

THE
**PASSIVE
INCOME**



PLAYBOOK

VOLUME 2

INTRO

NICHE

BRANDING

MARKETING

CREATE

SELL

FACELESS



TERMS OF USE

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MY PATH TO FREEDOM

Are you a mom or someone who wants to create passive income with digital products, but feel like you're constantly bombarded with people on TikTok claiming to make thousands while you're still struggling to figure it out? Have you tried MLMs, Etsy, or other business models but found that they required too much time and effort for too little payoff?

I get it. When I first started my online business in April 2020, I was overwhelmed with all the options out there. I tried a few different business models in the past, but none of them seemed to fit my goals of creating passive income and spending more time with my family. It wasn't until I started creating and selling digital products that I finally found the perfect fit.

By creating digital products, I was able to create something once and sell it multiple times, making money while I slept. And in just two short months, I was able to triple my 9-5 income. This success led me to quit my job in January 2021 and focus solely on my digital product business. If I can do it, you can too.

LET'S DO THIS!



WELCOME TO YOUR PASSIVE INCOME *Playbook*

Hello and welcome to The Passive Income Playbook, where you'll learn how to create and sell digital products! My name is Karen and I am thrilled to be your guide on this exciting journey towards building a profitable online business. Get ready to discover my proven tips and strategies that will help you generate passive income while doing what you love.

Now, you might be wondering: why digital products? Well, let me tell you, there are many benefits to this model. For starters, digital products are affordable for a larger audience, which means you can sell more of them and generate consistent revenue. Plus, they are often easier and faster to create than high-ticket products, which can take months or even years to develop.

In this guide, I'll walk you through the process of identifying your niche, brainstorming product ideas, creating your products, and setting up your sales funnel. I'll also share my insights on pricing, marketing, and scaling your business for maximum success.

But before we dive in, let me ask you: have you ever dreamed of having a business that generates passive income while you sleep, travel, or spend time with your loved ones? Well, creating and selling digital products is a fantastic way to achieve that dream. With the right mindset, skills, and strategies, you can build a business that works for you, not the other way around.

So, are you ready to learn how to create and sell digital products like a pro? Let's get started!

START WITH THE RIGHT *Mindset*

Alright, buckle up and get ready to create some game-changing, revenue-generating digital products! But before we dive into the good stuff, let's start with the right mindset.

You're capable of making this happen, and when you're done, you'll have a killer digital product ready for the world to see. So let's get committed and hold ourselves accountable to these following statements, because we've got big things to achieve!

I solemnly swear to commit to the following



I will complete every single step outlined in this playbook. With the guidance and exact steps provided, I am fully committed to launching my digital product business and determined to see this process through to the very end.



I will make time for this playbook and complete it in full. By _____, I will have conquered this playbook like a boss!



I'm eager to share my zone of genius with the world through my digital products. I choose to be brave, step out of my comfort zone, and make an impact in my own way.

Your signature:

Today's date:

YOUR JOURNEY TO FINANCIAL *Freedom*

Embark on your journey to financial freedom with The Passive Income playbook! Discover the steps to building a profitable online business, from finding your niche to selling your digital products. Get ready to take control of your financial future!



STEP 1

FINDING

YOUR

Niche



FINDING YOUR *Niche*

THE KEY TO BUILDING A SUCCESSFUL BUSINESS

When it comes to building a successful business, identifying your niche is critical. Your niche is the area of expertise, product, or service that you specialize in. By defining your niche, you can differentiate yourself from competitors and become a go-to authority in your industry.

But how do you find your niche? Here are some practical tips to help you get started:



KNOW YOUR AUDIENCE:

Understanding the needs, pain points, and interests of your target audience is crucial to finding a profitable niche. Conduct market research to gain insights and feedback from potential customers.



FOCUS ON YOUR STRENGTHS:

Consider your skills, experience, and interests to find a niche that aligns with your strengths. When you're passionate about your niche, you're more likely to succeed.



RESEARCH YOUR COMPETITION:

Analyze your competitors to see what they're doing and how you can differentiate yourself. Look for gaps in the market or untapped opportunities that you can capitalize on.



TEST AND REFINE:

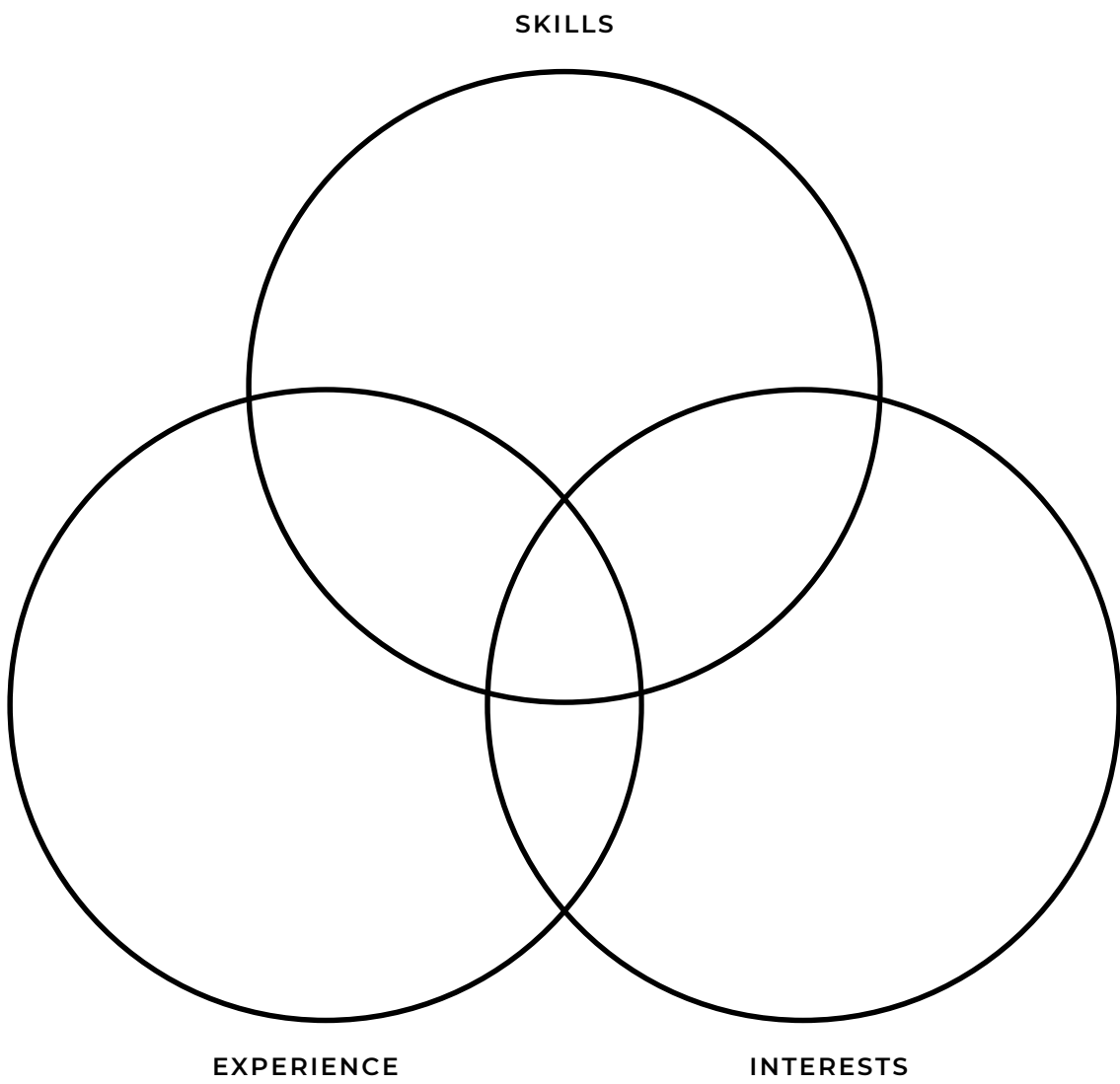
Once you've identified a potential niche, test it out to see if it resonates with your audience. Collect feedback and adjust your approach as needed.

FINDING YOUR *Niche*

THE KEY TO BUILDING A SUCCESSFUL BUSINESS

Listing your profitable skills, passions, and experiences is crucial for creating a successful digital product. By identifying your strengths and unique talents, you can create a product that aligns with your interests and has a higher chance of resonating with your target audience. Additionally, by noting profitable skills and tasks, you can ensure that your product has a market and a chance to generate revenue.

Write down your passions skills and experiences know are profitable



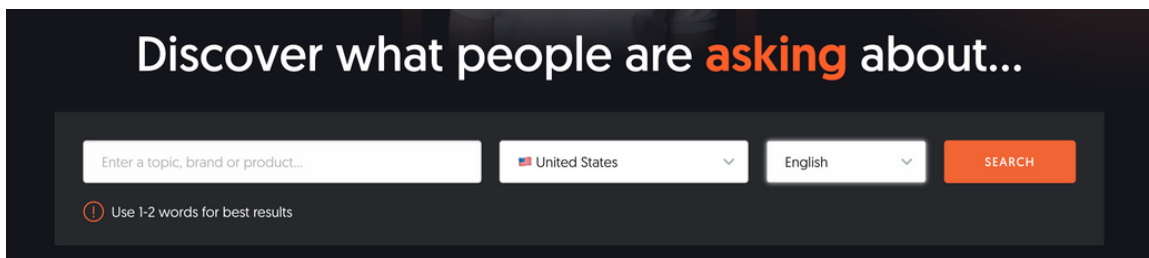
SIMPLIFY YOUR NICHE RESEARCH

WITH ANSWER THE PUBLIC

Great work on identifying some potential niche ideas! Now, it's time to research them to determine which ones have **the most potential for success**.

One valuable resource for conducting niche research is [answerthepublic.com](https://www.answerthepublic.com). This website is a powerful keyword research tool that helps you uncover the questions people are asking related to your niche. By understanding the questions your target audience is asking, you can create content and products that directly address their needs and pain points.

Here's how to use Answer The Public to research your niche ideas:



1. Go to [AnswerThePublic.com](https://www.answerthepublic.com) and enter a keyword related to your niche.
2. The website will generate a list of questions, prepositions, and comparisons related to your keyword.
3. Take note of the most relevant and frequently asked questions. These are the topics that your target audience is most interested in and may be a good place to start when creating content or products.
4. Use the search volume data provided by Answer The Public to gauge the level of demand for your niche. Aim for a minimum of **20,000 searches per month** to ensure that there is sufficient interest in your niche.
5. If your niche is very specific, try finding other ways to phrase it or use related keywords to broaden your search. This will help you identify more potential topics and opportunities.

NICHE RESEARCH WITH CHAT GPT



Chat GPT is a powerful tool that can help you conduct niche research and create targeted content/products that directly address the needs and pain points of your target audience. Here are some steps to get started:

1. Look at the niche ideas you wrote down based on your skills, experience, and interests.
2. Open Chat GPT and begin by typing in some general keywords related to your niche. For example, if your niche is "vegan recipes," you could start with a prompt like "What are the most popular vegan recipes?" or "What are some easy vegan recipes?"
3. Review the responses provided by Chat GPT and note down any relevant information or insights. Pay attention to the topics that are frequently mentioned, as well as any pain points or challenges that your target audience may be facing.
4. Refine your search by asking more specific questions related to your niche. For example, if you're focusing on vegan recipes, you could ask "What are some popular vegan dessert recipes?" or "How can I create vegan versions of classic comfort foods?"
5. Use the insights you gather from Chat GPT to create targeted content or products that directly address your audience's needs and pain points. For example, if you notice that many people are struggling to find easy and tasty vegan meal options, you could create a meal planning guide or recipe book that focuses on quick and delicious plant-based meals.

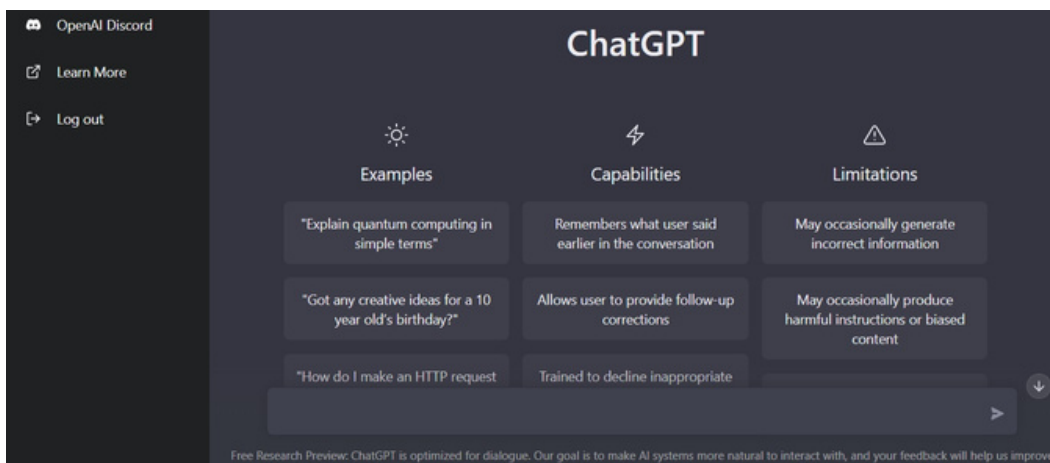
By using Chat GPT to research your chosen niches, you can gain valuable insights and uncover potential opportunities for success. Make sure to use the information you gather to create targeted and valuable content that resonates with your target audience.



CHAT GPT NICHE RESEARCH PROMPTS

Here are some prompts you could use to conduct niche research using Chat GPT:

1. "What are the common pain points of people interested in [niche]?"
2. "What are the most frequently asked questions about [niche]?"
3. "What solutions are people looking for in [niche]?"
4. "What are the most popular products in [niche]?"
5. "What are the biggest challenges faced by people in [niche]?"
6. "What are the most effective ways to market to people in [niche]?"
7. "What kind of content resonates the most with people interested in [niche]?"
8. "What are the emerging trends in [niche]?"
9. "What are some untapped opportunities in [niche]?"
10. "What are the demographics of people interested in [niche]?"



OTHER PLACES TO DO NICHE RESEARCH

1. Facebook Groups:

- Search for relevant Facebook groups related to your niche.
- Join and participate in discussions.
- Observe the types of questions, problems, and discussions happening within these groups to understand your target audience's needs and interests.

2. Reddit:

- Search for subreddits related to your niche.
- Explore the most popular and recent posts.
- Pay attention to comments and discussions to gather insights into your target audience's concerns and preferences.

3. Quora:

- Search for questions related to your niche.
- Review the answers provided by experts and enthusiasts.
- Identify recurring themes and concerns among Quora users.

4. Google "People Also Ask":

- Conduct Google searches using keywords relevant to your niche.
- Scroll down to the "People Also Ask" section in the search results.
- Click on the questions to see the expanded answers and get a better understanding of the topics people are interested in.

5. TikTok Search Drop-Down Menu:

- Use TikTok's search feature to find trending hashtags and keywords related to your niche.
- Explore the content that appears under these hashtags.
- Pay attention to the number of views, likes, and comments on popular videos to gauge audience engagement.

6. Competitor Analysis:

- Identify your direct competitors in your chosen niche.
- Visit their websites and social media profiles.
- Analyze their content, products, pricing, and customer reviews.
- Identify gaps in their offerings or areas where you can provide a unique value proposition.

STEP 2

BUILDING YOUR PERSONAL *Brand*



BUILDING YOUR PERSONAL *Brand*

When it comes to creating a successful digital product business, branding is key. Follow these steps to come up with a name that resonates with your audience and sets you apart from the competition:



KEEP IT SIMPLE:

A name that is easy to remember and catchy is key. Avoid complicated or hard-to-pronounce words that may confuse your audience.



REFLECT ON YOUR NICHE:

Your name should reflect what you are about and what you offer. Think about your niche and come up with words or phrases that relate to it.



RESEARCH YOUR COMPETITION:

Look into the names of your competitors in the same niche to ensure yours is unique and not too similar.



GET FEEDBACK:

Make a list of your top 5 name ideas and ask for feedback from friends and family. This will help you get an idea of what people outside of your niche think of your brand.



MAKE IT CLEAR:

Your handle & business name should be able to give someone a general idea of what you do or offer. When someone reads it, they should know what to expect from your brand. And it needs to be the same across all platforms

Use [Namelix](#) to create a short, brandable business name. Search for domain availability, and instantly generate a logo for your new business.

ESTABLISHING YOUR *Brand look*

Now that you have come up with a name that resonates with your audience and sets you apart from the competition, it's time to create the look and feel that you will use across all platforms and digital products. Here are some actionable steps to get you started:

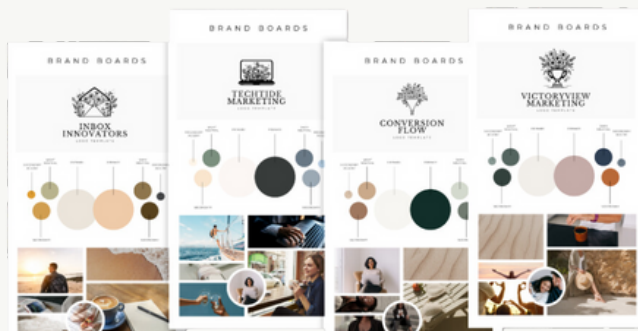
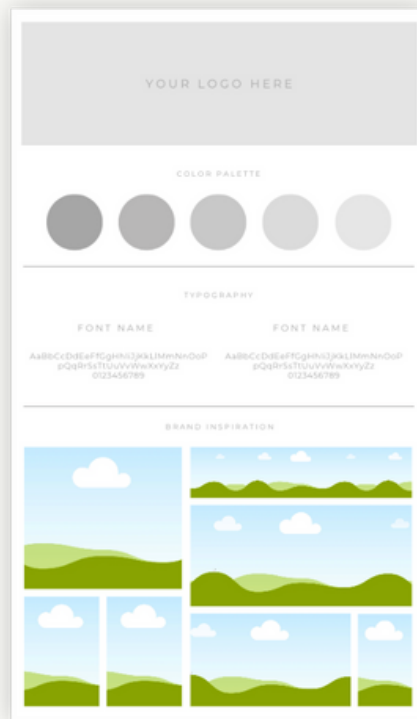
- **Define your brand identity:** Think about your brand values, personality, and voice. This will help you determine the look and feel of your brand. Create a brand board that outlines the elements of your brand identity, such as logo, color palette, typography, imagery, and tone of voice. *(You can download your Canva Brand board template on the next page)*
- **Use Canva to create your visual assets:** Canva is a great tool for creating visual assets, such as logos, social media graphics, and marketing materials. Use your brand board to ensure consistency across all your visual assets.
- **Tell your story:** Share your personal or business story in a way that is interesting and relatable to your audience. Authenticity is key here, so be sure to be yourself and let your unique personality shine through.
- **Consistency is key:** Make sure your brand message and visual elements are consistent across all your digital platforms, from your website to your social media channels.

