DIGITAL PRODUCTS

Starter Guide

Thank you!

FOR YOUR PURCHASE

I appreciate your support and hope you enjoy your new digital product.
Click the button below to instantly access your Canva template:
[Access Template]

Access Template

Instructions

1. Click the button above to open your Canva template.
2. Customize it to fit your brand or use it as-is.
3. Download and start using or reselling your product immediately.

Welcome! I'm Tina

I’m really glad you’re here, because I know exactly what it feels like to want more than the 9–5 life.

Honestly, the idea of doing that until retirement used to make me feel sick. I always had this feeling deep down that I was meant to do my own thing - to wake up when I choose, travel whenever I want, and still have money flowing in.
That’s why I gave digital marketing a shot. And I started right where you are - with this same kind of starter guide.

My turning point came when I realized I couldn’t just wing it anymore. I needed to know who I was helping, what I had to offer, and how I could truly make a difference. So I got honest with myself. I looked at what I’m good at, where I struggle, and what kind of people I wanted to serve.
Then I asked the big question: What are they struggling with, and how can I help? That mindset shift changed everything.

This journey we’re on? It’s not about being perfect. It’s about being real, intentional, and creating something that fits your life. So let’s build this together - your version of freedom, success, and purpose. And let’s make sure it feels authentic every step of the way.

Tina xoxo

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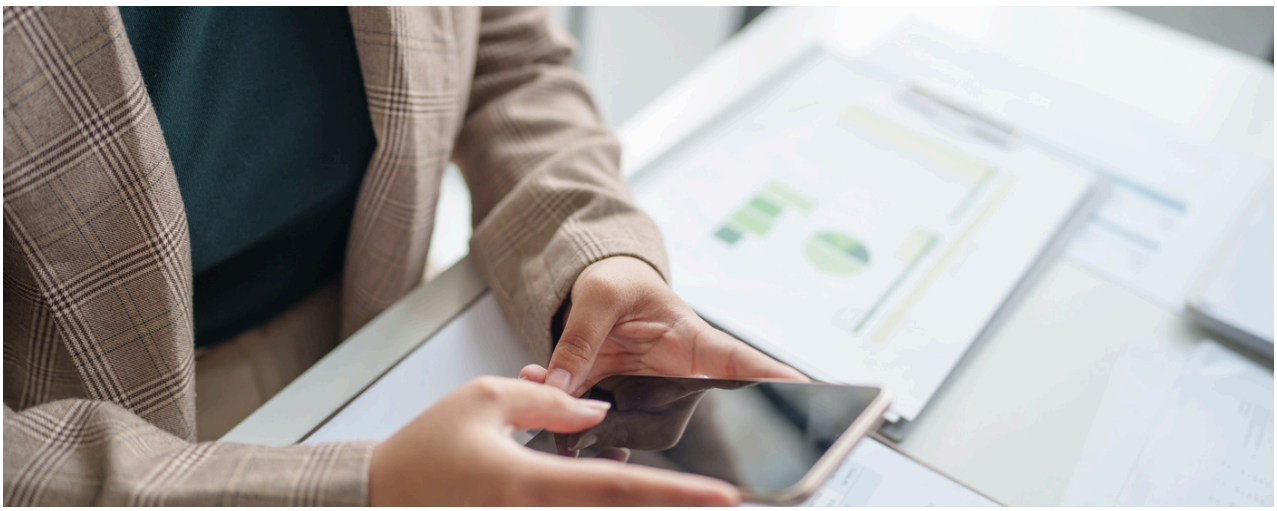
CHAPTER 1



FINDING YOUR NICHE

Ah, finding the perfect niche, honestly, it's like finding the perfect Netflix show for your weekend binge. It's got to be interesting, engaging, and, most importantly, a perfect fit for you! **So, why should you niche down?**

Imagine trying to sell ice in Antarctica. Not the best idea, right? That's what happens when you don't niche down. Finding your niche is like finding the right audience who would say, “Take my money!” even before you finish your pitch (what a dream!). We are going to sit down and work out what your niche is, your ideal customers, your strengths and weaknesses, and figure out what PROBLEMS your audience face and how to SOLVE them with digital products! I promise that by completing this section, you'll gain clarity, uncover a digital product idea, and better understand how to speak to your ideal customer.

