

DIGITAL
Wealth Academy

HOW TO
START DIGITAL
MARKETING



HI, I AM ESTEFANIA

& just like you, not too long ago I found myself stuck in a routine that was draining me.

I was working a regular job, putting in so much overtime, basically dedicating my whole life to a corporate job...

But the hardest part? I barely had time for my family. I couldn't travel like I've always loved to do. I felt like I was missing out on my own life. The stress got so bad... there were nights I would just cry, wondering if this was really what my life was going to look like.

And then, a few months ago, everything hit a breaking point. My boss wanted to demote me.

After everything I had given to that job... I was angry.

So I made a decision that honestly changed everything — I walked away. I'm 28 years old, and I refused to keep living a life that didn't make me happy.

That moment pushed me to start looking for something different... something that would actually give me freedom, time, and control over my life.

And that's where my story really began...



@SHE.IS.WEALTH



MY STORY

DIGITAL WEALTH ACADEMY

Est.
By



20
23

DIGITAL
Wealth Academy

IN THIS GUIDE

YOU'LL NOT ONLY LEARN THE BASICS OF DIGITAL MARKETING, FACELESS DIGITAL MARKETING & AFFILIATE MARKETING BUT YOU WILL ALSO WALK AWAY WITH A THOROUGH UNDERSTANDING OF THE EXACT BEGINNER'S COURSE THAT TAUGHT ME EVERYTHING I NEEDED TO KNOW ABOUT DIGITAL MARKETING, SO YOU LEARN THE EXACT WAY I DID.



@SHE.IS.WEALTH

CONTINUE

DIGITAL *Wealth Academy*

I MADE THOUSANDS IN MY FIRST FEW MONTHS WITH DIGITAL MARKETING &
NOW I WANT TO SHOW YOU HOW TO DO THE SAME.

DIGITAL MARKETING, IN SIMPLE TERMS, IS USING THE INTERNET, SOCIAL
MEDIA, AND DIGITAL TOOLS TO TELL PEOPLE ABOUT DIGITAL PRODUCTS OR
SERVICES.

THE REASON WHY DIGITAL MARKETING IS THE BEST OPTION FOR ANYONE
(IN MY OPINION) IS BECAUSE EVERYONE HAS A STORY TO TELL! EVERYONE
HAS AN AREA OF EXPERTISE OR KNOWLEDGE OF SOME SORT TO OFFER THE
WORLD.

SO WHAT ARE DIGITAL PRODUCTS?

THINK EBOOKS, TEMPLATES, GUIDES, CHECKLISTS, LIGHTROOM PRESETS,
DIGITAL PLANNERS, PODCASTS, AUDIOBOOKS, WORKSHEETS, AND THE LIST
GOES ON AND ON! IT TRULY IS ENDLESS! WITH DIGITAL PRODUCTS, YOU'RE
ABLE TO PUT THE WORK IN ONCE AND SELL THAT ITEM AN INFINITE AMOUNT
OF TIMES. AND IF YOU DON'T THINK YOU HAVE ANYTHING TO OFFER THE
WORLD, YOU DO!

TRUST ME, YOU DO. PEOPLE WILL PAY FOR WHATEVER KNOWLEDGE AND
SKILL YOU HAVE, IT'S ALL ABOUT FINDING THE RIGHT MARKET FOR IT.

WHAT IS DIGITAL MARKETING?

DIGITAL *Wealth Academy*

STEP 1

STEP 2

STEP 3

STEP 4

STEP 1: CHOOSE YOUR NICHE

- **A NICHE IS THE CATEGORY OF PRODUCT(S) YOU WILL PROMOTE, WHICH DETERMINES YOUR TARGET AUDIENCE. CHOOSE A NICHE YOU ARE PASSIONATE ABOUT. THIS WILL ALLOW YOU TO ENJOY YOUR WORK, FEEL COMFORTABLE PROMOTING THE PRODUCT, AND BUILD TRUST WITH YOUR AUDIENCE.**
- **PROFITABLE NICHE EXAMPLES:**
 - **HEALTH AND WELLNESS , WEALTH, RELATIONSHIPS, SELF-IMPROVEMENT, BEAUTY AND FASHION, TRAVEL, EDUCATION, FOOD AND COOKING, PARENTING, PERSONAL FINANCE, PETS, CAREER DEVELOPMENT, ETC.**