By following these steps, you can create a consistent and strong brand identity that sets you apart from your competition and resonates with your audience across all platforms and digital products.

BRAND Board

Create a cohesive and consistent look for your brand using this brand board template in Canva. Customize each element to match your brand's unique style and color palette.

[CLICK HERE TO ACCESS YOUR BRAND BOARD CANVA TEMPLATE](#)



[CLICK HERE FOR BRAND BOARD AND COLOR EXAMPLES](#)

BUILDING YOUR SOCIAL MEDIA *Presence*

Building a strong social media presence is essential for any brand or business. Here are the steps you can take to create a powerful online presence on TikTok, Instagram, and Pinterest:



CREATE A BRAND-SPECIFIC EMAIL ADDRESS:

Before creating new social media accounts, it's important to have an email address that's specific to your brand. This will help you keep your business and personal emails separate and ensure that you're using a consistent email address across all of your social media profiles.



CREATE NEW SOCIAL MEDIA ACCOUNTS:

Even if you have a large following on other social media platforms, it's important to create new accounts specifically for your brand or niche. This will help you keep your content focused and targeted towards your ideal audience. Don't post on your personal accounts intended for friends and family.



USE PERSONAL ACCOUNTS ON TIKTOK:

It's important to use personal accounts instead of business accounts on TikTok. This is because business accounts have certain restrictions that could limit the type of content you can post, especially when it comes to music. Your handle should still be your business name, but the account settings should be personal.

BUILDING YOUR SOCIAL MEDIA *Presence*

Building a strong social media presence is essential for any brand or business. Here are the steps you can take to create a powerful online presence on TikTok, Instagram, and Pinterest:

START POSTING VIDEOS ON TIKTOK:

TikTok is a video-based platform, so it's important to start creating and posting videos as soon as possible. This will help you gain views and followers and build a following. **You need 800 followers to be able to post a link in your bio or go LIVE.**

USE HASHTAGS ON INSTAGRAM AND TIKTOK:

Hashtags are an important way to help your content get discovered by new audiences. On Instagram and TikTok, use relevant and popular hashtags to increase your visibility.

ENGAGE WITH YOUR AUDIENCE:

Social media is a two-way conversation, so it's important to engage with your audience regularly. Respond to comments and direct messages, like and share other users' content, and participate in relevant conversations.

UTILIZE PINTEREST:

Pinterest is a powerful tool for driving traffic to your digital products. Use eye-catching images and optimize your pins with keyword-rich descriptions to increase visibility and engagement.

BUILDING A COHESIVE ONLINE *Presence*



Consistency is key when it comes to building a strong social media presence. Your logo, color schemes, and overall aesthetic should be consistent across all platforms to create brand recognition.



To attract the right audience, it's important to stay within your niche and avoid posting content that doesn't align with your brand. While it may be tempting to post viral videos outside of your niche, this can lead to gaining followers who aren't truly interested in your content.



To save time and effort, consider creating one video to post across all platforms. Use tools like [Repurpose.io](https://repurpose.io) to easily create one video and share it across all platforms. The best part? You can try [Repurpose.io](https://repurpose.io) for free without providing any credit card information.

[Click HERE to try Repurpose.io for FREE](https://repurpose.io)



Don't attract the wrong audience by posting unrelated content

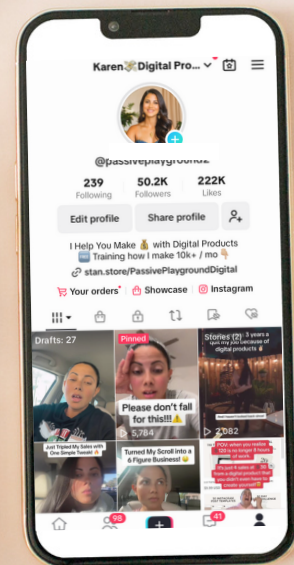
CONSISTENT HANDLES & PROFESSIONAL *Photos*

Using the same handle/username and profile photos across all platforms is crucial for creating a consistent and easily identifiable online presence.

Here are some tips for creating a more professional profile photo:

- Choose a solid background that contrasts with your clothing. A plain wall or backdrop works well.
- Wear clothing that stands out against the background.
- Opt for light and neutral colors that look clean and professional.
- You don't need a professional photographer or equipment. A simple selfie taken in front of a solid background can do the job.
- Remember that your profile photo is often the first impression people have of you, so take the time to create a polished and professional image that represents your brand.

Create a consistent brand identity by using the same handle and profile photo across all platforms



STEP 3

MARKETING YOUR PRODUCTS ON

TikTok



CREATING CONTENT THAT CONVERTS TO SALE

Content Pillars that Convert

1. Transformational Content:

- Share personal transformation stories, including your own journey from where you were to where you are now.
- Highlight your clients' transformations, showcasing their progress and successes after working with you.
- Craft emotionally resonant narratives to connect with your audience on a deeper level.

2. Social Proof and Results:

- Display your own achievements and wins in your business as a form of personal social proof.
- Highlight your clients' results through tangible evidence such as screenshots, before-and-after images, and video testimonials.
- Consistently list out your clients' accomplishments over specific time frames to demonstrate your expertise.

3. Authentic Storytelling:

- Use storytelling to reveal your true self, sharing lessons learned, vulnerabilities, and moments of failure.
- Embrace authenticity, vulnerability, and transparency to build trust and credibility with your audience.

Connect with your audience by making your journey relatable and relaying the human side of your business.

CREATING CONTENT THAT CONVERTS TO SALE

Content Pillars that Convert

4. Educational Content:

- Focus on educational content to provide valuable insights, tips, and knowledge related to your niche.
- Deliver content that teaches your audience how to achieve their goals or overcome challenges.

5. Problem-Aware Content:

- Address your audience's pain points and challenges directly.
- Create content that makes your audience aware of the problems they face, laying the foundation for seeking solutions.
- Clearly identify and empathize with their struggles to engage and connect with them.

6. Polarizing and Thought-Provoking Content:

- Generate content that either challenges your audience's beliefs or boldly asserts your own opinions.
- Spark discussions, debates, and thoughtful discourse within your community.
- Encourage engagement by taking a firm stance on relevant topics in your niche.

7. Behind-the-Scenes and Embodiment:

- Offer glimpses behind the scenes of your business operations and daily life.
- Demonstrate how you embody your principles and beliefs in your actions.
- Prove that you walk the talk, showcasing authenticity and credibility.

CREATING CONTENT THAT CONVERTS TO SALE

Using Call to Actions: The Power of the Sandwich Technique

First, let's delve into the essence of a Call to Action (CTA). A CTA is a specific instruction designed to prompt an immediate response from your audience. This could be anything from signing up for a newsletter, purchasing a product, or scheduling a coaching session.

The Sandwich Technique: A Recipe for Success

Now, let's dissect the Sandwich Technique. Imagine your content as a delicious sandwich. This approach involves strategically placing your CTA at both the beginning and the end of your content, effectively "sandwiching" your primary message within. The brilliance of this technique lies in its ability to capture your audience's attention right from the outset, reinforce your message throughout, and culminate with a clear and compelling call to action.

Tips and Tricks for Mastering the Sandwich Technique

1. **Craft a Captivating Hook:** The first bite of your sandwich, or in this case, your video, should be enticing. Create an engaging introduction that sparks curiosity and sets the stage for your CTA.
2. **Content Alignment:** The filling of your sandwich should be harmonious with the bread, just as your content should seamlessly lead to your CTA. Ensure that your content supports and builds up to the desired action.
3. **Clarity is Key:** Your CTA must be crystal clear. Ambiguity can lead to confusion and a missed opportunity for conversion.

CREATING CONTENT THAT CONVERTS TO SALE

Using Call to Actions: The Power of the Sandwich Technique

Enhancing Calls to Action with Visual Elements

Now, let's talk about enhancing your CTAs with visual elements. Just as a well-placed garnish can elevate a sandwich's visual appeal, visual cues and on-screen text can significantly enhance the impact of your CTAs.

1. **Highlight with Graphics:** Incorporate attention-grabbing graphics, such as arrows or eye-catching icons, to guide your audience's focus to your CTA.
2. **Subtle Animation:** Subtle animations or transitions can draw the viewer's eye to your message without overwhelming them.
3. **Color Psychology:** Utilize colors that stand out from the rest of your content to make your CTA visually distinct.
4. **On-Screen Text:** Include concise and compelling on-screen text that reinforces your message and encourages action.
5. **Timing is Everything:** Ensure that your visual cues appear at the right moment to coincide with your verbal call to action.

Alternatives and Versatility

The Sandwich Technique is a compelling approach, but it's not the only way to incorporate CTAs effectively. Another option is to provide substantial value within your content and then introduce the CTA at the end, encouraging viewers to take action. This can be further enhanced by asking thought-provoking questions and make the CTA feel like a natural next step.

TIPS FOR CREATING VIRAL TIKTOK *Videos*

Everyone dreams of creating that one viral video that takes the internet by storm. Unfortunately, there is no exact formula for making a video go viral. However, there are some tips that can increase its chances of success. In this guide, we'll go over the most important factors to consider when creating a viral video.



A Hook

The first few seconds of your video are crucial. You need to capture the viewer's attention right away with a hook that draws them in and makes them want to keep watching.



Relatability

One of the biggest reasons why videos go viral is because they are relatable. People are more likely to share and engage with content that speaks to them on a personal level.



Your Energy

The energy you bring to the video is a crucial factor in whether it will go viral or not. If you're energetic, engaging, and passionate about the topic, people are more likely to share and engage with the video..



Hashtags and Descriptions

Use relevant hashtags and descriptions to help your video get discovered by people who are interested in the content you're creating.



Consistency

You can't expect to make one video and have it go viral right away. Instead, you need to create a consistent stream of high-quality content that people will want to watch and share. This means sticking to a specific niche and creating content that is unique, interesting, and engaging.

TIPS FOR CREATING VIRAL TIKTOK *Videos*

A HOOK



Let's face it, we've all been guilty of scrolling through videos and getting bored within seconds. That's why nailing the first few seconds of your video is crucial! So how can you make sure your viewers don't click away?

Well, one way is to create a hook that immediately draws them in and makes them want to keep watching. And guess what? There are plenty of fun and creative ways to do this!

For example, **you could start off by asking a thought-provoking question that relates to the topic of your video.** If you're making a video about cooking, why not kick things off with a question like "Are you tired of making boring old spaghetti for dinner?"

Another approach is to use a surprising or unexpected statement that grabs your viewer's attention. For instance, if you're making a video about health and wellness, you could start off by saying "Did you know that the average person spends more time on the toilet than they do exercising?" And don't forget about visuals! A stunning image or a captivating video clip can work wonders in creating a hook that reels in your audience. So go ahead, get creative, and keep those viewers hooked from start to finish!

TIPS FOR CREATING VIRAL TIKTOK *Videos*

20 HOOKS TO USE ON YOUR NEXT VIDEOS



Ask a Question Hook Templates:

1. Have you ever wondered what would happen if...?
2. Do you know the secret to...?
3. Are you ready to learn about...?
4. Have you ever asked yourself...?
5. Did you know that...?
6. Can you imagine...?
7. Do you want to know how to...?
8. Have you ever thought about...?
9. What would you do if...?
10. Are you curious about...?

Surprising/Unexpected Fact Hook Templates:

1. Did you know that... is actually a myth?
2. You won't believe what I discovered about...!
3. What if I told you that...?
4. You've been doing... wrong your entire life.
5. The truth about... will shock you.
6. I never would have guessed that...!
7. The most surprising thing about... is...
8. I bet you didn't know that...!
9. You're not going to believe what happened when...
10. This one fact about... will change everything you know.

TIPS FOR CREATING VIRAL TIKTOK *Videos*

RELATABILITY



We all know that feeling of scrolling through social media and stumbling across a post that just hits differently - it's like someone finally gets you! That's the power of relatability in content. It's what makes us feel like we're not alone in our struggles and what creates those online communities that we love to be a part of.

So, how can you create content that hits the relatability sweet spot? First things first, you've got to know your audience. What are their pet peeves, their guilty pleasures, their secret dreams? Once you know what makes them tick, you can create content that speaks right to their hearts (and their funny bones).

And speaking of funny bones, **humor is a surefire way to make your content more relatable.** Whether it's poking fun at the weird things we all do when we're alone or sharing embarrassing moments that we've all been through, humor is the universal language of relatability.

Another great way to connect with your audience is through storytelling. By sharing your own personal experiences, you're not only making your content more relatable, but you're also creating a deeper connection with your audience. Plus, who doesn't love a good inspirational story about overcoming obstacles and coming out on top?

So, if you want to create content that resonates with your audience and has the potential to go viral, focus on the relatability factor. Get to know your audience, use humor, and tell your own story. Before you know it, you'll have a community of loyal fans who just can't get enough of your content!

TIPS FOR CREATING VIRAL TIKTOK *Videos*

YOUR ENERGY



When it comes to TikTok, the energy you bring to the video is critical in determining whether it will go viral or not. TikTok is a platform where users scroll through videos quickly, and if your video doesn't catch their attention in the first few seconds, they will keep scrolling. Your energy can help captivate your viewers and keep them engaged throughout the video.

Being energetic, engaging, and passionate about your content is essential. When you show your enthusiasm for the topic, your viewers can sense it, and they are more likely to share and engage with the video. If you're lackluster or unenthusiastic, viewers will quickly lose interest, and they may not finish watching the video. This can result in a lower engagement rate, which can ultimately affect the visibility of your video.

Another aspect to consider is the tone of your energy. While being energetic is essential, it's also important to match the tone of the video with the energy you bring. For example, if you're creating a funny video, your energy should be light and playful. On the other hand, if you're creating a serious video, your energy should be more serious and authoritative.

It's also important to remember that your energy is not just about the way you speak, but also about your body language and facial expressions. A simple smile or a nod can go a long way in conveying your enthusiasm and engaging with your audience. Make eye contact with the camera and be sure to use hand gestures and body movements that help illustrate your point.

TIPS FOR CREATING VIRAL TIKTOK *Videos*

HASHTAGS AND DESCRIPTIONS



Hashtags and descriptions are crucial components of making your video discoverable on social media. When creating content, it's important to use relevant hashtags and descriptions to help your video get discovered by people who are interested in the content you're creating.

Hashtags are used to categorize content and help users find specific topics or interests. They are an effective way to expand your reach beyond your immediate followers and connect with a larger audience. Use popular hashtags related to your video's topic, but also consider using more niche hashtags that specifically relate to your content. This can help your video stand out in a sea of similar content and attract viewers who are particularly interested in your niche.

Descriptions are also important because they give viewers an idea of what your video is about. Use relevant keywords and phrases that describe your video accurately and make sure to include a call to action to encourage engagement from viewers. This can include asking viewers to like, share, or comment on your video.

If you're wondering how to select the best hashtags for your video, there are some tips to keep in mind. On a platform like TikTok, you can see how many views a particular hashtag has. Ideally, you should aim to use hashtags with at least 250k views, or even more if possible.

TIPS FOR CREATING VIRAL TIKTOK *Videos*

HASHTAGS AND DESCRIPTIONS



If you want to increase your chances of getting your TikTok videos seen by more people, here's a helpful strategy:

1. Identify your niche and search for the top videos and creators in that category. This will give you an idea of what's currently popular and what people are interested in.
2. **Take note of the hashtags that these top videos and creators are using.** You can add these hashtags to your notes app for future reference.
3. When you're ready to upload a new video, type in the hashtags you've collected and check how many views they have. **Aim for hashtags that have over 250k views and add them to your list of hashtags to use for your own videos.**
4. Keep in mind that there's a limit to how many characters you can use in your video's description. To make the most of this space, list your hashtags in order of highest to lowest views. This way, if your description exceeds the limit, the least viewed hashtags will be the ones that are removed.

TIPS FOR CREATING VIRAL TIKTOK *Videos*

CONSISTENCY



Consistency is key when it comes to creating viral videos. You may have one or two viral hits, but to build a loyal following, you need to produce consistent, high-quality content that your audience will love.

One way to do this is by sticking to a specific niche or topic. By focusing on a specific area, you can become an expert in that field, which will help you create better, more engaging content. Your viewers will know what to expect from you and will come back for more if they enjoy your content.

When it comes to creating content, it's important to be unique and stand out from the crowd. Your videos need to be interesting, engaging, and visually appealing. Think about what makes your content different from what's already out there, and make sure that you highlight these differences in your videos.

Another important aspect of consistency is maintaining a regular posting schedule. Your audience will come to expect new content from you, so it's essential to have a consistent schedule for posting videos. Whether it's daily, weekly, or monthly, make sure that you stick to your schedule as much as possible.

