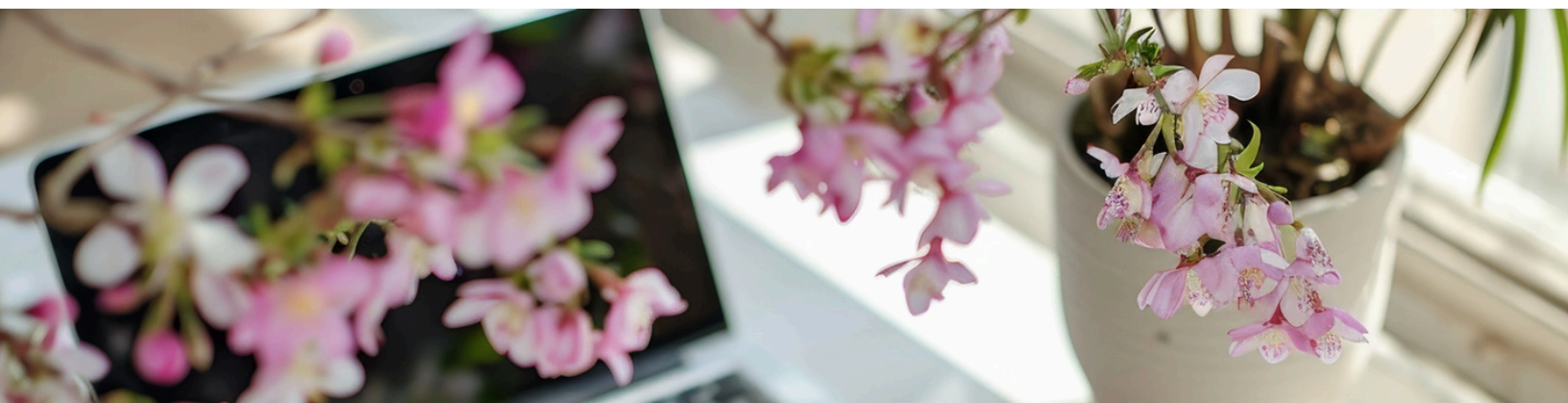
Step 1.

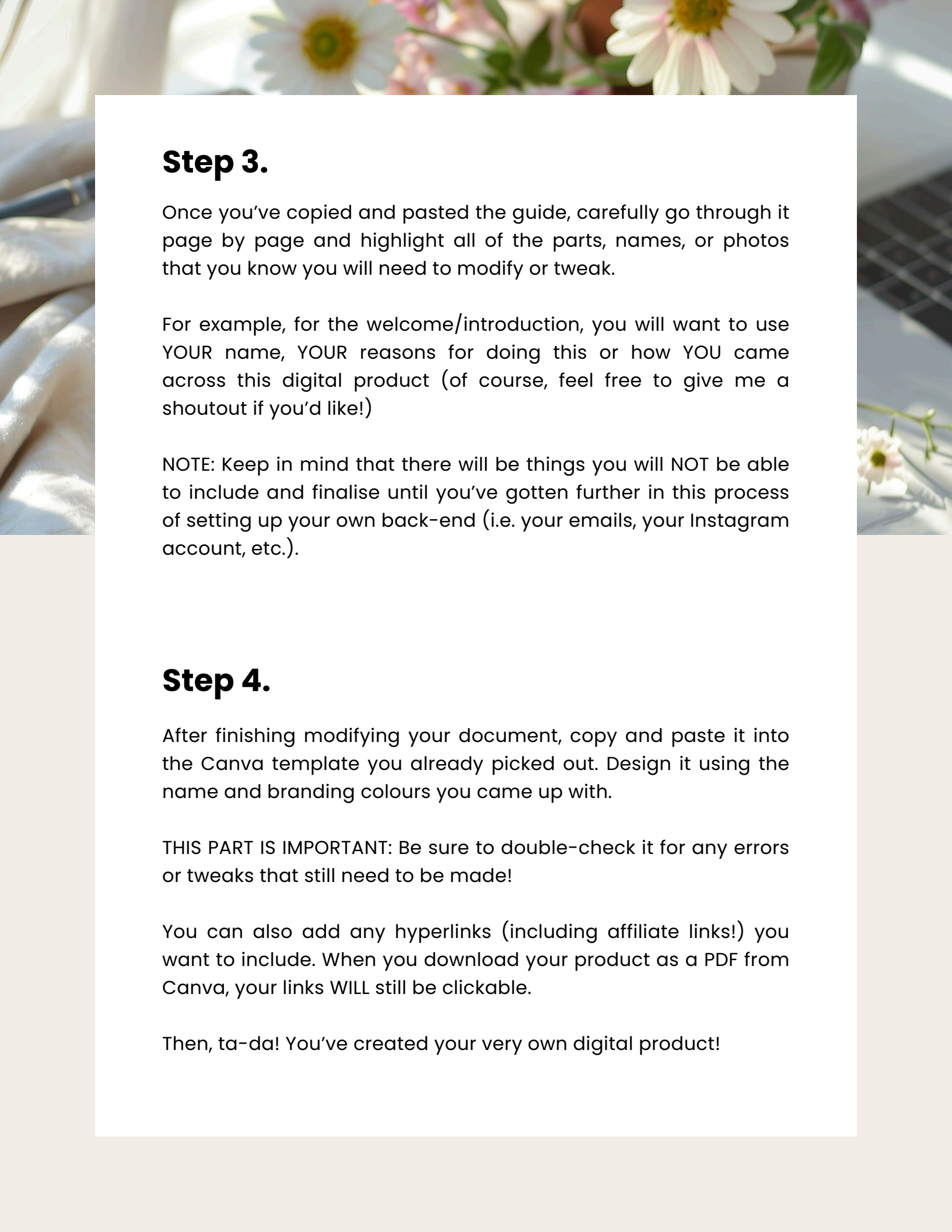
Create your own brand board in Canva and find stock images that suit your brand aesthetic if you haven't already. Find an **eBook or Document template on Canva** that you like. Keep in mind that even with a great template you choose, you will likely need to move components around and play with the fonts & size to help fit all this juicy goodness into it!

Step 2.

Put your Canva template aside for now, and move on to actually deciding what's going to go onto your pages!

For this, you can just pull up a new Google Doc or a Note inside your Notes app. Then COPY and PASTE this guide into it or edit straight here on Canva.



A decorative background featuring a close-up of white daisies with yellow centers and pink-tinted petals. In the background, a portion of a laptop keyboard is visible on the right side, and a blue pen lies on a light-colored surface on the left side.

Step 3.

Once you've copied and pasted the guide, carefully go through it page by page and highlight all of the parts, names, or photos that you know you will need to modify or tweak.

For example, for the welcome/introduction, you will want to use YOUR name, YOUR reasons for doing this or how YOU came across this digital product (of course, feel free to give me a shoutout if you'd like!)

NOTE: Keep in mind that there will be things you will NOT be able to include and finalise until you've gotten further in this process of setting up your own back-end (i.e. your emails, your Instagram account, etc.).

Step 4.

After finishing modifying your document, copy and paste it into the Canva template you already picked out. Design it using the name and branding colours you came up with.

THIS PART IS IMPORTANT: Be sure to double-check it for any errors or tweaks that still need to be made!

You can also add any hyperlinks (including affiliate links!) you want to include. When you download your product as a PDF from Canva, your links WILL still be clickable.

Then, ta-da! You've created your very own digital product!

Formatting your Product

Design and formatting play a crucial role in capturing your audience's attention and delivering information effectively. Consider the following points:

Choosing visually appealing layouts and themes:

- Select a layout and theme that aligns with your brand and enhances the overall aesthetics. You should already have your branding mapped out, and consider how you would like potential customers to feel when they see your brand.
- Use consistent colors, fonts, and formatting throughout to create a cohesive and professional look. Refer to your brand board, and use the same group of stock images across the design.
- Incorporate whitespace to improve readability and avoid clutter.

Utilizing design tools and software for professional-looking visuals:

- Use graphic design tools like Canva or Adobe Creative Suite to create visually appealing content.
- Make sure that images, creatives, and other visuals are high-quality and optimized for Social media.
- Pay attention to font choice, size, and formatting to ensure readability across different devices.

REMEMBER, THE KEY TO A SUCCESSFUL DIGITAL PRODUCT IS TO DELIVER REAL VALUE, AND A TRANSFORMATION FOR THE CUSTOMER. YOUR PRODUCT NEEDS TO SOLVE A PROBLEM FOR THEM, WHILST ALSO PROVIDING A POSITIVE EXPERIENCE.

Naming your Product

When it comes to naming your product, you will want to be thinking about what's going to be the clearest and simplest way to communicate what you're offering to your target audience.

If you want to resell this guide phrases like "passive income", "digital product", "DFY" or "done-for-you" are obviously great ones to consider incorporating!

But you also can add your own values and language to this, whether that might be "joy", "freedom", "wealth", "passion," "purpose," etc.

Aim for a name that communicates the core value and convinces your audience why they need this particular product. The name of your product plays a crucial role in conversion.

Tips on naming digital products:

- Make it descriptive - Clearly communicate what the product is about and the core benefit.
- Keep it simple and catchy - Easy to remember, spell and say. Avoid overly complex or confusing names.
- Use keywords - Work relevant keywords into the name to optimise for search engines.
- Evoke emotion - Trigger feelings like excitement, intrigue, and curiosity that compel clicking.
- Tell a story - Names that hint at a journey, transformation, or big promise hook attention.
- Use the "Incredible Blank" formula - Describe what makes your product remarkable.
- Leverage prefixes/suffixes - Add beginning/endings like Pro, Elite, 101, Essentials, Made Easy, HQ.
- Consider acronyms - Turn a long product name into a memorable acronym.
- Test options - Survey target audience on name preferences and measure response.

Additional Value

Providing additional resources and bonuses can significantly enhance the perceived value of your digital product. Whilst you do not have to do this for every product, it can be a great way to increase sales.

Consider these strategies:

Creating additional resources or bonuses to enhance the product's value:

- Develop supplemental materials, such as cheat sheets, templates, or resource lists, that complement the main content.
- Offer bonus content like bonus chapters, expert interviews, or case studies to provide additional insights and perspectives.
- Consider providing lifetime updates or access to a members-only area for ongoing value.

Incorporating worksheets, checklists, or exclusive access to a community:

- Include interactive worksheets or checklists that help customers implement what they've learned.
- Offer access to a private community or forum where customers can connect, share experiences, and seek support. This could be a private facebook group for group mentorship or something similar.



Example Bonus Products

Example for Cooking and Fitness Niche:

Imagine you've created an all-inclusive digital product, "The Ultimate Meal Planner: Simplify Your Nutrition Journey," aimed at health-conscious individuals seeking to streamline their meal planning and adopt healthier eating habits. To enhance the appeal of your product, consider incorporating the following bonuses and extras:

- Customizable Recipe eBook: Access a bonus recipe eBook with diverse, nutritious, and easy-to-prepare meal ideas.
- Interactive Grocery List Generator: Seamlessly generate shopping lists based on your selected meals, reducing food waste and simplifying grocery shopping.
- Nutritional Tips and Guides: Get informative guides on nutrition, portion control, and building balanced meals.
- Exclusive Meal Planning Webinars: Join live webinars with nutrition experts for interactive discussions and personalized advice.
- 7-Day Meal Challenge: Participate in a guided 7-day meal challenge with daily meal plans and recipes, supported by a private community for motivation and support.