STEPS TO
GET STARTED IN...
DIGITAL MARKETING

DIGITAL Wealth Academy

STEP 1

STEP 2

STEP 3

STEP 4

STEP 2: PICK YOUR PRODUCTS

- **AFFILIATE MARKETING: FIND OTHER COMPANIES PRODUCTS TO PROMOTE.**
 - **GOOGLE "[YOUR NICHE] + BEST AFFILIATE PROGRAMS + [YOUR COUNTRY]"**
 - **OR USE CLICKBANK, DIGISTORE 24, JV ZOO, CJ AFFILIATE, ETC**
 - **APPLY TO BE AN AFFILIATE, WAIT FOR APPROVAL, GET YOUR LINK(S)**
- **DIGITAL MARKETING: CREATE YOUR OWN PRODUCTS.**
 - **DO MARKET RESEARCH ON WHAT YOUR TARGET AUDIENCE WANTS.**
 - **USE CHATGPT FOR PRODUCT IDEAS, OUTLINES, ETC.**
 - **USE CANVA TO CREATE PDFs & TEACHABLE TO CREATE COURSES**
- **DONE-FOR-YOU DIGITAL MARKETING:**
 - **PURCHASE A DONE-FOR-YOU PRODUCT WITHIN YOUR NICHE. YES! IT'S REALLY THAT SIMPLE!**



PRO TIP: DON'T TREAT IT AS AN "EITHER-OR" SITUATION. BLEND THEM TOGETHER TO DIVERSIFY YOUR INCOME STREAMS. FOR EXAMPLE, I FOCUS ON DONE-FOR-YOU DIGITAL MARKETING WHILE DIPPING INTO AFFILIATE MARKETING, PROMOTING BUSINESS TOOLS THAT HAVE HELPED ME AND CAN BENEFIT MY STUDENTS. THIS COMPREHENSIVE APPROACH MAXIMIZES YOUR POTENTIAL FOR SUCCESS!

STEPS TO
GET STARTED IN...
DIGITAL MARKETING

DIGITAL Wealth Academy

STEP 1

STEP 2

STEP 3

STEP 4

STEP 3: DRIVE TRAFFIC TO YOUR LINKS

- **THIS IS THE FUN PART! NOW THAT YOU'VE FOUND YOUR NICHE AND A PRODUCT WITHIN YOUR NICHE, IT'S TIME TO CREATE ENGAGING CONTENT TO PROMOTE IT! FIGURE OUT THE PAIN POINTS PEOPLE IN YOUR NICHE ARE EXPERIENCING AND HOW YOUR PRODUCT WILL SOLVE OR ALLEVIATE THAT PROBLEM. THEN, BEGIN CREATING CONTENT THAT WILL DRAW IN THE AUDIENCE YOU'RE TARGETING WITH A SIMPLE CALL TO ACTION.**
 - **YOU CAN DRIVE TRAFFIC TO YOUR LINKS BY CREATING CONTENT IN THE FORM OF IG REELS, STATIC POSTS, EBOOKS, BLOGS, TIKTOK, PINTEREST, ETC.**
 - **I ALSO RECOMMEND CREATING A BRAND NEW INSTAGRAM PAGE AND POSTING 2-3 REELS A DAY TO REALLY GET YOUR CONTENT OUT THERE!**
 - **YOU CAN ALSO USE MY KICKSTART STRATEGY AS A GUIDE TO GET MORE VIEWS, FOLLOWERS, LEADS & SALES**
 - **USE A CONTENT BANK TO CREATE AESTHETIC REELS (I WILL SHOW YOU MY FAVES) THIS OPTION IS IF YOU WANT TO GO THE FACELESS ROUTE.**



STEPS TO
GET STARTED IN...
DIGITAL MARKETING

DIGITAL *Wealth Academy*

STEP 1

STEP 2

STEP 3

STEP 4

STEP 4: CONTINUE TO LEARN AND EVOLVE

- **CONTINUE TO EVOLVE AND EXPAND YOUR OFFERS (CREATE YOUR OWN PRODUCTS TO HELP YOUR AUDIENCE)**
- **KEEP LEARNING EVERY DAY**
- **MASTER YOUR MINDSET - SHOW UP WITH A SUCCESS MINDSET**
- **SHOW UP EVERY DAY WITH THE MINDSET THAT YOU ARE CREATING SUCCESS NO MATTER WHAT**
- **CONNECT WITH PEOPLE IN YOUR DM'S - FIND OUT ABOUT THEM AND HOW YOU CAN HELP THEM**



STEPS TO
GET STARTED IN...
DIGITAL MARKETING



THE FACELESS METHOD



WHAT IS FACELESS *Digital Marketing?*

FACELESS MARKETING IS A STRATEGIC APPROACH THAT IS VERY ON-TREND RIGHT NOW. IT'S AMAZING IF YOU ARE SHY & INTROVERTED! YOU CAN USE YOUR CREATIVITY BUT REMAIN ANONYMOUS.