In addition to posting regularly, it's also important to engage with your audience. Responding to comments, asking for feedback, and incorporating viewer suggestions into your videos can help build a sense of community around your content. When your audience feels like they are part of something, they are more likely to share your videos and help them go viral.

Consistency also means paying attention to the quality of your content. You want to create videos that are visually appealing, with good lighting, clear audio, and engaging visuals. This may mean investing in better equipment or taking the time to learn new video editing skills.

TIPS FOR OPTIMIZING YOUR TIKTOK VIDEOS FOR VIRAL SUCCESS

1. Incorporating small, niche-related words or phrases into your videos can significantly boost your content's visibility on social media platforms. While it may seem like a small trick, these hidden words can help your videos get picked up by algorithms and attract a larger audience.
2. **Including captions, descriptions, or words on the screen** in your videos also greatly increases the chance of your content going viral. Videos with these features tend to receive more views, and more views mean more opportunities to monetize your content.
3. When using **trending sounds** on your videos, consider turning down the volume if it's a video of you speaking. While the sound may be popular, the value of your content is what will ultimately drive views and engagement.
4. It's important to **stay within your niche** and create content that is related to your niche or business. While posting unrelated content may gain you followers, they may not be interested in what you have to offer, which can be detrimental in the long run.
5. Once you have at least **800 followers on TikTok, consider going live** to further engage with your audience. Going live can help increase your following and ultimately lead to increased sales and success.

TIPS FOR OPTIMIZING YOUR TIKTOK VIDEOS FOR VIRAL SUCCESS

6. **Look for viral videos in your niche and study them.** Analyze what makes them unique, engaging, and memorable. Then, use those ideas to create your own original content with your personal spin. Don't simply copy what others have done, but take inspiration from their success and use it to elevate your own videos. This approach can save you time and effort in developing new ideas and increase the likelihood of your videos going viral. Remember, originality and authenticity are key to standing out in a sea of content.

7. Including a **call to action (CTA)** in your videos is an effective way to engage your audience and drive them toward taking a specific action. But it's not just about asking your viewers to "like, comment, and subscribe." Your CTA should be tailored to your niche and your goals. Here are some examples of effective CTAs:

- **Encourage viewers to visit your website or check out your product/service:** "Visit my website to learn more about my services" or "Head to my online store to see my latest products."
- **Ask viewers to share your video with their friends and followers:** "If you found this video helpful, share it with someone who might benefit from it."
- **Create a sense of urgency:** "Limited time offer! Visit the link in my bio to claim your discount code now."
- **Encourage engagement:** "Leave a comment below and tell me your favorite tip from this video" or "Tag a friend who needs to hear this message."
- **Use Instagram's question sticker to gather feedback or ideas from your audience:** "What video topics would you like to see me cover next?"

Remember, your CTA should align with your overall marketing strategy and provide value to your audience. Don't be afraid to experiment with different CTAs to see what resonates best with your viewers.

STEP 4

PLAN & CREATE YOUR DIGITAL *products*



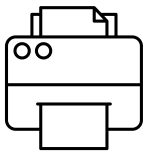
THE BENEFITS OF DIGITAL *Products*

In today's digital age, it's no surprise that digital products have become increasingly popular among consumers. But did you know that they're also an excellent way for entrepreneurs to make money from home? Here are some of the benefits of digital products and why you should consider getting started:

1. **Little to No Start-Up Costs:** Unlike physical products that require inventory and shipping costs, digital products have little to no start-up costs. All you need is a computer, an internet connection, and the right tools to create your product.
2. **Scalability:** Once you create your digital product, you can sell it an unlimited number of times. This allows you to make a passive income while you're sleeping, cleaning your house, or even on vacation.
3. **No Inventory or Shipping/Handling:** With digital products, you don't have to worry about inventory or shipping/handling. Your product can be delivered instantly to your customer via email or a download link.
4. **Easy to Create:** Creating digital products has never been easier thanks to tools like Canva. With Canva, you can access a variety of templates and design ideas to create your product quickly and easily.
5. **Large Profit Margins:** Since there are little to no costs associated with creating digital products, you can enjoy larger profit margins than with physical products. This means that you have the potential to make a significant income with your digital products.

TYPES OF DIGITAL *Products*

DIFFICULTY LEVEL: EASY



Printables

Printables are digital products that can be downloaded and printed by the consumer. They often include things like planners, calendars, checklists, art prints, and other designs that can be printed on paper or other materials.

15 Creative Printable Ideas:

1. Daily, weekly, or monthly planners
2. To-do lists and checklists
3. Meal planners and grocery lists
4. Fitness trackers and workout plans
5. Budget planners and finance trackers
6. Goal-setting worksheets and habit trackers
7. Coloring pages and art prints
8. Party invitations and decorations
9. Travel itineraries and packing lists
10. Educational worksheets and activities for kids
11. Calendars and schedules
12. Recipe cards and cookbooks
13. Self-care and mental health worksheets
14. Business and blogging templates
15. Wedding planning and organization sheets

TYPES OF DIGITAL *Products*

DIFFICULTY LEVEL: EASY



Ebooks & Guides

Ebooks and guides are digital books that can be read on electronic devices. They are a popular type of digital product that can be created and sold online, often with low start-up costs and high profit margins.

15 Creative Ebook Ideas:

1. How to start a successful online business
2. A beginner's guide to yoga
3. Delicious and healthy meal prep recipes
4. DIY home improvement projects for beginners
5. Tips and tricks for successful gardening
6. A guide to effective time management
7. A collection of short stories or poetry
8. A travel guide for your favorite destination
9. A guide to decluttering and organization
10. A self-help book on personal growth and development
11. A guide to starting a profitable side hustle
12. A cookbook of gluten-free recipes
13. A beginner's guide to coding and web development
14. A Guide to mastering social media marketing
15. A guide to successful long-distance relationships.

BONUS: FREE 110 TIKTOK HOOKS GUIDE



TYPES OF DIGITAL *Products*

DIFFICULTY LEVEL: EASY



Digital Planners

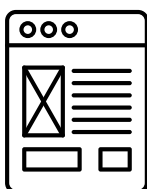
Digital planners are electronic versions of traditional paper planners that can be used on electronic devices such as computers, tablets, and smartphones. They are great for people who prefer to plan and organize their lives digitally and want to have all of their schedules, to-do lists, and notes in one convenient location.

15 Creative Digital Planner Ideas:

1. Daily planner
2. Weekly planner
3. Monthly planner
4. Yearly planner
5. Goal planner
6. Fitness planner
7. Meal planner
8. Budget planner
9. Travel planner
10. Wedding planner
11. Parenting planner
12. Homeschool planner
13. Business planner
14. Social media planner
15. Student planner

TYPES OF DIGITAL *Products*

DIFFICULTY LEVEL: MEDIUM



Templates

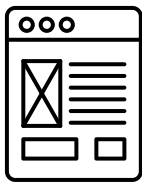
Templates are pre-designed files that can be customized to fit a specific need. They are a popular type of digital product as they can save time and effort for those who need to create something from scratch. Templates can be used for a variety of purposes such as business documents, social media graphics, resumes, and more.

15 Creative Template Ideas:

1. Social media post templates
2. Email newsletter templates
3. Website landing page templates
4. Business card templates
5. Resume templates
6. Invoice templates
7. Budget templates
8. Meal planning templates
9. Fitness planner templates
10. Travel itinerary templates
11. Wedding invitation templates
12. Event program templates
13. PowerPoint presentation templates
14. Ebook templates
15. Instagram story highlight covers templates

TYPES OF DIGITAL *Products*

DIFFICULTY LEVEL: MEDIUM



SVG & Digital Art

Transform your illustrations and artwork into a valuable resource for other creators by creating digital art and SVGs. With a commercial license, you can grant others the right to use your clip art in their own projects, opening up new opportunities for passive income.

15 Creative Template Ideas:

1. Holiday clip art (e.g. Christmas, Halloween, Easter, etc.)
2. Cute animals clip art (e.g. cats, dogs, birds, etc.)
3. Food and beverage clip art (e.g. coffee, donuts, pizza, etc.)
4. Floral clip art (e.g. flowers, leaves, vines, etc.)
5. Sports clip art (e.g. basketball, football, soccer, etc.)
6. Baby and child clip art (e.g. strollers, pacifiers, toys, etc.)
7. Wedding clip art (e.g. rings, bouquets, dresses, etc.)
8. Travel clip art (e.g. planes, suitcases, maps, etc.)
9. Music clip art (e.g. guitars, drums, notes, etc.)
10. School clip art (e.g. books, pencils, backpacks, etc.)
11. Vintage clip art (e.g. antique cars, classic designs, etc.)
12. Technology clip art (e.g. phones, computers, cameras, etc.)
13. Nature clip art (e.g. trees, mountains, oceans, etc.)
14. Party clip art (e.g. balloons, confetti, hats, etc.)
15. Occupational clip art (e.g. doctor, firefighter, chef, etc.)

TYPES OF DIGITAL *Products*

DIFFICULTY LEVEL: HARD



Workshops & Masterclasses

Workshops and masterclasses are concise video sessions that can be conducted live or pre-recorded, focusing on a specific topic. Due to their straightforward format, they can serve as an excellent foundation for expanding your product offerings.

15 Creative Workshop & Masterclass Ideas:

1. Photography Basics for Beginners
2. Yoga for Stress Relief
3. Social Media Marketing 101
4. Personal Finance Management
5. Introduction to Coding
6. Healthy Meal Planning on a Budget
7. Mindfulness Meditation Techniques
8. Creative Writing for Beginners
9. Painting Techniques for Beginners
10. Productivity Hacks for Entrepreneurs
11. Introduction to Graphic Design
12. Public Speaking for Shy People
13. DIY Home Decor Ideas
14. Beginner's Guide to Sewing
15. Investing in Stocks and Bonds

TYPES OF DIGITAL *Products*

DIFFICULTY LEVEL: HARD



Courses

Courses are comprehensive learning programs that are designed to teach specific skills or knowledge on a particular topic. They are usually composed of multiple lessons, videos, quizzes, assignments, and assessments. Courses can be delivered in various formats, such as pre-recorded videos, live webinars, or a combination of both. They can range from short courses that take a few hours to complete to longer courses that take several weeks or months. Courses can be sold as a one-time payment or as a subscription-based model, and they can be offered on online learning platforms or through a website.

10 Creative Course Ideas:

1. Introduction to Photography
2. Beginner's Guide to Web Development
3. Social Media Marketing 101
4. Healthy Eating Habits for Busy People
5. Fundamentals of Graphic Design
6. Basics of Video Editing
7. Writing for the Web
8. Business Plan Writing for Entrepreneurs
9. Introduction to Mindfulness Meditation
10. Building Your Personal Brand Online

GET THE ROADMAP 3.0 COURSE WITH MRR

A done for you digital marketing course you can rebrand and resell as your own with BONUSSES!

PROBLEM & SOLUTION

Now it's time to identify the problems and pain points that your target audience is facing. This will enable you to come up with solutions that will add value to their lives and generate revenue for your business.

If you're unsure about what questions or issues your audience might have, don't worry. There are several online tools that can help you out. Two of the best are **Reddit** and **AnswerThePublic**. Simply type in keywords related to your niche and browse through the questions and discussions that come up.

As you do your research, make sure to take note of the problems and pain points that your audience is facing. These will be the basis for the solutions that you'll present to them.



Once you've identified the key problems and pain points, it's time to start brainstorming solutions. **(You can jot down the problem/solution in the next page)** Draw on your own knowledge and expertise, as well as the research that you've conducted. Think about how you can create products or services that directly address these issues and add value to your target audience.

Remember, the key to success in business is solving problems and providing value. By identifying the problems and pain points in your niche, you're one step closer to building a profitable and sustainable business.

OBJECTIONS

As you prepare to launch your digital product, it's important to anticipate and address any objections that your potential customers may have. These objections can range from concerns about the value of your product to questions about its functionality and compatibility. By proactively addressing these objections, you can build trust with your audience and increase your chances of making a sale.

Here are some key considerations to keep in mind:

- **Put yourself in your customer's shoes:** Try to think about your product from the perspective of someone who is encountering it for the first time. What questions or concerns might they have? What factors could influence their decision to make a purchase?
- **Anticipate objections:** Based on your knowledge of your product and your target audience, brainstorm a list of potential objections that customers might have. These could include issues related to pricing, features, customer support, or any other aspect of your product.
- **Address objections head-on:** Once you've identified potential objections, come up with strategies for addressing them. This might involve creating targeted messaging or content that speaks directly to the objection or tweaking your product or sales process to better align with customer needs.
- **Test and refine:** As you launch your product and begin to receive feedback from customers, use this information to refine your approach. Pay attention to common objections or points of confusion, and adjust your messaging or product accordingly. This ongoing process of testing and refinement can help you improve your product and better meet the needs of your customers.

OBJECTIONS

Identify potential objections your customers may have regarding your digital product and brainstorm strategies to address each objection.

OBJECTION

STRATEGIES TO ADDRESS THEM

OBJECTION

STRATEGIES TO ADDRESS THEM

OBJECTION

STRATEGIES TO ADDRESS THEM

OBJECTIONS

OBJECTION

Price: "It's too expensive"

STRATEGIES TO ADDRESS THEM

Strategy: Emphasize the value of your product and highlight any discounts or payment plans available.

OBJECTION

Competition: "I can get something similar elsewhere for cheaper"

STRATEGIES TO ADDRESS THEM

Strategy: Emphasize the unique benefits and features of your product that sets it apart from competitors.

OBJECTION

Time: "I don't have time to learn how to use this"

STRATEGIES TO ADDRESS THEM

Strategy: Provide easy-to-follow instructions and support resources, such as tutorials and customer service, to help customers use your product efficiently.

YOUR DIGITAL *Product*

WHICH TYPES OF DIGITAL PRODUCTS WOULD YOU LIKE TO CREATE?

- Printables
- Ebooks
- Guides
- Digital Planners
- Templates
- SVG & Digital Art
- Workshops Masterclasses
- Courses
- _____
- _____
- _____

WAYS TO RESEARCH DIGITAL
PRODUCT IDEAS

- Etsy (Best Sellers)
- Pinterest
- Facebook Groups
- Competitors
- Google Trends
- Keyword research
- Polls
- _____

PRODUCT NOTES & IDEAS

YOUR DIGITAL *Product*

WHO IS YOUR IDEAL CLIENT?

WHAT IS THE SPECIFIC PROBLEM OR CHALLENGE THAT YOUR IDEAL CLIENT IS FACING

BRAINSTORM DIGITAL PRODUCT IDEAS THAT COULD SOLVE YOUR IDEAL CLIENT'S PROBLEM AND PROVIDE VALUE TO THEM.

INTRO

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YOUR DIGITAL *Product*

EXAMPLE NICHE: FITNESS

WHO IS YOUR IDEAL CLIENT?

Busy Professionals

WHAT IS THE SPECIFIC PROBLEM OR CHALLENGE THAT YOUR IDEAL CLIENT IS FACING

Lack of time and motivation to go to the gym.

BRAINSTORM DIGITAL PRODUCT IDEAS THAT COULD SOLVE YOUR IDEAL CLIENT'S PROBLEM AND PROVIDE VALUE TO THEM.

1. 10-Minute Burn: A digital product that includes a series of 10-minute workouts that can be done at home or in the office, with no equipment required.

2. Meal Prep Guide: A digital guide that includes tips and tricks for quick and easy meal prep, as well as healthy recipe ideas.

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YOUR DIGITAL *Product*

EXAMPLE NICHE: RELATIONSHIP

WHO IS YOUR IDEAL CLIENT?

Married Couples

WHAT IS THE SPECIFIC PROBLEM OR CHALLENGE THAT YOUR IDEAL CLIENT IS FACING

Difficulty communicating effectively, leading to misunderstandings and conflict.

BRAINSTORM DIGITAL PRODUCT IDEAS THAT COULD SOLVE YOUR IDEAL CLIENT'S PROBLEM AND PROVIDE VALUE TO THEM.

1. Conflict Resolution Guide: Digital guide provides step-by-step strategies for resolving conflicts and disagreements in a healthy and productive way.
2. Communication Skills Course: A course that teaches couples effective communication skills, including active listening, expressing emotions, and resolving conflicts.

YOUR DIGITAL *Product*

EXAMPLE NICHE: FINANCES

WHO IS YOUR IDEAL CLIENT?

Self-Employed Individuals

WHAT IS THE SPECIFIC PROBLEM OR CHALLENGE THAT YOUR IDEAL CLIENT IS FACING

Difficulty in tracking expenses and income for tax purposes

BRAINSTORM DIGITAL PRODUCT IDEAS THAT COULD SOLVE YOUR IDEAL CLIENT'S PROBLEM AND PROVIDE VALUE TO THEM.

1. Expense Tracker Spreadsheet: A customizable expense tracker spreadsheet that self-employed individuals can use to manually track their expenses and income for tax purposes.

2. Online Bookkeeping Course: A course that teaches self-employed individuals how to manage their books and finances, including tracking expenses and income for tax purposes.

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NEED MORE DIGITAL
PRODUCT IDEAS?



102 DIGITAL PRODUCT *ideas*

Across 25 Highly Profitable Niches

[CLICK HERE TO DOWNLOAD FREE GUIDE](#)

PassivePlayground

CREATING YOUR DIGITAL PRODUCTS WITH CANVA



Now that you know what digital product you want to create and the content you want to include. It's time to create it! **One great tool you can use is Canva.com**

Canva is an easy-to-use graphic design platform that can help you create beautiful and professional-looking digital products such as guides, e-books, social media templates, email headers, logos, and more. The best part? Canva offers a wide range of templates that you can customize to fit your brand and style.

If you're just starting out and trying to watch your spending, the free version of Canva is a great option. I personally used it for a whole year before upgrading to Canva Pro.