Example Bonus Products

Example for Make Money Online Niche:

Imagine you've created a comprehensive online course titled "Make Money Online Blueprint" to help individuals explore different income streams and start their online business journey. To make your course highly valuable and enticing, you decide to include the following bonuses and extras:

1. **Profitable Niche Finder Tool:** Gain access to an exclusive tool that simplifies niche research by analyzing market demand, competition, and keyword data, helping you discover profitable niches to focus on for your online business.
2. **Actionable Business Plan Template:** Receive a step-by-step business plan template that guides you through developing a comprehensive strategy for your online venture, covering essential aspects like target audience, revenue streams, and marketing tactics.
3. **Personalized Business Idea Review:** Get the opportunity for a limited number of one-on-one sessions, where you'll receive expert feedback and validation on your business ideas, ensuring they are viable and aligned with your goals.
4. **Private Community Access:** Join a supportive and dedicated online community exclusively for course participants, fostering networking, collaboration, and the sharing of success stories and experiences.
5. **Income Streams Playbook:** Explore a comprehensive playbook detailing various online income opportunities, such as affiliate marketing, e-commerce, digital products, and freelancing, with practical tips and success stories to help you choose the best income streams for your business.

CHAPTER FOUR

04.

Price your Digital Product



PRICING METHODS



PRICING EXAMPLES



Pricing your Product

Setting the right price is crucial to maximize profits for your digital product. Here are some tips:

- Research current market pricing - Analyze what competitors are charging for similar products. Is there a common price range?
- Price based on value, not effort - Don't just base it on your time invested. Price according to the value you provide customers.
- Consider production costs - Account for expenses (tools, software, services) to create the product.
- Test different prices - Offer the product at different prices and see which converts best.
- Offer tiered pricing - Have a low-priced introductory version and a higher-priced premium version.
- Think recurring revenue - Rather than a one-time purchase, consider a subscription model.
- Use pricing psychology - Leverage strategies like charm pricing (\$37 instead of \$40)

Popular pricing models

- **Low ticket** - \$10 to \$50. A higher volume of sales is needed but a lower barrier to purchase.
- **Mid ticket** - \$500 to \$300. Balance of profit margin and easier selling than a high ticket.
- **High ticket** - \$300+. Maximizes per sale profit but smaller customer base.

No one price is right for every product. Test different prices and closely track conversion rates to find the optimal price. Remember, you can always raise or lower prices in the future. Start somewhere and let real market feedback guide your pricing strategy.

I also priced mine ending with 7 because there's a "rule of thumb" in the online business world around ending your price with a 7 to boost conversions (odd, I know, but I just roll with it!).

Pricing your Product

Pricing your Product

Let's do a quick brainstorming exercise to help you think through how to price your digital product.

Grab a piece of paper and answer the following questions:

- *What is the core value/benefit your product provides customers? How will it help them?*
- *What pricing range are competitors selling similar products for?*
- *What production costs will you incur to create the product? Account for your time, tools used, and services needed.*
- *What price point aligns with the value you are providing? Consider the transformation you can create.*
- *What price seems fair and reasonable to your target customer?*
- *What price could maximise your profit margins? Consider recurring revenue models.*
- *What introductory price may attract new customers to try your product? Think tiered pricing.*
- *What premium price could upsell customers once they see your product's value?*

Now examine your answers. Given the market, value provided, and your goals, what initial price range seems viable to test? Jot down a low and high price estimate.

This exercise should give you a clearer sense of pricing factors to consider. Remember to start on the lower end, validate demand, and raise prices over time as you build authority and trust.





Pricing Examples

Ebooks - \$10 to \$50

- Entry-level ebooks with short content and quick tips.
- Advanced ebooks are around 100 pages with more detailed training.

Online Courses - \$100 to \$500+

- Video/PDF-based courses with 5-10 modules of content.
- Comprehensive virtual classroom-style courses.

Membership Sites - \$20 to \$100+ per month

- Monthly access to content dripped over time.
- Different membership tiers at varying prices.

Video Training Series - \$100 to \$300+

- Sets of instructional videos delivered online.
- Higher prices for 10+ hours of video content.

Templates/Toolkits - \$15 to \$100

- Editable templates for documents, social media, graphics.
- Toolkit bundles multiple templates/downloads.

Audio Training Programs - \$50 to \$200

- 2-10 hour audio training program.
- Higher pricing for premium production value.

Journals - \$10 to \$30

- Digital journals/workbooks with prompts and exercises.
- Add on bundles with multiple journals.

CHAPTER FIVE

05.

Set up your Systems



STAN STORE



SYSTEME.IO



ALTERNATIVE PLATFORMS



Stan Store

Out of all of the programs or host sites for digital products that are out there, one of the most popular and beginner friendly options is Stan store.

It's a straightforward, yet robust way to get digital products into the hands of those who need them. In this section, we're breaking down the steps to setting it up step-by-step. Let's get into!

Stan.Store is an e-commerce platform designed to sell digital products effortlessly. From memberships to digital downloads to coaching, it offers a one click link you can put in your social bio that is customisable. It has detailed analytics and can be easily integrated with payments Stripe & Paypal. Plus, integrates easily with Zoom, Zapier, Mailchimp & Google Calender. It really is ideal for businesses of all sizes!

Step 1: Register and Access Dashboard

1. **Visit Stan.Store:** Head to the Stan.Store website and sign up.
2. **Dashboard:** Once your account is active, you'll find yourself on the dashboard. This is where the magic happens!

Step 2: Create Your Product

1. **Go to 'Products':** You'll find this tab on your dashboard.
2. **Add New Product:** Click on the 'Add New' button.
3. **Product Details:** Fill in your product name, price, and other necessary details. This is also where you'll upload your digital product.

Step 3: Customise Your Storefront

1. **Store Settings:** Navigate to the 'Store' section in the dashboard.
2. **Theme and Design:** Choose a theme and use the drag-and-drop feature to place elements.

Step 4: Generate Leads with a Landing Page

- **Create a New Page:** Go to the 'Pages' tab and click on 'Create New'.
- **Design & Content:** Make it captivating! Add text, images, and an opt-in form for lead capture.

CTA Button: A must-have! Make sure it stands out.

Stan Store

Step 5: Implement Email Capture

1. **Opt-in Form:** Place an opt-in form on your landing page.
2. **Lead Magnet:** Sweeten the deal by offering something valuable for free, like a guide or a discount code.
3. **Email Integration:** Stan.Store allows you to integrate with popular email services if you wish. Set this up to collect those emails. I use Mailchimp.

Step 6: Email Sequencing

1. **Automated Campaigns:** Create automated email campaigns to nurture your leads.
2. **Content Planning:** Plan a sequence of emails that offer value, build trust, and subtly introduce your product.
3. **Trigger Setup:** Set triggers like 'new subscription' to kick off the email sequence.

Step 7: Payment and Checkout

1. **Payment Gateways:** Configure payment gateways easily like Stripe or PayPal under the 'Payments' tab. (Some useful links for creating a Stripe account - [WATCH THIS](#))
2. **Checkout Page:** Ensure it's streamlined for ease of use.
3. **Security:** Double-check all security protocols.

Step 8: Upsells and Cross-Sells

1. **Add Additional Offers:** Use the 'Upsell' feature in Stan.Store to add related products.
2. **Cross-Sell Strategy:** Implement this to introduce additional, complementary items at the checkout.

Step 9: Analytics and Optimisation

1. **Track Metrics:** Use Stan.Store's analytics to track metrics like visitor count, conversion rate, and more.
2. **Test and Tweak:** Use A/B testing to optimise your sales funnel.
3. **Updates:** Keep your product and content updated based on analytics and customer feedback.

Systeme.io

I personally love to use [systeme.io](#), especially as it is an all in one solution for email marketing, and building sales pages and funnels. I also love to use Etsy to sell my products, because it already has a built in audience and doesn't rely on my social media presence.

But of course there are lots of different options, and we'll explore various platforms that cater to digital product entrepreneurs like yourself.

Each platform offers unique features, pricing structures, and user experiences, so it's essential to make an informed decision based on your specific needs and goals.

Of course you can just run with one, like a Stan Store, and keep it simple, but I want you to know the other options available/

Systeme.io:

Here's your guide on using Systeme.IO to create a sales funnel and set up email campaigns for your digital product business. In this guide, we will walk through the steps to leverage Systeme.IO's features and functionalities to drive sales and engage with your audience effectively.

Section 1: Getting Started with Systeme.IO

1.1 Sign Up and Set Up Your Account:

- Go to the [Systeme.IO](#) website and sign up for an account.
- Follow the on-screen instructions to complete the registration process.
- Once registered, log in to your account dashboard.

1.2 Familiarize Yourself with the Interface:

Explore the different sections and features available in the System.IO dashboard. Get acquainted with the menu options, settings, and integrations.

Systeme.io

Section 2: Creating Your Sales Funnel

2.1 Plan Your Sales Funnel:

- Define your target audience and understand their needs and pain points (steps explained in the previous chapters)
- Decide on the digital product(s) you want to offer and map out your sales funnel accordingly. Let's use a freebie funnel for this example

2.2 Design Your Funnel Pages:

- Click on "Sales Funnels" in the Systeme.IO dashboard and create a new funnel. For a freebie funnel select a squeeze page.
- Design your funnel pages, including the opt-in squeeze page, and thank-you page.
- Use Systeme.IO's drag-and-drop editor to customize the pages with compelling content and visuals.

2.3 Set up Automation:

- Create automation rules based on customer actions, such as purchases, email opens, or link clicks.
- Use automation to trigger follow-up emails, upsells, and personalized offers

Features I love include adding order bumps to maximise the sales revenue at checkout and also countdown timers to create scarcity.

Section 3: Testing and Optimization

3.1 Test Your Funnel and Email Campaigns:

- Before launching your sales funnel, test each step and email to ensure everything works correctly.
- Make test purchases and verify that customers receive their digital products seamlessly.

Systeme.io

3.2 Monitor Funnel Performance:

- Track key metrics such as conversion rates, click-through rates, and sales.

Analyze customer behavior and identify areas for improvement

3.3 Optimise Your Funnel and Email Campaigns:

- Based on the data gathered, make data-driven decisions to optimise your sales funnel and email campaigns.
- A/B test different elements like subject lines, call-to-action buttons, and email content to improve performance.

Section 4: Launching Your Sales Funnel

4.1 Go Live with Your Funnel:

- Once you are confident in your sales funnel's performance, it's time to launch it to the public.
- Share your funnel link on your website, social media, and other marketing channels.

4.2 Monitor and Iterate:

- Keep a close eye on your funnel's performance and make adjustments as needed.
- Continuously test and iterate to improve conversion rates and maximise sales.

With Systeme.io, you can scale your business easily! Create a sales funnel and set up effective email campaigns to promote and sell your digital products. You can use features such as upsells and order bumps as profit maximisers. I like to build a tripwire funnel to turn my leads into paying customers.