Now, the first thing you want to ask yourself is **WHY?** What is the reason you want to create your DIGITAL PRODUCT? **Every successful digital product starts with a clear reason why.**

YOUR WHY

THE MAIN REASON I WANT TO CREATE THIS PRODUCT IS...

THE MAIN REASON I WANT TO CREATE THIS PRODUCT IS...

THE MAIN REASON I WANT TO CREATE THIS PRODUCT IS...

Some Ideas

- I want more time and freedom
- I want to work from home
- I want to expand my impact
- I want to travel the world
- I want to change my career
- I want to scale my business

***No idea is too silly! if your reason is because you want to walk around your mansion in your baywatch swimsuit that's okay! (because me too lol)**

GET ME STARTED

Do you need anything to get started? What do you need to learn, buy or figure out so you can launch your digital product?

Learn	Buy	Figure Out
e.g. Canva	Ready made Templates	Set up Storefront

BRAIN DUMP

SKILL BRAIN DUMP

Think about everything you're good at! You will probably surprise yourself with how much you know! Tick what you can do and list the skills unique to you.

- ◯ Writing
- ◯ Community
- ◯ Building Social
- ◯ Media Canva
- ◯ Illustration Graphic
- ◯ Design Creativity
- ◯ Marketing
- ◯ Instagram
- ◯ Facebook Groups
- ◯ Tik Tok Pinterest
- ◯ Blogging
- ◯ Organisation
- ◯
- ◯

- ◯ Microsoft Excel
- ◯ Video
- ◯ Photography
- ◯ Presentation
- ◯ Tech Skills
- ◯ Goal Setting
- ◯ Mind Set
- ◯ Teaching
- ◯ _____
- ◯ _____
- ◯ _____
- ◯ _____
- ◯ _____
- ◯ _____

YOUR 6 TOP SKILLS Tick three skills you feel are your superpowers / strengths - pick three skills which really light you up

SKILL AUDIT

List the 6 skills you have mentioned on the previous page - add them to the matrix below. Rate each column out of 10, 10 being the highest, 1 being the lowest.

Strength score - how skilled you feel you are at something.
Skills you feel are your strength earn a higher score.

Light up score - how much joy does doing that thing bring you?
Skills that bring you the most joy earn a higher score.

Time score - does this skill take a lot of time to produce a product? Quicker, high-output skills earn a higher score.

Perceived value score - how valuable that skill is (tip: don't be modest, try to imagine you are scoring a friend). Skills perceived as high value earn higher scores.

Audience score - if you have a business, does your current audience need this skill
An established audience you can sell your skills to earns a higher score.

Barrier to entry - whether you require an investment of capital, or additional training needed to do this skill. Skills with a low barrier to entry earn a higher score.

A QUICK NOTE

Try to be really honest with how you score yourself. Imagine you are scoring a friend!

SKILL	Strength	Light Up	Time	Value Perceived	Audience	Barrier to Entry	Total

MY HIGHEST SCORED SKILL IS ....

YOUR INSPIRATION

Is there someone else who is selling the digital products you would like to sell? If they have an audience, this means that it is profitable! Deep dive into what your competitors are doing and what you like about their offers. What changes can you make to make your offer better?

COMPETITOR	WHAT DO YOU LIKE ABOUT THEIR DIGITAL PRODUCT	WHAT COULD BE BETTER

YOUR INSPIRATION

Is there someone else who is selling the digital products that you would like to sell ? - if they have an audience, this means that it is profitable! Deep dive into what your competitors are doing and what you like about their offers ? what changes can you make to make yours better?

COMPETITOR	WHAT DO YOU LIKE ABOUT THEIR DIGITAL PRODUCT	WHAT COULD BE BETTER

COMPETITOR ANALYSIS

WHO ARE YOUR TOP 3 COMPETITORS?

WHAT ARE THEY OFFERING?

WHAT ARE THEIR STRENGTHS AND WEAKNESSES?

STRENGTHS	WEAKNESSES

HOW ARE THEY REACHING THEIR CUSTOMERS ?

Are they reaching new customers through Tik Tok, paid ads, blog posts etc. How did you find them?