Another tool that can come in handy is **Grammarly.com**. It's a free online writing assistant that can help you check your digital products for grammar and spelling errors before you list them for sale. This can save you from embarrassing mistakes and help you make a great first impression on your customers.

Now that you have these tools in your arsenal, it's time to start creating your digital product!

Remember to keep your ideal client in mind and focus on solving their problems with your product

[CLICK HERE TO GET MY 50 PAGE CANVA EBOOK TEMPLATE](#)

TOP TIPS FOR CREATING DIGITAL PRODUCTS IN CANVA

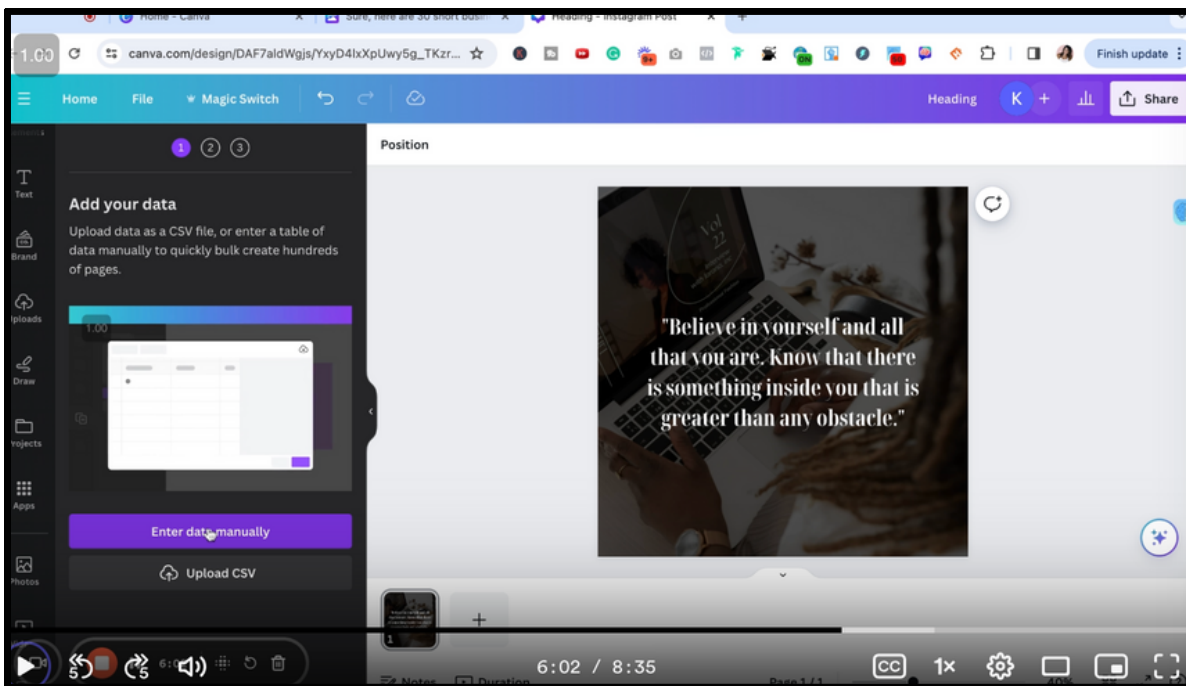


1. **Use Canva's templates:** Canva offers a wide variety of templates that you can use for different types of digital products, such as ebooks, social media graphics, and presentations. If you want an ebook template that is already laid out for you. **[Get my 50-Page Canva Template Ebook.](#)**
2. **Choose a consistent color scheme:** Using a consistent color scheme throughout your digital product can help create a cohesive and professional look. You can use Canva's color palette feature to select colors that match your branding.
3. **Use high-quality images:** High-quality images can make a big difference in the overall look of your digital product. You can use Canva's built-in image library or upload your own images.
4. **Pay attention to typography:** The fonts you choose can also impact the overall look and feel of your digital product. Canva offers a variety of fonts, but try to stick to 2-3 fonts for consistency.
5. **Keep it simple:** While it may be tempting to add lots of design elements, sometimes less is more. Keep your design simple and easy to read so your audience can focus on your content.
6. **Export in the right format:** When you're ready to export your digital product, make sure to choose the right format based on the platform you'll be using to sell or distribute it. For example, PDF is a common format for ebooks.
7. **Don't forget branding:** Include your branding elements, such as your logo and website URL, in your digital product to help promote your brand and make it easy for people to find you.
8. **Proofread and edit:** Before publishing or selling your digital product, make sure to proofread and edit for errors or typos.

CREATING A SIMPLE DIGITAL PRODUCT ON CANVA



USING **BULK CREATE** *PRO FEATURE IN CANVA*



**[CLICK HERE TO WATCH TRAINING:
CREATING PRODUCTS FAST WITH BULK CREATE](#)**

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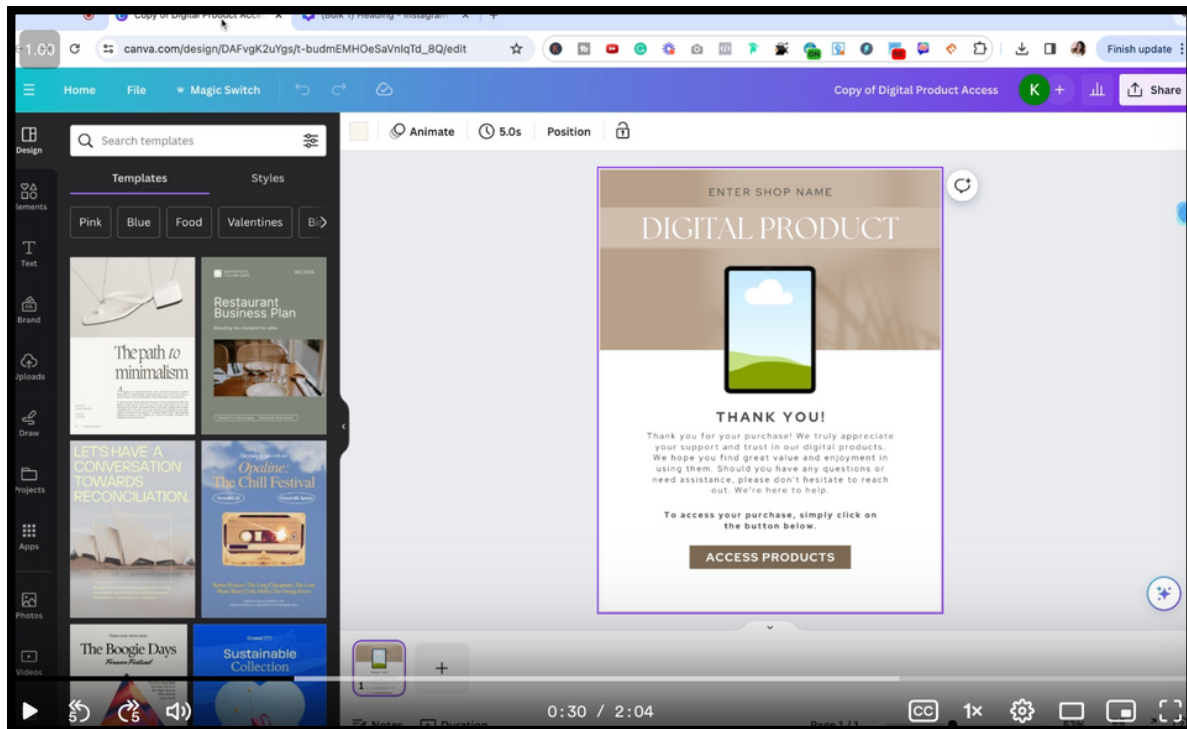
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USING THE TEMPLATE LINK FEATURE IN CANVA



SHARING A CANVA TEMPLATE



**[CLICK HERE TO WATCH TRAINING:
SHARING A TEMPLATE IN CANVA](#)**

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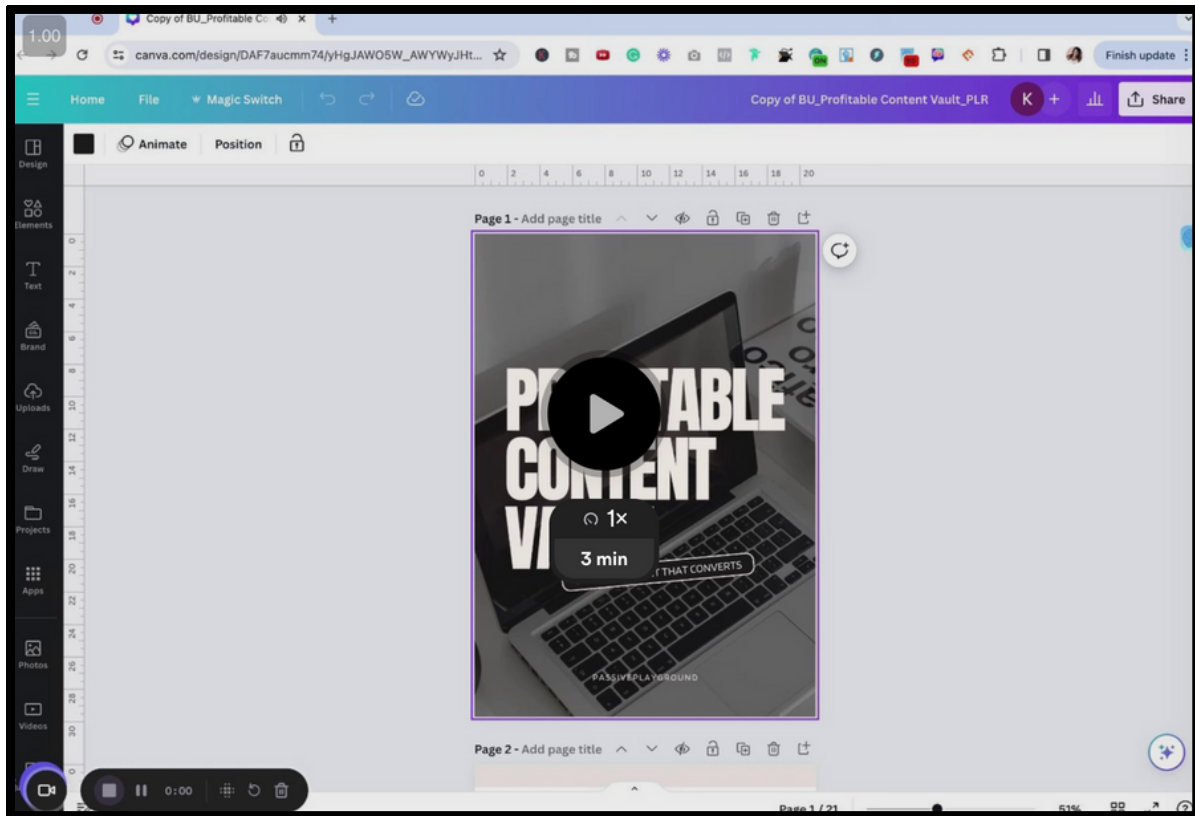
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EDITING A PLR PRODUCT ON CANVA



**[CLICK HERE TO WATCH TRAINING:
HOW TO EDIT PLR PRODUCTS](#)**

[JOIN THE DIGITAL GOLDMINE HERE](#)

[VISIT THE BOSS UP PLR SHOP](#)

CREATING YOUR OWN PLR OR MRR PRODUCTS

UNDERSTAND PLR AND MRR:

- **PLR (Private Label Rights):** PLR allows you to purchase or obtain a digital product with the right to modify, rebrand, and even claim it as your own. You can often edit the content, change the graphics, and use it in various ways.
- **MRR (Master Resale Rights):** MRR grants you the permission to resell a digital product as is, without making significant modifications. However, you may or may not have the right to pass on the resale rights to others, depending on the specific MRR license terms.

HOW TO ADD A PLR OR MRR LICENSE TO YOUR OWN DIGITAL PRODUCTS:

1. Document Your Licensing Terms:

- Clearly define the terms of the PLR or MRR license. You can use legal language or simple terms, but the key is to be explicit about what customers can and cannot do with your product. Specify:
 - Whether customers have the right to edit or modify the product.
 - If they can rebrand or customize the product with their own branding.
 - Whether they can resell the product and, if so, under what conditions (e.g., price limits, quantity limits, etc.).
 - If they can pass on PLR or MRR rights to others or if resale rights are limited only to personal use.
 - Any restrictions on distribution, such as not giving it away for free.
 - Whether customers are required to credit you as the original creator or not.

CREATING YOUR OWN PLR OR MRR PRODUCTS

2. Include the Licensing Terms in Your Product:

- Integrate the licensing terms into your digital product. You can do this by adding a "Licensing Agreement" or "Terms of Use" section within the product itself, typically near the beginning or end. Make it easily accessible and readable.

3. Provide Documentation:

- Include a separate document (e.g., a PDF file) that explains the licensing terms in detail. Customers should receive this document along with the digital product.

4. Communicate Licensing Terms on Sales Page:

- Clearly state the PLR or MRR rights and restrictions on your product's sales page or product description. This will help potential customers understand what they are buying.

5. Automate Delivery:

- If you're selling your digital product through an online platform or e-commerce system, ensure that the PLR or MRR licensing terms are automatically provided to customers upon purchase, either in the download area or via email.

6. Offer Customer Support:

- Be prepared to assist customers with any questions or concerns related to the licensing terms. Make it easy for them to reach out if they have inquiries.

7. Monitor and Enforce License Terms:

- Keep an eye on how customers are using your product to ensure they're complying with the licensing terms. If someone violates the terms, take appropriate action, such as revoking their rights or seeking legal remedies if necessary.

PRICING YOUR DIGITAL PRODUCT

1. **Determine the value of your product:** Start by considering the value that your digital product provides to your target audience. Think about how it can help solve their problems or meet their needs.
2. **Research the market:** Check out the prices of similar digital products in your niche. This will help you determine the average price range for similar products.
3. **Consider your production costs:** Think about the time and resources it took to create your digital product. This includes expenses such as software, equipment, and freelancers or contractors.
4. **Determine your pricing strategy:** Decide on a pricing strategy that aligns with your business goals. For example, you may want to start with a lower price point to attract more customers, or you may want to price your product higher to reflect its premium value.
5. **Test your pricing:** Once you've settled on a price, test it out with your target audience to see how they respond. You can do this by offering a limited-time discount or asking for feedback on social media or in focus groups.

A popular marketing hack suggests that prices ending with the number 7 tend to attract more sales.

Ultimately, it's crucial to find a price that balances the value you provide with the profit you aim to make, while also appealing to your target audience.

NEED HELP WITH DONE FOR YOU DIGITAL PRODUCTS YOU CAN SELL OVER AND OVER EVERY SINGLE MONTH?



GET INSTANT ACCESS TO:

- **5-7 New PLR Products Every Month:** Say goodbye to the struggle of creating products from scratch. As a member, you'll receive three fresh PLR (private label rights) products each month.
- **Resource Library:** Inside the membership, you'll find an ever-growing resource library packed with templates, checklists, and prompts.
- **Community Connection:** Say hello to a vibrant community of like-minded entrepreneurs. Connect, ask questions, and collaborate with fellow members who are on the same path as you.

JOIN THE DIGITAL GOLD MINE

LAUNCH OFFER: **\$19/month for founding members**

PassivePlaground

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LAUNCH AND *Sell*



YOUR LAUNCH *Check List*

- Create a launch plan:** Set a launch date and create a detailed plan of action for everything that needs to be done leading up to the launch.
- Set up a sales page:** Create a sales page for your digital product that includes all of the relevant information, such as what the product is, who it's for, what problem it solves, and its features and benefits. You can do this using [Systeme.io](https://systeme.io)
- Build an email list:** Start building an email list of people who might be interested in your digital product. Use lead magnets and social media to attract potential customers.
- Create email marketing materials:** The purpose of creating email marketing materials is to engage with customers, build brand awareness, and generate sales or conversions.
- Set up delivery systems:** Set up delivery systems so that customers can purchase and receive the digital product with ease. Make sure to test the process to ensure that it works properly.
- Create your Pensight / Stan.store Storefront:** Pensight & Stan is place to sell digital products, courses, coaching services, and host your links. Sell direct, collect emails, own your clients, and watch your revenue grow.
- Tiktok Plan:** Create your tiktok plan, I provide you a tiktok plan to promote and generate sales for your digital products

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CREATE YOUR LAUNCH *Plan*

Launch Date: _____

Digital Product Name:

Marketing Strategy:

- Email
- TikTok
- Instagram
- Facebook
- Facebook Groups
- Influencer outreach,
- _____
- _____
- _____

Set Goals (sales targets, email signups, social media engagement, and more.)

Additional notes:

Launch Assets:

- Landing page
- Email sequences
- Social media content
- _____
- _____

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SALES PAGE *Template*

[Attention-grabbing headline that highlights the main benefit of your product]

[Subheadline that elaborates on the headline and hooks the reader]

[Description of the problem your product solves and why it matters]

[Introduction of your product and its features/benefits]

[Social proof such as customer testimonials or reviews]

[Call to action (CTA) to buy your product]

[Clear pricing and payment options]

[FAQ section to answer common questions]

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SET UP WITH SYSTEME.IO

[CLICK HERE TO SIGN UP FOR SYSTEME.IO](#)

After registering with Systeme.io, the next step is to:

1. Link your Stripe and PayPal accounts to enable payment processing. If you don't already have business accounts with Stripe or PayPal, you'll need to create them first. Simply visit Stripe.com and PayPal.com to set up your accounts.
2. While you're getting started, it's not essential to acquire a domain or a business email address. These can be considered later on as your business develops.

Keep in mind that the goal is to minimize your initial expenses and overhead as you embark on your journey with Systeme.io.