**[Grab my free digital product sales page for
systeme.io](#)**



Alternative Platforms

Gumroad

- Gumroad is a user-friendly platform that allows you to sell digital products directly to your audience.
- It offers a simple setup process, making it ideal for beginners and content creators looking for a hassle-free experience.
- Gumroad's built-in marketing tools enable you to promote your products to your email list and social media followers easily.
- The platform charges a small fee per transaction, ensuring you keep a significant portion of your profits.

Teachable

- If you're planning to sell online courses or educational content, Teachable might be the perfect fit for you.
- Teachable offers robust course creation and management features, including customisable branding and student engagement tools.
- With a user-friendly interface, you can create and publish courses without any technical expertise.
- Teachable also supports multiple payment gateways, ensuring smooth and secure transactions..



Alternative Platforms

Shopify

- Although primarily known as an e-commerce platform for physical products, Shopify also caters to digital product sellers.
- Shopify's extensive range of themes and customisation options allow you to create a professional and branded storefront.
- With its app ecosystem, you can integrate various tools and plugins to enhance your selling capabilities.
- Shopify's robust inventory management and order processing systems ensure a smooth selling experience.

WooCommerce

- If you're already running a WordPress website, WooCommerce can be an excellent choice to sell your digital products seamlessly.
- WooCommerce offers a wide range of plugins and extensions, allowing you to customise your online store to your liking.
- The platform supports various file types, making it easy to deliver your digital products to customers after purchase.
- With WooCommerce, you have full control over your website and sales process.

CHAPTER SIX

06.

Selling on Etsy



SET UP YOUR ETSY



ETSY STRATEGY



ETSY SEO AND KEYWORDS





Why Choose Etsy

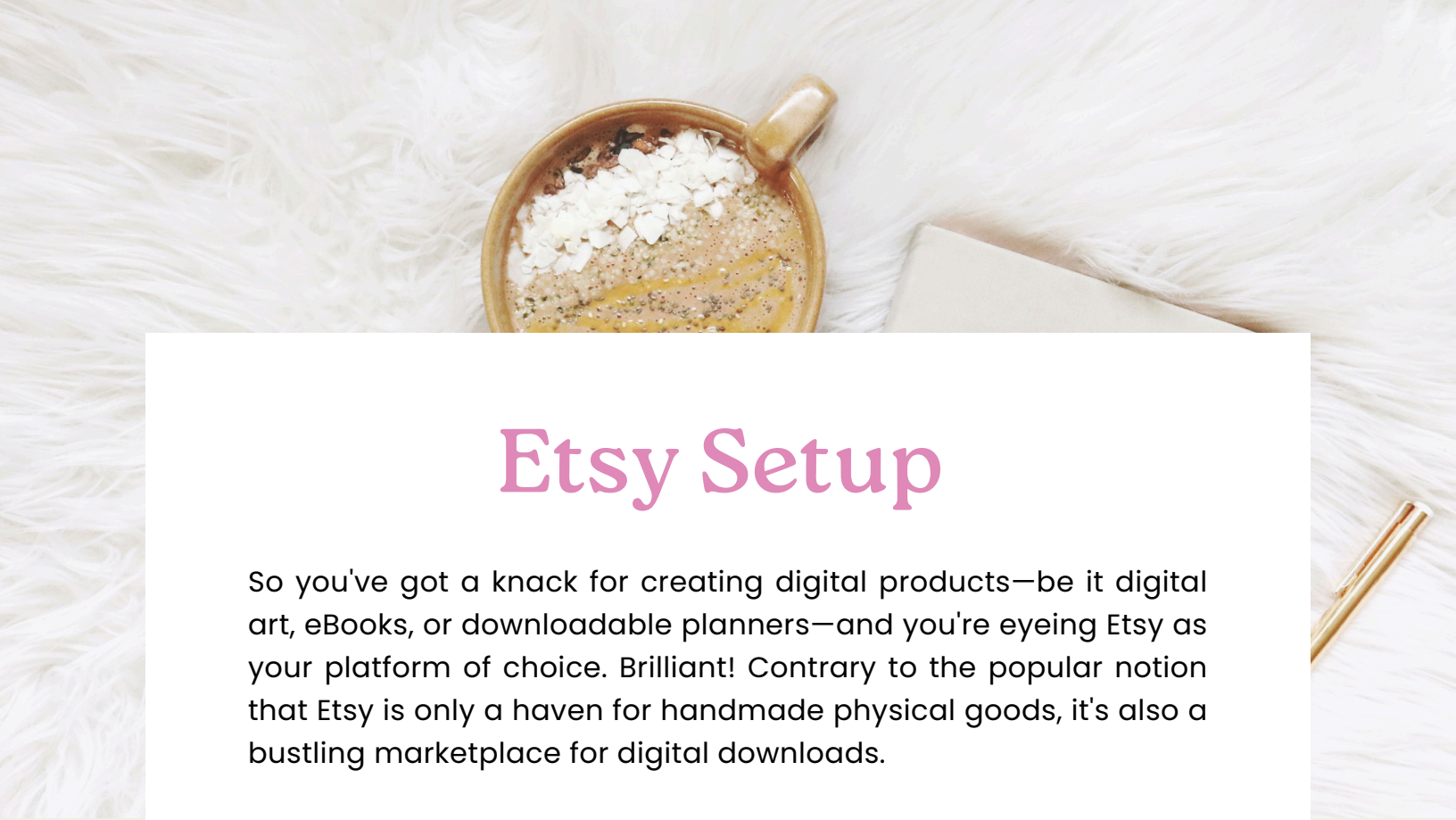
I absolutely love Etsy, and my shop as been absolutely life changing. Here are the top reasons why I think Etsy is worth it and why you should consider adding this stream of passive income too.

Built-In Audience: One of the most compelling advantages of selling on Etsy is the access to a ready-made audience. The platform boasts millions of visitors each month who are there to find unique, handmade, and digital products. This substantially lessens the need for heavy marketing to attract initial customers to your products.

Ease of Use: Etsy is known for its user-friendly interface, both from a buyer's and seller's perspective. It takes mere minutes to set up your shop, list your products, and start selling. This means you can focus more on creating beautiful items and less on the technicalities of maintaining an online storefront.

Low Startup Costs: Unlike traditional retail, Etsy allows you to start your business with minimal upfront investment. Listing fees are relatively low, and you don't need to spend money on building and hosting a website. This makes it easier for anyone to begin their entrepreneurial journey.

Potential for High Earnings Without Promotional Effort: Etsy's marketplace nature gives you the opportunity to make substantial profits even without investing much in promotion or social media marketing. The platform's internal search engine and categorization often do a good portion of the marketing for you. As a result, there are numerous success stories of Etsy sellers who have earned thousands, sometimes even without active promotion of their shop.



Etsy Setup

So you've got a knack for creating digital products—be it digital art, eBooks, or downloadable planners—and you're eyeing Etsy as your platform of choice. Brilliant! Contrary to the popular notion that Etsy is only a haven for handmade physical goods, it's also a bustling marketplace for digital downloads.

With its expansive user base and reputation for hosting unique, quality items, Etsy provides a golden opportunity to monetise your digital products without having to spend as much time and effort on marketing!

Why Etsy for digital products, you ask? Well, the platform offers instant downloads, meaning your customers get immediate access to the product, and you get paid just as quickly. Plus, Etsy's search algorithms are increasingly favourable to digital listings, making it easier than ever to get your digital goods in front of the right audience.

So, are you ready to turn those pixels into profits? Read on, because we're about to embark on a step-by-step journey to set up your very own digital storefront on Etsy. Onward and upward!

40 free listings
when you open an Etsy Shop

Your Store

The set up and branding of your store is key to attracting customers and converting them into sales

It can be overwhelming when you first open your store, there are so many things to think about. Your shop storefront and branding is a key component in your Etsy Success. Creating a strong brand presence helps you stand out amongst the competition and attract more sales!

Here are some tips for branding your Etsy Store:

- Shop Name: Make sure this reflects your Brand and is something short and catchy, see the next page for notes on choosing a name.
- Shop Banner and Logo - use your brand colours and fonts to create a cohesive look to your storefront. If your selling digital products use your banner to feature some bestsellers or promote an offer.
- Announcements - Keep this up to date. Ideas include special sale offers, new product launches or coming soon.
- About Section - Tell your brand story to build trust and connection.
- Listings - Keep the images high quality and make them stand out. Use consistency in your language, how you layout your listing and copywriting. This helps build a strong brand identity.

Canva is my go to for creating banners, listing images and mock-ups.



Etsy Branding

Choosing your Etsy Shop Name

- 1.1. **Reflect Your Niche or Products:** If possible, have a name that gives a hint about what you sell. E.g., "ResumeRadiance" for recruitment-related digital products.
2. **Keep It Memorable and Pronounceable:** Short, sweet, and easy to remember is the golden rule. You don't want people tongue-tied, trying to refer your shop to friends!
3. **Check Availability:** Ensure the name you've fallen in love with is available on Etsy. It's also wise to check domain availability if you ever consider having an independent website in the future.
4. **Avoid Overused Words:** Words like "shop", "boutique", or "designs" are commonly used. Try to think out of the box for a name that stands out.
5. **Seek Feedback:** Sometimes, we're too close to a project to view it objectively. Share your chosen name with friends, family, or even potential customers to gather feedback.
6. **Consider Growth:** Your shop might expand its product range in the future. So, choose a name that won't limit you. For instance, "DigitalDazzle" can encompass more than just "ResumeRave".

Branding your Etsy Shop

1. **Define Your Brand Essence:** Start with introspection. What do your digital products represent? Professionalism? Creativity? Elegance? This essence will be the heartbeat of your brand.
2. **Choose a Color Palette:** Colors evoke emotions. Decide on a set of colors that not only resonate with your brand essence but also appeal to your target audience.
3. **Design a Logo:** Your logo is the face of your brand. Whether it's minimalist, intricate, or playful, ensure it mirrors what your brand stands for.
4. **Create a Cohesive Look:** From product images to your banner, ensure there's consistency. Cohesive branding makes your shop look professional and trustworthy.
5. **Craft Your Brand Story:** Why did you start? What drives you? Sharing your journey can connect with customers on a personal level. Remember, people love buying from stories, not just stores.



Step by Step

Step 1: Sign Up and Account Setup

1. **Visit Etsy:** Navigate to [Etsy's website](#) and click on "Sell on Etsy" at the top right.
2. **Create Account:** If you don't already have an Etsy account, you'll need to create one.
3. **Seller Dashboard:** After signing up, you'll be directed to your Seller Dashboard, your new HQ for all things Etsy.

Step 2: Name Your Shop

1. **Select a Name:** Pick something unique yet relevant to what you're selling, as we discussed above.
2. **Check Availability:** Etsy will inform you if your chosen name is available.
3. **Confirm:** Once you've found the perfect name, confirm it.

Step 3: Stock Your Shop

- **Add Items:** Go to the "Listings" page and click on "Add a New Item".
- **Product Info:** Fill in all the relevant information—title, description, price, and more.
- **Photography:** High-quality images can make or break a sale. Make sure your product photos are eye-catching.
- **Make eye catching mock-up's of your digital products and create informative listing images.**

Step by Step

Step 4: Customise Your Shop

1. **Shop Settings:** Navigate to "Settings" to add a banner, profile photo, and your shop's story. You can also add your announcement.
2. **Shop Sections:** Organise your products into sections like "Canva Templates", "Ebooks," etc., for easy navigation – use SEO search terms!
3. **Policies:** Clarify your shipping, return, and exchange policies.