PRODUCT PRICING OF YOUR COMPETITORS

3 CORE MARKETS

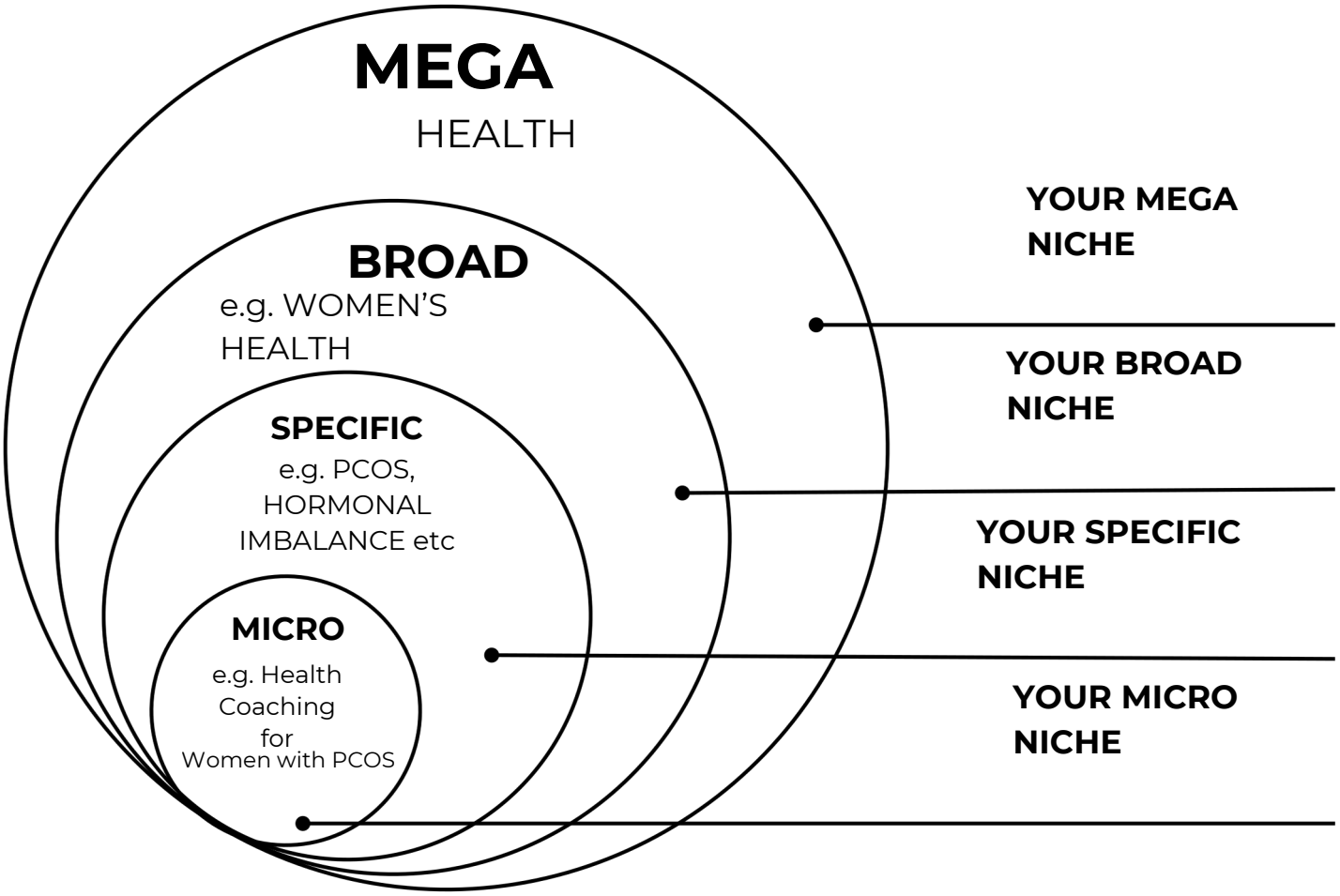
WHICH OF THESE WILL YOUR DIGITAL PRODUCT FALL INTO?

HEALTH

WEALTH

RELATIONSHIPS

DEFINE YOUR NICHE



CHAT GPT

Finding that perfect niche can sometimes feel like searching for a needle in a haystack. This is where the power of AI, specifically ChatGPT, comes into play.