IT HAS MANY BENEFITS THAT ALLOW YOU TO GROW YOUR BUSINESS FAST, CREATE CONTENT FAST & USE SIMPLE STRATEGIES TO CONVERT SALES.

FACELESS MARKETING ALLOWS YOU TO BUILD YOUR BRAND WITHOUT HAVING TO USE YOUR FACE. YOU CAN USE ENGAGING CONTENT, TEXT & CAPTIONS & YOUR VISUAL IDENTITY TO GROW YOUR BRAND.

THE GOAL IS TO CREATE A COHESIVE BRAND THAT RESONATES WITH YOUR TARGET AUDIENCE & CREATES A COMPELLING BRAND IDENTITY.



BENEFITS OF FACELESS MARKETING:

- **YOU CAN GET YOUR BUSINESS UP & RUNNING FAST & MAKE SALES FAST**
- **YOU CAN CREATE AESTHETIC CONTENT WITHOUT HAVING TO CREATE CONTENT YOURSELF OR SHOW YOUR FACE**
- **YOU CAN REMAIN ANONYMOUS**
- **EASIER TO CREATE CONTENT**
- **USE CONTENT BANKS TO SOURCE CONTENT.**

FACELESS DIGITAL MARKETING

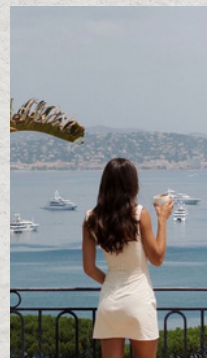
FREQUENTLY
Asked QUESTIONS

- **CAN I BUILD A STRONG BRAND IDENTITY WITHOUT SHOWING MY FACE?**

YES! THE KEY TO BUILDING A STRONG BRAND IDENTITY LIES IN MAINTAINING CONSISTENCY THROUGHOUT YOUR VISUAL ELEMENTS (COLORS, FONTS, TYPE OF CONTENT), MESSAGING, AND VOICE STYLE.

- **HOW CAN I ENGAGE AUDIENCES WITHOUT A PERSONAL INFLUENCE?**

ENCOURAGE INTERACTION THROUGH POLLS, QUIZZES, AND DISCUSSIONS RELATED TO YOUR INDUSTRY. LEVERAGE SOCIAL MEDIA PLATFORMS TO FOSTER COMMUNITY ENGAGEMENT AROUND YOUR BRAND.



- **HOW CAN I FOSTER TRUST WHEN THE BRAND LACKS A FACE?**

ALWAYS ADD VALUE! SHARE YOUR KNOWLEDGE/ EXPERTISE IN YOUR TOPIC OF CHOICE. HIGHLIGHTING CUSTOMER TESTIMONIALS, CASE STUDIES, AND REVIEWS ALSO HELPS BUILD CREDIBILITY.

- **CAN I STILL DO THIS IF I DON'T KNOW HOW TO TAKE AESTHETIC FACELESS CONTENT?**

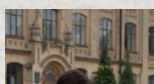
ABSOLUTELY! THAT IS ONE OF THE BEAUTIES OF FACELESS MARKETING. SINCE NO ONE KNOWS WHO IS BEHIND THE ACCOUNT, YOU CAN USE VIDEOS CURATED BY CONTENT BANKS! YOU DON'T NEED AN AESTHETIC HOME OR TO FILM YOUR OWN CONTENT TO LAUNCH A SUCCESSFUL FACELESS ACCOUNT.

- **CAN I FIND SUCCESS IF I CREATE A NEW FACELESS ACCOUNT?**

YES! INSTAGRAM LOVES NEW ACCOUNTS! SO IF YOU WANT TO KEEP YOUR PERSONAL ACCOUNT AND START A NEW ONE FOR YOUR FACELESS CONTENT I 100% RECOMMEND IT! IT MIGHT TAKE SOME TIME TO GET SOME TRACTION, BUT IF YOU STAY CONSISTENT, FOCUS ON ADDING VALUE, AND LAUNCH WITH A GOOD STRATEGY, YOU WILL SEE GROWTH!

- **WHERE CAN I LEARN MORE IN-DEPTH ABOUT THE STRATEGIES I NEED TO IMPLEMENT IF I WANT TO LAUNCH MY FACELESS DIGITAL MARKETING BUSINESS?**

YOU CAN LEARN THE SAME WAY I DID BY TAKING DIGITAL WEALTH ACADEMY! NOT ONLY WILL YOU LEARN EVERYTHING ABOUT BRANDING, CREATING YOUR OWN DIGITAL PRODUCTS, ALL THINGS SOCIAL MEDIA, HOW TO TAKE CONTENT, ETC. BUT YOU WILL ALSO LEARN EVERYTHING YOU NEED TO KNOW ABOUT FACELESS DIGITAL MARKETING!



ENJOY THE BENEFITS OF
PROFESSIONAL CONTENT
WITHOUT THE DRAWBACKS:

- OVER 3,000 VIDEOS AVAILABLE
- OVER 100+ NEW VIDEOS EVERY MONTH FOR YOU TO DOWNLOAD
- BRAND NEW CONTENT BANK , MEANING CONTENT YOU HAVE NEVER SEEN BEFORE!
- YOU CAN EXPECT ALL TYPES OF CONTENT : WOMEN, MEN, MOTHERHOOD, LIFESTYLE, BUSINESS, FRENCH STYLE, MODEST & SOOO MUCH MORE!



@SHE.IS.WEALTH



RESOURCES & NEXT STEP....



DIGITAL *Wealth Academy*

THIS IS YOUR EXPRESS LANE TO ONLINE SUCCESS.

IMAGINE HAVING A PRODUCT THAT'S NOT JUST EXTREMELY VALUABLE BUT ONE THAT YOU CAN RESELL AS AN AFFILIATE, MEANING YOU'RE NOT JUST BUYING A PRODUCT; YOU'RE INVESTING IN A BUSINESS OPPORTUNITY. THIS MEANS YOU CAN BUY THE PRODUCT, IMMEDIATELY. RESELL THE PRODUCT AS YOUR OWN, KEEPING 85% OF THE PROFITS, AND ALL WITHOUT THE HASSLE OF CREATING IT FROM SCRATCH!

MAKE JUST ONE SALE, AND YOU'VE ALREADY MADE MOST OF YOUR MONEY BACK!

5.47 BILLION PEOPLE USE THE INTERNET DAILY, SO TRUST ME, MAKING ONE SALE PER WEEK (OR EVEN PER DAY) IS NOT THAT HARD!

**I SAY IT ALL THE TIME BUT IT'S TRUE...
THIS IS THE ULTIMATE CHEAT CODE.**

YOUR JOURNEY TO FINANCIAL FREEDOM BEGINS WITH DONE-FOR-YOU DIGITAL MARKETING. DIGITAL WEALTH ACADEMY IS YOUR GUIDE TO UNLOCKING THIS THIS INSANE INCOME OPPORTUNITY!

READY TO LEVEL UP?

Click here

TO START YOUR JOURNEY TO FINANCIAL FREEDOM

DONE FOR YOU DIGITAL MARKETING

DIGITAL *Wealth Academy*

DIGITAL WEALTH ACADEMY IS AN IN DEPTH ONLINE, SELF PACED COURSE THAT TEACHES YOU EVERYTHING YOU NEED TO KNOW ABOUT STARTING A DIGITAL MARKETING BUSINESS, BRANDING YOURSELF, MARKETING YOUR SALES, HOW TO CREATE YOUR OWN DIGITAL PRODUCTS, AUTOMATION, FUNNELS, EMAIL MARKETING, AFFILIATE MARKETING AND SO MUCH MORE!!!

YOU WILL ALSO HAVE ACCESS TO LIVE MASTERCLASSES AND TRAININGS!

DWA 2.0 JUST LAUNCHED!

