



# **DIGITAL MARKETING: YOUR BLUEPRINT FOR SUCCESS**

*STEP-BY-STEP GUIDE FOR  
SETTING UP YOUR DIGITAL  
PRODUCT BUSINESS!*

**The Possibility Awaits - Let's get started!**

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# WELCOME!

The Business Blueprint is more than a testament to what's possible in today's digital era.

- It's a blueprint for anyone that wants to embrace a future where work and life balance can co-exist.
- It's a blueprint for anyone who wants to stay home & work, while still making enough money to travel and purchase things for their family.
- It's a blueprint for anyone that's retiring soon and looking for a way to start a business that can be ran from anywhere.

First, we'll guide you through the simple process of customizing this template and the necessary steps to resell this DFY (done-for-you) product if you decide to do so.

Second, you can leverage this blueprint to create your own unique digital product for resale.

By the end, you'll not only possess a fully-prepared product ready for sale but also an unbeatable strategy to generate additional income, yielding 100% PROFITS with your very own digital product.

There are over 1.4 billion people using social media and now you will learn how you can capitalize on it! The potential is limitless, whether it's \$1k, \$3k, or even \$5k per month and beyond – the choice is yours!



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DIGITAL MARKETING TRAINING



## 1 **CHOOSE A NICHE + AUDIENCE**

Choose a profitable topic you're passionate about (health, wealth, relationships, parenting, etc) and a target audience you want to help. Do your research and identify a common problem that people in your niche face.

## 2 **SET YOUR INCOME GOALS**

Think about the monthly income you'd like to earn at the 12-MONTH MARK in starting your business. Setting realistic income goals early on can help you identify products at various price points you want to sell and promote in your business and the number of sales you need to consistently make to achieve your set income goal.

## 3 **CHOOSE YOUR DIGITAL PRODUCT TO PROMOTE**

Purchase a Done-For-You (DFY) digital product or create and customize one from scratch. This digital product should solve your target audience's problem. This guide is an example of a DFY Digital Product you can purchase, learn from, and resell for 100% profits.



# ROADMAP ON HOW IT ALL WORKS

## 4 CREATE A FREEBIE/AKA LEAD MAGNET

A freebie (or lead magnet) is an incentive you offer your target audience in exchange for their email address. Create one, and let this be your first offer in order to build your email list. Your FREE offer should be related to the paid products you sell.

## 5 CHOOSE YOUR PLATFORM

We use some platforms to build our Sales Funnel (simple website, email list, etc). You can use either Systeme.io or StanStore.

## 6 BUILD YOUR SALES FUNNEL

Once you identify which platform you will use to host your business - you will need to set up your offers and emails in either Systeme.io or StanStore.

## 7 AUTOMATE YOUR BUSINESS

You should set up as much automation in your business early on so that you have to do as little work as possible. You can set up email workflows in Systeme.io or StanStore and use ManyChat to automate your social media messages.

# ROADMAP ON HOW IT ALL WORKS

## 8 **CREATE YOUR SOCIAL MEDIA ACCOUNTS**

Set up free social media accounts on Facebook, TikTok, and Instagram and drive traffic to your freebie to grow your email list and to your paid offers to increase your sales. You can do this completely faceless by using aesthetic stock videos instead of showing your face!

## 9 **CONTINUE TO SEND EMAILS TO YOUR EMAIL LIST ABOUT YOUR OFFERS**

In order to continuously bring in sales in your business, regularly send emails to the list you have built about the products you are selling.

## 10 **CONTINUE TO BUILD YOUR COMMUNITY & BRAND**

As you market your digital products, you should also focus on building your brand and community through your content. You also want to create a community of loyal 'fans' that come back and buy from you in the future.

**Simply put, digital marketing is when you promote products online, either your own products that you designed (digital products) or products you purchased from others (done-for-you).**

There are many ways to promote products online, such as email, blogging, social media, paid ads, etc.

## Which one is for you?

### Digital Marketing

- Creating and promoting your own products.
- Earn 100% of each sale
- Ownership of your own business

### Done-For-You Digital Marketing

- Promoting Done-For-You products (products you don't have to create but can sell as your own!)
- Earn 100% of each sale
- Ownership of your own business





# WHAT IS MASTER RESELL RIGHTS (MRR)

Master Resell Rights (MRR) is like having a special key that unlocks a world of digital opportunities. It's a unique type of permission granted by the creator of a digital product, like an e-book, software, or course, that allows you to use the product for yourself and sell it to others.

**Imagine buying a book and then being given the right to sell copies of that book to friends or anyone interested. With MRR, you can do just that in the digital world.**

You get the product and the 'rights' to pass it on, helping you create your very own online business by offering valuable products to a broad audience.

**With Master Resell Rights, you can sell the product and grant your customers the same reselling power. It's like handing them the same special key you received.**

## How does it work?

**Purchase a MRR product**



**Learn the Skills & Implement**



**Resell as your own for 100% profits**

This is why this business module has revolutionized the digital marketing industry: **You get ahead of the game when you purchase a product with MRR and can resell it for 100% of the profits.**

# WHAT IS PRIVATE LABEL RIGHTS (PLR)

**PLR stands for 'private label rights'. Also known as content that can be branded, licensed or done-for-you content. These are just different terms for basically the same products.**

Private Label Rights (PLR) refer to a licensing arrangement where the creator of a product grants others the right to use, modify, and sell that product as their own.

**This typically applies to digital products like articles, e-books, software, or graphics. With PLR, the buyer usually receives the right to brand the product with their name and logo and can make changes to the content.**

However, the specific terms can vary based on the license agreement. Some PLR content can be quite flexible, allowing extensive modifications, while others may have more restrictions.

**PLR is commonly used by marketers, bloggers, and business owners to quickly create and release products without investing time and effort in creating everything from scratch.**

It provides a way to leverage existing content for various purposes, such as building a brand, offering lead magnets, or creating products for sale.

## How does it work?

**Purchase a PLR product (Done-For-You)**



**Rebrand & Modify as your own**



**Resell as your own for 100% profits**

This business model is also disrupting the industry because you get ahead of the game when you purchase a product with PLR (Private Label Rights).

**My FAVORITE part is that you can rebrand and modify it to add your own style and resell it as your own for 100% of the profits!**

# WHAT IS DFY/DONE-FOR-YOU?

Done-For-You (DFY) is a type of PLR content that you can brand as your own. Change the content to be more personalized, tell your story, change colors to match your brand and then sell it as your own for **100% profit**.

**THE BEST PART IS MOST OF THE WORK IS ALREADY DONE.**

Depending on the licensing agreement, this type of PLR content can also be sold **AS IS** to your clients, without changing anything! When selling this way, the product has to be delivered in a non-editable format, such as a PDF document to your clients.