Step 5: Set Up Payment Methods

1. **Payment Settings:** Go to "Your Shop" > "Finances" > "Payment Settings".
2. **Choose Payment Methods:** You can opt for Etsy Payments, which allows for a variety of payment options.
3. **Enter Bank Details:** Provide your bank information for direct deposits.

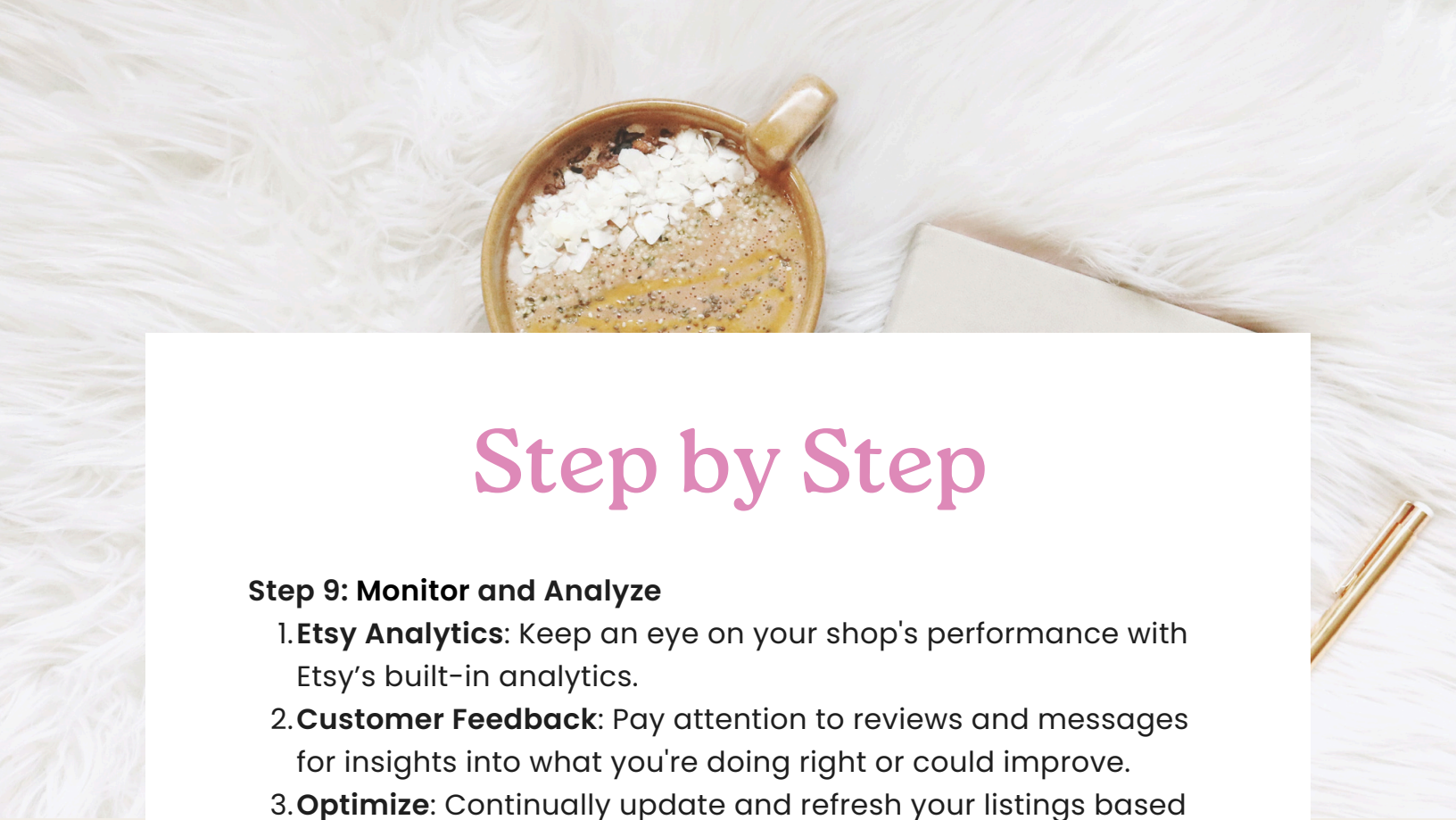
Step 6: Optimize for Search

- **Keywords:** Use relevant keywords in your product titles and descriptions.
- **Tags:** Add all of the tags to your listings to make them easier to find.
- **Categories:** Make sure your items are listed in the most relevant categories.
- **Listing Images:** Most people forget this part, but when you click on your listing image there is a box that says 'Add alt text to images.' In here you want to copy your keywords as well. Alt text is accessible by screen readers and can also impact your listings' SEO on external search engines

Step 7: Launch and Promote

- **Open Shop:** Once you're ready, click "Open Your Shop".
- **Social Media:** Leverage platforms like Instagram, Pinterest, and Facebook to drive traffic.
- **Etsy Ads:** Consider using Etsy Ads for more visibility.
- **Sale and Offers:** add offers to generate sales such as when a product is added to favourites, or added to cart but not completed.



A top-down photograph of a light-colored ceramic bowl filled with oatmeal, topped with sliced almonds and a drizzle of honey. Next to the bowl is a closed, light-colored notebook and a gold-colored pen. The entire scene is set against a white, fluffy background.

Step by Step

Step 9: Monitor and Analyze

1. **Etsy Analytics:** Keep an eye on your shop's performance with Etsy's built-in analytics.
2. **Customer Feedback:** Pay attention to reviews and messages for insights into what you're doing right or could improve.
3. **Optimize:** Continually update and refresh your listings based on performance metrics and customer feedback.

You're now the proud owner of an Etsy shop. Remember, the initial setup is just the beginning. A **thriving Etsy business** requires ongoing effort in product development, customer service, and marketing. But for now, take a moment to bask in the glory—you've earned it!

important info

A day or so after you have setup your shop Etsy might suspend your shop. Please don't panic - they do this with all new shops while they are verifying your personal information. This usually takes a few days or up to a week. Use this time to prepare your products, listing photos, descriptions, and keywords.

Etsy Strategy

Step 1. Decide on your Products

We have already covered how to create a winning product that solves a problem for your target audience. But let's recap some important points to consider.

1. **Skill Level:** Are you better at creating a basic design that users can customize (like a template), or do you excel at crafting finished, detailed products.
2. **Customer Base:** Do your target audience love getting creative and personalising things, or do they prefer ready-made solutions?
3. **Maintenance:** Templates may require updates if software (like Canva) makes changes. Downloads might be more "create once, sell forever" kind of products.
4. **Pricing:** Typically, templates can be priced a bit lower as customers do the final customisation, while downloads might fetch a higher price since they're complete products.

Step 2. Picking your Niche

1. Research and Passion:

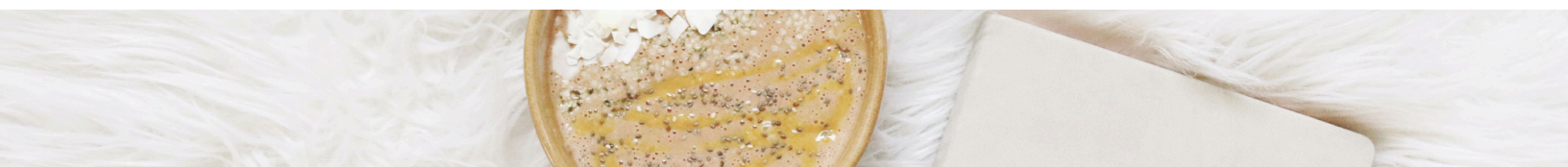
Begin with what you're passionate about. Then, dive into Etsy (and other platforms) to see if there's a market for it. Remember, it's easier to create and sell something you genuinely love! See the first chapter of the guide for a detailed breakdown of identifying your niche

2. Trendspotting:

Use tools like Etsy's Trending Items or Google Trends. You want a niche that's hot, but not so scorching it's oversaturated.

3. Customer Needs:

What are customers looking for? Are there repeated requests or gaps in the market? For instance, if you notice a demand for boho-chic presentation templates and no one is offering them, bingo!



Etsy Strategy

Step 3. Is the Niche Profitable

1. Price Point Analysis:

Scour Etsy to see the average price of products in your chosen niche. This will give you a ballpark figure to work with. Remember, your product's value, uniqueness, and quality can justify a higher price.

2. Costing:

Consider any costs you might have – be it tools, software, or promotional expenses. You want to ensure that the price of your product will cover these costs and still leave room for a lovely profit.

3. Test and Iterate:

Consider releasing a "beta" version of your product at a discounted rate for feedback. It's like a dress rehearsal for your product's grand debut.

Step 4. Stand out in the Competition

1. Unique Selling Proposition (USP):

Identify what makes your digital product different and better. Make sure it's unique from others and has your own branding to ensure it stands out from the rest. Maybe it's your design style, or perhaps your templates are ultra-customisable. I cover this in the first chapter in more detail.

2. Your listing:

Your product photos and descriptions should be top-notch. Remember, on Etsy, your listing image is your storefront window!

3. Collect and Showcase Reviews:

Encourage satisfied customers to leave positive reviews. Think of these as your digital word-of-mouth. Positive reviews encourage more sales.

4. Continuous Learning:

Stay updated with design trends, software updates, and customer preferences. Attending webinars or short courses can give you an edge.

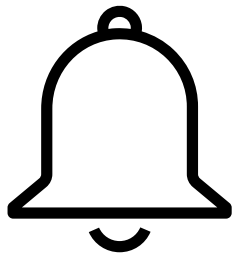
Etsy Strategy

Step 5. Diversify in your Niche

Here is an example of how you can have different products within the same niche. Let's say your niche is **Recruiting**: Imagine your shop as a one-stop-shop for all things recruiting!

- **Resumes**: Different templates catering to various fields or experience levels.
- **Resume Covers**: Jazz up applications with sleek and eye-catching covers.
- **Job Application Tracker**: Everyone's applying, but who's keeping track? Offer a stylish solution.
- **Recruitment Tracker**: For the employers' side, make the talent hunt organised and aesthetic!

This same principle applies to other niches. Essentially, think of all the possible pain points or needs someone in that niche might have and create a product to address it.



**REMEMBER THIS
USEFUL TIP**

Start Strong with 10 Products

Launching your Etsy store with 10 products gives it a wholesome, well-stocked look. It tells customers, "Hey, I've got variety and I'm here to serve your every need!" This will help you rank higher in the search!

Keep the Momentum:

Regularly adding products keeps your store fresh and engaging. Whether it's monthly or quarterly, it signals to customers that you're active and evolving.



Leverage Etsy's Algorithm

Lets looks at how you can leverage the Etsy Algorithm to increase your sales!