ChatGPT has the ability to sift through alot of data and provide insightful analysis to help you pinpoint profitable digital products that align with your niche. By using relevant keywords and criteria, ChatGPT can identify trends and consumer needs within your chosen field, ultimately guiding you towards products that have a higher potential for success.

ChatGPT has become on of my favourite tools for brainstorming and researching digital product ideas.

When using ChatGPT to find profitable digital products within your niche, try using the following prompts as a guide;

1."What are the trending digital products in [insert niche]?"
2."Which digital products have the highest demand in [insert niche]?"
3."Can you provide data on the most profitable digital products within [insert niche]?"
4."What are the customer pain points in [insert niche], and how can digital products solve them?"
5."What digital products are competitors in [insert niche] successfully selling?"

CHAPTER 2

YOUR IDEAL CUSTOMER

Finding the right customers for your digital business is really important.

First, you need to figure out who will like what you're selling. You do this by looking at things like age, what they like, and what they do. Then, you make your marketing targeted towards these types of customers.

When you focus on these ideal customers, they start to feel like your business really gets them. This can make them want to buy from you more often.

It's also a smart way to use your time and money. Instead of trying to make everyone happy, you're making sure the people who are most likely to buy from you are really happy.

This can lead them to tell their friends about your business, which means even more people might start buying from you. Plus, happy customers usually come back, so you're building a community of people who like your business and what you offer.

YOUR IDEAL CUSTOMER

Let's dive into who your ideal customer is

WHAT ARE THEY STRUGGLING WITH (PAIN POINTS)?

HOW CAN YOUR DIGITAL PRODUCT HELP THEM ?

WHAT INSPIRES YOUR IDEAL CUSTOMER?

WHERE CAN YOU FIND YOUR IDEAL CUSTOMERS ONLINE? (facebook, tik tok,..etc)

PROBLEM & SOLUTION

Think about some of the problems that your ideal customers may currently have, how will your digital product help fix them?

1.

PROBLEM

SOLUTION

2.

PROBLEM

SOLUTION

3.

PROBLEM

SOLUTION

IDEAL CUSTOMER PERSONA

Create an ideal customer persona

NAME:	
GENDER:	
JOB TITLE:	
DREAM JOB TITLE:	
AGE:	**LOCATION:**

WHERE CAN YOU FIND THEM ONLINE?

BUDGET

HOBBIES/INTERESTS

WHAT WOULD STOP THEM FROM BUYING YOUR PRODUCT?

CHAPTER 3

TYPES OF DIGITAL PRODUCTS

There are lots of different digital products you can make. You can turn any of your ideas into one of these kinds of products.

eBooks are a great way to share what you know without spending much or working too hard. Using Canva, you can create an eBook easily! There are many FREE ebook templates to choose from.

Courses are my top pick for digital products. They're like eBooks but with more details. You can dive deep into a topic and share your know-how. Plus, you can charge more for courses, so you don't need to sell as many to reach your financial goals.

Printables, like checklists, guides, or PDFs, are super handy. You make these using Canva, and they're ready-to-use for your customers. They buy them and use them just as they are, no changes needed.

TYPES OF DIGITAL PRODUCTS

Templates are similar to printables, but they are editable, so once your customer purchases your template, they can edit it to suit their needs. You can create ready-to-use templates for everything from business plans to Instagram posts. It's about offering a helping hand to save others time and effort, making their lives easier.

Workshops or Webinars – These are usually about something you're pretty clued-up on and can teach in just one video. They're a bit like courses; you don't have to dive too deep, just share your knowledge in a single session.

With membership, you can create exclusive content, a community, and perks available only to members.
This is about building a tribe and offering them value that keeps on giving, resulting in a community that's loyal and a revenue that's recurring.

Who says you have to choose just one? Feel free to blend these ideas or add your own twist. The digital world loves innovation, and so will your audience.

Try this:

- Grab a board – digital or physical – and start dreaming. Call it your 'Digital Dream Board.' Sketch or write down ideas for each product type. Let your creative juices flow without barriers. Dream big, and the ideas will follow!

DIGITAL PRODUCT IDEAS

Here are a list of digital product ideas, this list could also get you thinking about your own digital products...

ORGANIZATION

- Labels Templates Digital
- Organizer Household
- Digital Planner Moving
- