



Blueprint

**THE
16-STEP
DIGITAL PRODUCT**

A person is sitting at a desk, working on a laptop. In front of them is a cup of coffee and a small spoon with sugar cubes. To the right of the coffee is a photo book or album. The background is a soft-focus indoor setting with a plant.

THE 16-STEP DIGITAL PRODUCT *Blueprint*



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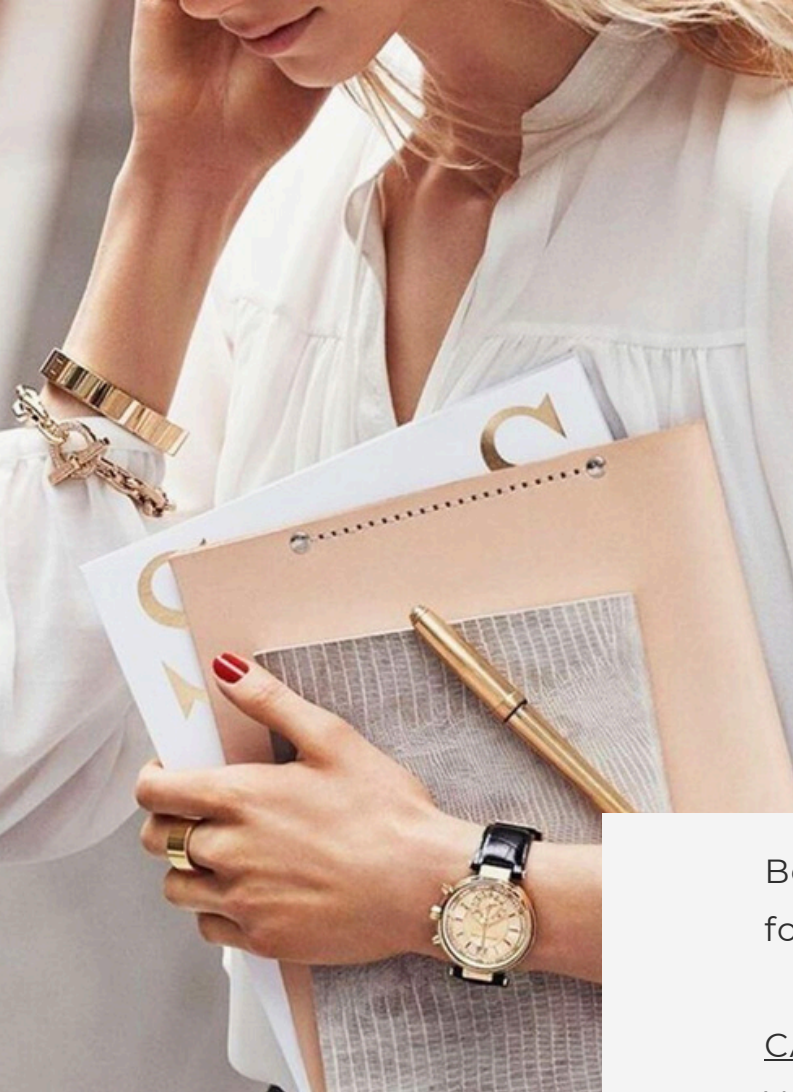
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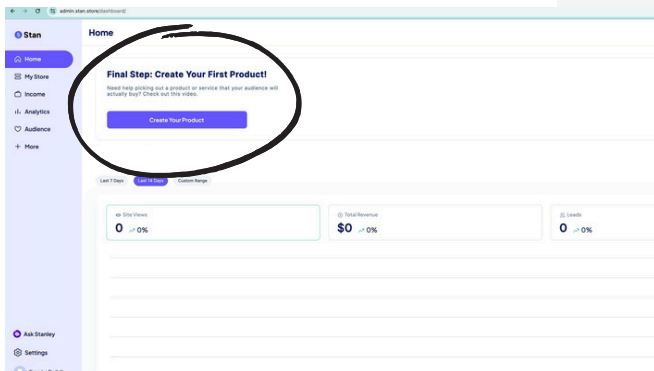


01

HOW TO PREPARE

Before starting make sure you have the following tools:

CANVA - Create a free account on Canva. You can use different designs and combine them together to create your digital product (unless you want to use this one). Search for example for “ebook” or “wedding planner” depending on your passion & knowledge



STAN STORE - this is where you'll be creating your sales page for your digital product! Your stan store link is what will end up going in your bio when you're all finished.

(you get 14 days free with the link above, so wait to create this account until you have your product done and ready to list!)

02

CHOOSE YOUR *Business Name*

Here are some things to consider:

You want your business name to clearly communicate what your business is all about. It's helpful to use keywords in your business name describing exactly what you do. You can also use your own name and last name as your business name and have a separate brand name (doesn't have to be the same as your business name)

Keep it simple and straight to the point.

But also, don't overthink this. You can change it later if you want to, so pick a name and LET'S GO!

When choosing a brand name make sure you do a proper research on Google and social media to see that it's not already taken! Especially if you are starting several social media platforms (recommended to start with one first), ensure that you can secure the same brand name across different platforms that you're planning on using in the future



03 Branding

When you're thinking about branding think about your unique story, branding on social media or sales pages you've seen that is attractive to you (we tend to attract like-minded people), so think about what kind of message you want to convey with your brand (colors, fonts, images, videos etc). Keep in mind your "why", your vision and your mission.

Colors are really important and communicate the vibe of your brand to people even before they read your words.

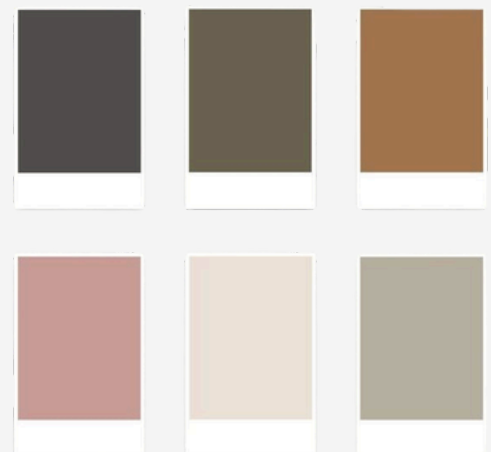
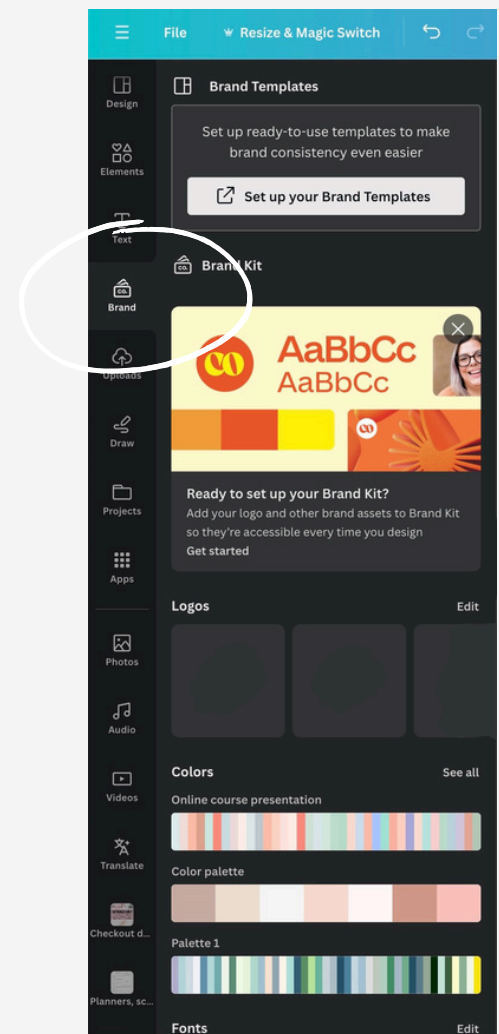
Your brand colour palette helps you to create the feeling you want someone to have about you and your business. Colors can give the right impression of you to the right people. (And bonus: it will attract people like you who are also attracted to those colors! So make sure your color palette is true to YOU!)

Questions you want to ask yourself before picking colors...

How do I want to come across? (energetic, vibrant, calming, trustworthy, professional, etc)
What emotion do I want to elicit in my audience?

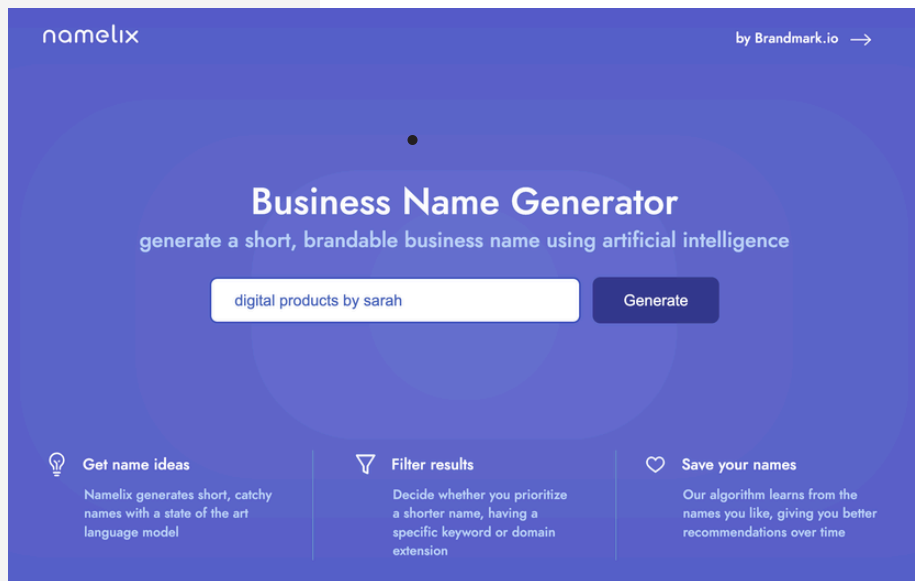
What are the favourite popular brands of my audience and what does their branding look like?

In Canva you can create your brand kit, colors, fonts etc



After psychology, you also want to take into account practicality. Make sure your text color is able to be read against your background color. (THIS IS SO IMPORTANT AND CANNOT BE OVERSTATED!) You want your message to POP.

Namelix is a helpful tool for both NAMING your business AND coming up with your branding colors! Once you search your keywords and decide on a business name and logo, you can click on the specific logo/name you like and it'll give you a color palette and a mockup!



04 DOMAIN & EMAIL

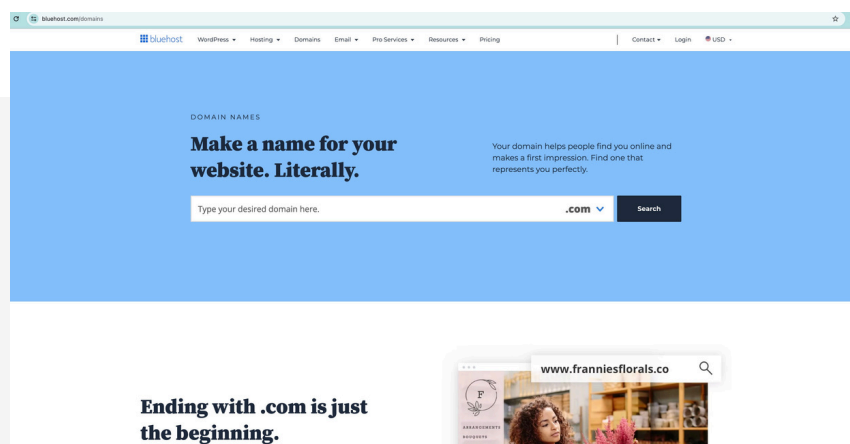
This is not a key step unless you would like a professional email name. We can work around this by implementing emails via Stan Store that will come from your business name.