**THIS MEANS THAT YOU CAN PURCHASE THE PRODUCT  
AND START RESELLING IMMEDIATELY! GIVING YOU THE  
TIME TO FOCUS ON GROWING YOUR BUSINESS!**

**When I first started my digital marketing journey, I struggled with creating a product from scratch. I found that purchasing a DFY product was so much easier! When purchasing a DFY product, you just need to inject your own style, brand, personality and sell for 100% profit, rather than staring at a blank screen, like I did.**

People everywhere want to desperately change their lives and their family's lives. And the truth is, the thing that so many people are wanting is more **financial & time freedom**.

**Offering a way to make money WITHOUT needing any special skills, or prior experience, or even a product or service you're having to make all on your own - THIS is a revolutionary (and a high income-generating) business model.**

And while there ARE business models that are already meeting this need, there are none that offer quite as much ownership, or freedom from attachment to another brand, as DFY.

***How are you going to make money?  
Let's get to the good part!***

# MAKING PASSIVE INCOME WITH MRR/PLR DIGITAL PRODUCTS

Digital products are excellent to market and sell online because they have high-profit margins - unlike physical products, which require constant inventory purchases.

**With digital products, you only need to create them once, and then you can resell them over and over again for profits!**

## AND OF COURSE!

You do not need any experience, knowledge, or a specific degree to start. You can truly start this as a complete beginner and build it from the ground up, just like I have!

**THE NEXT PAGE INCLUDES A LIST OF BENEFITS OF SELLING DIGITAL PRODUCTS.**

**Forbes has announced that the Digital product industry will be a billion-dollar industry in 2024.** So, yes, the best time to create and sell your digital products was yesterday, and the next best time is **TODAY!**





# WHY SELL DIGITAL PRODUCTS?

## Low Overhead Costs

Crafting and selling digital products is a cost-effective choice with minimal upfront expenses, perfect for budget-conscious entrepreneurs.

## Scalability

Digital products are highly scalable. Once created, you can sell them over and over again for 100% profits.

## Flexibility

Selling digital products offers flexibility in terms of when and where you work. You are your own boss! You set your own schedule, work from home, and tailor your business to your lifestyle.

## Passive Income

After the initial creation and setup, you can continue to earn money as people purchase your products, even while you're not actively working on them. The opportunities for digital marketing are **LIMITLESS!**

## DIGITAL BUSINESS

First, decide what you want to do with digital marketing, and digital products. Are you creating your own products from scratch? Reselling done-for-you products? A little bit of both? **It's up to you!**

Are you going to be a faceless creator or show yourself? Faceless is about aesthetic content without your face in it. This is an excellent option for anyone who wants to stay anonymous.

# LET'S GET YOU STARTED!



# IDENTIFYING YOUR WHY

Alright, so I know you're going to be tempted to want to skip over this part of the process, but I *really* want to encourage you to at least give yourself 5-10 minutes to do this work.

**Knowing your WHY, your reasons for putting in this time and effort, is SO crucial to your longevity with this business.**

Even as you're going through this Guide, you're going to encounter steps that just feel hard. Maybe it'll be the tech set-up. Or just finding the time to write out your emails or plan content.

You're going to think to yourself, "maybe this is too much... I don't know if I have the time.." - and you will NEED to have a way to keep yourself motivated and be your own cheerleader in this!

*SO BEFORE WE BEGIN, I JUST WANT YOU  
TO PULL OUT A SHEET OF PAPER OR A NEW  
NOTE ON YOUR PHONE AND ANSWER  
**THESE THREE QUESTIONS:***

**1) Why is it important to me that I get this passive income business up and running?**

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**2) When I think about where I want to be financially 6 months from now, what does that look like? What does that FEEL like?**

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**3) What ELSE do I imagine myself gaining from having this kind of business? How might this bless my life beyond just financially?**

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**Once you have your answers, then  
you're ready to talk GOALS.**

Think about the monthly income you would LOVE to be bringing in at about 12 months post- launch.

For the sake of simplicity with the math breakdown, let's say that this number is \$50,000 - I want you to take that number and divide it up into **four quarters** like this:

1st quarter: \$5,000

2nd quarter: \$10,000

3rd quarter: \$15,000

4th quarter: \$20,000



Do you see how with each quarter, it progressively increases? This is because this is what businesses generally experience.

You start bringing in a smaller amount, and with consistency, time & effort - **IT COMPOUNDS!**

### Your First Quarter:

Now let's just look at that **first quarter**. If the goal is \$5,000 those first three months might look like this:

1st month: \$1,000

2nd month: \$1,500

3rd month: \$2,500



*Now, let's look at ....*

# YOUR INCOME GOALS

## Your First Month:

Now, let's just look at **your first month**.

If your goal is to bring in **\$1000 in your first 30 days** of launching your digital product priced at \$47, you'd only have to make **20 sales!**

**Are you realizing how crazy good the potential with this is now?!**

Even if you're starting a **BRAND NEW** Instagram or Facebook account with no followers?! Even if you've never done something like this before?!

**And not only is this income, but it's PASSIVE income, meaning it's money that's coming in while you're hanging with your kids, or on a walk, or working at your 9-to-5 job, or even sleeping!**

It's sales being made because of a small handful of social media posts per week and one simple funnel you have already set up.

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**Most importantly**, before you start posting content, make sure that all of your back office items (sales funnel, email autoresponder) are ready to go. **You don't want a post to go viral and not be ready for the traffic.**

You can set up your website, collect emails, and create a sales funnel for **FREE** with Systeme.io - **an All-in One Marketing Program.**

**This is the program I use for my whole business! It's user friendly and easy to use. Click the link below to sign up.**

**[CLICK HERE TO SET UP YOUR SALES FUNNEL USING SYSTEME.IO](#)**

**Passive income is life-changing!**  
**Now let's get to work on getting everything set up so you can start bringing it in!**



# YOUR INCOME GOALS

## SETTING YOUR PRICE

First, I want to remind you that there's no "one right price"! But my recommendation, think about what you would pay for this guide or information. How much value does it offer.

**You can always increase this price as time goes on and as your audience or expertise grows, but just to help you get sales fast, starting off at \$47 or even a little less is a great place to start.**

There's a "**rule of thumb**" in the online business world around ending your price with a 7 to boost conversions (odd, I know, but I just roll with it!).

Pricing your digital products at an affordable price will help sell more products. Or use something lower as your "**limited time discount price**" for when you launch and then go UP to \$47 after a set time period.

**Right now I want you to take a few minutes to think through what price you would feel most comfortable at.**

*Trust me, coming at these decisions from a place of **SERVING YOUR AUDIENCE** rather than just wanting to make money, will for sure help you take this business further, even faster!*

# STARTING YOUR OWN DIGITAL MARKETING ONLINE BUSINESS

## CHOOSE YOUR NICHE

The first thing you will need to start on Digital Marketing is find out which niche you are going to work with.