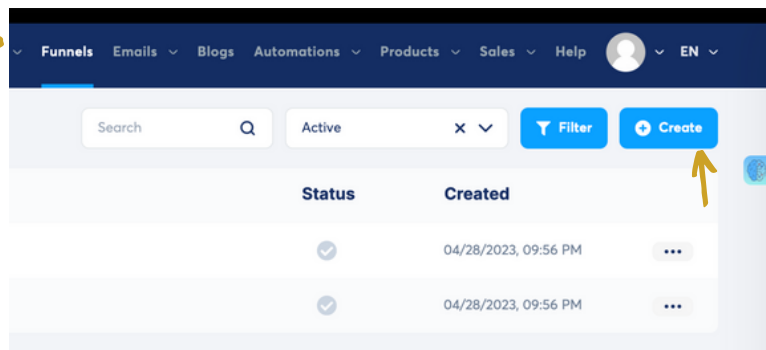
SET UP SALES *Page*

CREATE YOUR SALES PAGE USING SYSTEM.IO

Here are the steps to create a sales page in Systeme.io:
It is FREE for up to 2,000 subscribers)

[CLICK HERE TO SIGN UP FOR SYSTEME.IO](#)

STEP 1: Log in to your Systeme.io account and click on **"Funnels"** from the menu. Then click on **"Create"**



STEP 2: Fill out the information for your funnel. and for "funnel goal" select **"SELL"**
Then hit **SAVE**

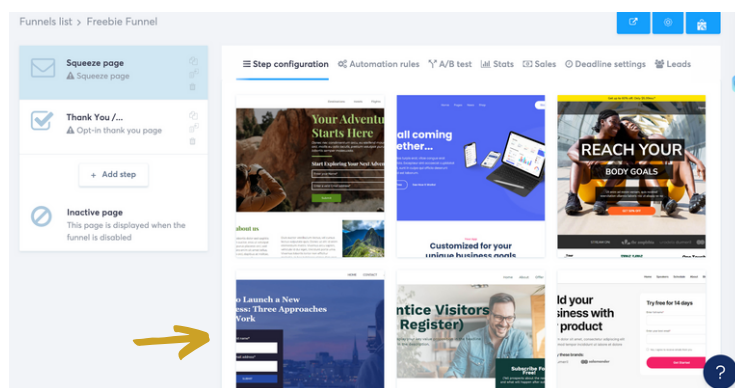
A screenshot of the 'Create funnel' form in Systeme.io. The form has a title 'Create funnel' and a close button 'x'. It contains several input fields and a 'Save' button. The 'Name' field is required and has a placeholder 'Name'. The 'Funnel domain' field is a dropdown menu with 'Select' as the current selection. Below these fields is a section titled 'Choose your funnel goal' with four options: 'Build an audience' (Collect email addresses and build your email list), 'Sell' (Sell a product or a service), 'Custom' (Build a custom funnel from scratch), and 'Run an evergreen webinar' (Run evergreen webinars to automate your business). The 'Sell' option is selected. At the bottom of the form is a 'Currency' dropdown menu with 'Select' as the current selection and a 'Save' button.

SET UP SALES *Page*

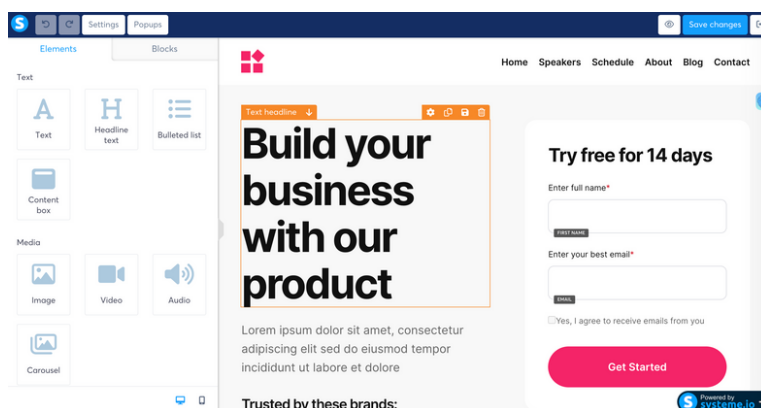
CREATE YOUR SALES PAGE USING SYSTEM.IO

Here are the steps to create a sales page in Systeme.io:
It is FREE for up to 2,000 subscribers)

STEP 3: Choose a template that best fits the purpose of your funnel.



STEP 4: Customize the template by adding everything from the **sales template**. You can use the drag-and-drop editor to add and arrange the elements on the page.



SET UP SALES *Page*

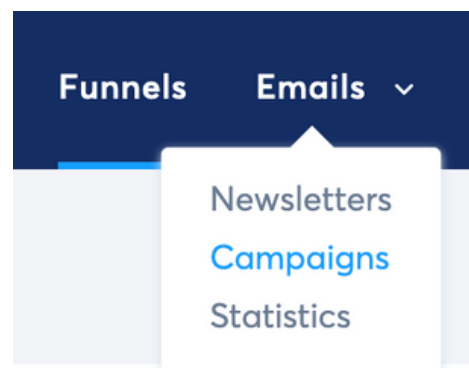
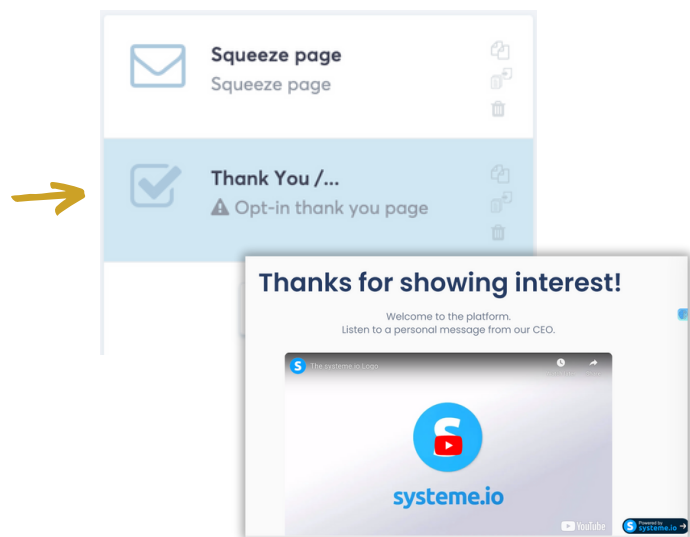
CREATE YOUR SALES PAGE USING SYSTEM.IO

Here are the steps to create a sales page in Systeme.io:
It is **FREE** for up to 2,000 subscribers)

STEP 5: Create a thank-you page for your visitors who purchase. You can add a message thanking them for their purchase and add the link to their purchase so they can download their digital product

STEP 4: Set up automation to deliver your digital product again through email. You can create an automation that sends an email with a link to download their product as soon as someone purchases it.

Go to "**EMAILS**" and then "**CAMPAIGN**"



[CLICK HERE LEARN HOW TO SET UP AN EMAIL CAMPAIGN](#)

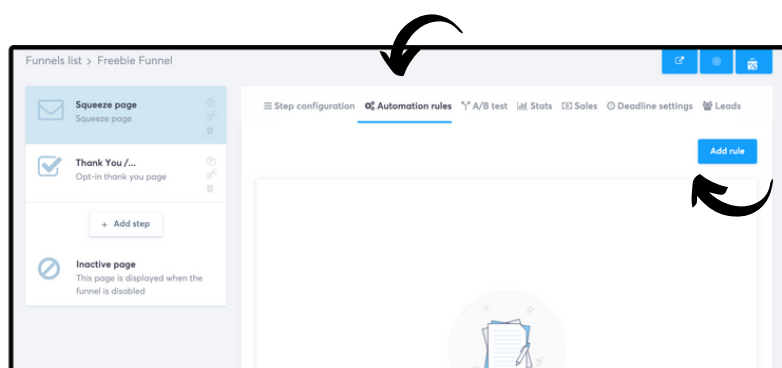
SET UP SALES *Page*

CREATE YOUR SALES PAGE USING SYSTEM.IO

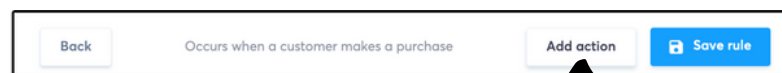
Here are the steps to create a sales page in Systeme.io:
It is FREE for up to 2,000 subscribers)

THE NEXT STEPS ARE VERY IMPORTANT!

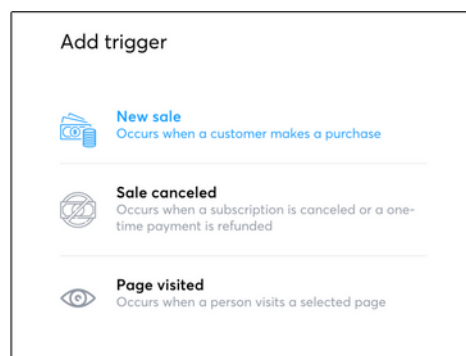
STEP 6: Connect your email campaign to your digital product funnel. So when someone buys they get your automated emails. Go to your funnels first page and go to **"automation rules"** then click on **"add rules"**



STEP 7: Then click on **"add action"**



STEP 8: Add the trigger **"new sale"**

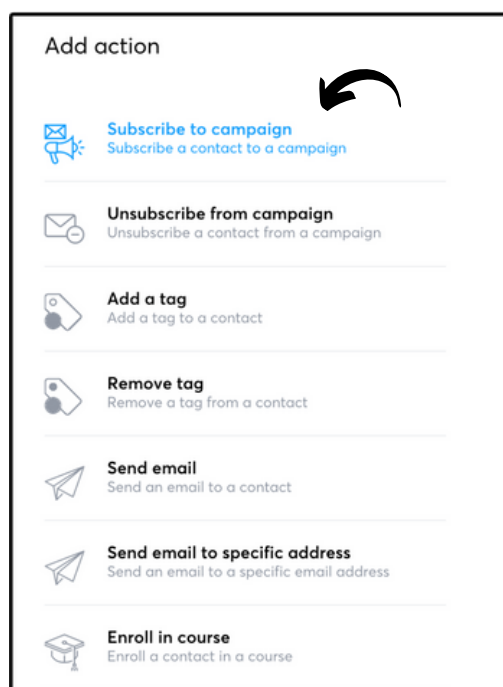


SET UP SALES *Page*

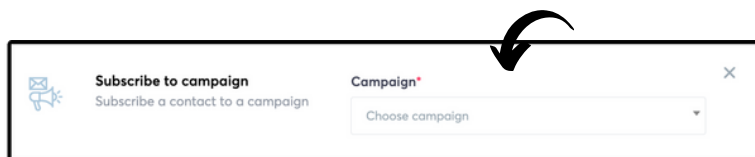
CREATE YOUR SALES PAGE USING SYSTEM.IO

Here are the steps to create a sales page in Systeme.io:
It is **FREE** for up to 2,000 subscribers)

STEP 9: for the action click
on "**Subscribe to campaign**"



STEP 11: Then click
the drop down menu
to select the
campaign

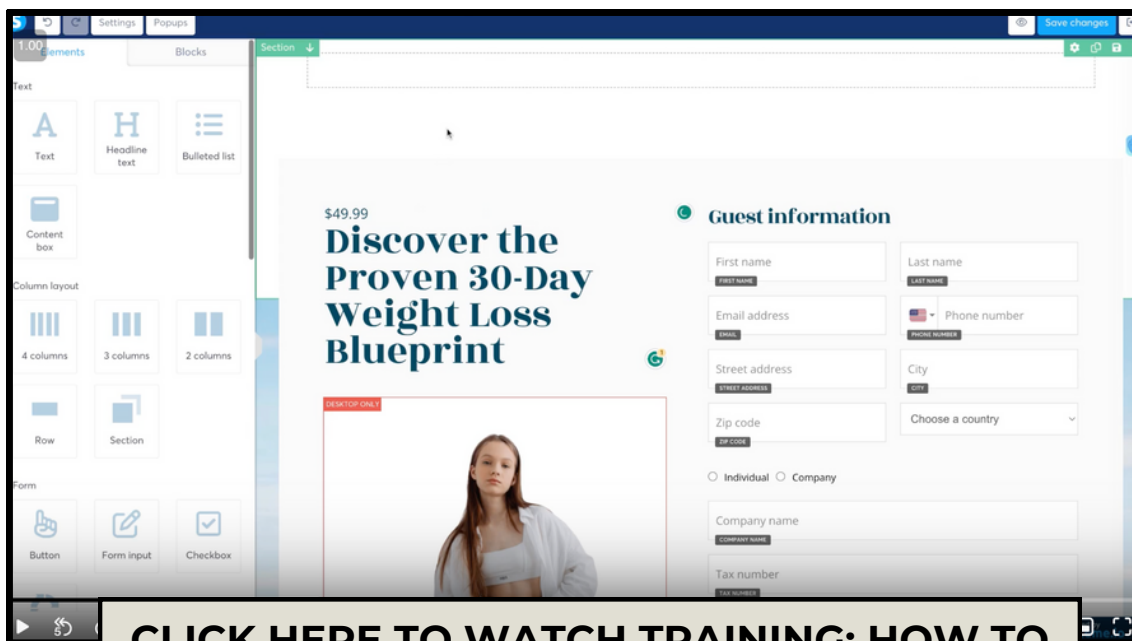


the campaign will only show if you have created it

SET UP SALES *Page*

CREATE YOUR SALES PAGE
USING SYSTEME.IO

Watch Video Training for steps 1 - 11



**[CLICK HERE TO WATCH TRAINING: HOW TO
CREATE A SALES PAGE ON SYSTEME.IO](#)**

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BUILD AN EMAIL *List*

Building an email list is an essential step in your digital product-selling journey. Despite the rise of social media, email is *STILL* a powerful tool that you can use to connect with your audience.

By growing your email list, you can engage with your subscribers directly and get your message straight into their inbox.

BUT HOW DO YOU BUILD YOUR EMAIL LIST?

You need to **offer something of value to your audience in exchange for their email address**. This could be a free guide, e-book, or any other valuable content that you know your audience will love.

Once you have a list, you can use it for targeted marketing. Since your subscribers have already expressed interest in your brand by signing up, you know they're more likely to convert into paying customers.

Plus, you own your email list, which means you have full control over your audience, unlike social media platforms where algorithms and policies can affect your reach.

So let's start growing your email list to establish direct communication with your audience, and ultimately, boosts your digital product sales!

BUILD AN EMAIL *List*

FREEBIE IDEAS

- E-book or guide
- Checklist or cheat sheet
- Video tutorial or training
- Free trial or demo
- Discount or coupon code
- Resource list or toolkit
- Webinar or online workshop
- Quiz or assessment
- Case study or success story
- Audio recording
- Whitepaper
- Challenge or mini-course
- Free sample or product trial
- Free consultation or strategy session
- Free access to exclusive community or group.
- Template or worksheet

IRRESISTIBLE FREEBIE BRAINSTORM

One effective strategy for selling your digital products is to create a freebie that is tailored to attract your ideal customers and guide them towards your paid digital product. This approach allows you to focus on quality leads rather than just quantity, ensuring that you attract people who are genuinely interested in what you have to offer.

By reverse-engineering the freebie, you can create a seamless transition from the free content to the paid product, increasing the chances of conversion and maximizing your sales potential.

WHAT IS THE PRIMARY OFFER YOU WANT TO SELL

WHAT ARE SOME IRRESISTIBLE FREEBIE IDEAS

BUILD AN EMAIL *List*

CREATING YOUR FREEBIE / LEAD MAGNET ON CANVA

1. **Choose a Template:** Open Canva and browse through the template options until you find one that fits the type of lead magnet you want to create. Canva has a range of templates available for different types of lead magnets, such as ebooks, checklists, worksheets, and more.
2. **Customize the Template:** Once you have selected a template, start customizing it to match your brand and the topic of your lead magnet. You can change the colors, fonts, and images to make it your own. Canva has an extensive library of images, illustrations, and icons that you can use to enhance your design.
3. **Add Your Content:** Replace the default content in the template with your own text and images. Make sure to include a clear and attention-grabbing headline that explains the value of your lead magnet. Keep your copy concise and easy to read, and use bullet points and subheadings to break up the text.
4. **Include Your Branding:** Add your logo, brand colors, and any other branding elements that will help your lead magnet stand out and reinforce your brand identity.
5. **Export Your Design:** Once you are happy with your design, export it in the appropriate format for your lead magnet. For example, if you are creating an ebook, you may want to export it as a PDF. Canva makes it easy to export your design in a variety of file formats.

BUILD AN EMAIL *List*

CREATING A **FREEBIE FUNNEL** WITH SYSTEME.IO

A **funnel for a freebie opt-in** is a marketing strategy that involves offering a free resource, such as an ebook, guide, or course, in exchange for a person's contact information, usually their email address.

The purpose of this is to build your email list and attract potential customers for your digital products.

The funnel usually includes a landing page with an opt-in form where visitors can enter their information to receive the free resource.

After they opt-in, they will be redirected to a thank-you page, where they can download the freebie and get further instructions on how to access it.

Once they have opted in, they will be added to your email list and will start receiving a series of emails, known as an email sequence, that provides them with more value and encourages them to take action on your digital products.

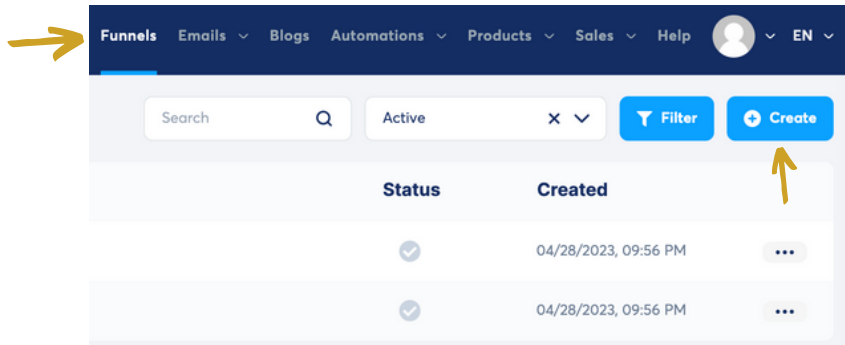
The ultimate goal of a freebie opt-in funnel is to build a relationship with your subscribers, establish your expertise in your niche, and eventually convert them into paying customers.