The main reason you would choose to get a domain name isn't necessarily so you can set up a website right now. The main reason you want a domain name is for the professional email. That way you can get your email list up and running now and ready to go as soon as you launch your digital product!

I recommend staying as close to your business or brand name as possible if not your whole business name.

For your professional email name, I recommend something like this: [yourname@yourdomainname].

You can buy a domain on [BlueHost](#), [GoDaddy](#) or [SquareSpace](#) (there are tons of YouTube videos how to do it)



Defining your niche is going to help you get crystal clear about WHO you are speaking to & who your product is helping.

What is a niche?

Some people never see success in their business because they never clearly define their niche. And they never clearly define their niche because they mistake their customer avatar (aka their ideal customer) for their niche!

Your niche is simply the problem you solve. Period. It is not the person you solve the problem for.

Any niche can be profitable if you know how to tell your story, show your transformation and show to people how it changed your life/business

What problem do/can you solve?

And don't put too much pressure on yourself here. You only need to take people from point A to point B.

Brainstorm:

- is there a struggle you overcame in your life? Is there something you've done a lot of research in? Maybe your hobby or profession or your passion? Where do you have the most knowledge in? What is one question you get all the time?

05

HOW TO CHOOSE *a niche*



Take 5-8 post it notes and write down ALL of the problems you can solve. Don't leave any stone unturned.

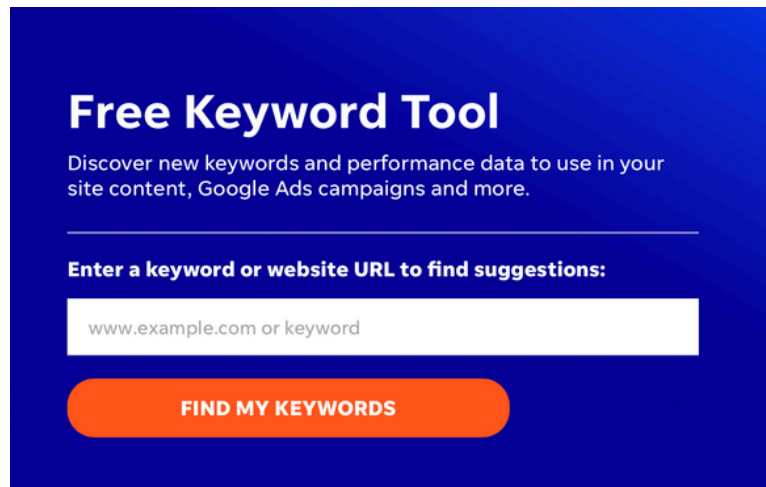
Do research

You can use different platforms and website to search what's profitable in your niche (if there are already books written, services created in, products and courses created in that niche / topic, it means it's profitable)

First do a keyword research

Use Wordstream and start searching some keywords from your product idea list!

Keywords are so handy for helping you discover how many people have the problem you solve, by uncovering just how many people are searching those terms on search engines every month! To find a truly profitable niche, you want to aim for 20k searches for each keyword. Save all keywords you've searched and make sure you keep note of how many searches they have.

A screenshot of the Wordstream Free Keyword Tool interface. The background is dark blue. At the top, the text "Free Keyword Tool" is written in white. Below it, in smaller white text, is "Discover new keywords and performance data to use in your site content, Google Ads campaigns and more." A horizontal line separates this from the input section. Below the line, the text "Enter a keyword or website URL to find suggestions:" is written in white. Underneath is a white input box containing the placeholder text "www.example.com or keyword". At the bottom of the input section is an orange button with the text "FIND MY KEYWORDS" in white.

For example I searched "digital products" and found out it only has about 18k searches per month. Not bad, but not good enough. (remember, I said we want at least 20k searches, otherwise it may be hard to find the person with the problem you solve, if they even exist!)

This is why knowing the problem you solve is just as important as the product you sell! While I may sell digital products that teach people to create their own digital products, it's not the problem itself but only the solution to the problem....so what's the problem I'm solving, you ask?

Keywords	 Monthly search volume
make money online	301,000
make cash online	301,000
generate income online	301,000
create money online	301,000
ways to make money online	74,000
ways to earn money online	74,000
ways to get money online	74,000

I help people make money online. (I can just hear the lightbulbs going off in your head right now)

Another really helpful tip when you're thinking of a problem you can solve within your niche is [AnswerThePublic](#). You can find out what terms people are searching and make sure to include those in not only your keyword search, but your content as well!

Simply search the keywords you found on word stream that are related to your niche, save the questions you find people are asking using those keywords, and BAM.

You will most likely find WAY more than one problem you can solve, but let's just pick one for now. You don't have to solve every problem within your niche in one digital product.

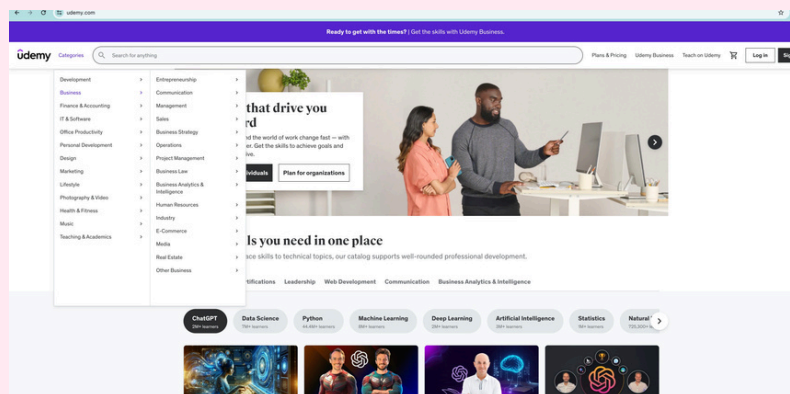
Trust me, it will sell MUCH better if you can clearly define ONE problem you solve with that product. Remember, you only need to deliver one result to your customer. Point A to point B. Don't overcomplicate this.