- **Expand Your Listings:** Aim to gradually increase your product listings. This not only offers variety to customers but also improves your store's search rankings.
- **Refresh & Repurpose:** If a particular product is a hit, think of ways to give it a little makeover and relist it. A new background image, a slight tweak in the description, and voilà! It's like upcycling in the digital world. This tactic might not suit every niche, but when it does, it's like striking gold...twice!
- **Self Audit:** After you have posted a new listing - love it, and leave it be! Give the algorithm 30 days to push it through the motion. After this period, make it a habit to analyse and review your keywords, statistics for organic traffic, and conduct a mini self audit of your shop. This will help you keep your listings up to date and catch on early on any new keyword trends.

did you know?

More listings can boost your visibility in Etsy search results.

Etsy SEO

Using relevant and trending keywords that have a high search volume and low competition is **crucial for your Etsy shop's success**. But finding these keywords is not easy without using a keyword and SEO tool. There are numerous tools out there, so I have listed my favourites below.

One of the best tools is Everbee. My shop would not be alive or be where it is today without Everbee. Everbee is a chrome extension that provides insight on number of monthly searches, competitor insight (like estimated monthly sales, shop age, number of reviews, visibility score, tags). This helps you to see which products are performing and which ones to study more to find things you can improve upon. **[Click here if you want to try out Everbee.](#)**

In addition to Everbee, I also recommend Erank and Marmalead to conduct keyword research to find keywords which high search and engagement volumes and low competition. This will allow you to get ideas for new products and new keywords to use in your existing listings and new ones. Once I find a keyword in Erank and Marmalead that looks promising, I head over to Etsy and type it into the search bar. Everbee will then show how many monthly searches that keyword gets. I then go through the first page of listings that comes up under that keyword, and keep an eye out for the 'best seller' or 'popular now' badges as that indicated that the products are selling right now. Then I go ahead and use the 'Product Analytics' to look at the estimated monthly sales and revenue of those products, the shop ages and number of reviews. This help me determine if newer listings are selling and if it's worth targeting that product and/or keyword.

From a price point, ERank is much cheaper but the basic plan comes with a limit so you can only do 25 searches per day. However, this is more than enough and I'm still using the basic plan for my shop.

Marmalead is more expensive, their 'basic' plan is around \$19 per month, but it does offer other tools that ERank doesn't. It's 'storm search' allows you to type in a very broad keyword, like digital planner, and Marmalead will populate a long list of related keywords and show the search volume, engagement volume, and competition levels.

I would recommend that you sign up for the trial period for both ERank and Marmalead to try them both out and see which one you prefer.

CHAPTER SEVEN

07.

Social Media



INSTAGRAM



TIKTOK



PINTEREST



Instagram

Instagram is a great social media platform to create and sell digital products! Instagram Reels are currently trending right now as a way of capturing your audience's attention.

STEP 1: Market Research

Start by clearly defining your ideal client avatar (ICA) as we discussed in the first chapter, and the specific problem you solve for them. Next, study those already successful in your market. **Emulate and model what works instead of reinventing the wheel. Do not copy, you are seeking inspiration and going to put your own spin on the content.**

Conduct market research by:

- Analysing competitors' hooks, calls to action (CTAs), and stories. What captivates their audience? What worked, and how can you make it better.

Learn from those ahead of you. Dig into their messaging, offers, and content that resonates.

Strategically model their success but its crucial to apply this specifically to your niche and target audience. Your messaging needs to speak to your ideal customers and be unique to you – do not copy others.

Next, you will want to start working on your Bio – so that people who come your way will actually KNOW what you are about and how you can help them!

Note: When you follow accounts, IG will suggest similar accounts for you to follow too.



Instagram

It's up to you whether you want to use your existing Instagram account or create a new one. Either way, you will want to do these two things:

Make your account **PUBLIC** - so that people can find you and your business can actually grow!

Make your account into a **PROFESSIONAL account** -

Instagram offers two types, Business & Creator. I recommend going with Creator because it offers more features! You can follow the steps in [THIS LINK](#) to get this set up.

STEP 2: Profile and bio

it's time to create an eye-catching, clear bio.

1. Your profile picture

- Show your FACE and be warm and engaging
- Make sure you have a semi-professional or casual photo that gives off a good vibe
- Your photo should be bright and show your personality

It can be handy to remove the background from your photo and use a solid background to make your photo 'pop' off of the page (you can do this easily in Canva)

2. Your Bio

FIRST LINE

I recommend making your first line a snippet of who you are - what is your transformation/journey - or what it is exactly you do(so that people can see a bit of themselves in you!).

Examples: "Mum of 3 + 6-fig biz owner"; "Teacher turned small biz owner"; "SAHM turned digital product entrepreneur"; "Helping Mamas make passive income online"

Instagram

SECOND & THIRD LINE

Your second & third lines can then continue to point to who you help and HOW you help them (again, this should help your target audience identify themselves and get a feeling of whether they're in the right place).

Examples: "Helping women create passive income with done-for-you digital products"; "Helping women quit their 9- to-5s with DFY digital products"; "Helping you build your own passive income biz"

FOURTH LINE

Your fourth line should always be a powerful call-to-action! You can direct them to your free guide by pointing down at your Stan Store link - OR you can spark conversation by directing them to DM you for that free guide!

When given the choice, I ALWAYS recommend directing them to reach out to you because sometimes it's in those short conversations that the real connection & trust happens!

Example: "DM "handbook" for free guide"; "DM "DFY" to learn more + get free guide"

You can see this format in action by visiting my Instagram profile (and if you haven't already, shoot me a message to say hi and let me know you're going through the Handbook! I'd love to chat!)

Step 3: Establish Social Proof

a. Insert the number of lives you've transformed. Or other stand-out credibility points.

b. IG is also a search engine. The name slot is best used for what type of business you are, along with your first name (think about what someone would search to find you)

Instagram

Big Promise / “I Help” Statement:

c. 3 – P’s:

- i. Person
- ii. Problem
- iii. Promise

d. Make it obvious who you help

e. Include your own unique method/process you use to get your clients results.

Formulas:

1. I help ____ (avatar) to _____ (result) by _____ (method)
2. I help ____ (avatar) to _____ (result) without _____ (objectionss)
3. My clients enjoy _____ (result) by using _____ (your method)
4. I turn _____ to _____ (current situation to the desired situation)

Examples Of “I Help Statements”

- I help entrepreneurs gain energy, without extreme dieting or spending hours in the gym
- I help busy mums balance their hormones so they can feel good and eliminate stress in 30 days
- I help career-driven women regain energy and drive, without cutting out their favourite foods

CTA: Call to Action

a. DM me “READY” to learn more

b. Sell the click with curiosity, not direct “Click below to work with me!”

c. “START your xyz For Free”

d. “100’s Of Success Stories ”



TikTok

If you want to **supercharge your success** and use other social media platforms TikTok can be a great choice!

If you want to expand your reach past Instagram, then TikTok can also be really beneficial. Think TikTok is just for dance challenges and comedy skits? Think again! With its rapid growth and vast, diverse user base, TikTok offers a fertile ground to market and scale your digital products business. If you're ready to connect with a new audience and give your digital sales a hearty boost, this guide is your roadmap to TikTok success. Let's get started!

TikTok is a social media platform built around short, engaging video content. What sets it apart is its massive Gen Z and Millennial user base and its potent algorithm that can make content go viral more easily. For digital product entrepreneurs, this represents a golden opportunity to showcase your products in a fun, accessible manner and connect with a younger audience.

did you know?

*1 Billion TikTok videos are viewed
every single day!*

TikTok

Step 1: Create a Business Account

1. **Download TikTok:** Available on iOS and Android.
2. **Sign Up:** Use your business email to register.
3. **Switch to Pro Account:** Navigate to settings and switch to a Business account for analytics and ads (this is also where you can request to have your website added while you're growing followers)

Step 2: Profile Optimisation

1. **Profile Picture:** Use your brand logo or a high-quality image representing your business.
2. **Bio:** Briefly describe your digital products and include a CTA (call-to-action) with a link to your online store.

Step 3: Content Planning

1. **Research Trends:** Look at trending sounds, hashtags, and formats.
2. **Audience Needs:** Create content that solves problems or entertains, relevant to your products.
3. **Content Calendar:** Draft a schedule for consistent posting.

Step 4: Crafting Engaging Videos

- **Showcase Products:** Use visually engaging ways to show what your digital products look like or can achieve.
- **Tutorials:** Create 'How-to' videos to demonstrate the value of your digital products.
- **User-generated Content:** Encourage satisfied customers to share their own experiences with your products.



TikTok

Step 5: Utilise Hashtags

1. **Relevant Hashtags:** Use keywords related to your digital product.
2. **Trending Hashtags:** Jump on trending hashtags if they are relevant to your brand.
3. **Brand-Specific Hashtags:** Create a unique hashtag for your brand to build a community around your products.

Step 6: Interact with the Community

1. **Comments:** Respond to comments on your videos to engage the audience.
2. **Collaborate:** Partner with influencers or brands that complement your digital products.
3. **Challenges:** Create or participate in challenges relevant to your industry.

Step 7: Leverage TikTok Ads (if you wish)

1. **Ad Types:** Choose between In-Feed Ads, Branded Hashtag Challenges, or TopView Ads depending on your budget and goals.
2. **Audience Targeting:** Define your target audience by demographics, location, and interests.
3. **Performance Metrics:** Analyse ad performance using TikTok analytics to measure ROI.





TikTok

Step 8: Measure and Analyse

- **TikTok Analytics:** Track metrics like views, engagement, and follower growth.
- **Audience Insights:** Study your audience's behaviour and preferences.
- **Adjust Strategy:** Iterate your content and ads based on the analytics and feedback.

Step 9: Scale and Expand

- **Repurpose Content:** Use successful TikTok videos on other social media platforms.
- **Cross-Promotion:** Use TikTok to promote flash sales, new releases, and other marketing campaigns.
- **Community Building:** As you gain followers, focus on nurturing a community around your brand.

remember

Be genuine, be creative, and most of all, don't be afraid to show the fun side of your brand. Because on TikTok, personality sells, and yours could be the next big thing!



Pinterest

Pinterest isn't just a place for pretty pictures and aspirational boards; it's a **powerhouse for promoting and scaling your digital products business**. This is not something you have to do straight away, but may be something you look into in the future to expand your reach.

With its unique, visual-first environment, Pinterest is especially effective for marketing visually appealing or highly useful digital products like printables, design templates, or eBooks. Ready to let your digital gems shine? Let's dive into this step-by-step guide to mastering Pinterest for business growth.

Pinterest is a visually-driven social media platform used by millions to discover new ideas, products, and inspiration. What sets Pinterest apart is its focus on discovery; people come to Pinterest with an intent to find and buy new things. This makes it a prime platform for marketing your digital products, whether you're selling digital art, eBooks, or templates.

did you know?

*85% of Pinner's say they use
Pinterest to plan new projects or
purchase decisions*

Pinterest

Step 1: Create a Business Account

1. **Sign Up:** Navigate to Pinterest's Business page and sign up for a free business account.
2. **Profile Setup:** Add your brand name, website, and a brief description of what you sell. Remember to use KEYWORDS!!
3. **Claim Website:** Verify your business website with Pinterest to unlock additional features, and this also helps prevent your account being marked as spam.

