

A wooden plant stand with a green plant, a laptop on a wooden table, and a woven basket.

# The 5 Step Automated Sales System For Selling Digital Products

Selling digital products doesn't have to mean constant promotions, big launches, or working all the time when done right.

You can leverage the digital nature of your products to sell on autopilot, then turn each new customer into even more sales from day one.

The key is creating a system that brings in consistent sales, even when you're not actively selling.

This framework here is designed to help you do exactly that—so you can grow your digital product business in a way that actually fits your lifestyle.

**Let's take a look at the visual outline below...**

**Then take a listen to the mini audio training to learn how this all works together to create an automated sales flow that you can do for your own digital products even if you're just starting out:**



**CLICK HERE TO LISTEN**

## STAGE 1

CREATE & STRUCTURE YOUR  
DIGITAL PRODUCT  
ECOSYSTEM

**Plan, create, or refine your digital product(s)** and develop an offer ladder to guide buyers seamlessly.

## STAGE 2

BUILD & GROW YOUR  
EMAIL LIST  
- YOUR EMAIL AUDIENCE!

Email is where you create consistency with sales and create repeat buyers.

## STAGE 3

CREATE INTENTIONAL  
CONTENT MARKETING

Use intentional and strategic content to move people to your email list to make sales.

## STAGE 4

AUTOMATE YOUR SALES &  
MAKE MORE SALES.

Leverage Sales Funnels & strategic sales boosters to increase customer value, so you need less customers.

## STAGE 5

TURNING YOUR EMAILS AND  
EMAIL AUDIENCE INTO AN  
ONGOING SALES MACHINE

Once your system is in place, you can tap into fun, spontaneous sales strategies

DIGITAL  
PRODUCT  
FRAMEWORK

# IMPLEMENTATION CHECKLIST

## ✓ **Step 1: Map Out Your Digital Product Sales System**

- Identify your core digital product(s) and entry-point offers.
- Outline how your products fit together into an offer ladder (even if it's not fully built yet).
- Set a clear sales goal.

## ✓ **Step 2: Build & Grow Your Email List (Email Audience)**

- Create or optimize your lead magnet to attract the right audience.
- Set up your opt-in page and connect it to your email platform.
- Start driving traffic using organic or paid methods.

## ✓ **Step 3: Set Up Your Core Email Sequences**

- Welcome new subscribers with a relationship-building sequence.
- Create an automated sales sequence to introduce your product(s).

## ✓ **Step 4: Automate your sales & Make More Sales!**

- Set up simple sales funnels, with strategic boosters like tripwires and order bumps, to increase your average order value.
- Use an email funnels to convert those non-buyers into customers.

## ✓ **Step 5: Turn Your Email Audience Into An Ongoing Sales Machine**

- Optimize your sales funnel for best results, leaving it to run on autopilot.
- Focus on driving your content and audience to your email list.
- Throw in some fun, spontaneous sales strategies like a flash 48hr sale for a cash injection, which in turn can turn some non buyers into customers!

## What's Next Melanie?

If you're ready to get this done you don't have to figure all of this out alone.

Inside my membership, I **walk you through** exactly how to build your sales systems, and give you the **tools and templates** so you can create consistent, automated income from digital products - **without** burning out, getting stuck or getting bogged down with any tech.



The key is putting systems in place once that keep working for you, so you can enjoy more flexibility and ease in your business and more freedom in your life, and if you're anything like me that's the goal right?

**To love your business, but give you freedom in life.**

I try to keep **setting this up as simple as possible**, and teach you how to leverage whatever you can to make it easier, or to just save you time because that's how I roll!

💡 **Ready to do this? Join my membership, where I break it all down step by step!** 😊

👁️ **oh and it's a lil' different than your usual membership so be sure to take a look!**

**Hope to see you inside**

Melanie