Also, this won't be as applicable until further down the road, but I promise you'll remember I said this:

Pay attention to the other problems your customers express to you as they're solving one problem with your first digital product. Take note! These conversations will give you ideas for your NEXT digital product. (And trust me, the ideas won't stop coming!)

When doing a market research look at other products already created in your niche/topic on:

- social media (e.g. search with keywords like “weight loss coach”)
- Facebook groups
- Udemy.com (check the categories or search with keywords),



- Erank.com is a good one, specifically for trends and tracking competitors on Etsy (even though you wouldn't be using Etsy, it's a good tool for research)



HOW TO CHOOSE

a profitable topic

06

Pick the niche that is closest to your heart and that you have the most experience in (the biggest results) and now it's time to find a profitable topic, which you probably already know based on your research.

You can use the list idea on the following page for inspiration. Decide what your topic will be aka what is the starting point (problem you've solved for yourself) and the end goal aka what was the result/transformation. Then pick your digital product

Will it be an **ebook** full of tips and info? A **guide**? **Journal**? **Templates**? **Subscriptions**? **Videos**? A mini **course**?

Here's a video that will help you get your creative juices flowing!

Don't be afraid that your niche is too saturated, you'll stand out with your own story - no one else is YOU!

If you already have a business and you have things in your business that you use (email templates, coaching packets, etc.) that can be turned into digital products, you could start there!

Ebook e.g. would be the easiest get your foot in the door with your first product.



FOR INSPIRATION

Real estate

- Airbnb income & expense tracker
- Email signature & business card templates
- Real estate bookkeeping spreadsheet, goal setting & leads tracker, interactions management, sales tracker, realtor business tools
- Textable real estate business card templates
- Real estate commissions sheet templates
- buyer and seller intake spreadsheet, CRM, client list tracker
- real estate social media content templates
- real estate website template
- real estate brochure templates
- pre-listing checklist
- guide for home buyers how to improve their credit score to buy a home
- buyer and seller intake form / google form
- real estate business and marketing plan
- guide to real estate investing
- home inspection checklist
- comparative market analysis guide
- rent vs own home -guide
- real estate team recruiting for new agents booklet
- luxury real estate guide
- luxury real estate marketing templates
- real estate team onboarding guide
- real estate local guide
- relocation guide

Pets

- Dog/cat care tracker
- Weekly pet sitter checklist
- Pet walker caretaker guide
- pet walker form
- cartoon pet portrait, digital drawing and illustration
- pet profile printable for pet owners
- personalized framed wall art
- welcome to the family -new puppy announcement
- 50 dog/cat quotes
- pet birthday invitation templates
- thank you card templates with dogs/cats
- how to prevent separation anxiety guide
- pet grooming guide
- pet nutrition guide
- printable pet log
- editable montessori card with dog/cat breeds
- 50 pet training tips guide
- pet fund savings tracker
- pet treat recipes
- pet socialization checklist
- new puppy/kitten checklist
- dog/cat brushing poster

- Pet activity booklet
- editable pet party table tents
- dog breeder's bundle
- pet care journal/planner
- pet social media templates

Travel

- travel itinerary template
- printable packing list or editable packing list template
- travel guide
- travel on the budget guide
- travel around Europe guide
- vacation checklist
- travel USA map pocket book
- printable travel planner or editable travel planner template
- travel vacation planner template
- travel agent starter kit (emails, social media posts etc)
- editable boarding pass ticket template for surprise trips
- city guide pocket book
- travel blogger marketing guide
- travel budget spreadsheet
- lead magnet templates for travel bloggers
- travel and adventure journal
- travel agency guide

Mental health

- 7 day workbook journal how to unlock your confidence
- self-confidence worksheet
- stress relief workbook/guide
- anxiety relief worksheet/guide
- gratitude journal
- self care planner
- rainbow affirmation cards
- vision board printables
- vision board templates
- self care digital stickers
- meditation mood tracker
- printable wall art with affirmations
- safety plans journal
- mental health worksheet
- problem solving journal/guide
- mood tracker
- law of attraction journal
- manifestation planner
- habit tracker
- stress management workbook
- productivity workbook/worksheet/guide
- anxiety coping skill flashcards
- therapy office decor
- therapy journal
- therapeutic workbook/worksheets

- daily self care journal
- OCD therapy planner
- ADHD workbook/worksheets/guide
- teen anxiety guide
- feelings thermometer chart
- codependency challenge
- self sabotage ebook/workbook
- CBT + DTB mental health worksheet/workbook/guide (situation processing & coping)
- mindfulness mood journal
- 100 journal questions to process your feelings
- daily mental health log
- self love flash cards

Stationery

- printable botanical letter writing paper
- printable bookmarks and labels
- 100 digital sticky notes
- to do list templates
- grocery shopping list templates
- weekly/monthly/yearly goal setting, timelines, schedules
- weekly/monthly work schedule
- digital Christmas cards (printable or editable)
- digital Birthday cards (printable or editable)
- editable real estate post cards
- digital stickers
- magazine template
- workbook template
- worksheet template
- ebook template
- online course lesson template
- webinar template
- resume template
- contract template
- cover letter template
- digital or printable planner/journal

Skin care

- skin care routine planner/guide/journal
- skin analysis consultation form template
- skin assessment and intake form
- beauty salon wall art
- skin cycling chart wall art for bathroom
- make up guide/shopping list
- skin cycling guide with calendar
- skin care checklist
- 30 day skin care challenge
- guide how to get rid of adult acne
- guide for teen skin care

Hair care

- how to grow healthy natural hair ebook/guide
- fine hair care routine ebook/guide
- curly hair care routine ebook/guide
- dry / damaged hair care routine ebook/guide
- hair care planner
- hair care wall art for bathroom
- hair styling techniques ebook/guide
- hair care journal
- hair care wall art for beauty salons
- wash day planner
- hairstylist beginner to advanced ebook/guide
- hair extensions ebook
- wedding hair styles ebook/guide
- hair extension consultation form (printable or editable)
- braiding hair manual
- social media marketing templates for hair stylists