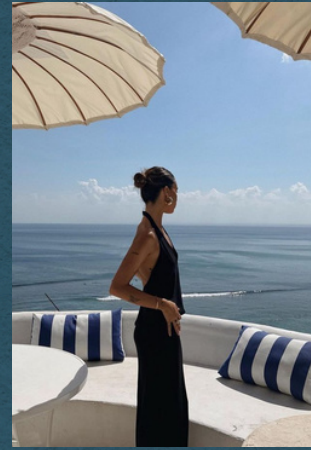
WHAT I LOVE BEST ABOUT DWA IS THAT YOU CAN THEN RESELL THE COURSE, AS AN AFFILIATE FOR 85% PROFIT!
YOU DON'T HAVE TO RESELL IT, BUT IF YOU DECIDE TO LET ME BREAK IT DOWN FOR YOU! 1 SALE = YOU GET MOST OF YOUR MONEY BACK,
2 SALES = YOU'RE IN PROFIT, 11 SALES = YOU'VE MADE \$6,567, 20 SALES AND YOU'VE MADE \$11,940!!!

Click here

TO START YOUR JOURNEY TO FINANCIAL FREEDOM

IN DEPTH
DIGITAL MARKETING

BUT, WAIT! THERE IS SOOO MUCH MORE.....



YOU WILL ALSO HAVE ACCESS TO A PLR VAULT WITH 7 ADDITIONAL DIGITAL PRODUCTS!

"PLR" STANDS FOR "PRIVATE LABEL RIGHTS," WHICH REFERS TO A LICENSING AGREEMENT THAT ALLOWS SOMEONE TO PURCHASE DIGITAL CONTENT LIKE ARTICLES, EBOOKS, VIDEOS, OR TEMPLATES, MODIFY IT WITH THEIR OWN BRANDING, AND THEN RESELL IT AS IF IT WERE THEIR OWN CREATION; ESSENTIALLY GIVING YOU THE RIGHT TO USE, MODIFY AND DISTRIBUTE THE CONTENT AS YOUR OWN!

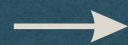
THAT'S 7 DONE FOR YOU PRODUCTS YOU CAN NOW RESELL FOR 100% PROFIT!!!



THIS EXCLUSIVE PLR VAULT INCLUDES:

- THE DIGITAL WEALTH GUIDE
- THE DIGITAL MARKETING PLAYBOOK
- REELS GUIDE FACELESS
- THE ULTIMATE REELS GUIDE
- TIKTOK MARKETING FACELESS
- SOCIAL MEDIA PLANNER
- SELL ON STORIES

ALL OF WHICH YOU CAN ADD TO YOUR STOREFRONT RIGHT AWAY AND RESELL FOR 100% PROFIT!

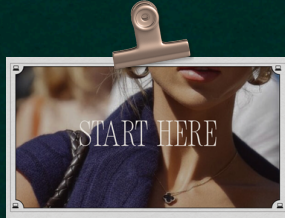





Module name list:

- START HERE
- MINDSET
- INTRO TO DIGITAL MARKETING
- THE DIGITAL PRODUCT CRASH COURSE
- THE FOUNDATION
- DWA LEGAL DOCUMENTS
- DWA AFFILIATE PROGRAM
- THE PRE-LAUNCH
- STANSTORE
- SETUP WITH FUNNELS OF COURSE
- SETUP WITH BEACONS
- SETUP WITH SYSTEME.IO
- EMAIL MARKETING
- BUILDING TRUST WITH MY AUDIENCE
- CONTENT VAULT
- THE ULTIMATE BRANDING GUIDE
- ATTRACTION MARKETING
- SELLING IN STORIES
- SELLING IN YOUR DM'S
- FACELESS MARKETING
- DONE-FOR-YOU REELS
- MEN'S DIGITAL MARKETING
- ALL THINGS INSTAGRAM
- THE DIGITAL PRODUCT GUIDE
- THE VIRAL REEL SYSTEM
- EVERYTHING REELS
- CONTENT CREATION
- THE CONTENT AVENUE (CONTENT BANK)
- ALL THINGS PINTEREST
- YOUTUBE MONETIZATION
- MONETIZE WITH AMAZON
- PRINT ON DEMAND
- NETWORK MARKETING
- BLENDING TWO BUSINESSES
- THE ART OF INFLUENCE
- SELLING ON FACEBOOK
- SALES MASTERY
- MEN'S BRANDING ESSENTIALS
- RECORDED TRAINING CALLS
- PLR VAULT
- + ALL 6 LANGUAGES
- CAPCUT EDITING
- PHOTOGRAPHY
- VIDEOGRAPHY
- CANVA ESSENTIALS
- FULL BUSINESS AUTOMATION
- MAINTAINING LOYAL CUSTOMERS
- LEGALLY PROTECT YOUR BUSINESS
- EVERYTHING TIKTOK
- AFFILIATE MARKETING
- THE UGC COURSE
- CREATING YOUR OWN COURSE
- HIGH TICKET SALES MASTERCLASS
- DROPSHIPPING MODULE
- CHATGPT FOR BUSINESS
- HEALTH & WELLNESS