A niche is a category of a subject. This will determine your target audience. Your niche should be something you are passionate about and it's profitable, so you can make the most amount of money.

**For example, my niche is making money online.  
More specifically, helping others achieve financial  
freedom & flexibility with digital marketing.**

Narrow it down to a specialty area you:

- Feel genuinely excited and curious about daily
- Consider yourself knowledgeable in already (you DON'T have to be an expert, though!)
- Could create endless content around

Picking a niche is one of the most important things you'll do to build a successful digital product business and content strategy. It determines your audience, content topics, and revenue potential.

[CLICK HERE FOR A 35-PAGE GUIDE TO HELP YOU FIND YOUR NICHE](#)

Your niche should sit at the intersection of things you are **passionate** about, the things you are **knowledgeable** about, the **problem** you are solving for others, and the **demand** available. **Also, make sure your niche is profitable.**



# CHOOSE YOUR DREAM CUSTOMER

**It's important to know exactly who your target audience is when selling digital products. Why?**

Because it helps you craft a message in your marketing strategy that will connect directly with a specific audience who is more likely to convert into a customer.

**Let's start by identifying your ideal audience's demographic characteristics; such as age, gender, location, education, and occupation.**

Think about what kind of content and digital products they might be interested in and what their values and beliefs might be.

**Let's have some fun creating your ideal customer!**

Give them a name, personality traits, and a backstory that reflects their characteristics, interests, behaviors, needs, and wants. This will help you create a message through your content that speaks directly to them and builds a connection.

**I specifically aim to reach people who want to **MAKE MONEY ONLINE** but **don't want to show their face** and for those who want to start selling digital products but can't afford higher-priced courses or coaching.**



## **TIP:**

You may want to market to women, or *only* to men. You might even want to narrow it down and market just to moms, or to business owners, or to women in a specific profession.

*My best advice for this step is, just don't overthink it! You will always have the ability to pivot or speak to a different audience if you ever want to in the future.*  
***This is YOUR business!***

# BUILDING YOUR BRAND

**Okay, here comes the fun stuff!**

Your branding is where a lot of your own distinct style, tastes, and personality really can come out. And there's **SO** much that can go into your brand, even more so than just fonts and colors.

## **FOR YOUR BRAND, YOU WILL WANT TO CONSIDER:**

- **The “tone” of your messaging** (i.e. serious, casual, funny, sassy, professional, inspiring, authentic, etc.)
- **The style of your products and social media** (i.e. bold, feminine, modern, minimal, luxurious, bright, moody, etc.)
- **The values you communicate** in your content and decision-making (i.e. ambition, gratitude, family, success, motivation, freedom, adventure, joy, etc.)
- **Your “brand story”** (i.e. your personal story or parts of your journey that will resonate with your target audience.)

# NAMING YOUR PRODUCT

When it comes to naming your product, you will want to be thinking about what's going to be the **clearest and simplest** way to communicate what you're offering to your target audience.

**Phrases like “passive income”, “digital product”, “DFY” or “done-for-you” are obviously great ones to consider incorporating!**

But you also can add your own values and language to this, whether that might be “joy”, “freedom”, “wealth”, “passion,” “purpose,” etc.

**“Purposeful Passive Income Playbook”**

**“Done-For-You Roadmap to Freedom”**

**“DFY Abundance Accelerator”**

**“30 Days to Passive Profit”**

**“DFY Boss Blueprint”**

**Although including “DFY” or “done-for-you” in your product name isn't an essential, it CAN help set expectations and set your product apart when people come across your page.** And whether or not you use the phrase in your product name, I do recommend at least including it somewhere in your Social Media bio!

It really is up to you what name you decide to go with.

**Now I know coming up with a product name of your own can be a challenge, but don't be afraid to bounce around ideas with friends or family.**

# CREATING YOUR BRAND AESTHETIC

*As for your brand aesthetic, some homework for you is just to start collecting screenshots of other people's Instagram feeds or content that best represent your own personal style and the look you are wanting to achieve with your "forward-facing" elements of this business.*

**Pay attention to fonts, colors, even the layout of others' bios!**

These screenshots can be collected inside a photo album or a Note in the Notes app of your phone. Trust me, they will come in handy when you are actually setting up your own Instagram profile where you will be bringing in traffic to your digital product!



## *QUICK TIP*

Pinterest can be a great place to find color inspiration! You can just type "Instagram color palette" into the search bar and look through the photos that come up. But remember: Sometimes less is more! You don't want *too* many colors.



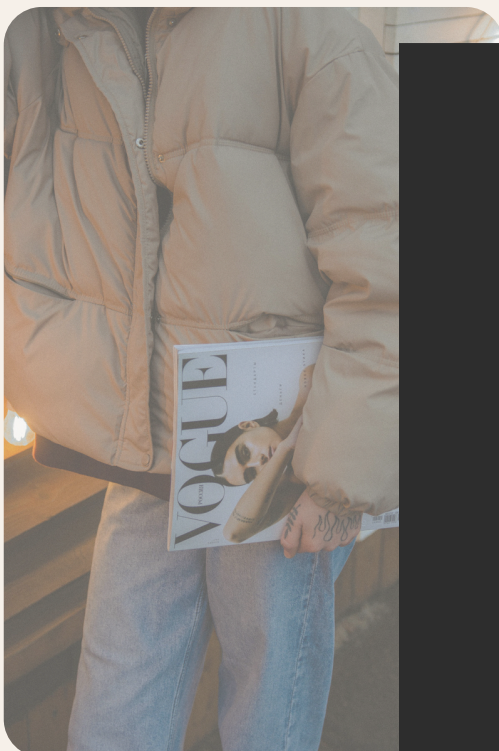
# FACELESS MARKETING

***There is no magic potion to this but there are some things to use that are going to be super helpful!***

Content creation is key. You have different options. You can point and shoot at some interesting things in your life. Even things that are not interesting, helps you to connect to others! It might be you cooking without your face in shot, or the tree in your back yard. There are so many ways.

**So make sure you think about your aesthetic! How do you want your faceless page to look?**

I recommend starting out with stock videos from **Pexels.com** as they are free of cost and new content is added regularly!



## *QUICK TIP*

As you will be running a faceless page, you need to think of ways to connect with your audience. This is more difficult as they cannot see you. Make sure you are clear who your target audience is and speak directly to them! You must connect to convert to sales!

**Let's talk about creating your digital product!**

Yes, you have the rights to just use and resell this Guide; however, I also don't want you to be afraid to make this product your own! You can use this exact template or choose your own!

**Your people are going to want to buy your product more when you DO make it your own, when you put your own personality and branding into it.**

**Here is what making this product your own can look like:**

## STEP ONE

Find an **e-Book or Document template on Canva** that you like.

Keep in mind that even with a great template you choose, you will likely need to move components around and play with the fonts & size to help fit this all into it! Last I checked, Canva has a 100-page limit.