Wedding

- smartphone wedding invitation templates
- wedding table seating plan templates
- printable or digital wedding planner
- welcome sign templates
- wedding invitation templates
- wedding itinerary templates
- wedding timeline templates
- wedding decor checklist
- wedding planning checklist
- wedding planning excel spreadsheet
- wedding photography shot list
- wedding wardrobe templates
- day of wedding planner
- wedding wall art
- wedding map template
- wedding newspaper post
- wedding photo album (printable/editable)
- bar menu templates
- bridesmaid info card templates
- polite notice sign templates
- wedding kids activity planner
- wedding kids coloring map
- bridal shower games
- wedding treasure hunt for kids
- bachelorette party games
- bachelorette drinking games

Home organization

- printable wall art posters
- 30 day declutter challenge
- housekeeping cleaning planner (editable or printable)
- beach esthetic decor wall art
- household digital planner
- kitchen organization ebook/guide
- closet organization ebook/guide
- household labels (storage labels, kitchen labels etc)
- renovation planner/ebook/guide
- garden planner/ebook/journal
- learn how to clean ebook/guide
- moving out checklist
- laundry room care symbol guide
- how to stage your home ebook/guide
- social media marketing templates for interior designers
- real estate home staging guide
- home inspection checklist
- how to design your living room ebook/guide
- home office organization ebook/guide/planner
- kitchen renovation guide
- interior design style ebook/guide
- dream home planner
- dream home vision board template
- prep your home for sale guide
- residential pool maintenance checklist
- how to make your home sell ebook/guide

Health

- daily health tracker
- medical planner (editable or printable)
- health care planner/journal
- medication tracker
- IVF tracker
- recipe card templates
- cookbook
- recipe book
- keto food list checklist
- 4 week keto diet plan/challenge
- social media marketing templates for health coaches
- 7-day smoothie detox ebook/guide
- vitamins and minerals cheat sheet
- guide to reading food labels
- 30 healthy food swaps
- period tracker/journal
- mood tracker
- ovulation tracker/journal

Pregnancy

- baby shower games
- baby theme word stickers
- baby photo album
- baby wall art
- pregnancy announcement templates
- pregnancy planner
- baby shower invitation templates
- trimester checklist
- preparing for baby ebook/guide/checklist
- 30 birth affirmation cards
- pregnancy self care journal
- pregnancy massage manual
- pregnancy milestone card templates
- baby growth chart
- baby first food tracker
- baby feeling log
- toddler food chart
- pregnancy planner
- ebook/guide for new doulas
- newborn care log

Mindfulness

- mindfulness cards
- mindfulness journal
- gratitude journal
- mindfulness log
- mindfulness breathing exercises ebook/guide
- shadow work journal
- mindfulness coping skills cards
- self-therapy workbook
- affirmations and reflections journal
- 369 manifestation journal
- spirituality journal
- self discovery journal
- morning/evening mindset ritual planner/guide/journal
- money mindset planner
- rewriting limiting beliefs workbook
- growth mindset poster
- dream life planner/journal
- happy mom workbook
- change your mindset workbook
- self motivation workbook

Weight loss

- weekly meal plan
- dinner plan
- breakfast plan
- 8-week booty workout plan/ebook/guide
- weight loss tracker/journal/planner
- habit tracker
- body measurement journal
- macro meal planner spread sheet
- meal prep planner
- meal tracker
- calorie tracker
- grocery shopping list
- daily food diary
- nutrition log
- keto grocery list
- low card food list
- keto tracker
- 30 day fitness challenge
- 7 day keto meal plan
- intermittent fasting guide/ebook
- social media marketing templates for fitness coaches
- motivation wall art
- lead magnet template for fitness coaches
- 4 week weight loss challenge
- 30 day loose belly fat challenge

Productivity

- ADHD planner/journal
- ADHD productivity planner
- to do list
- task tracker
- increase productivity checklist
- pomodoro planner
- study session planner
- time tracker
- habit tracker
- mood tracker
- daily, weekly and monthly calendar/planner/journal
- daily priority matrix
- desktop wallpaper organizers (printable or templates/editable)
- wall calendars
- finance tracker/planner/guide/ebook
- budgeting tracker/ebook/guide
- expense tracker/journal/planner/ebook/guide
- productivity reflection journal
- executive disfunction workbook
- business goal setting planner/journal/guide
- morning/evening routine planner/journal
- goal setting planner/journal
- office tasks planner
- office sticker templates
- digital sticky notes
- weekly time tracker



07 HOW TO NAME YOUR *Digital Product*

The name of your product is an extremely important, that is why when it comes to naming a product you're selling, it's best to clearly communicate what result your product delivers vs something that sounds fancy, cute or is an alliteration.

Bonus points if your product has any of these words in the title: how to, guide, proven, framework, step-by-step, ultimate, 101, framework, or ___ days (example: 10 days, showing a time frame to expect results).

Example of a product name that probably won't sell: "my favorite recipes"

Example of a product name that most likely WILL sell is something that will communicate clearly the problem it solves or a concrete result it delivers: "30 easy keto recipes for weight loss"

Use the name of your product as a HOOK to reel your buyers into the product page! If the name sucks, chances are they'll never make it that far.

08

HOW TO CREATE YOUR *Digital Product*

The best place to create your digital product is Canva! Canva has free ebook templates (that can double as guide templates!) that are beautiful, and will really help you paint the vision and create a beautiful digital product.

All you really need is the free version of Canva, but the pro version will give you much more options. So it's definitely something to consider down the road! But for now, free will do.

You'll also want to set up a Google Drive if you haven't already. (it's free) If you have a gmail account, you should already have access to a google drive. This is where you'll save your creation (make sure to save it as "anyone with the link can view" that way every single person doesn't need to "ask permission" to view the file)

A really cool thing about google drive is that whenever you make updates to the product, your customer will automatically have access to all the new updates! (a big selling point!)





