

53 Digital Product Ideas

1. Planners and journals: Share your lifestyle tips and routines in a printable PDF.
2. Downloadable guides: If you're a lifestyle blogger or a handicraft expert, for example, you could create an ebook or PDF guide to show your followers how it's done.
3. Self-assessment tool: Create a quiz to help your audience know where they stand before taking them from A to Z in a process.
4. Beginner's guide to anything: Write an ebook on how to start doing something you know a lot about.
5. E-learning course: Create a course on your profession and offer it on your website or an e-learning platform.
6. Paid newsletter: Start and run a paid newsletter where you share helpful information on a regular basis.
7. Meditation audio: Sell 10-15 minute audio recordings of meditations and mindfulness exercises.
8. Video courses: Create a video series of strategies, techniques and tips.
9. Printable journals and wellness trackers: Create journals and wellness trackers to help people keep track of important activities or habits.
10. Wallpapers: Everyone loves a nice background for their desktop or smartphone. Create wallpapers or outsource someone else to create them.
11. Emojis: Why not create some unique emojis for your customers to use, so that their messages can stand out?
12. Posters: Get creative and design printable posters for your clients to decorate their space.
13. Fonts: Create some special text styles and fonts and sell them to your audience.
14. Photoshop templates: You could offer product mockups, effects, layouts and more to other digital product businesses..

15. Business card templates: Help your customers to look more professional with a variety of stylish business card templates.
16. Infographic design templates: These are great when people want to clearly present a lot of data and information.
17. Presentation templates: Give your customers a presentation design that stands out.
18. Invitation templates: These are great for people who want to make an impression at their big event—especially for birthdays, major holidays, and weddings.
19. Comic templates: Graphic novelists and comic artists can use these to make their work easier..
20. Icon sets: Give people unique icon sets for their website or landing page.
21. Animations: If you're a whizz at doing animations, you could sell them to video creators and YouTubers.
22. Premade graphic designs: Graphic designers are highly sought-after, but you can reach your clients straight away with some ready-made designs.
23. Create a website design checklist: Offer a website essentials checklist so that your customers can reach a wider audience with their products.
24. Apps: Once you've designed your mobile app, you can either add a pricing plan or have in-app purchases.
25. Website themes: Sell some premade themes, for WordPress for example, which customers can download and use straight away on their own website.
26. Resume templates: Sell CV templates to help your customers get hired.
27. Careers advice ebook: Write an ebook about your experience and insights when building a successful career.
28. Goal setting worksheets: Help your audience to map their career goals with a printable worksheet or journal.
29. Masterclasses: Share your specialized knowledge in an e-learning series.

30. Fiction and non-fiction ebooks: This may seem obvious to authors, but your book is a key source of passive income, so make the most of it.
31. Painting video tutorials: Create a video series on how to paint. You could create different levels for different abilities.
32. Drawing guides: Make a series of step-by-step PDF guides on how to draw. Your customers could have different themes to choose from, such as architecture, animals, or portraits.
33. Designs: If you can sew, share the patterns online so that your audience can give it a go. If you can create patterns you could sell them as well.
34. 5-day email course: Teach your audience how to tap into their creativity and explore the creative process in a 5-day series of emails.
35. Clip art pictures and symbols: Turn your art into computer icons that people can download and use on their own sites.
36. Printable coloring sheets: Turn your artwork into a coloring sheet for customers to download and print or create a coloring book to sell on Amazon..
37. Home recipes for healthy skin: Create a downloadable ebook with home remedies for skincare.
38. Hair and makeup tutorials: Video courses are very popular. You could set up a subscription series, where customers receive a new tutorial every week.
39. Certified courses: Let your customers become qualified beauty experts themselves. You could run an online course and offer a certificate.
40. Printable games and riddles: These could be games such as crosswords, word searches, mazes or join the dots.
41. Kids' audiobooks: Write a short story and record yourself (or a voiceover artist) reading it, then sell it as an audiobook. Perfect for children to listen to in the car, or before bedtime.
42. Nutrition plans: As we grow more health-conscious, everyone is on the lookout for wholesome and nutritious meal plans.

43. Recipe ebooks: Don't keep your recipes a secret! Create an ebook and share the joy with your customers..
44. Downloadable songs: Sell your songs online, with different pricing for personal use or commercial use.
45. Ringtones: Create unique ringtones that your audience can download.
46. Sound effects: Sell sound effects to video and music creators.
47. Voiceovers: Create downloadable premade voiceovers.
48. Instrumental tracks: Build a gallery of instrumental tracks or beats for people to buy.
49. Weekly workout video subscription: Release a new workout video every week to keep your customers on their toes.
50. Meal-prep plans: Give your clients a little help in the kitchen, with some healthy recipes and meal plans. You could share them weekly in a PDF, or put everything together into an ebook.
51. Workout plans: Create a program for a group of people who want to live a healthier lifestyle, complete with a private Facebook group and workout videos.
52. Photoshop presets and filters: Help your customers find the perfect look for their social media page or website, with premade presets and filters.
53. Stock photos: Deliver stock images into clients' inboxes every month. This can be a great incentive and advertisement for potential customers to invest in your services. Remember, free products could help you to make a sale later.