**TIP: Be sure to use FREE elements ONLY, if reselling!**

**[CLICK HERE TO CHECK OUT THE CANVA GUIDE BOOK](#)**

## STEP TWO

Put your Canva template aside for now, and move onto actually deciding what's going to go onto your pages!

For this, you can just pull up a new Google Doc or a Note inside your Notes app. Then **COPY and PASTE this GUIDE** into it.

# CREATING YOUR DIGITAL PRODUCT

## STEP THREE

Once you've copied and pasted the Guide, carefully go through it page by page and **highlight all of the parts, names, or photos that you know you will need to modify or tweak.**

**For example, for the welcome/introduction, you will want to use YOUR name, YOUR reasons for doing this or how YOU came across this digital product.**

**NOTE:** Keep in mind that there will be things you will NOT be able to include and finalize until you've gotten further in this process of setting up your own back-end (i.e. your emails, your Instagram account, etc.).

## STEP FOUR

After you've finished modifying your document, **copy and paste it into the Canva template** you already picked out. Design it using the name and branding colors you came up with.

**Once you are satisfied with the final product, click SHARE, DOWNLOAD, save as PDF Standard.**

**THIS PART IS IMPORTANT:** Be sure to double-check it for any errors or tweaks that still need to be made!

You can also add any hyperlinks (including affiliate links) you want to include. When you **download your product as a PDF** from Canva, your links WILL still be clickable.

**Then, wa-la! You've created your very own digital product!**

## SYSTEME.IO

**Setting up an online store to sell your digital products has never been more simple... thanks to Systeme.io!**

Your audience can simply click the link in your bio, shop your digital products, and receive them straight to their inbox!

**Out of all of the different programs or host sites for digital products that are out there, I definitely recommend using Systeme.io the most! Here is why...**

- All-in-One Marketing Platform
- Multiple Links
- Affiliate Program
- Build Entire Website, sales funnel, & email campaign
- It's SUPER easy to set up
- Systeme.io is completely **FREE** up until you have 2000 contacts on your email list or 3 sales funnels
- You can also get certified for **FREE** by signing up for the Systeme.io certification training, done at your own pace. [CLICK HERE](#) if you want to jump right in and get certified in funnel making with Systeme.io.



**GET YOUR SYSTEME.IO FREE PLAN**



*Disclaimer: This is an affiliate link meaning, at no additional cost to you, I will be compensated if you click through and take action.*

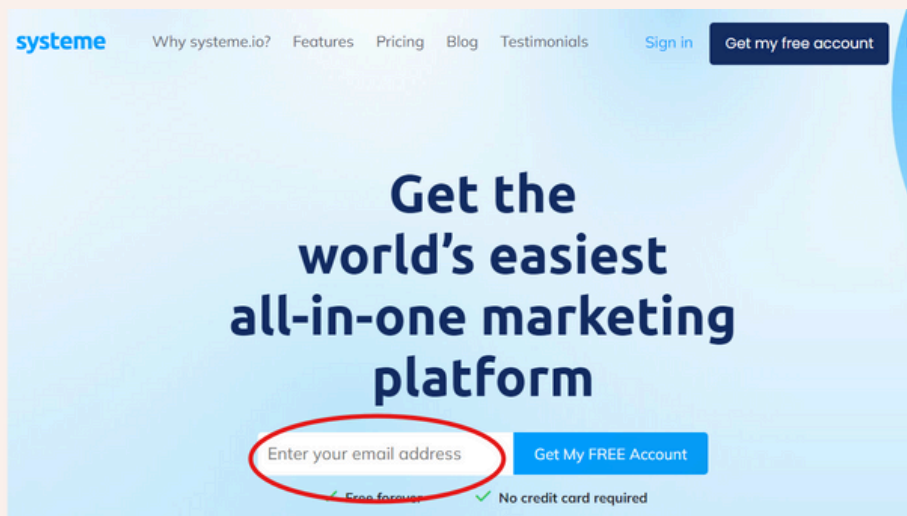
# AUTOMATING YOUR BUSINESS

## SETTING UP SYSTEME.IO

**STEP ONE:** Use [THIS LINK](#) to create your FREE Systeme.io account.

*Disclaimer: This is an affiliate link meaning, at no additional cost to you, I will be compensated if you click through and take action.*

**STEP TWO:** Put in your email address at Systeme's website and click the blue button that says 'Get My FREE Account'



**STEP THREE:** You will need to confirm your email address and then your account will be activated.

**STEP FOUR:** Watch these tutorial videos to help you get everything set up in Systeme.io, by clicking [HERE](#).

**Your main store page** (where people can click on your links to either opt into your freebie or purchase your DFY digital product) **will also be what you will put as your link in your Instagram or Facebook bio.**

*Disclaimer: This is an affiliate link meaning, at no additional cost to you, I will be compensated if you click through and take action.*

**Some things to keep in mind when building your store:**

- Choose a LINK IN BIO template you like and enter your information
- Be sure to put your freebie at the top of your Store so that your email list can grow!
- You can either use some of your own photos for your store OR use Canva to create your own graphics!



## 08 YOUR SOCIAL MEDIA ACCOUNTS

It's time to create new social media accounts. Instagram, TikTok or Facebook are good options.

**Instagram is not a required social media platform for your business, but I DO recommend it as a great starting point.**

At some point along the way, you can also utilize TikTok, Pinterest, and even Facebook Reels or Facebook groups to direct more traffic to your digital products (but no need to rush to use all of these platforms right away!).

**It's up to you whether you want to use your existing Instagram account or create a new one. Either way, you will want to do these two things:**

**Make your account PUBLIC** - so that people can find you and your business can actually grow!

**Make your account into a PROFESSIONAL account** - Instagram offers two types, Business & Creator. I recommend going with Creator because it offers more features!

### NAME YOUR PAGE

When it comes to naming your page, you will want to think about what's going to be the clearest and simplest way to communicate what you're offering to your target audience.

You'll want to avoid having to change your name down the road and you never know how your business might evolve. So don't choose a name that narrows you down too much, like 'side hustles' or 'digital products'.



# YOUR SOCIAL MEDIA ACCOUNTS

## OPTIMIZING YOUR BIO

**Next, you will want to start working on your Bio - so that people who come your way will actually KNOW what you are about and how you can help them!**

### FIRST LINE

I recommend making your first line a snippet of **who you are** or **what is your transformation/journey** (so that people can see a bit of themselves in you!).

There's no one right way to write a Bio, but I typically follow this format:

**Examples: "Mom of 3 + 6-fig biz owner"; "Teacher turned small biz owner"; "New Yorker living that passive income life"; "SAHM turned digital product entrepreneur"**

### SECOND & THIRD LINES

Your second & third lines can then point to **who you help** and **HOW you help them** (again, this should help your target audience identify themselves and get a feeling of whether they're in the right place).