HERE IS A
SNEAK PEEK




 **Asma A**
2d ago • Testimonials

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

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



 **Ella Morgan**
3d ago • Testimonials

BIG WIN: Hit \$6K in Sales! 🎉

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

 **Miranda Perry**
7d ago • Testimonials

8k in 24hr

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

 **Anglo Saxon**
7d ago • Testimonials

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

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

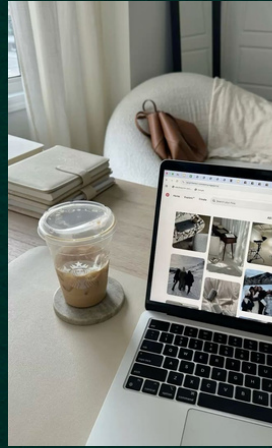
I MEAN,

IF THERE'S EVEN A CHANCE YOU GOT THIS FAR INTO THE GUIDE, YOU MUST SEE THE VALUE IN WHAT THIS COURSE OFFERS AND HOW THIS COULD BE LIFE-CHANGING TO YOU AND YOUR FAMILY.

BUT JUST IN CASE YOU AREN'T CONVINCED YET...
DWA HAS A COMMUNITY OF OVER 116,000+ STUDENTS, ALL OF WHICH JUST LIKE YOU- WERE LOOKING FOR A WAY TO LEARN HOW TO MAKE AN INCOME ONLINE!

[CLICK HERE TO ACCESS DWA](#)

TESTIMONIALS



NOW, IT'S YOUR TURN!

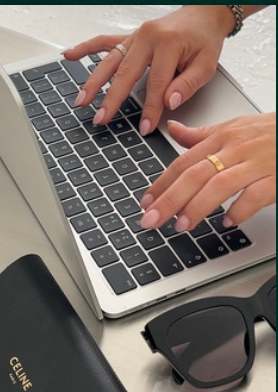
When I first discovered this opportunity,

I WAS NERVOUS AND EXCITED, MUCH LIKE YOU MAY BE NOW. DESPITE FEELING SCARED, I COMMITTED TO COMPLETING THE COURSE FROM START TO FINISH. I HAD A PRETTY DEMANDING SCHEDULE BUT I SQUEEZED IN AN HOUR HERE AND THERE THROUGHOUT THE DAY! I OFTEN LISTENED WHILE CLEANING, COOKING, OR FOLDING LAUNDRY, BUT FOUND THE CONTENT EASY TO FOLLOW AND LOOKED FORWARD TO EACH NEW LESSON. I PROMISE: IF I CAN DO IT, YOU CAN TOO!

I NEVER COULD'VE IMAGINED WHAT A GAME CHANGING DECISION TAKING AN ONLINE COURSE WOULD TURN OUT TO BE! DWA EXPLAINS EVERYTHING STEP-BY-STEP. IT HAS RESOURCES, GUIDANCE, AND SKILLS THAT I HONESTLY CANNOT PUT A PRICE TAG ON.

NOW IT'S YOUR TURN TO GO OUT THERE AND BUILD A LIFE OF TIME & FINANCIAL FREEDOM...WITHOUT EVER HAVING TO CREATE A PRODUCT, LEAVE YOUR HOME, OR SHOW YOUR FACE!

Join Dwa



THE TIME
TO JOIN IS NOW

I'M SUPER EXCITED

**TO SEE WHERE YOUR DIGITAL
MARKETING BUSINESS WILL TAKE
YOU!!**

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

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

DIGITAL
Wealth Academy

**I'M
ROOTING
FOR
YOU!!!**

START NOW!

**FEEL FREE TO REACH OUT TO ME WITH ANY QUESTIONS
@SHE.IS.WEALTH**