Step 2: Optimise Your Profile

1. **Profile Picture:** Use a high-quality logo or brand image.
2. **About Section:** Describe your business and the types of digital products you offer. Keywords are important here to be discovered by ideal customers.
3. **Cover Photo:** Opt for a collage of your digital products or use a promotional video. Canva is great for creating banners.

Step 3: Create Pins for Your Digital Products

- **High-Quality Images:** Use eye-catching images that reflect your digital products. You should also focus on audience growth content that inspires your target audience, create pins they want to save.
- **Pin Titles and Descriptions:** Utilize keywords related to your product niche.
- **Add Links:** Direct the pins to the product page where the item can be purchased.



Pinterest

Step 4: Leverage Rich Pins

1. **Apply for Rich Pins:** This feature allows you to add extra details to your pins.
2. **Product Pins:** Use these to display real-time pricing and availability.
3. **Article Pins:** If you offer digital content like eBooks, these pins can include author and story headlines.

Step 5: Use Pinterest Analytics

1. **Check Metrics:** Keep an eye on impressions, click-throughs, and repins.
2. **Top Performing Pins:** Identify these and consider promoting them through paid advertising, and also recreating them!
3. **Adjust Strategy:** Make data-informed adjustments to your pinning strategy.

Step 6: Engage with the Pinterest Community

1. **Join Group Boards if you wish:** Find and contribute to group boards related to your industry **BUT** only if they are in your niche and optimized correctly with keywords you are trying to rank for. Personally I don't use group boards and still have great growth and traffic to my products.
2. **Comment and Re-pin:** Interact with other users' pins to increase your profile visibility, especially on a new account until you are establish. Save pins to your own boards that are well optimized.
3. **Follow Relevant Accounts:** This can inspire you, but also lets the Pinterest algorithm know your niche!



CHAPTER EIGHT

08.

Marketing your Products



INSTAGRAM



CTAS



LEAD MAGNETS



Marketing on Instagram

Let's talk about organic marketing! Organic marketing is what I most recommend especially when first starting out. It's free, risk-free, AND can still bring in more than enough of the traffic and sales you need with some great content & consistency.

Specifically, I recommend organic marketing through posting Reels on Instagram (and potentially branching out to more social media platforms over time).

Reels are a great way to get new eyes on your content and build "like, know, and trust" with potential customers! Here are some different examples/ideas of things you can share with your target audience through Reels:

content ideas

- Your WHY behind selling a DFY digital product (ex. more money, more time, more flexibility, less stress, etc.
- Your RESULTS (i.e. income) from selling your DFY digital product.
- What a DFY digital product is/what sets DFY digital products apart
- Personal stories or parts of your own journey that will resonate with other
- Encouragement for those who are looking for a way to make more money or bring in passive income

Marketing

One thing to remember is – keep it simple! There’s no need to over-explain or over-complicate what you’re offering.

Your authenticity is also one of your most powerful assets! No one else is like you, with your unique story, experiences, personality, and quirks. Allowing your audience to get to know the real you is what builds a strong connection between you and your viewers. This is how trust is established, which is crucial for converting viewers into customers. When creating content, let your personality shine! When you genuinely connect with your audience you naturally create more impact & income!

Another thing to remember is also that you can always recycle content over time. I love to save time and use what’s already working for me whenever I can, and you definitely have permission to do the same! When it comes to planning and creating content, you want to have a system that is actually **SUSTAINABLE**.

Some things you can do right now to help you set this sustainable system up include:

- Creating a Note in the Notes app on your phone with your “content calendar” for the week. When you’re first starting out, 1-2 Reels most days will suffice and help you grow your following quickly.
- Saving trending audios while scrolling through Reels inside the Instagram app.
- Saving ideas for Reels while scrolling through Reels inside the Instagram app.

If creating Reels, coming up with ideas, or writing captions feels intimidating to you right now, that’s okay! It can take time and practice to really find your voice and get into a good groove with it. As you are growing more comfortable and developing your skills, Youtube is a great resource you can utilise! There are a ton of different tutorials you can comb through and learn from, revolving around topics like finding trending audios, using SEO in your captions, or even how to use different functions while creating Reels.

Marketing

Building Connection

One of the best parts of using Instagram as your marketing platform is how easy it is to build a sense of community and relationship. The DMs, or direct messaging system built into the app, is a perfect tool to use for this!

When you launch your freebie & digital product, one thing you can have in place is a short series of DMs you send to people who reach out for your links.

We've touched on building connection with your Reels, as well as with your emails, but I also want to offer a few more ideas on how you can help leads get to know you and your product!

You will want to be sure that these DMs you send are designed to SERVE and not just sell. Remember that these are real human beings you are talking to, not just a means to an end!

To help you brainstorm some ideas, here are some sample DMs you might want to incorporate into your follow-up strategy:

Hey _____, I'm so glad you're here! I'd love to know more about you and help in any way I can. Did anything from my [insert freebie here] resonate with you?

Hey _____! I just wanted to check in and see if there is anything I can do for you!

Hey _____, I just wanted to check in! Was my [insert freebie here] helpful, or are there any questions I can help answer?

Marketing

By the way, I'm a huge fan of automation wherever I can, including with DMs! I use **ManyChat** to automatically send out my links and follow-up DMs whenever people message me with the keyword in my call-to-actions. Once you get your biz up and running, this is one tool worth checking out and experimenting with!

Using Instagram Stories

Posting to your Stories is one piece of your marketing strategy you do not want to gloss over!

Even if you aren't sharing new things to your Stories everyday, just popping in every couple of days with an update on your sales, or screenshots of messages coming in, or even just a peek into your everyday life is a great way to help build connection with your audience.

If you aren't too sure of what to share or how to layout your Stories, start observing the Stories of other business owners on Instagram to see how they are utilising theirs. And of course, feel free to check out mine for inspiration as well!

Once you start posting Stories that can be helpful for your audience, you will want to create some Highlights for your profile.

- I recommend having Highlights for things like: Your results
- Your story/your why
- FAQ
- Info about your freebie
- Info about your digital product

You can even use Canva to create your own Highlight covers with your brand colors, or purchase some for a few dollars on Etsy!



Your Call to Action

One thing you will want to include in the caption of the majority of your Reels is a call-to-action, which is really just an invite to take the next step.

My favourite call-to-action is telling people to send me a DM - because I want a call-to-action that's going to spark a conversation and give me a chance to actually CONNECT with them!

Something as simple as "DM me 'DFY' for my free guide to bringing in passive income with DFY digital products" is my way to send them the link directly, be able to answer questions or offer encouragement, and even follow up with them in the near future.

Regardless of what call-to-action you choose to go with, my best recommendation is to direct them to a "freebie" in some way, shape, or form. Once they opt in for this freebie, your emails will then also be able to do the selling for you! We'll dive more into this in the next section.

always add a call to action

Lead Magnet

Do you have to offer a freebie/Lead Magnet? No... but it IS wise to!

Your freebie, or lead magnet, is what's going to help you GROW an email list that you can continually nurture and convert into paying customers.

It's up to you what kind of freebie you choose to offer. This can be a free video, a free workshop, a free guide, a free mini course, etc.

The key with any high quality freebie is giving them valuable information that helps create trust, as well as giving them a taste of what you can offer them with your paid product.

Here are some tips for creating freebie digital products:

- Provide real value – The freebie should deliver meaningful value, not just be a gimmicky giveaway. Offer actionable advice. Be genuinely helpful.
- Solve a pressing problem – Focus on helping with an urgent pain point your audience has.
- Partial sample content – Give a preview of your paid product's full training.
- Case studies and examples – Demonstrate your expertise and past success.
- Action steps and exercises – Include activities to engage readers to implement advice.
- Limited scope – Cover a narrow slice of a larger topic to hook interest for the full product.
- Call to action – Direct them to purchase the complete product to gain more.
- Branding and links – Subtly showcase your brand, website, offers in the freebie design.
- Lead capture – Collect reader emails in exchange for the free download

CHAPTER NINE

09.

Email Marketing



EMAIL SET UP



EMAIL SEQUENCE



EXAMPLES





Email Marketing

An email list is one of the most powerful things you can have for your business. It gives you a direct line of communication with your audience that DOESN'T rely on an algorithm or get as easily buried like posts on social media.

With a well-written email flow that goes out to this list, you can build trust and convert leads into customers with ease and automation.

So let's start building it!

Setting up your Email

Just for professionalism and privacy, I do recommend using a business email (NOT to be confused with a personal email or just a Gmail account). Otherwise email recipients will be able to see your personal email address when they are viewing the emails you send them.

A popular method is using email flows Stan.Store, or I like to use Systeme.io.

You can also set up a business email using google workspace for a monthly fee.

Email Setup

Confirmation Emails

The second thing you will want in place before setting up your email flow is a **confirmation email containing the download links** for each of your digital products. Below is an example for a freebie

Subject: You did it! Here is your free guide!

Hi [Customer Name],

Whoohoo! You did it! I am so excited to share more with you about DFY/done-for-you digital products, as well as how you can get YOUR profitable digital product biz up & running!

Here is your free download: [PRODUCT LINK] Tomorrow you're going to get another email from me with more info about my [Product Name - insert hyperlink]. If you don't see it in 24 hours, be sure to check your promotions tab or spam folder, and move that message over to your primary inbox so you don't miss out on any updates!

And don't forget, you can always shoot me a DM on IG [include hyperlink] anytime with any questions you have! I am cheering you on.

[Your Name]



Emails Setup

Confirmation Emails

This is an example you would set up to deliver a purchase.

Subject: WHOOHOO! Here is your [Product Name]!

Hi [Customer Name],

Thank you for purchasing [Product Name]! I'm so excited for you to dive in. I can't wait to see what you do and the success you create with this! Here is your download:

DOWNLOAD LINK

Shoot me a DM on IG [include hyperlink] when you get a chance to let me know that you've taken this step! I'd love to connect & celebrate with you!

[Your Name]

Once you have set up your confirmation emails, you can then start setting up your email flow!





Email Sequence

There is just one email flows, or email sequence, you will want to have in place when you first launch. This flow is for people who opt in for your freebie.

There is no one right way to write your flow, but ideally your first few emails offer value, introduce yourself and a part of your story, and sell them on your product.

To help you save time, I've included below a handful of **sample emails for you to use for yourself**. You will want to add more at some point, especially to highlight new sales and new results, or share more of your personal story.

Your email flow is something you will always be tweaking or adding more to over time, but these templates are definitely a great start!

delivering your freebie

You can deliver your freebie several ways, but one way to deliver a PDF is by using google drive. You can upload the file to google drive and create a share link. You can add this share link to the email you send to your lead.

Example Emails

Subject: Are you ready for your first £3-5k months?

Have you had a chance to check out my free guide? If so, and you are ready to use a DFY digital product to get your own passive income biz off the ground, I want to invite you to purchase my [Product Name].

[INSERT FEEDBACK ON YOUR DIGITAL PRODUCT HERE - CAN ADD THESE LATER]

With [Product Name] you will learn everything you need to know about getting a profitable DFY digital product business up and running in the next 30 days (and enjoying £3k, £5k, and even £10k+ months!)

You will get:

- My digital product to use, modify, and resell as your own
- A step-by-step process for getting your online shop set up with ease and automation
- My content strategies for marketing your product in just a few hours a week

PLUS my plug-and-play email templates so your automated system can bring in daily sales even in your sleep!