**Examples: "Helping women create passive income with done-for-you digital products"; "Helping moms quit their 9- to-5s with DFY digital products"; "Helping you build your own passive income biz with DFY digital products"**

### FOURTH LINE

Your fourth line should always be a powerful call-to-action! You can direct them to your free guide by pointing down at your Systeme.io Store link - OR you can **spark conversation by directing them to DM you for that free guide!**

When given the choice, I ALWAYS recommend directing them to reach out to you because sometimes it's in those short conversations that the real connection & trust happens!

**Example: "DM "roadmap" for free guide"; "DM "DFY" to learn more + get free guide"**

Let's talk about organic marketing! Organic marketing is what I recommend especially when first starting out. It's free, risk-free, AND can still bring in more than enough of the traffic and sales you need with some great content & consistency.

Specifically, I recommend organic marketing through posting **REELS**, **CAROUSELS** and **STORIES** on Instagram (and potentially branching out to more social media platforms over time).

## REELS

Reels are a great way to get new eyes on your content and build “like, know, and trust” with potential customers!

### Decide on the content and storyline for your Reel.

#### Consider the following elements:

- **A catchy hook:** Start with something attention-grabbing in the first few seconds. [Click HERE to get the FREE Faceless Content Library.](#)
- **A clear message:** Clearly convey the value proposition of your product.
- **Demonstrations or showcases:** Showcase your product in action.
- **Benefits and features:** Highlight what sets your product apart.
- **A strong call to action (CTA):** Encourage viewers to take action, such as visiting your website or making a purchase.

Consistency is key when it comes to posting reels and marketing your product.

Create a content calendar and post Reels regularly to keep your audience engaged and informed about your products.

[Click HERE to get my FREE 60-Day Social Media Content Calendar](#)

# MARKETING ON SOCIAL MEDIA

## CAROUSELS

Using Instagram carousels to sell your products effectively requires a strategic approach to engage your audience and showcase your products in an appealing way.

**Here's a step-by-step guide to help you use Instagram carousels for product sales:**

- **Set Clear Goals:** Determine your specific objectives for using carousels, such as increasing product sales, promoting a new product, or boosting brand awareness.
- **Identify Your Target Audience:** Understand your target audience's preferences, interests, and pain points. Tailor your carousel content to resonate with them.
- **Plan Your Product Showcase:** Decide which products or product categories you want to feature in your carousel. Ensure that they align with your marketing goals and audience's interests.
- **Craft a Captivating Headline and Copy:** Write a compelling headline and caption for your carousel. Clearly communicate the value proposition and benefits of your products. Use persuasive language to encourage engagement.
- **Plan the Carousel Sequence:** Organize the sequence of images or videos logically. Start with an attention-grabbing image or video that introduces the product and follow with additional images or videos that provide more details.
- **Highlight Key Features and Benefits:** In each carousel slide, focus on one or more unique features or benefits of the product. Explain how it solves a problem or meets a need.
- **Include a Call to Action (CTA):** Encourage viewers to take action by including a clear CTA.

# MARKETING ON SOCIAL MEDIA

## CAROUSELS

- **Add User-Generated Content (UGC):** If you have customer reviews or testimonials include them in the carousel. This will build trust and authenticity.
- **Maintain Brand Consistency:** Ensure that your carousel maintains a consistent brand aesthetic, including colors, fonts, and overall style.
- **Engage with Your Audience:** Respond promptly to comments and engage with users who express interest or ask questions about your products.
- **Measure Performance:** Keep an eye on the performance metrics of your carousel posts. Track engagement, click-through rates, and conversions to evaluate their effectiveness.
- **Test and Iterate:** Continuously test different carousel formats, product combinations, and messaging to optimize your sales strategy over time.
- **Schedule and Post:** Use Instagram scheduling tools or post at times when your target audience is most active on the platform.
- **Monitor and Analyze Results:** After posting, monitor the performance of your carousel using Instagram Insights or other analytics tools. Adjust your strategy based on what works best.

# MARKETING ON SOCIAL MEDIA

## STORIES

Instagram Stories can be a powerful tool for promoting and selling your products.

**Here's a step-by-step guide to effectively use Instagram Stories to sell your products:**

**Plan Your Story Sequence:** Organize the sequence of your Stories content.

- An attention-grabbing introduction.
- A clear message about the product's value proposition.
- Demonstrations or showcases of the product in use.
- Benefits and features of the product.
- A strong call to action (CTA) that encourages viewers to take action, such as visiting your website or making a purchase.

**Utilize Instagram Features:** Make use of Instagram's interactive features within Stories, such as polls, quizzes, and questions, to engage with your audience and gather feedback.

**Add Text and Captions:** Incorporate text overlays and captions to provide context, highlight key features, and convey your message effectively.

**Remember your warmest leads are hanging out in your stories. By following these steps and adapting your strategy as needed, you can leverage Stories to promote and sell your products successfully on the platform.**

# MARKETING ON SOCIAL MEDIA

## Content Ideas

- ✓ Your WHY behind selling a DFY digital product (ie. more money, more time, more flexibility, less stress, etc.)
- ✓ Your RESULTS (i.e. income) from selling your DFY digital product
- ✓ What a DFY digital product is/what sets DFY digital products apart
- ✓ Personal stories or parts of your own journey that will resonate with others
- ✓ Encouragement for those who are looking for a way to make more money or bring in passive income
- ✓ Powerful thoughts or mindset shifts around money or business





# MARKETING ON SOCIAL MEDIA

## SOCIAL MEDIA TIPS

**When it comes to planning and creating content, you want to have a system that is actually SUSTAINABLE.**

- **Creating a photo album** on your phone of potential background videos in your camera roll to use as an ongoing collection to pull from.
- **Keep it simple!** Don't try to over-explain or over-complicate what you're offering.
- **Recycling content** is your friend! Save time and use what's already working for you whenever you can.
- **Creating a Note** in the Notes app on your phone with your "content calendar" for the week. When you're first starting out, 1-2 Reels most days will suffice and help you grow your following quickly
- **Save trending audios** while scrolling through Reels inside the Instagram app
- **Save ideas for Reels** inside the Instagram app
- If creating Reels, coming up with ideas, or writing captions feels intimidating to you right now, that's okay! It can take time and practice to really find your voice and get into a good groove with it.





# MARKETING ON SOCIAL MEDIA

## Content Goals

Every reel or post should have a specific purpose

- EDUCATE
- ENTERTAIN/INSPIRE
- BUILD A LOYAL COMMUNITY

**There are FOUR pillars that should guide the content you create.**

### **EDUCATE**

Creating educational content adds a ton of value to your ideal audience. Share insights, tips & tricks, and how-to-guides within your niche.

### **ENTERTAIN / INSPIRE**

Weave personality into your content! Use humor, storytelling, or engaging visuals. Share relatable stories or humorous content that you know your ideal audience will be drawn to.