BUILD AN EMAIL *List*

CREATING A FREEBIE FUNNEL IN SYSTEME.IO (STEP BY STEP)

Here are the steps to create a funnel for a freebie in Systeme.io:
It is FREE for up to 2,000 subscribers)

STEP 1: Log in to your Systeme.io account and click on **"Funnels"** from the menu. Then click on **"Create"**



STEP 2: Fill out the information for your funnel. and for **"funnel goal"** select **Build an audience**. Then hit **SAVE**

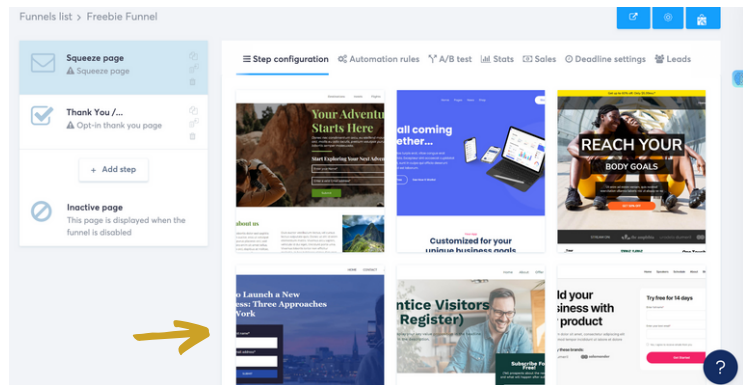
A screenshot of the 'Create funnel' form in Systeme.io. The form has a title 'Create funnel' and a close button 'x'. It contains several fields: 'Name*' with the value 'Freebie Funnel', 'Funnel domain |' with the value 'megabossteas.systeme.io', and 'Choose your funnel goal*'. There are four goal options: 'Build an audience' (selected), 'Sell', 'Custom', and 'Run an evergreen webinar'. At the bottom, there is a 'Currency' field with 'U.S. Dollar' and a 'Save' button.

BUILD AN EMAIL *List*

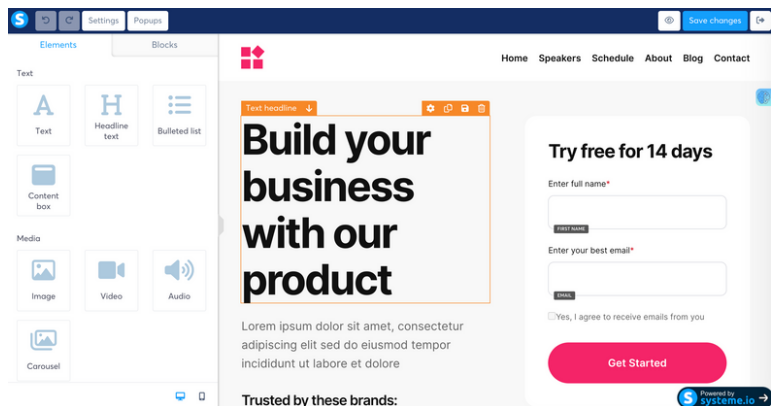
CREATING A FREEBIE FUNNEL IN SYSTEME.IO (STEP BY STEP)

Here are the steps to create a funnel for a freebie in Systeme.io:
It is FREE for up to 2,000 subscribers)

STEP 3: Choose a template that best fits the purpose of your funnel.



STEP 4: Customize the template by adding a headline, a brief description, and an opt-in form. You can use the drag-and-drop editor to add and arrange the elements on the page.

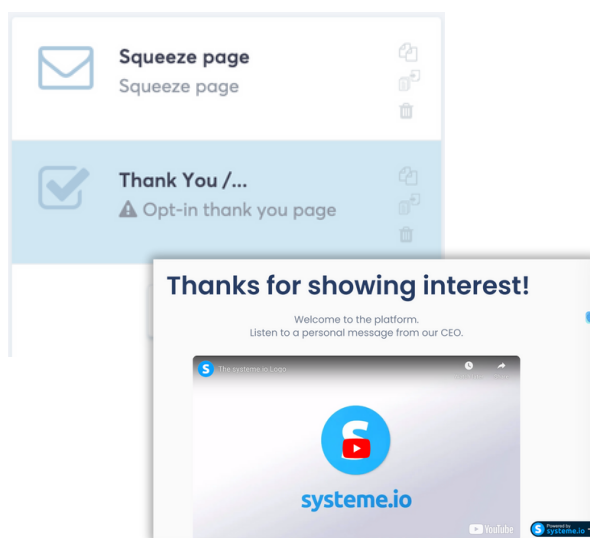


BUILD AN EMAIL *List*

CREATING A FREEBIE FUNNEL IN SYSTEME.IO (STEP BY STEP)

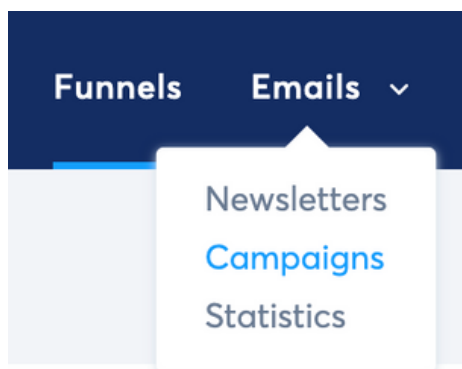
Here are the steps to create a funnel for a freebie in Systeme.io:
It is FREE for up to 2,000 subscribers)

STEP 5: Create a thank-you page for your visitors who opt in for your freebie. You can add a message thanking them for signing up and letting them know what to expect next.



STEP 4: Set up an automation to deliver your freebie to your subscribers. You can create an automation that sends an email with a link to your freebie as soon as someone signs up for it.

Go to "**EMAILS**" and then "**CAMPAIGN**"



[CLICK HERE LEARN HOW TO SET UP AN EMAIL CAMPAIGN](#)

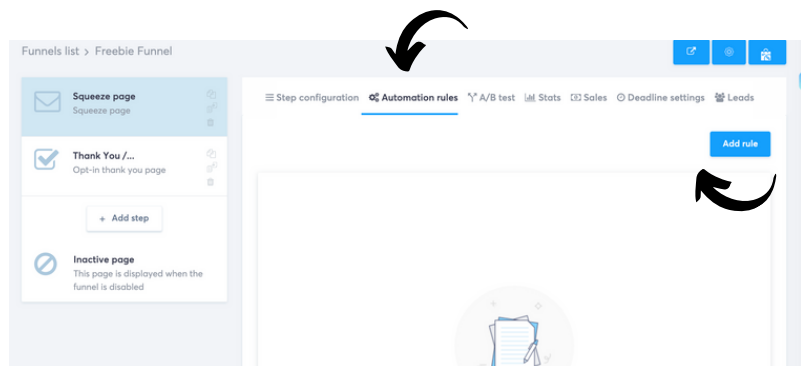
BUILD AN EMAIL *List*

CREATING A FREEBIE FUNNEL IN SYSTEME.IO (STEP BY STEP)

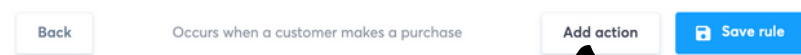
Here are the steps to create a funnel for a freebie in Systeme.io: It is FREE for up to 2,000 subscribers)

THE NEXT STEPS ARE VERY IMPORTANT!

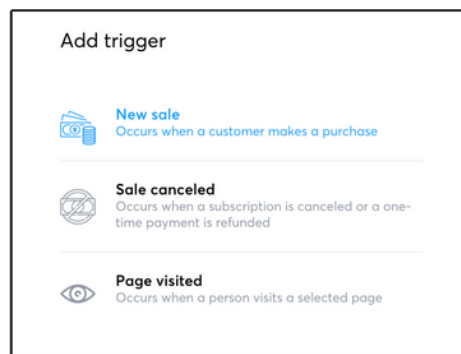
STEP 6: Connect your email campaign to your freebie funnel. So when someone subscribes they get your automated emails. Go to your funnels first page and go to "**automation rules**" then click on "**add rules**"



STEP 7: Then click on "**add action**"



STEP 8: Add the trigger "**new sale or new subscriber**"

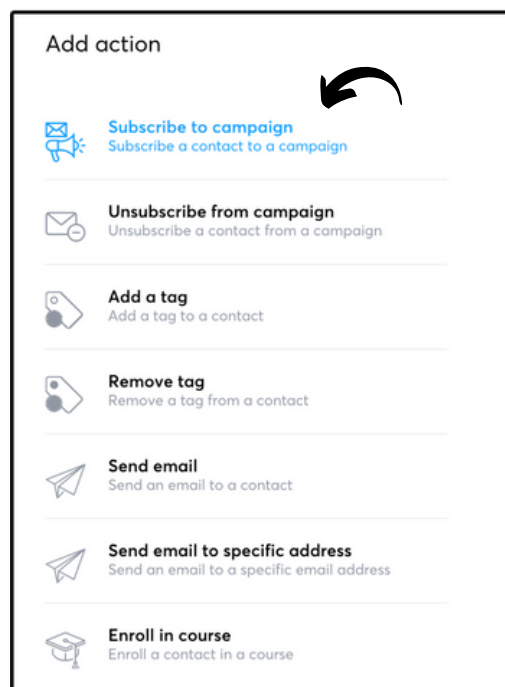


BUILD AN EMAIL *List*

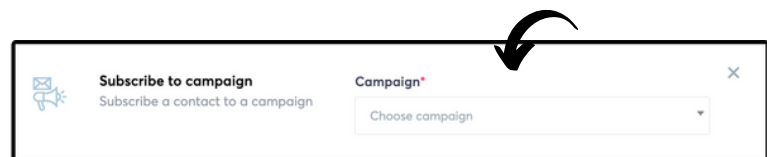
CREATING A FREEBIE FUNNEL IN SYSTEME.IO (STEP BY STEP)

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It is FREE for up to 2,000 subscribers)

STEP 9: for the action click
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STEP 11: Then click
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campaign

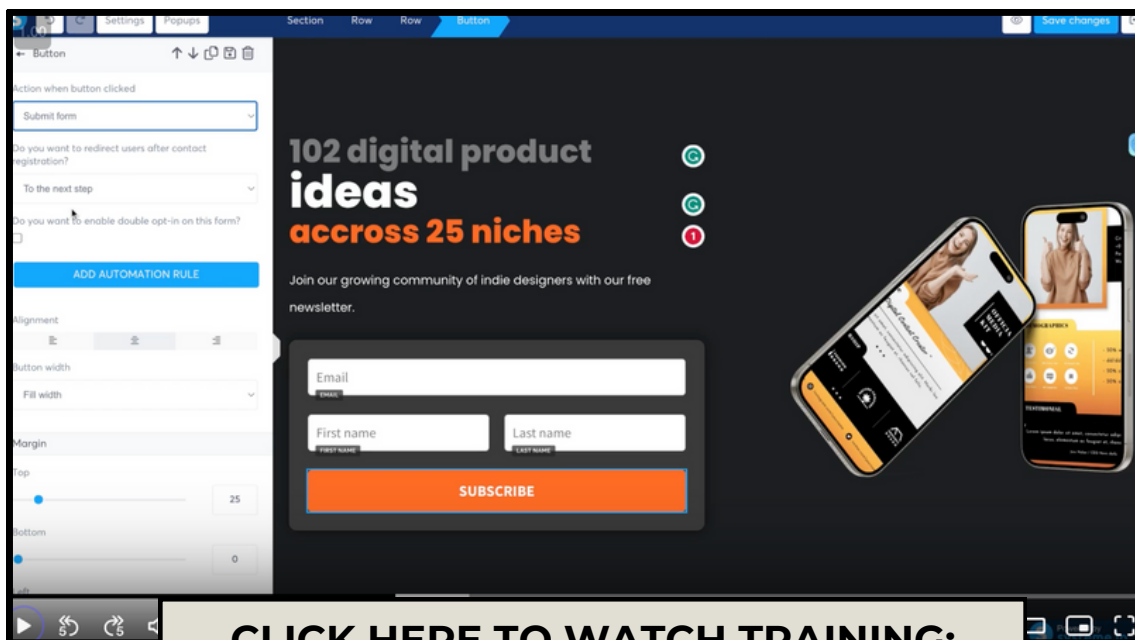


the campaign will only show if you have created it

BUILD AN EMAIL *List*

CREATING A FREEBIE FUNNEL IN SYSTEME.IO (STEP BY STEP)

Here are the steps to create a funnel for a freebie in Systeme.io:
It is FREE for up to 2,000 subscribers)



CLICK HERE TO WATCH TRAINING:
HOW TO CREATE A FREEBIE FUNNEL

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AUTOMATED EMAIL STRATEGY FOR PASSIVE INCOME

Want to make money while you sleep? Yes, it's possible! If you're already promoting your freebie link, here's a tip: add a series of automated emails to your workflow. Why? Because this is how you can turn those leads into paying customers without lifting a finger!

As soon as someone signs up for your freebie, they'll be added to your email list in Systeme.io. That's when the real magic happens. You need to send captivating emails that drive traffic to your paid digital product and boost your sales.

So, what's the secret sauce? It's all about sending a strategic sequence of emails. Start with a warm welcome and deliver your freebie in the first email. Then, hit them up with a second email the next day. Take a break on the third day, and then hit them with your third email and so on. **(in the next page I'll give you ideas of what type of emails to send)**

With this proven email strategy, you can make money in your sleep. Get started with your email sequence today!

BUILD AN EMAIL *List*

CREATE A FOLLOW-UP EMAIL IN THE SAME CAMPAIGN

Here are 8 email Ideas for your money-making follow-up email campaign:

1. **EMAIL #1 | Send Straight Away:** This email should be sent immediately after new subscriber signs up to receive your lead magnet. The purpose of this email is to deliver the lead magnet and thank the subscriber for signing up.
2. **EMAIL #2 | Send 24 hours later:** This email should be sent 24 hours after the first email. The purpose of this email is to check in with the subscriber and make sure they received the lead magnet. The email can also be used to provide more information about yourself and how you got started in your niche.
3. **EMAIL #3 | Send 3 days later:** This email should be sent 3 days after the previous email. The purpose of this email is to follow up with the subscriber about the lead magnet and share feedback from a satisfied customer. The email should also introduce your digital offer and provide a special launch discount for a limited time, as an incentive for the subscriber to purchase it.
4. **EMAIL #4 | 1 day later:** This email should be sent 1 day after the previous email. The purpose of this email is to create a sense of urgency by reminding the subscriber about the limited-time offer for your digital product.

BUILD AN EMAIL *List*

CREATE A FOLLOW-UP EMAIL IN THE SAME CAMPAIGN

EMAIL #5 (12 hours later): This email is a final reminder about the special launch offer for [product name] that is ending soon. It encourages the recipient to take advantage of the limited-time offer before it's too late by highlighting the benefits of the product and the extra bonus or discount that comes with it.

EMAIL #6 (2 days later): This email addresses common concerns that potential customers may have about investing in [your product name].

EMAIL #7 (3 days later): This email provides a sneak peek into [product name] and highlights its features, explaining how it can help the recipient [achieve desired outcome]. It also includes a time-limited special bonus offer for those who purchase the product within the next 24 hours. The email encourages the recipient to reach out with any questions or concerns.

EMAIL #8 (2 days later): This email follows up on the benefits of [product name], specifically how it can help the recipient save time and achieve their desired outcome. It highlights the unique selling points of the product and includes a list of benefits that the recipient will get when they purchase [product name]. The email encourages the recipient to take advantage of the product and not miss out on what it has to offer.

DOWNLOAD YOUR HIGH CONVERTING SALES EMAILS TODAY!

If you were one of the fast action-takers who purchased during the launch special, you received our high-converting sales emails as a bonus. Don't miss out on this opportunity to improve your sales on autopilot!



[CLICK HERE TO START CONVERTING MORE SALES TODAY](#)

DELIVERING THE DIGITAL PRODUCT

Option 1: Google Drive

1. Upload your digital product to Google Drive and make sure the link-sharing settings are set to **"Anyone with the link can view."**
2. Copy the link
3. Create an email to send to your customers.
4. In the email, include a brief introduction to the digital product, as well **as the link to download it.**
5. Insert the Google Drive link into the email by highlighting the text you want to link and clicking the "Insert Link" button **(usually represented by a chain link icon).**
6. You can also do this on the thank you page after they purchase your digital product.

Option 2: Email Marketing Platform

1. Set up an account with an email marketing platform like System.io.
2. **Create a new campaign** for your digital products
3. In the campaign or sequence, create an email that includes a brief introduction to the ebook or guide, as well as a link to download it.
4. **Use the email marketing platform's built-in tools to insert a link to the digital product.**
5. **Set up any necessary automation or triggers to send the email to customers automatically** after they make a purchase or opt-in to your email list.
6. Test the email to make sure it looks and functions as expected.