This is an entire business ready for you to fully make your own and fully profit from.

Why? Because I know just how life-changing a stream of passive income like this can be, and I want to see YOU thriving!

[Your Name]

Selling Email Sequence

Subject: Five steps to starting a digital product biz

Hi [Customer Name],

Do you want to know what I love about Ready to sell, or done-for-you digital products? It's an easy way to start up your own business and make money without needing to create a product from scratch (which, let's be honest, is where SO many of us get stuck!).

And while there ARE business models such as MLMs and affiliate marketing that are already meeting this need, there are none that offer quite as much ownership, or freedom from attachment to another brand, as DFY.

When you have a DFY product with resell rights, your profits are YOUR profits, and your business is YOUR business.

Here are five steps to starting a DFY digital product biz in the next 30 days:

Step One: Find a DFY product with Private Label Rights. (Don't worry, I've actually already created the PERFECT one [include hyperlink] for you!)

Step Two: Make it your own! Add your own branding or your own voice. Take into account who you want your target audience to be as you are modifying or rewriting.

Step Three: Price your product. Keep in mind: A £97 product sold just ONCE per day is almost £3k a month!

Step Four: Put systems in place to drive traffic to your store. This can look like using organic marketing on social media (think: Reels on IG, pins on Pinterest, etc.). This can also look like you promoting a freebie, or lead magnet, to grow your email list where you can then nurture ideal customers and bring in sales daily.

Selling Email Sequence

Step Five: Start bringing in £3-10k+ a month of passive income! Actually get to LIVE your life while watching money come in, just from someone stumbling across a seven-second Reel or reading an automated email.

Listen - if you are tired of trading all of your time for money or struggling under the weight of financial stress, I get it! I have been there, and there is a better way.

The power of digital products is being able to have a stream of income that frees you from that stress and allows you to create more time for the people and things you love.

And I've created the perfect product for you to do this with.

My [Product Name - include hyperlink] walks you through a 30-day step-by-step process of setting up and selling your own digital products using my DFY template (resell rights included!).

When you follow the steps inside, you will not only come out on the other side with a product ready to sell, but you will also have an actual funnel and strategy for bringing in the sales you need for £3k, £5k, and even £10k and beyond months!

I want you to use everything inside [Product Name], including [Product Name] itself, to really create a passive income business that you can fully make your own AND fully profit from.

Why? Because more money in the hands of more women makes for a better world! And because I believe deep in my heart that there is more than enough to go around.

If you are ready to get started and launch your own passive income biz in the next 30 days, your next step is to purchase the [Product Name - include hyperlink].

[Your Name]

Selling Email Sequence

Subject: You are closer to making money than you realise

Hi [Customer Name],

I want you to know that you are closer to having a profitable passive income business, and your first £3-10k months, than you realize.

Whether you are already a business-owner, or have zero experience...

Whether you work a 9-to-5, or are a stay-at-home Mum...

Whether you have a large social media presence, or are starting from scratch...

You CAN leverage just a few hours a week to bring in income that provides for your family and changes your life.

With just one digital product and an automated system for driving traffic to it, you can build a highly profitable business from home in just a few hours a week.

And with a DONE-FOR-YOU, or DFY, digital product, you don't even need to have any special expertise or create your own product from scratch either.

This is why I created [Product Name - include hyperlink] - to help you get your biz up and running FAST using the steps inside and my plug-and-play template.

Download it, then tweak it and make it your own so you can resell it for FULL profit.

Start bringing in £97 sales every day, multiple times a day, even in your sleep - and just as importantly, enjoy the freedom that comes with it.

Ready to get started? Your next step is to purchase [Product Name] here [include hyperlink].

And don't forget you can always shoot me a DM [include hyperlink] if you have questions!

Selling Email Sequence

Subject: Another [insert £ amount] made while [insert activity]

Hi [Customer Name],

And just like that, another made here] [insert income]
today while _ _ _ _ _!

This is the beauty of digital products - having a business that runs
and makes money for you while you're out having an actual life!

Are you ready to start leveraging just a few hours a week to bring in
continual passive income in the same way?

If so, your next step is purchasing [Product Name], where I've already
done the legwork and created the product for you.

You can click here [insert hyperlink] to learn more about [Product
Name] and get started now.

I am rooting for you and can't wait to see how your life changes with
this!

[Your Name]



Selling Email Sequence

Subject: [Insert £ amount] in _____ days

In the last ____ days, I've made [insert £ amount] using nothing more than one digital product. I want you to imagine this being YOU.

Imagine getting notifications throughout the week while you're with your kids... or binging Netflix... or folding laundry... or even sleeping!

Notifications letting you know that you just made another sale on a digital product (that you didn't even have to create from scratch!) all because someone else stumbled across a Reel and decided they wanted in on this kind of life too.

One product bringing in thousands a week while you're just working 2-3 hours - all so that you can spend the rest of your time enjoying the people and things you love.

If you haven't already, I want to challenge you to take a bold step.

Purchase [Product Name] for £37 today.

Change your life.

Build a business that can run on autopilot and give you the time and freedom you've been dreaming of.

[Your Name]

P.S. Don't forget, you can always shoot me a DM [insert hyperlink] on Instagram with any questions you have. I am here for you!

Later on down the road, you may want to have a second email flow, specifically for people who purchase your digital products. This is primarily if you are also offering other products that you want to sell as add-ons!

CHAPTER TEN

10.

Affiliate Marketing



WHAT IT IS



TYPES OF AFFILIATES



What is Affiliate Marketing

What is affiliate marketing and is it truly legit? And is it actually something anyone can do? Do you need to have a large following to actually earn a decent income?

It can be profitable, if you have the right strategy in place!

Can anyone do it? YES

Do you need to take a course and buy the really expensive upsells to make it work? NO

Affiliate marketing is one of the more passive forms of income streams because you are making money by recommending products or services to your audience. So when you become an affiliate for a product or service you would recommend this to your audience by using your unique affiliate link. If someone purchases or signs up through your link then you would get a commission.

The types of affiliate commissions varies quite significantly. It can either be a percentage of every sale, a flat rate per lead or sale, and it could be recurring monthly commissions. So to say the least there are numerous ways of making commissions with affiliate marketing.

I have seen great results with combining affiliate marketing with my digital business and products. I'm an affiliate for some of the software and tools that I use, for example [Systeme.io](https://systeme.io), [Creative Market](https://creativemarket.com) and course such as this [Pinterest course](#). There is a natural connection between what I'm recommending and what my business offers. So if you want to combine affiliate marketing with your online business, which I highly recommend that you do, then make sure that the two matches well.

My top tip is to only affiliate with products and services that you truly love and use. If you can stand behind the product/service, then that will shine through to your audience.

Types of Affiliate Marketing

There is a wide range of things that you can promote as an affiliate and it's up to you to choose what you feel you can wholeheartedly stand behind and what fits with your niche and target audience.

You can divide this into three main categories:

1. Physical products and services
2. Digital products
3. Tools and Software

When it comes to physical products and services that you can promote it can be everything from your favorite frying pan to your favorite workout equipment. If you are in the beauty niche and have a mascara that you think is to die for you can recommend it to your audience and direct them to your unique affiliate link. With physical products, the commission percentage tends to be quite low and you do run the risk of it being taken away if the customer returns or cancels their order.

With digital products, it can be courses or a specific digital product that you have bought and use. For digital products and services the commissions tends to be higher, usually between 20% to 50%. Due to the digital nature, it is very unusual that the customer can return or cancel their order as they receive their product immediately, which means its very unlikely that you will loose your commission over a refund or return.

The final type is tools and software. This is a great way to generate recurring commissions on a monthly basis! Using [Systeme.io](https://systeme.io) as an example, I truly love using their software for my business and I therefore recommend it to my audience. You can use it to sell digital products, build sales funnels and sales pages, host a course or membership. On the free plan you are entitle to three free funnels and its a great place to start. You can get my **[free sales funnel here](#)**

A final bonus one is to combine your affiliate marketing with your digital products to further boost your income. For example, as this eBook covers my tips, trick, insights, and recommendations, I have included a few affiliate links that I believe adds further value. So even after someone has bought this eBook my earnings might not stop there. So where your affiliate offers matches your product like a glove then – Work smarter and not Harder!

CHAPTER ELEVEN

11.

Legal Stuff



LEGALS ADMIN



Legal

This part of setting up a business might feel foreign or even overwhelming to you, and that's okay! It's really not that complicated and nothing to stress out about. In fact, aside from adding your Private Label Rights or Master Resell Rights to your Terms & Conditions if you are reselling this eBook you do NOT need to rush to complete these steps before launching your product.

Depending on your location you will need to ensure you comply with the individual Tax and Regulatory Requirements. You will want to familiar yourself with federal, state, and local tax obligations, including tax filing requirements and sales tax obligations. Requirements will vary depending on your location.

I am not a legal expert by any means so always seek advice by one as needed on your own individual circumstances. Especially when it comes time to file your taxes, I recommend reaching out to an accountant to make sure you're in full compliance and filing correctly.

UK

if you are based in the UK then you can start off with registering as a sole trader on the Government website. It is free to apply and you will receive your UTR number within a few days.

Australia

if you are based in the Australia then you can start off with registering as a sole trader on the Government website. It is free to apply and you will receive your ABN number within a few days. You will need this to use this when selling on Etsy or if you need a business TikTok account.

Legal

Filing your LLC (US only)

Here is some information and the steps for setting up your business as a Limited Liability Company (LLC).

Step One: Choose a name for your LLC. This can be your name (i.e. First Name Last Name Digital Products LLC) or something that represents your brand (i.e. Digital Product Freedom LLC). You can use [THIS LINK](#) to check if a name is already taken.

Step Two: File your LLC. You will want to do a Google search with “Register LLC with [Insert Your State Here] Secretary of State” and then follow the prompts on the official site for registering your LLC. There usually will be a fee for this that varies by state (but this does count as a tax write-off!)

Step Three: Obtain an Employer Identification Number (EIN). Your EIN is a unique nine-digit number used for tax purposes. You can apply for an EIN with the Internal Revenue Service (IRS). Be sure you use [THIS LINK](#) to apply directly on the IRS website (this should not cost you any money!) instead of using a third party website that might try to charge you for it.

Step Four: Comply with Tax and Regulatory Requirements. You will want to familiar yourself with federal, state, and local tax obligations for LLCs, including tax filing requirements and sales tax obligations. Requirements will vary state to state. Especially when it comes time to file your taxes, I recommend reaching out to an accountant to make sure you’re in full compliance and filing correctly.

Step Five: Consider Opening a Business Bank Account. Once you have your LLC and EIN, you may want to look into opening up a business bank account. It is always a smart idea to separate your personal and business finances!

Of course, there are also other legal things you can look into, such as copywriting any materials you created that you DO want to protect. But for now, this at least covers the most important bases!

CHAPTER TWELVE

12.

Time to Launch



LAUNCH STRATEGY



Time to Launch

YAY! You've made it to the launching section, which means IT'S GO TIME!

Once you've confirmed that your products, your sales platform, your email flows, and your social media are all functioning and set up correctly, you will want to officially launch your product and start promoting it.