### **PROMOTE**

This is where you promote your digital offers. Mix promotional content with a strategic call-to-action to get people to TAKE ACTION to your offer! Showcase your products and guide your audience on the next steps.

### **REMEMBER**

Don't make all your content about promoting your digital products! When you are starting out, it's important to provide tons of VALUE to gain the like, know, and trust of your ideal customer.

# MARKETING ON SOCIAL MEDIA

## YOUR CALL-TO-ACTION

When it comes to planning and creating content, you want to have a system that is actually **SUSTAINABLE**.

One thing you will want to include in the caption of the majority of your reels, carousels and stories is a **CALL-TO-ACTION**, which is really just an invite to take the next step.



One of my favorite call-to-action is telling people to **send me a DM** - because I want a call-to-action that's going to spark a conversation and give me a chance to actually **CONNECT** with them!

Something as simple as “DM me ‘DFY’ for my free guide to bringing in passive income.” That is my way to send them the link directly, be able to answer questions or offer encouragement, and even follow up with them in the near future.

Regardless of what call-to-action you choose to go with, my best recommendation is to **direct them to a “freebie” in some way, shape, or form**. Once they opt in for this freebie, your emails will then also be able to do the selling for you! We'll dive more into this in the next section.



[CLICK  
HERE](#)

### Unlock the **FACELESS INSTAGRAM BUNDLE**

Perfect for Beginners! Over 90 pages on how to optimize sales, create engagement and target your audience, **WITHOUT showing your face!**

## YOUR FREEBIE

A **freebie**, or lead magnet, is an incentive you offer your target audience in exchange for their email address. It's what's going to help you GROW an email list that you can continually nurture and convert into paying customers.

**The key with any high quality freebie is giving them valuable information that helps create trust, as well as giving them a taste of what you can offer them with your paid product.**

A **freebie** provides a solution to a problem. To entice your target audience to download your **FREEBIE**, you need to offer them a solution to a problem they are wrestling with. Oh, and make sure it holds **VALUE!** You don't want to be offering something NOBODY would opt in for.

### *NEED INSPO ?*

Look into what other people in your niche are offering as freebies by signing up to their email lists. Remember, don't copy them, just use them as a guide.

#### **Types of Freebies:**

- Webinar / Mini Course
- Mini Guide or Ebook
- Templates
- Check-lists
- Short Training Videos

Once you have your freebie created, you can then add this to the top of your landing page and **start putting together an email flow inside Systeme.io to nurture those new leads** as well. We're going to look at selling with your emails in the next section.

**If you don't have a freebie, you can download my FREE Beginner's Checklist here to use as yours!**  
**[FREE Beginner's Checklist](#)**



# OFFERING A FREEBIE

## WHY YOU NEED A FREEBIE

### List Building

A freebie is a great way to grow your email list. Anyone who signs up for your email list is called a 'lead'. Having an email list allows you to directly reach your audience, nurture leads, and convert them into paying customers over time.

### Trust & Authority

Providing valuable content through a freebie establishes trust, and positions your brand as an authority in your industry. When people see that you're willing to share valuable information without an immediate sale, they are more likely to trust your future recommendations and offerings.

### SECURITY

In the event your social media account were to be suspended or banned having an email list ensures your audience won't be completely lost.

### BUSINESS AUTOMATION

Growing an email list and email marketing is the KEY way your digital product business is going to run on autopilot. It is what will enable you to make sales while you sleep or are out with your family.

### LEAD NURTURING

Once you've collected leads, you can use email marketing to nurture those leads over time. You can provide additional valuable content, share success stories, and gradually guide leads through the buyer's journey, ultimately increasing the likelihood of sales conversions.

### LONG-TERM RELATIONSHIP

Lead magnets are not just about immediate conversions; they are a tool for building long-term relationships with your customers. Through ongoing communication and valuable content, you can keep your audience engaged and turn one-time buyers into repeat customers.

An email list is one of the most powerful things you can have for your business. It gives you a direct line of communication with your audience that **DOESN'T** rely on an algorithm or get as easily buried like posts on social media.

With a well-written email flow that goes out to this list, you can build trust and convert leads into customers with ease and automation.

*So let's start building it!*

## SETTING UP YOUR EMAIL

The **first thing** you will want to do is be sure you have an email address set up with your landing page account that you will not mind people on your email list having access to if someone wants to reply to your emails.

Just for **professionalism** and **privacy**, I do recommend using a business email (NOT to be confused with a personal email or just a Gmail account). Otherwise email recipients will be able to see your personal email address when they are viewing the emails you send them.

## SETTING UP YOUR CONFIRMATION EMAILS

The **second thing** you will want in place before setting up your email flow is a **confirmation email containing the download links** for each of your digital products.

# SELLING WITH EMAILS

## EXAMPLE #1 - CONFIRMATION EMAIL

**Subject:** You did it! Here is your free guide!

Hi [Customer Name],

Whooahoo! You did it! I am so excited to share more with you about DFY/done-for-you digital products, as well as how you can get YOUR profitable digital product biz up & running!

Here is your free download: [PRODUCT LINK]

Tomorrow you're going to get another email from me with more info about my [Product Name - insert hyperlink]. If you don't see it in 24 hours, be sure to check your promotions tab or spam folder, and move that message over to your primary inbox so you don't miss out on any updates!

And don't forget, you can always shoot me a DM in IG [include hyperlink] anytime with questions you have!

I am cheering you on!

[Your Name]



# SELLING WITH EMAILS

## EXAMPLE #2 - CONFIRMATION EMAIL

**Subject:** WHOOHOO! Here is your [Product Name]!

Hi [Customer Name],

Thank you for purchasing [Product Name]! I'm so excited for you to dive in. I can't wait to see what you do and how your life changes with this! Here is your download:

DOWNLOAD LINK

Shoot me a DM on IG [include hyperlink] when you get a chance to let me know that you've taken this step! I'd love to connect & celebrate with you!

[Your Name]

# SELLING WITH EMAILS

## SETTING UP YOUR EMAIL FLOW

**Once you have set up your confirmation emails, you can then start setting up your email flow!**

There is just one email flow, or email sequence, you will want to have in place when you first launch. This flow is for people who **opt in for your freebie**.

**There is no one right way to write your flow, but ideally your first few emails offer value, introduce yourself and a part of your story, and sell them on your product.**

You will want to schedule your first email to be sent 24 hours after receiving the freebie with their confirmation email, and then every other email to be sent 24 hours after the previous one.

**To help you save time, I've included below a handful of sample emails for you to use for yourself. You will want to add more at some point, especially to highlight new sales and new results, or share more of your personal story. Make sure to read through and make them sound like YOU!**

**Your email flow is something you will always be tweaking or adding more to over time, but these templates are definitely a great start!**



# SELLING WITH EMAILS

## EXAMPLE #1 - EMAIL FLOW

**Subject:** Are you ready to start making an income from home?

Hi [Customer Name],

Have you had a chance to check out my free guide? If so, are you are ready to use a DFY digital product to get your own passive income biz off the ground, I want to invite you to purchase my [Product Name].