09

HOW TO PRICE YOUR

Digital Product

Have you ever noticed that the price of most digital products ends in a 7? \$27, \$37, \$47, etc. There's a psychology behind this and statistically, products priced with a 7 at the end sell better. (don't ask me why, I don't make the rules)

One thing to consider is that you want the VALUE of the product to be higher than the price to make it enticing, for example if the true value is \$97, aka you could easily charge \$97 (more complex problem you're solving, higher the price), you could sell it at \$47 (just an example) . The value should exceed the price! Also when brainstorming your price, think about who your ideal client is: if it's a broke student you probably can't charge a high price, if it's a business owner who's already successful you can probably charge more, so it's all about who your ideal client is.

There is also something to be said for UNDER promising and OVER delivering. I think that is kind of a lost art these days. This builds trust with your audience and will produce faithful customers who buy whatever digital products you put out.

Also don't stress too much about what others are charging, charge whatever feels right and aligns with you - listen to your gut and take into consideration what's the end goal you're promising to your client. Will your product for example save them time, money, save their marriage, help them lose weight etc?

When setting a price for your product, you also want to factor YOUR goals into the equation.

What's your first income goal for your first month? \$2,000? How many ebooks will you need to reach your goal?

74 ebooks @ \$27 each (roughly 3 sales/day)

54 ebooks @ \$37 each (roughly 2 sales/day)

42 ebooks @ \$47 each (roughly 1.4 sales/day)

35 ebooks @ \$57 each (roughly 1.1 sale/day)

29 ebooks @ \$67 each (1 sale a day)

This part gets me really excited. When you see the breakdown like that, I swear it does something to your brain and immediately you feel like “wow, this is doable!” (and if you feel the opposite, please don't stop reading this guide until you get to the end to the mindset recommendations!)



BEFORE WE CONTINUE..

It's time to start putting your actual product together!

First, I recommend doing a BRAIN DUMP of every topic you want to touch on, and THEN organizing them into sections (or days, or logical steps aka what was the first step you took on your own journey towards the solution, what's the next step and so on). Once you have each topic organized into a section, you can start putting it all together on the ebook template!

I don't know about you, but I need a guide/outline to help me when I'm creating. You totally might work better just winging it, but doing it that way in the past has left me with A LOT of unfinished projects because they just start to seem super disorganized and overwhelming.

You can always use ChatGPT or Meta AI to help you how to outline and structure your product!

So, organize FIRST!

Then create.

And my biggest tip here is just to get it DONE. Done is better than perfect, and you can always go back and tweak and edit it later.



HOW TO MARKET YOUR *Digital Product*

You can market your digital product on any social media platform. So what I would recommend is picking one social media platform and learning how it works + staying consistent to grow a targeted audience.

What comes to marketing for right now, I just want you to focus on Instagram. Unless you're already familiar with other platforms like TikTok and Pinterest, in which case you can repurpose your content to drive traffic to your Instagram.

But Instagram is such a unique place and such a great platform to not only build an audience but also to NURTURE your audience. The algorithm is very unique in that way. It's definitely my platform of choice and where I focus my efforts!

HOW TO SELL *On Social Media*

When marketing your products on Instagram, you have to keep in mind that Instagram is a NURTURE platform first before it's a conversion platform. Meaning, your audience wants to get to know you more than anything else. So weave your personality throughout your content!

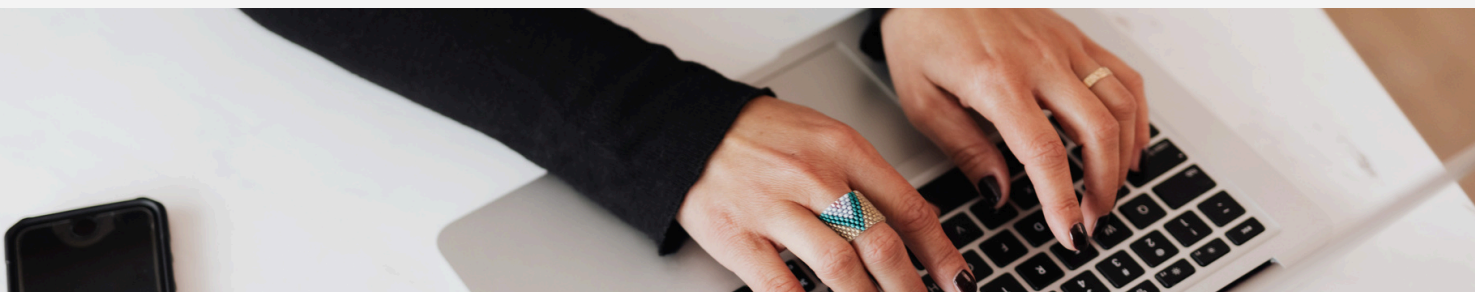
I recommend sticking to REELS (I haven't done a still picture post in a long time!), and keeping your feed mainly business. What I mean by that is----don't go putting videos of you and your friends at concerts with no context behind it and without tying it into your offer somehow.

It's best just to keep your personal life to your STORIES!

Think of your Instagram reels as the party, and Instagram stories as your HOUSE! You're inviting people in to get to know you more intimately, so that's where all the personal stuff should go! This will help you build a know, like, and trust factor with your audience as well.

Keep your stories to 6-8 stories per day though, and go for QUALITY. Mention your offer at LEAST once a day (always add the link!)