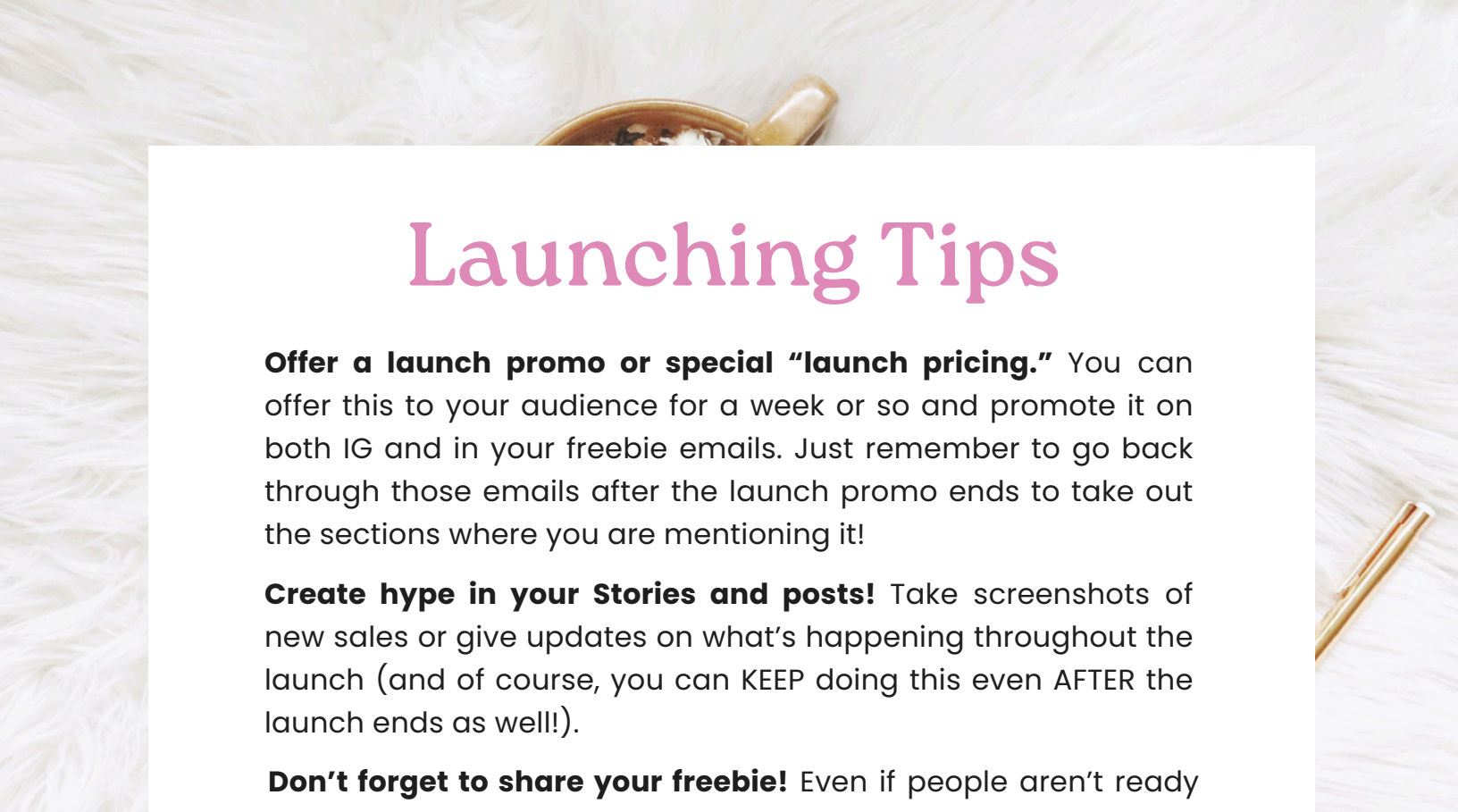
Tips for an effective digital product launch strategy:

- Start building your audience and email list before you even have a product.
- Many make the mistake of waiting until their product is ready for launch before working on their audience. This is problematic because now you have to do the heavy lifting of building an audience at the same time you're trying to make sales.
- Instead, begin building your email subscriber list, social media following and community months in advance. Provide value by sharing free content, building relationships and establishing yourself as an authority.
- This way, when launch day finally comes, you already have an engaged audience eagerly awaiting your new product. You've built trust and credibility over time so they are more likely to purchase.
- With a pre-built audience, your launch is much easier and more profitable. You can immediately tap into these potential buyers rather than starting from scratch under time pressure.

Here are some fun things you can do to boost sales with your launch:

Do a short PRE-LAUNCH where you start hinting on your IG that something new and awesome is coming. Create a countdown. Invite people to DM you for that freebie if it's already ready. Stir up hype!





Launching Tips

Offer a launch promo or special “launch pricing.” You can offer this to your audience for a week or so and promote it on both IG and in your freebie emails. Just remember to go back through those emails after the launch promo ends to take out the sections where you are mentioning it!

Create hype in your Stories and posts! Take screenshots of new sales or give updates on what’s happening throughout the launch (and of course, you can KEEP doing this even AFTER the launch ends as well!).

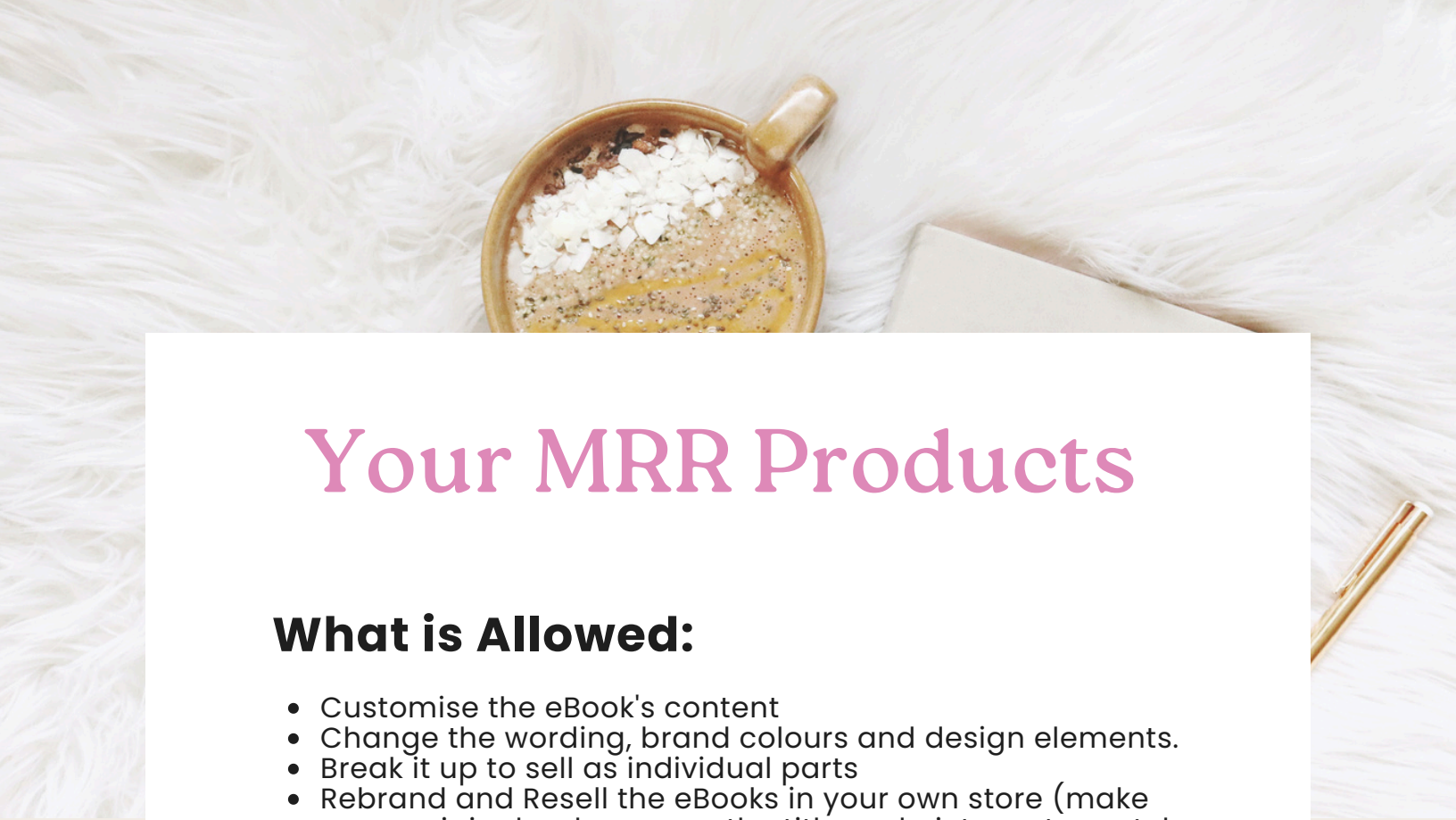
Don’t forget to share your freebie! Even if people aren’t ready to buy now, you can still get them on your email list by offering your freebie and nurture them until they’re ready to buy over time.

Share what you are doing on your other social media platforms, or with family and friends who can support you.

If you’re not comfortable sharing straight away with family and friends, then don’t. Just do whatever feels most comfortable for you. If you’re nervous about not getting engagement, don’t be afraid to just ask. This can look like sending a message to a few trustworthy people that says, “Hey, would you just hit the like button or post a quick comment on any posts you see me post this week? I’m excited & nervous about this new biz, and could definitely use the support!”

I'm so excited for you!!

Lastly, HAVE FUN! Be yourself. Be authentic. You don’t have to see the whole staircase, you just have to take the first step! And plan to celebrate in some way, no matter what.



Your MRR Products

What is Allowed:

- Customise the eBook's content
- Change the wording, brand colours and design elements.
- Break it up to sell as individual parts
- Rebrand and Resell the eBooks in your own store (make yours original - change up the title and pictures to match your brand!)
- Pass on the resell rights to the eBook

What is Not Allowed:

- Claim copyright to the original eBook.
- Use the eBook in any way that could be considered unethical or illegal

Selling on ETSY:

You must make changes and edits to the design to sell on Etsy. If you do try to sell the unedited product, you may be considered in violation of Etsy's policies and could lead to consequences, such as account suspension or closure

Etsy Listing Checklist

Product Idea and Research / Validation

☐

Competitor Research - USP

☐

SEO Keyword Research (high demand and low competition)

☐

Product creation

☐

High quality listing photos / mock-ups and video

☐

Keyword rich title and description

☐

Use all Tags

☐

Digital - Create and upload the pdf/product

☐

Add to correct shop section

☐

Share Listing on Social Media

☐

Pinterest Audit Checklist

Is the account a Business account? if not convert it

☐

Check website is claimed & rich pins are activated

☐

Bio & Name are Keyword focused

☐

Header Image is relevant & CTA

☐

Boards are ALL client focused

☐

Boards - Keyword rich Titles & Descriptions

☐

Pin Images are the correct size + font readable

☐

Pins include Keyword rich descriptions & valid URLs

☐

Review analytics - best performing content

☐

Review current strategy based on goals

☐