[INSERT FEEDBACK ON YOUR DIGITAL PRODUCT HERE - CAN ADD THESE LATER]

With [Product Name] you will learn everything you need to know about getting a profitable DFY digital product business up and running in the next 30 days. You can literally be up and running in no time and have the ability to start earning an Income!

You will get:

- My digital product to use, modify, and resell as your own
- A step-by-step process for getting your online shop set up with ease and automation
- My content strategies for marketing your product in just a few hours a week

PLUS my plug-and-play email templates so your automated system can bring in daily sales even in your sleep!

This is an entire business ready for you to fully make your own and fully profit from.

Why? Because I know just how life-changing a stream of passive income like this can be, and I want to see YOU thriving!

[Your Name]

P.S. Have questions about [Product Name], or about DFY digital products? You can shoot me a DM on Instagram [insert hyperlink] anytime!

# SELLING WITH EMAILS

## EXAMPLE #2 - EMAIL FLOW

**Subject:** Five steps to starting a DFY digital product biz

Hi [Customer Name],

Do you want to know what I love about DFY, or done-for-you digital products? It's an easy way to start up your own business and make money without needing to create a product from scratch (which, let's be honest, is where SO many of us get stuck!).

And while there ARE business models that are already meeting this need, there are none that offer quite as much ownership, or freedom from attachment to another brand, as DFY.

When you have a DFY product with resell rights, your profits are YOUR profits, and your business is YOUR business.

**Here are five steps to starting a DFY digital product biz in the next 30 days:**

**Step One:** Find a DFY product with Private Label Rights. (Don't worry, I've actually already created the PERFECT one [include hyperlink] for you!)

**Step Two:** Make it your own! Add your own branding or your own voice. Take into account who you want your target audience to be as you are modifying or rewriting.

**Step Three:** Price your product. Keep in mind: A \$97 product sold just ONCE per day is almost \$3k a month!

**continued on next page...**

# SELLING WITH EMAILS

## EXAMPLE #2 - EMAIL FLOW (CONTINUED)

**Step Four:** Put systems in place to drive traffic to your store. This can look like using organic marketing on social media (think: Reels on IG, pins on Pinterest, etc.). This can also look like you promoting a freebie, or lead magnet, to grow your email list where you can then nurture ideal customers and bring in sales daily.

**Step Five:** Start earning a passive income! Actually get to LIVE your life while watching money come in just from someone stumbling across a seven-second reel or reading an automated email.

**Listen** - if you are tired of trading all of your time for money or struggling under the weight of financial stress, I get it! I have been there, and there is a better way.

The power of digital products is being able to have a stream of income that frees you from that stress and allows you to create more time for the people and things you love.

And I've have the perfect product for you to do this with.

When you follow the steps inside, you will not only come out on the other side with a product ready to sell, but you will also have an actual funnel and strategy for bringing in the sales you need for \$1k, \$3k, and even \$5k and beyond months!

I want you to use everything inside [Product Name], including [Product Name] itself, to really create a passive income business that you can fully make your own AND fully profit from.

**Why?** Because more money in the hands of more women makes for a better world! And because I believe deep in my heart that there is more than enough to go around.

If you are ready to get started and launch your own passive income biz in the next 30 days, your next step is to purchase the [Product Name - include hyperlink].

[Your Name]

# SELLING WITH EMAILS

## EXAMPLE #3 - EMAIL FLOW

**Subject:** You are so close to having your own business!

Hi [Customer Name],

I want you to know that you are closer to having a profitable passive income business than you realize.

Whether you are already a business-owner, or have zero experience...

Whether you work a 9-to-5, or are a stay-at-home mom...

Whether you have a large social media presence, or are starting from scratch...

You CAN leverage just a few hours a week to bring in income that provides for your family and changes your life.

With just one digital product and an automated system for driving traffic to it, you can build a highly profitable business from home in just a few hours a week.

And with a DONE-FOR-YOU (DFY) digital product, you don't even need to have any special expertise or create your own product from scratch either.

This is why I created [Product Name - include hyperlink] - to help you get your biz up and running FAST using the steps inside and my plug-and-play template.

Download it, then tweak it and make it your own so you can resell it for FULL profit.

Start working towards bringing in sales every week, maybe everyday, or maybe even in your sleep - and just as importantly, enjoy the freedom that comes with it.

Ready to get started? Your next step is to purchase [Product Name] here [include hyperlink].

And don't forget you can always shoot me a DM [include hyperlink] if you have questions!

[Your Name]



# SELLING WITH EMAILS

## EXAMPLE #4 - EMAIL FLOW

**Subject:** Another [insert \$ amount] made while [insert activity]

Hi [Customer Name],

And just like that, made another [insert income here] today while \_\_\_\_\_!

This is the beauty of digital products - having a business that runs and makes money for you while you're out having an actual life!

Are you ready to start leveraging just a few hours a week to bring in continual passive income in the same way?

If so, your next step is purchasing [Product Name], where I've already done the legwork and created the product for you.

You can click here [insert hyperlink] to learn more about [Product Name] and get started now.

I am rooting for you and can't wait to see how your life changes with this!

[Your Name]

And don't forget you can always shoot me a DM [include hyperlink] if you have questions!

# SELLING WITH EMAILS

## EXAMPLE #5 - EMAIL FLOW

**Subject: [Insert \$ amount] in \_\_\_\_\_ days**

Hi [Customer Name],

In the last \_\_\_\_ days, I've made [insert \$ amount] using nothing more than one digital product.

I want you to imagine this being YOU.

Imagine getting notifications throughout the week while you're with your kids... or binging Netflix... or folding laundry... or even sleeping!

Notifications letting you know that you just made another sale on a digital product (that you didn't even have to create from scratch!) all because someone else stumbled across a Reel and decided they wanted in on this kind of life too.

One product bringing in thousands a week while you're just working 2-3 hours - all so that you can spend the rest of your time enjoying the people and things you love.

If you haven't already, I want to challenge you to take a bold step.

Purchase [Product Name] for \$47 today.

Change your life.

Build a business that can run on autopilot and give you the time and freedom you've been dreaming of.

[Your Name]

P.S. Don't forget, you can always shoot me a DM [insert hyperlink] on Instagram with any questions you have. I am here for you!



**Down the road, you may want to have a second email flow, specifically for people who purchase your digital products. This is primarily if you are also offering other products that you want to sell as add-ons!**

**We've touched on building connection with your Reels, as well as with your emails, but I also want to offer a few more ideas on how you can help leads get to know you and your product!**

## BUILDING CONNECTIONS WITH DMS

One of the best parts of using Instagram as your marketing platform is how easy it is to build a sense of community and relationship. The DMs, or direct messaging system built into the app, is a perfect tool to use for this!