It's also wise to weave business and personal content into both reels and stories by TELLING stories. By posting about WHY you started making your own digital products, you can connect with your audience on a deeper level than if you're just listing off features of your product or benefits your product can provide



HOW TO AUTOMATE *Sales on Manychat*

Manychat is the best way to automate your sales while building connection and trust with your audience

You can automate your comments (+ boost engagement) and your stories, so Manychat will send a message (you can even add a voice message that builds trust even faster) because remember that majority of sales happen in DMs (while saving you time)

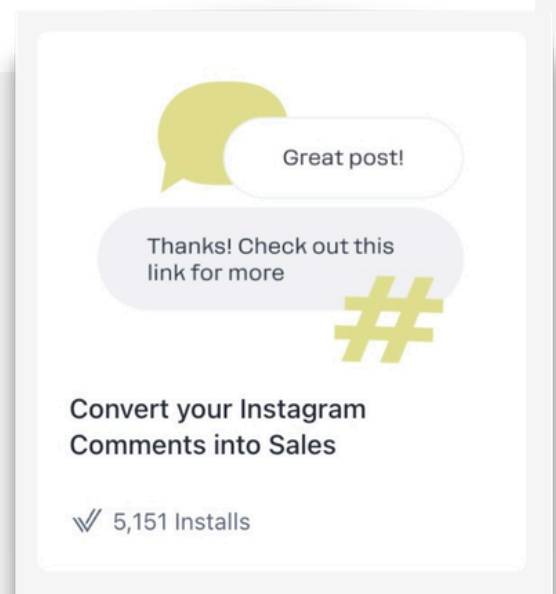
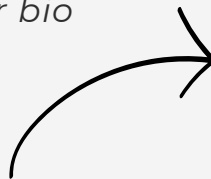
You can use the basic free version, but I will warn you, there are LOTS more features and flexibility with the paid version.

Here is a [great tutorial on how to use ManyChat!](#) (but it is pretty easy to figure out on your own as well!)

NOW WHAT?

Now start documenting your journey of creating your product. Start speaking DIRECTLY to the person who has the problem that your product will solve!

You can literally use Manychat for your launches, offers, email list building (driving traffic to your freebie opt in page etc, while not having to be always replying to your DMs or waiting for someone to click on your bio link)



MAIN TEMPLATE TO USE IN MANYCHAT

HOW TO SET UP

Email Marketing

12

The best tip I can give you is that don't solely rely on social media, because you don't own your followers. One day social media platform can have a glitch or disappear and so will all of your work and everyone in your audience and you have no way to connect with them! Social media is rented land!

That is why it's crucial that you start building your email list with a simple freebie aka a lead magnet (helpful free resource, for example a PDF and in return you get your new potential client's name and email address), because email list is something you DO own and you can always do launches to your email list, promos, news letters and there is so much money left on the table if you don't have a proper email marketing set up

First thing is that you need a simple 2-5 pages long freebie that gives your ideal client a quick win and is a no-brainer to download, you can literally create a simple freebie in Canva or even using parts of this ebook

Second, you can this up in [Stan Store and get a 14-day free trial](#)

Then, all you have to do is add the opt in page link (aka this is a landing page in Stan store where you share information about your freebie and ask for a name and an email address) to your stan store bio link and promote it on social media (I'd promote it every day on your reels and stories while you're creating your product and before launching so that you can also launch your product with a special promotion to your email list)

HOW TO CREATE A *Freebie* 13

What's a freebie aka a lead magnet?

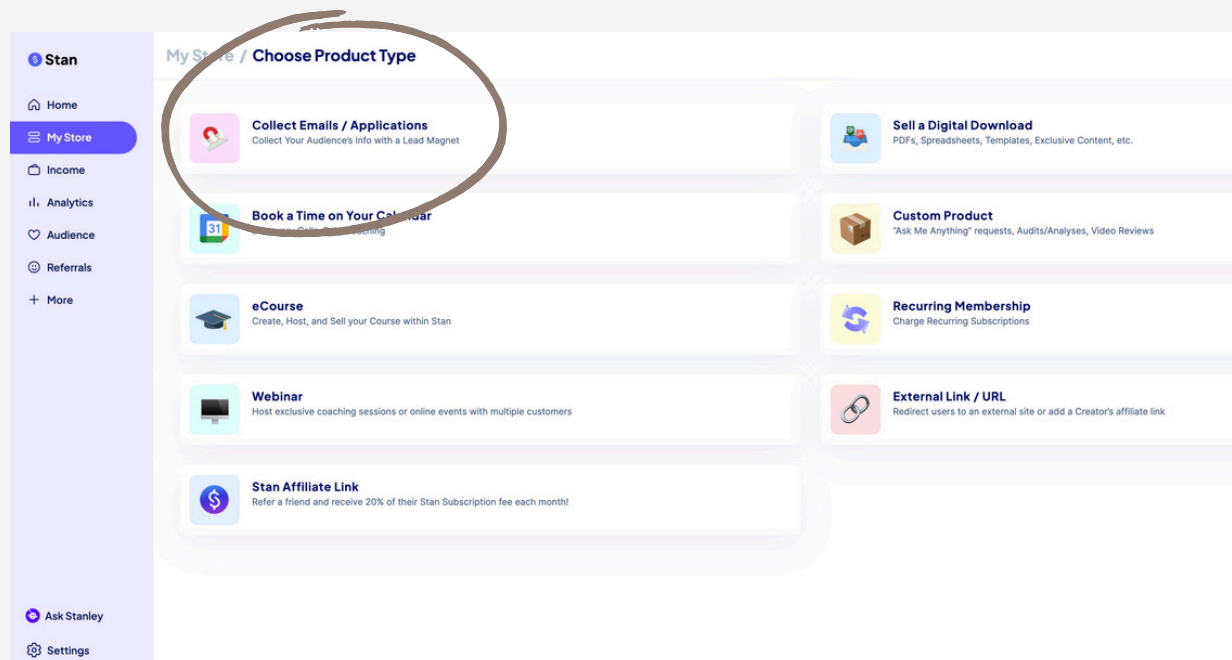
A lead magnet is another thing that is incredibly simple, yet so many people seem to be overcomplicating it.

Have you ever seen someone offer a free guide or resource with info relating to their niche? Yep, that's their lead magnet.

It's how they build their email list with people who are interested in the topic they solve a problem for. And with the lead magnet, they can give them free value in exchange for their email address.

You do NOT want your lead magnet to be something that is straight garbage (that will not build trust). You want it to be something that they'd actually pay money for! Something with some real actionable steps or tips or info.

It can be anything from an ebook to a guide to a journal and anything in between. Even just a Google Doc with tips is acceptable! Just make sure it's something YOU would put your email address in a box for.