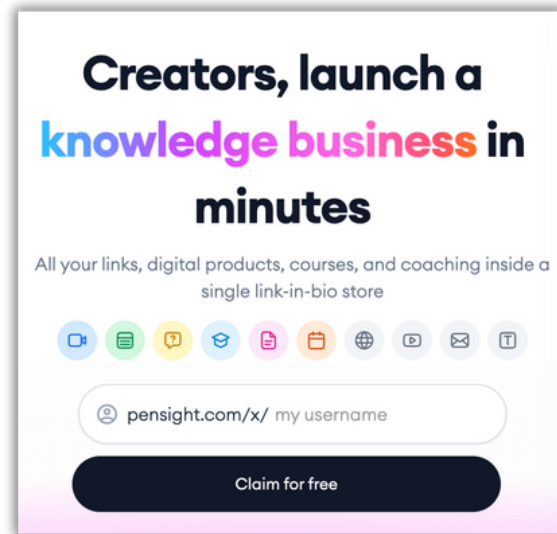
CREATING YOUR PENSIGHT *Store*

This is where you will host all your links from systeme.io for the freebie and your paid digital product

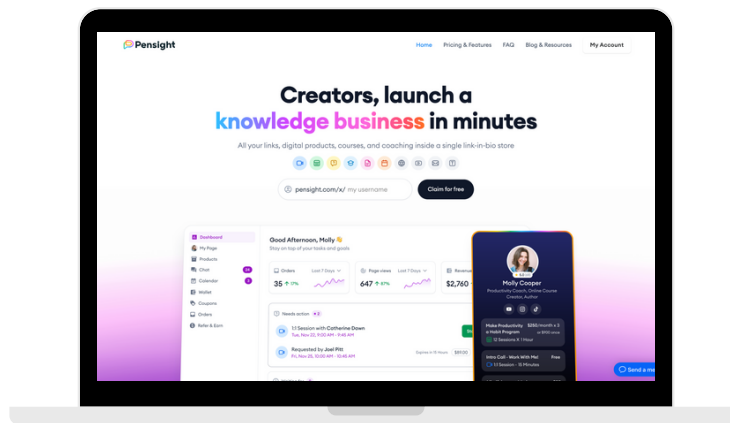
What is Pensight.com?

Pensight is a single place to sell digital products, courses, coaching services, and host your links. Sell direct, collect emails, own your clients, and watch your revenue grow.

We will mostly use it Pensight to host our links like a linktree. It free to use.



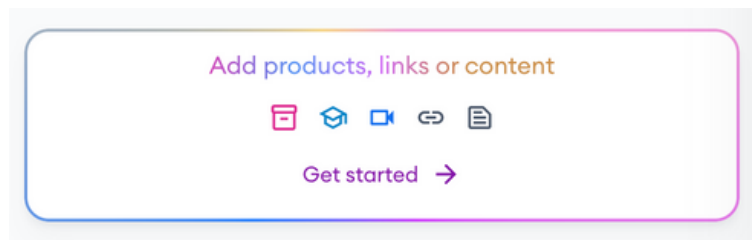
[CLICK HERE TO SIGN UP FOR PENSIGHT FOR FREE](#)



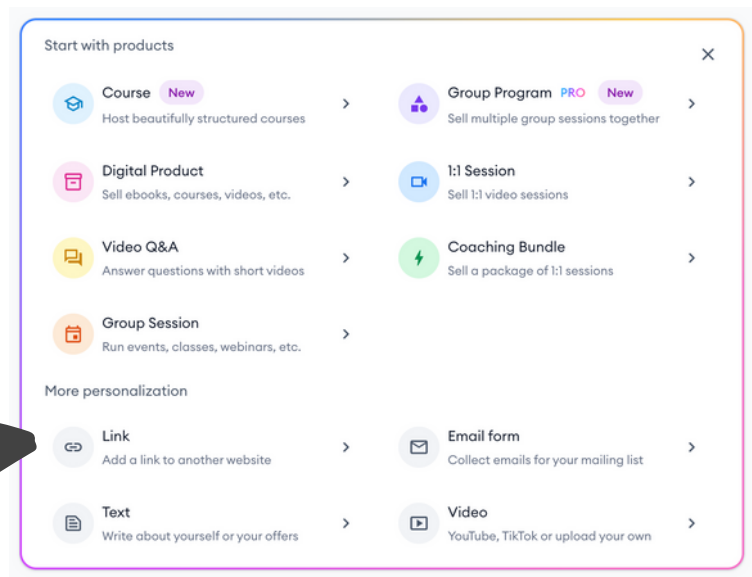
CREATING YOUR PENSIGHT *Store*

Follow these steps to add your links for freebie as well as your paid digital products

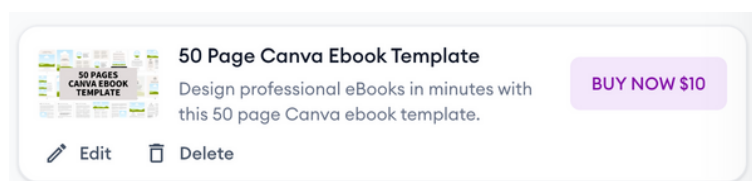
Step 1: click where it says "get started"



Step 2: Choose what you want to add. For us it will be an **external link**



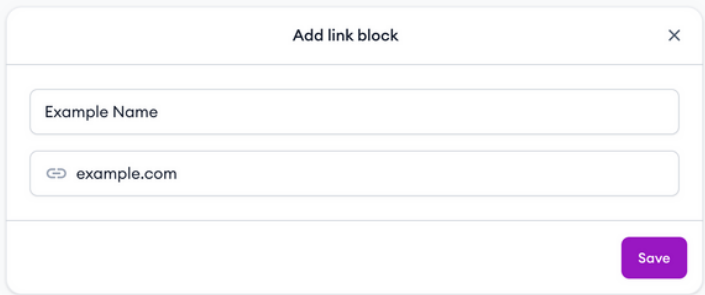
Step 3: Choose link block type, I choose "**Horizontal link**" to get this look. It looks and reads better



CREATING YOUR PENSIGHT *Store*

Follow these steps to add your links for freebie as well as your paid digital products

Step 4: add name of product and add product link from system.io



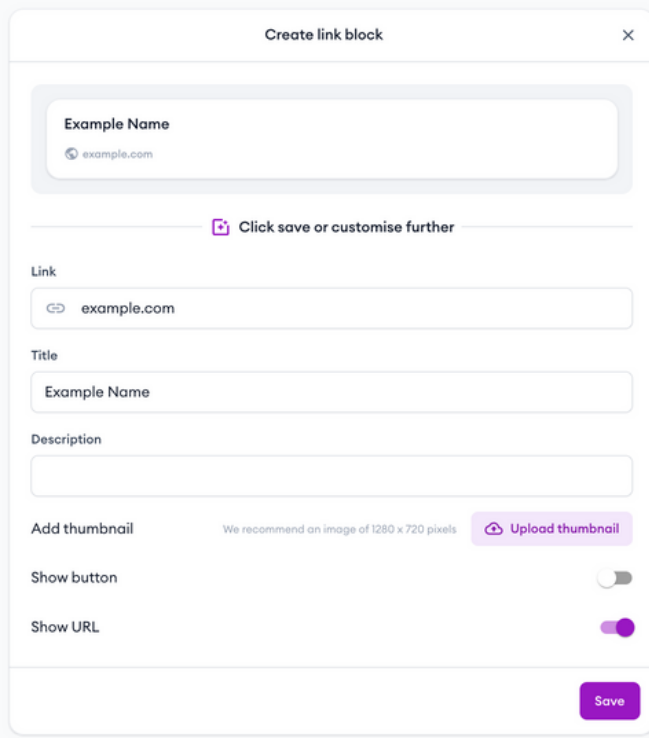
Add link block

Example Name

example.com

Save

Step 5: Fill out description, add a thumbnail to show the product (you can design a simple one in Canva) put yes show button and untoggle the "show url"



Create link block

Example Name
example.com

Click save or customise further

Link
example.com

Title
Example Name

Description

Add thumbnail We recommend an image of 1280 x 720 pixels Upload thumbnail

Show button

Show URL

Save

**Save and thats it!
your first digital
product is now
available. When
people click it will
take them to the
sales page you
created in system.io**



CREATING YOUR PENSIGHT *Store*

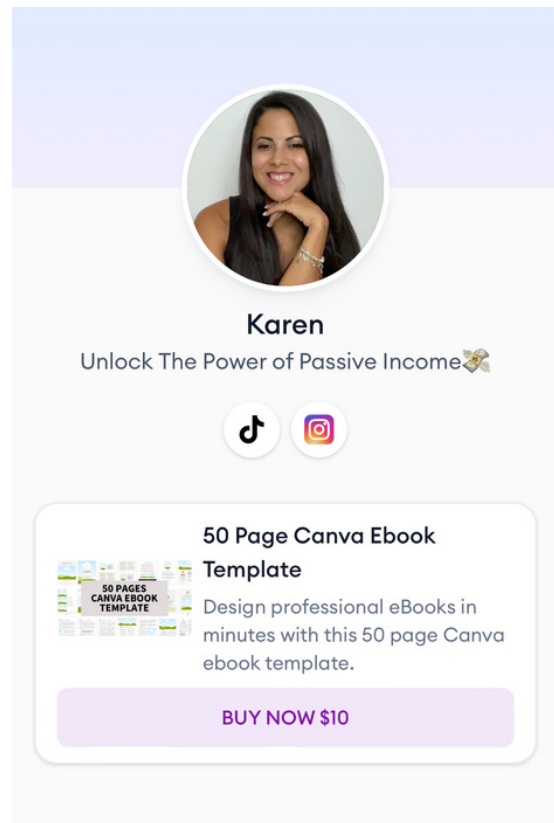
Your Pensight Store Front will look like this to mobile users

Are you ready to launch your Pensight store and sell your digital products?

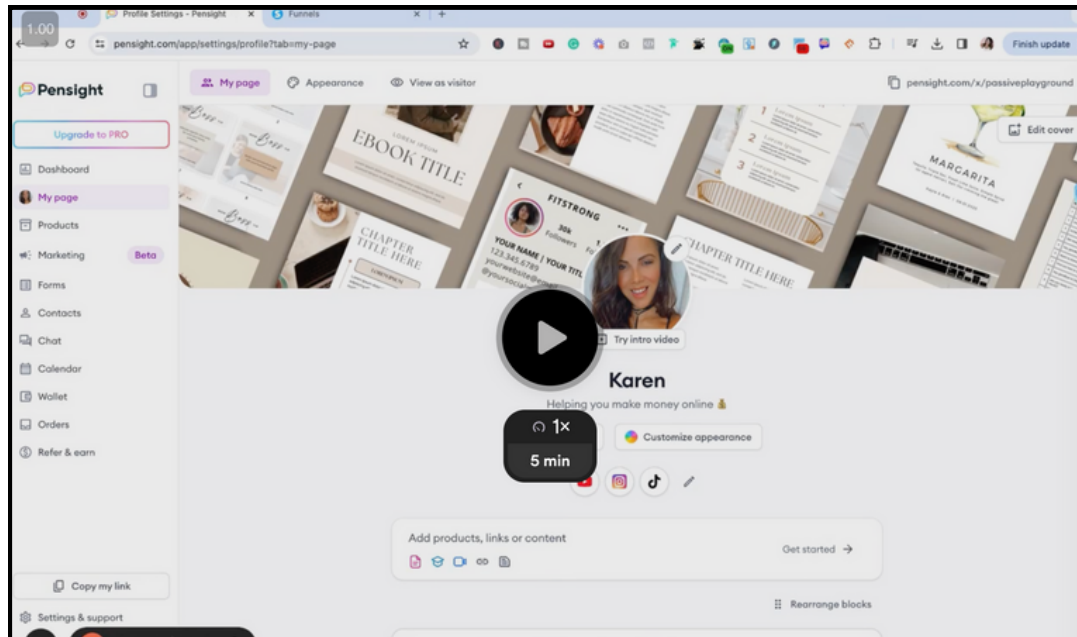
Buckle up and get ready for the ride! First things first, copy and paste that Pensight store link into your bio on TikTok, Facebook, and Instagram. On TikTok, click that "Website" button and paste the link in the field - easy peasy!

Feeling a little nervous? No worries, I'm here to cheer you on every step of the way!

Remember, your passion for your niche is your superpower, so let it shine. Boring is a no-go - let's get pumped up and show the world what you're made of! And don't forget, your vibes in your videos can make or break the sale, so let's bring the heat!



CREATING YOUR PENSIGHT *Store*



[CLICK HERE TO WATCH: HOW TO ADD DIGITAL PRODUCTS TO PENSIGHT VIDEO TUTORIAL](#)

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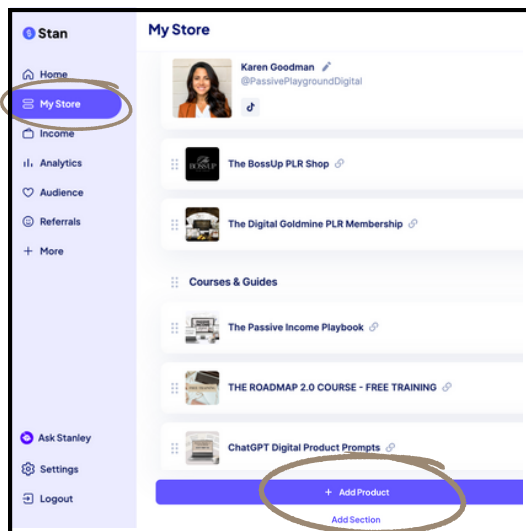
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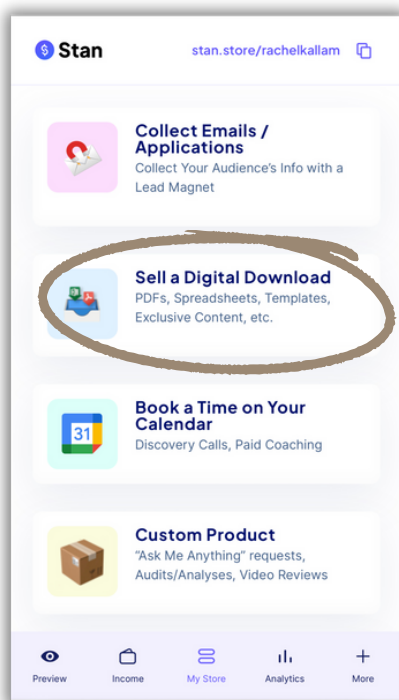
CREATING YOUR STAN *Store*

CLICK HERE TO SIGN UP STANSTORE
14-DAY FREE TRIAL

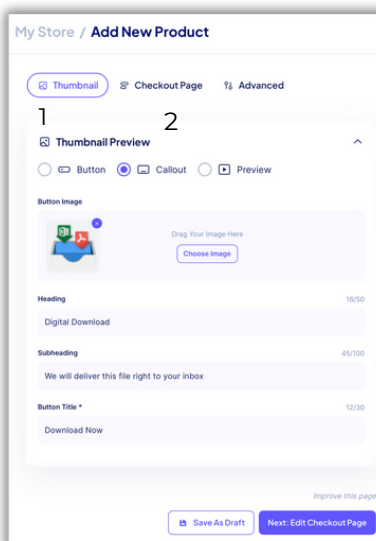


To add a digital product to your store:

- log in and go to **my store**.
- on a computer or tablet it will be in the menu on the LEFT side of your screen and on your phone it will be in the menu at the bottom of your screen.
- next you will see add product, located at the bottom of the screen on all devices.



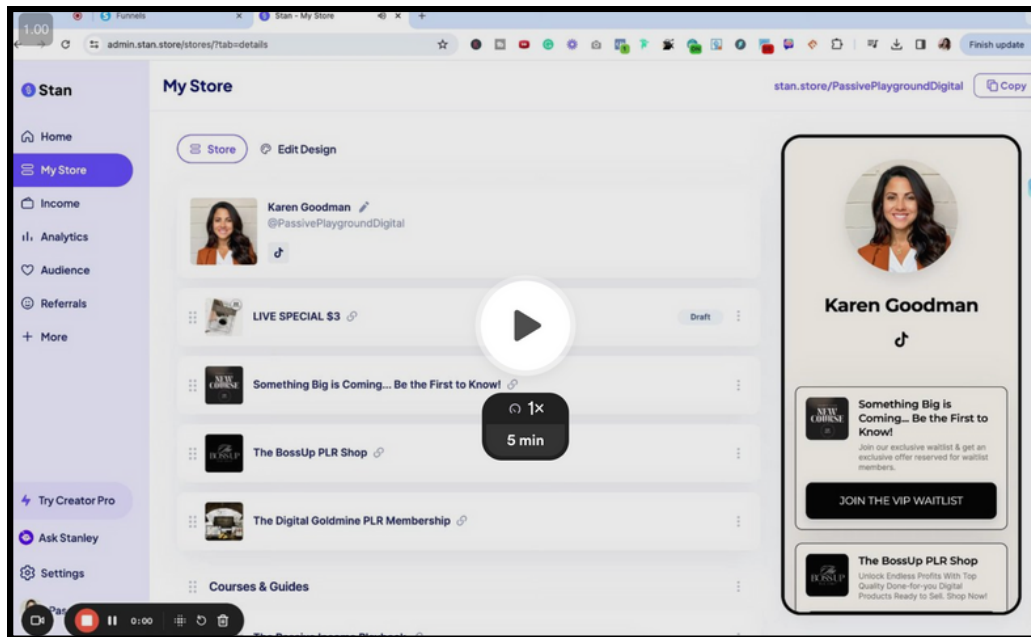
When adding our digital product we want to choose the 'sell a digital download' option



you will follow the prompts on the thumbnail & checkout pages.

then once you have completed those steps, hit that publish button!

CREATING YOUR STAN *Store*



[CLICK HERE TO WATCH: HOW TO ADD DIGITAL PRODUCTS TO STAN STORE VIDEO TUTORIAL](#)

**Don't have a Stan Store?
Create one here!**

OTHER PLACES TO SELL YOUR DIGITAL PRODUCTS

1. Payhip:

- Cost: Payhip offers a **free plan with a 5% transaction fee** on each sale. There's also a premium plan available for **\$29/month**, which reduces the transaction fee and offers additional features.
- Features: Secure product delivery, customizable storefront, affiliate program management, and integration with various payment gateways.
- **NOTE:** Payhip doesn't allow you to sell PLR/MRR Products

2. Gumroad:

- Cost: Gumroad takes a fee of **10% on each sale.**
- Features: Easy setup, customizable product pages, payment processing, email marketing tools, and the ability to sell digital and physical products.