**When you launch your freebie & digital product, one thing you can have in place is a short series of DMs you send to people who reach out for your links.**

You will want to be sure that these DMs you send are designed to SERVE and not just sell. Remember that these are real human beings you are talking to, not just a means to an end!

**To help you brainstorm some ideas, here are some sample DMs you might want to incorporate into your follow-up strategy:**

Hey \_\_\_\_\_, I'm so glad you're here!  
I'd love to know more about you  
and help in any way I can. Did  
anything from my [insert freebie  
here] resonate with you?

Hey \_\_\_\_\_! I just wanted to check in  
and see if there is anything I can do  
for you!

Hey \_\_\_\_\_, I just wanted to check in!  
Was my [insert freebie here] helpful, or  
are there any questions I can help  
answer?

# BUILDING CONNECTIONS

## BUILDING CONNECTION WITH STORIES

**Posting to your Stories is one piece of your marketing strategy you do not want to gloss over!**

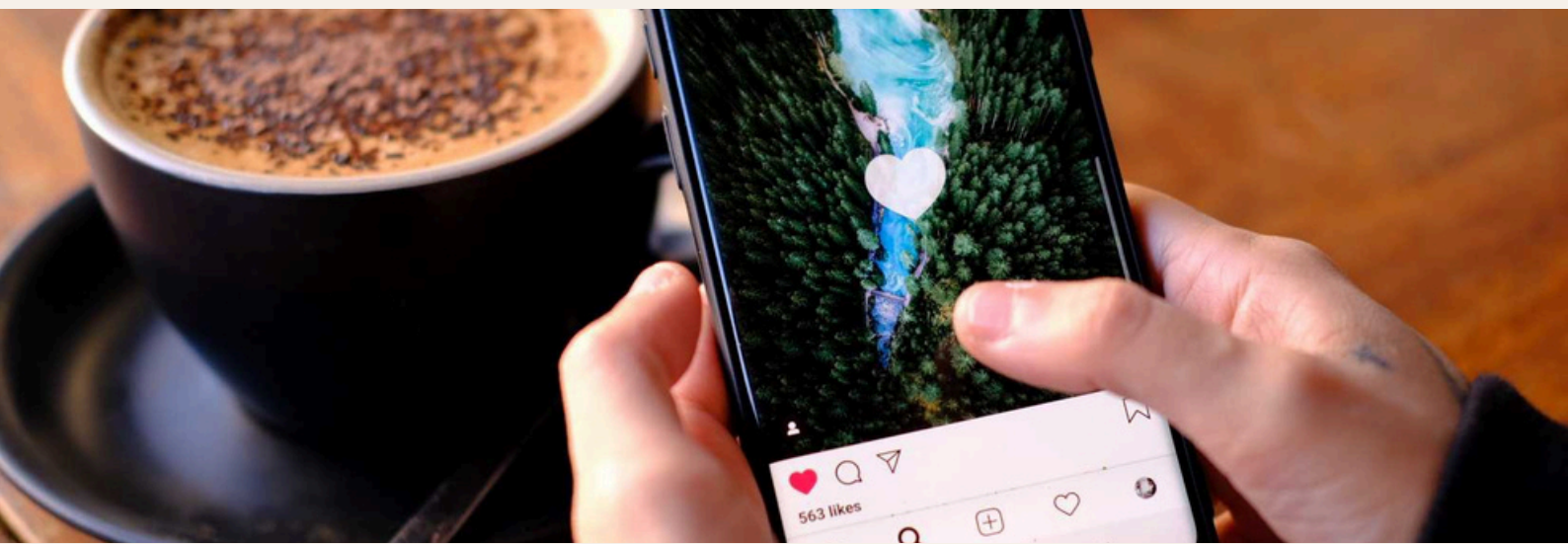
Even if you aren't sharing new things to your Stories everyday, just popping in every couple of days with an update on your sales, or screenshots of messages coming in, or even just a peek into your everyday life is a great way to help build connection with your audience.

**If you aren't too sure of what to share or how to layout your Stories, start observing the Stories of other business owners on Instagram to see how they are utilizing theirs. Add your stories to the highlights section!**

Once you start posting Stories that can be helpful for your audience, you will want to create some Highlights for your profile.

**I recommend having Highlights for things like:**

- Your results
- Your story/your why
- FAQ
- Info about your freebie
- Info about your digital product



**Another game-changing tool you'll want to use to automate aspects of your Digital Marketing business is ManyChat!**

ManyChat is a Meta verified tool that automates your comments, replies and your DMs on Instagram and Facebook. It will automatically send your links and follow-up DMs.

**Not only will ManyChat assist in getting your material to people promptly and automatically, but it will save you so much time by automating work that would otherwise take hours to complete.**

With ManyChat, you can drive up to 60% more sales in your Digital Marketing business and a lead will never slip away.

## How ManyChat Works

1. The captions in your post will have a Call-To-Action (CTA) like the one below.

**!!Comment 'MRR' and I'll send you my FREE beginners guide and how you can get started too!**

2. Your lead comments on the keyboard and gets an automated comment reply. See below.

**Sent the link over, did you get it?**

3. They get an automated DM with the link to your product/freebie.

**Hey! I saw your comment on my post!  
I am so happy you want to learn more about Digital Marketing.  
I have attached my FREE Beginner's Guide below to help you get started!  
Please let me know if you have any questions, I'm here for you.**

**FREE GUIDE**

## IT'S TIME

Once you've confirmed that your products, your landing page, your email flows, and your Instagram are all functioning and set up correctly, you will want to officially launch your product and start promoting it.

**Here are some fun things you can do to boost sales with your launch:**

- **Do a short PRE-LAUNCH** where you start hinting on your IG that **something new and awesome is coming**. Create a countdown. Invite people to DM you for that freebie if it's ready. Stir up hype!
- **Offer a launch promo or special "launch pricing."** You can offer this to your audience for a week or so and promote it on both IG and in your freebie emails. Just remember to go back through those emails after the launch promo ends to take out the sections where you are mentioning it!
- **Create hype in your Stories and posts!** Take screenshots of new sales or give updates on what's happening throughout the launch (and of course, you can KEEP doing this even AFTER the launch ends as well!).
- **Don't forget to push your freebie!** Even if people aren't ready to buy now, you can still get them on your email list by offering your freebie and nurture them until they're ready to buy over time.

**Lastly, HAVE FUN! Be yourself. Be authentic. Be BOLD. And plan to celebrate in some way, *no matter what*.**

## IT'S YOUR TURN!

I am so excited for you to get started!

***If you have questions, please reach out!***



# Check out more blueprints for your business

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## POSSIBILITY AWAITS

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DIGITAL MARKETING

### Purchase, Rebrand, and Resell for 100% Profit In Your Own Store or Keep for Yourself!

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