HOW TO SET UP

Stan Store

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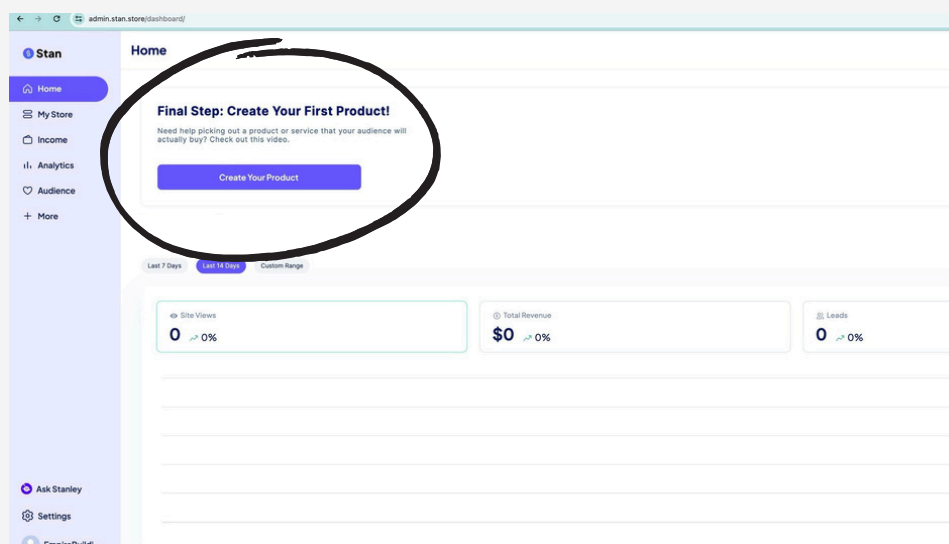
Your stan store is going to be your ONE STOP SHOP for all things you create! Your freebie, your digital products, and all of your links! (Even things you like) Think of it as a link tree and a shop all in one.



STEP 1: Create your Stan Store account using this link if you haven't already (this will give you 14 days free!)

STEP 2: Go through this getting started sequence to make sure you get set up the right way!

STEP 3: Create your first product!



HOW TO LAUNCH *Your Product*

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You're almost there!! Now it's time to prepare for your BIG LAUNCH!

Here's what I recommend:

1. Warm up your audience well in advance before launching (this is crucial and will determine what your launch revenue will be), so make sure to tease your audience and celebrate that something big is coming at least 14 days before the launch on your social media. I'd also send a couple of emails to your email list letting your subscribers know that you'll be dropping a huge surprise soon at a special offer price (give your audience a nice juicy discount or free bonuses!). Share your own story, sneak peak into your product (or product creation etc), what will be included etc
2. Then do a presell/prelaunch when you launch your product at the lowest price ever (make sure you emphasize that the product will be at the lowest price ever only for a limited time). Your presell/prelaunch can be for example 48-72 hours
3. The do a BIG launch and celebrate it! Share a special offer (higher price than the presell but lower than the regular price, this usually gets people off the fence and purchase!)

Be excited about your launch and go through it at a full speed (even if you don't right away get sales! Remember consistency and repetition is the key, so your audience needs to hear about your offer 20+ times before it sinks in, so show up daily on your stories and reels & share your story + talk about your offer!)

Also, it's ok to be nervous and unsure. But I recommend reframing your mindset. (We'll talk about that in a minute!) This is something EXCITING you're doing for you and your family. This has the potential to CHANGE your life forever and help so many people solve a problem!

[Here's an incredible video about marketing to your followers.](#) Please watch it!

SHARING YOUR STORY & TRANSFORMATION

This is so vital! Start creating content and sharing your story now! Talk about why you created your product, what that method of solving the problem has worked for you, paint the picture for them.

It takes over 100 touch points for someone to get familiar with you, and about 7-8 touch points for someone who is already familiar with you to want to buy your product. The good thing about this is every story, comment, reel, etc. they interact with is a touch point! So if you're putting out 2 reels a day, 6 stories a day, and interacting with comments, this can happen quickly. Let the compound effect happen in your favor.

So please keep in mind that even if you sell ZERO on day one, that means nothing. Instead, keep track of your analytics! Is your Instagram reach or engagement growing? Track THOSE things and I promise you'll stay encouraged.

Also, take note of what kind of content from others does well, and repeat that in DIFFERENT ways. (Please never copy, I am begging you)

And don't forget to ask for testimonials from your buyers! You can do this by emailing them and asking, or if you know specific people who have used your product and have been loud about their results, use those screenshots as testimonials!





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GOAL SETTING AND *Mindset*

How important is mindset to a business?

It will literally make or break you. I'm a firm believer that what you put out is what you get back. And if you have a crappy fixed mindset (instead of "growth" mindset), you will act accordingly and that'll be what you're putting out in the world! CHANGE IT! I'm telling you, the best investment you will ever make is in your MIND.

[Watch this Ted Talk about the secret to changing your mindset.](#)

Goal setting

Listen, setting goals is VITAL. I know you probably want to skip this step, but don't.

Think of your monthly income goal, and divide by 30. Divide by your product price. That's how many you need to sell.

Create your content schedule accordingly. Do you need to post MORE to reach more people? Do it! Do you need to be in your stories more? Do it! Do you need to send out incentive emails once a week? Do it! Whatever it takes. I always say AIM HIGH with your goals vs. low. Don't go for realistic. Be WILDLY UNREALISTIC. That's where the magic happens.

A decorative image on the left side of the page shows a clear glass vase filled with water, containing several tall, dried, feathery grasses. The vase sits on a light-colored surface, and a small white object is partially visible in the bottom left corner.

Thank you!

Congratulations on creating and launching your first digital product! Remember that consistency and patience are the best tools to succeeding, because Rome wasn't built in one day! We all have our own learning curves and if you're passionate about your business, you will succeed! One of the greatest tools every successful entrepreneur has is resourcefulness! Remember you can't fail if you don't quit!

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and launch your digital product.

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