3. Etsy:

- Cost: Etsy charges a **listing fee of \$0.20 per item and a 6.5% transaction fee on each sale.** Additionally, there may be payment processing fees.
- Features: A well-established marketplace for handmade and unique products. Good for crafters and artists.

OTHER PLACES TO SELL YOUR DIGITAL PRODUCTS

4. Systeme.io:

- **Cost:** Systeme.io offers a **free plan** with limitations. Paid plans start at **\$27/month**, which includes more features and higher limits.
- **Features:** All-in-one marketing platform with a sales funnel builder, email marketing, membership sites, and integration with payment processors.

5. Shopify:

- **Cost:** Shopify is primarily designed for physical products, but you can sell digital products with the help of apps like Digital Downloads. Shopify plans start at **\$39/month**.
- **Features:** E-commerce platform with extensive customization options, payment processing, and a wide range of apps to extend functionality.

6. Beacons:

- **Cost:** Beacons offers a **free plan** with a 9% transaction fee on each sale. **Paid plans start at \$10/month**, which includes advanced features.
- **Features:** Create interactive digital guides and documents, track engagement, and integrate with your website.

7. SendOwl:

- **Cost:** SendOwl offers 3 months free with a 5% transaction fee on each sale. Paid plans start at \$9/month.
- **Features:** Secure digital product delivery, customizable buy buttons, affiliate program management, and integration with various payment gateways.

OTHER PLACES TO SELL YOUR DIGITAL PRODUCTS

8. Ko-fi:

- **Cost:** Ko-fi is a platform where creators can accept one-time payments (called "coffees") for their digital products. It's **free to use, with no transaction fees.**
- **Features:** Simple and user-friendly platform for accepting payments from supporters.

9. E-junkie:

- **Cost:** E-junkie offers a 14-day free trial. Paid plans start at \$8/month, with no transaction fees.
- **Features:** Digital product delivery, shopping cart integration, and the ability to sell on your own website or social media.

Remember that each platform has its own strengths and limitations, so choose the one that best suits your specific needs and budget. Additionally, consider factors like ease of use, payment processing options, and the platform's audience when making your decision.

TIKTOK CONTENT *Plan*

Week 1:

- **Day 1:** Introduction video about the digital product, highlighting the benefits and features
- **Day 2:** Short video showing a sneak peek of the digital product
- **Day 3:** Video testimonial from a satisfied customer
- **Day 4:** Tutorial on how to use one of the features of the digital product
- **Day 5:** Respond to frequently asked questions about the digital product
- **Day 6:** Share a story about the journey of creating the digital product
- **Day 7:** Reminder to followers about the digital product and its benefits

Week 2:

- **Day 8:** Showcase a before and after comparison of using the digital product
- **Day 9:** Share a user-generated content post about the digital product
- **Day 10:** Q&A session with the audience about the digital product
- **Day 11:** Video showcasing the results of using the digital product
- **Day 12:** Short video highlighting a feature of the digital product
- **Day 13:** Behind the scenes look at the creation process of the digital product
- **Day 14:** Reminder to followers about the digital product and its benefits

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TIKTOK CONTENT *Plan*

Week 3:

- **Day 15:** Share a relatable story about the challenges that the digital product solves
- **Day 16:** Respond to frequently asked questions about the niche of the digital product
- **Day 17:** Tutorial on how to make the most out of the digital product
- **Day 18:** Short video highlighting a different feature of the digital product
- **Day 19:** Showcase the social proof of the digital product, such as number of downloads, reviews, and testimonials
- **Day 20:** Share a user-generated content post about the digital product
- **Day 21:** Reminder to followers about the digital product and its benefits

Week 4:

- **Day 22:** Share a customer success story and how the digital product helped them achieve their goal
- **Day 23:** Respond to frequently asked questions about the digital product
- **Day 24:** Tutorial on how to use a specific aspect of the digital product
- **Day 25:** Short video highlighting another feature of the digital product
- **Day 26:** Showcase a new feature or update of the digital product
- **Day 27:** Share a user-generated content post about the digital product
- **Day 28:** Reminder to followers about the digital product and its benefits

Note: You can adjust this content plan to fit your specific niche and digital product. The key is to create a variety of content types, including tutorials, testimonials, behind-the-scenes looks, and social proof, to engage your audience and highlight the benefits of your product.

GET YOUR AUDIENCE TO TAKE *Action*

20 CTA IDEAS FOR PROMOTING YOUR DIGITAL PRODUCT ON TIKTOK

1. "Get instant access to [product name] now - click the link in my bio!"
2. "Ready to [solve a specific problem]? Get [product name] now!"
3. "Don't miss out on [product name] - it's the solution you've been waiting for!"
4. "Upgrade your [specific area] game with [product name] - link in bio!"
5. "Say goodbye to [specific pain point] with [product name] - order now!"
6. "Join the [product name] revolution - buy now and change your life!"
7. "Stop [specific struggle] - [product name] has the solution. Get it now!"
8. "Get [specific benefit] with [product name] - it's a game-changer!"
9. "Ready to take your [specific area] to the next level? Get [product name] now!"
10. "Sick of [specific problem]? Get [product name] and start seeing results!"
11. "Get the [specific result] you deserve - order [product name] now!"
12. "Transform your [specific area] with [product name] - click the link in my bio!"
13. "Join the [specific niche] elite with [product name] - buy now!"
14. "Take control of your [specific area] with [product name] - order now!"
15. "Get your hands on [product name] and start [specific action] today!"
16. "Revolutionize your [specific area] game with [product name] - order now!"
17. "Don't settle for less - get [product name] and achieve [specific goal] today!"
18. "Step up your [specific area] game with [product name] - buy now!"
19. "Experience the power of [product name] - order now and see for yourself!"
20. "Get the [specific benefit] you've been dreaming of - order [product name] now!"

GET YOUR AUDIENCE TO TAKE *Action*

20 CTA IDEAS TO INCREASE YOUR FOLLOWING

1. "Double-tap if you agree and follow for more!"
2. "Tap that follow button for daily content like this!"
3. "Don't forget to follow me for more [niche] tips and tricks!"
4. "Follow me for more [niche] content like this!"
5. "Hit that follow button for [niche] inspiration!"
6. "Join the [niche] community by following me!"
7. "Follow me for [niche] hacks and how-tos!"
8. "Turn on notifications and never miss a video from me!"
9. "Follow me to join the [niche] fam!"
10. "Follow me for daily [niche] motivation!"
11. "Tap that follow button for more [niche] goodness!"
12. "Don't miss out on the [niche] fun, follow me now!"
13. "Follow me for [niche] tips and tricks you won't find anywhere else!"
14. "Join the [niche] revolution and follow me!"
15. "Follow me for exclusive [niche] content!"
16. "Tap that follow button to become a part of the [niche] squad!"
17. "Don't forget to follow for more [niche] awesomeness!"
18. "Follow me for a daily dose of [niche]!"
19. "Join the [niche] movement and follow me now!"
20. "Follow me for [niche] advice that will change your life!"

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WHAT IS FACELESS DIGITAL MARKETING?

Faceless digital marketing is when you promote your business online without showing your face or sharing personal information. Instead, you use an online persona to showcase your brand, products, and content.

WHY CHOOSE TO GO FACELESS? THERE ARE SOME BENEFITS:

1. It keeps you and your loved ones safe and private.
2. You can focus on your brand and what you're selling, rather than becoming famous yourself.
3. You have the freedom to be yourself and share your thoughts without worrying about criticism.
4. You can avoid being judged or treated differently based on your looks.

You have valuable knowledge and skills to share with the world, and they don't depend on what you look like.

This module will teach you how to build a successful online business without revealing your face. By being consistent and using smart digital strategies, even without showing your face, you can create a recognizable brand and achieve your dreams.

CREATING YOUR FACELESS INSTAGRAM BRAND

When building your faceless brand on Instagram, start by understanding where your target audience spends their time within the platform. Instagram offers a diverse user base, so research and identify which niches and communities align with your digital products. For example, if you're selling fitness eBooks, explore fitness-related hashtags and profiles to find your audience.

Given Instagram's popularity for faceless branding, it's wise to concentrate your efforts exclusively on this platform. Instagram provides various features such as Stories and Reels, making it a versatile platform for showcasing your digital products and engaging with your audience.

Create an Instagram Persona

1. Choose a Memorable Instagram Handle

Your Instagram handle, also known as your username, is crucial for recognition. Opt for a memorable and relevant handle that relates to your brand or niche. Keep it simple and easy to remember.

ChatGPT Prompt to use for a memorable handle:

Generate a list of memorable and catchy Instagram handle ideas for my faceless brand. The brand focuses on [Briefly Describe What Your Profile and Digital Products Are About], and the tone is [Describe the Brand's Tone or Style, e.g., professional, whimsical, educational, etc.]. The Instagram handle should be easy to remember, reflect the essence of the brand, and be closely related to [Key Concepts or Themes in Your Brand]. The handle should ideally be short, unique, and resonate with my target audience, who are [Describe Your Target Audience].

CREATING YOUR FACELESS INSTAGRAM BRAND

2. Design a Unique Profile Logo

Your profile image on Instagram is often the first visual impression you make. Create a distinct and eye-catching logo that represents your brand effectively. Ensure it's instantly recognizable, even in a small Instagram profile picture.

3. Write an Engaging Instagram Bio

- Your bio is your elevator pitch. Use it to tell visitors what your page is about and why they should follow you.
- Incorporate niche-related keywords to improve discoverability.

Pro Tip:

Use emojis sparingly to break up text and make your bio more engaging. But remember, less is more!



Optimize your Bio:

Line 1: Your target audience

Line 2: Your personal transformation/success

Line 3: Who you are

Line 4: Call to Action (CTA)

Link your site

FACELESS CONTENT CURATION

On Instagram, it's important to keep things consistent. Posting regularly keeps your followers interested and helps Instagram notice you. Plus, the more you post, the better you get at it. Here, you'll learn how to keep your online business going smoothly without showing your face. It's like keeping your business engine running smoothly.

SOURCE HIGH-QUALITY IMAGES AND VIDEOS RELATED TO YOUR NICHE

- Curate content from various sources such as free stock photo websites, design websites, or even user-generated content (with permission, of course).
- Make sure the images and videos align with the aesthetic and theme of your page.

5 PLACES TO FIND FACELESS CONTENT

canva.com

packsia.com

contentcove.com

socialstocks.co

pexels.com

unsplash.com

GRAB 100 FACELESS VIDEOS FOR REELS AND TIKTOK \$10

USE CLEVER HOOKS AND CALL-TO-ACTION PHRASES

- A “Hook” catches the eye of viewers, this is a phrase or text overlay on a reel that makes the viewer stop their tracks and want to learn more.
 - **Example:** "Ever heard of making money while you brunch? 🍷"
 - **Example:** "Your future self called. She's financially free. 📞"
- A “Call to Action” tells the viewer what you need from them. Perhaps it's a challenge or asking them to think about something.
 - **Example:** "Save this post for later!"
 - **Example:** "Click the link in bio to learn more!"

Pro Tips:

Do not sleep on posting carousels - this has the potential to boost your views.

Also, ADD some trending music to your reels. This is another easy way to capture your audience. **You can choose a great video, text, and music and NOT SHOW YOUR FACE.**

USE WELL THOUGHT OUT CAPTIONS. IT SHOULD GO WITH THE REEL OR POST YOU JUST POSTED, AND PERHAPS PROVIDE MORE DETAIL TO KEEP YOUR AUDIENCE ENGAGED.

- **Example in your reel:** What are 10 digital products to create or sell?
- **Example in your Caption:** The 10 items are listed with a fun emoji next to each one.

Pro Tips:

Use ChatGPT. This will change the game for you. Be specific in what you ask for - ask for lists, with emojis, etc. And simply copy and paste into the caption along with any specific hashtags.

SHARING TRUE GLIMPSES WITHOUT SHOWING YOUR FACE

Maintaining authenticity with an audience you've never met comes intuitively for some creators and feels tricky for others. Finding that balance between openness and mystery makes all the difference.

Glimpses Behind the Scenes

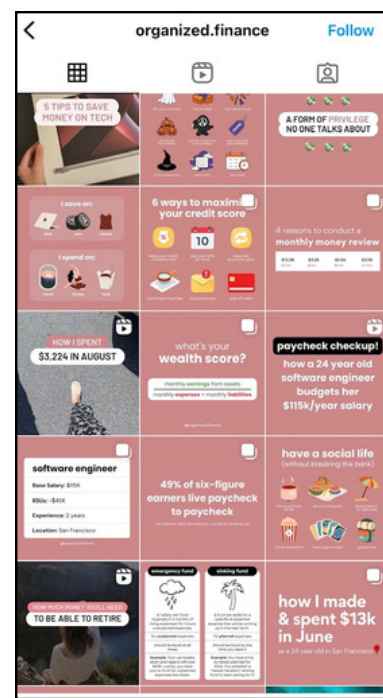
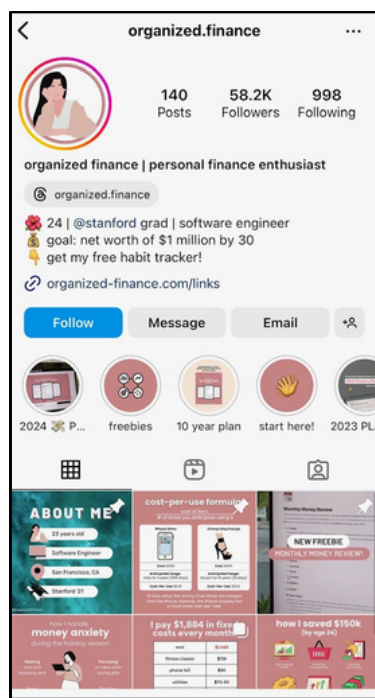
Craft content centered on genuine glimpses into the real you without revealing personal identifiers.

For example, an author can share:

- Details on productive writing habits
- A peek at their home office mood board
- The nostalgic scent a fall candle evokes
- An anecdote about their hilarious pet

These resonate with followers more than staged perfection.

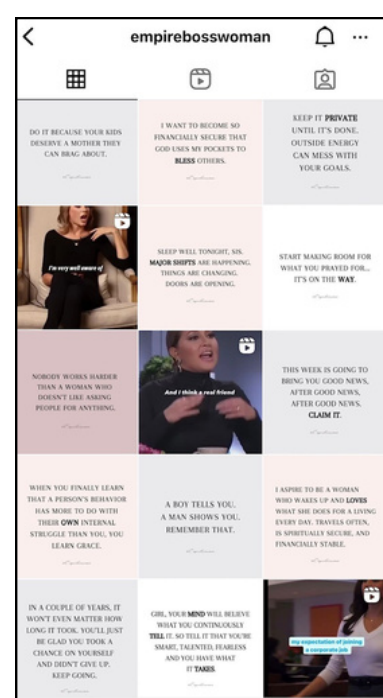
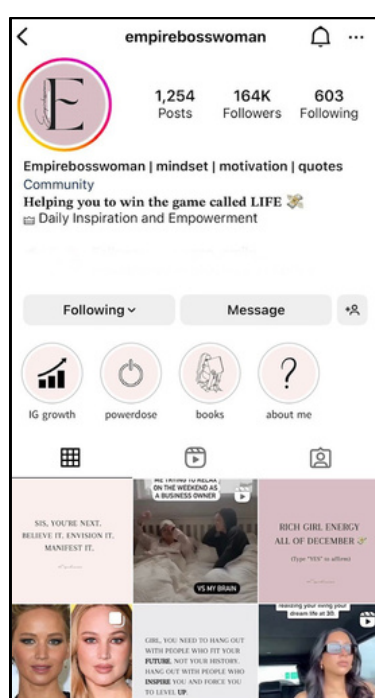
EXAMPLES OF SUCCESSFUL FACELESS ACCOUNTS



ANALYZE THESE SUCCESSFUL ACCOUNTS

Ask yourself:

- What makes people stop and look at them?
- Why would someone want to share this account?
- Are the creators engaging people so they want to comment on it?
- Are their posts worthy of saving for later?
- Is their branding and aesthetic clear?



KEY TAKEAWAYS

Identifying Your Niche: The foundation of your Instagram Themepage. Choose wisely to set yourself up for success.

Setting Up Your Account: Your Instagram profile is your digital storefront. Make it inviting.

Content Curation and Scheduling: Consistency is key. Use tools to help you maintain a regular posting schedule. This is the trickiest part with a faceless account. It may require an extra step or two, but your efforts will be worth it.

Monetization: Turn your Instagram Themepage into a revenue-generating machine through selling digital products.

MUST HAVES TO MAKE YOUR LIFE EASIER:

- Canva (free)
- ChatGPT (free)

OTHER THINGS TO CONSIDER WITH FEES:

- [StanStore](#) (monthly fee)

Creating a faceless Instagram Themepage is not just a trend; it's a sustainable business model. With the right strategies, you can turn your page into a passive income stream. The journey may be challenging, but the rewards—both financial and personal—are well worth the effort.

WANT TO START A FACELESS ACCOUNT?

BOHO AESTHETIC VIDEOS READY TO USE



**100
VIDEOS**

**PERFECT FOR
INSTAGRAM & TIKTOK**

**GRAB 100 FACELESS VIDEOS
FOR REELS AND TIKTOK \$10**

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WHAT ARE YOU WAITING FOR?

Start creating engaging videos and content to get your name out there and attract more viewers. Remember, the more views you get, the more money you can potentially earn.

Exciting news! The hard part is over - you've created your first digital product. But don't stop there! The sky's the limit. Keep the momentum going and create even more products to sell and grow your passive income stream.

It's as easy as repeating the steps you've already mastered. So, what are you waiting for?

LET'S GET TO IT!

Thank you for allowing me to be a part of your journey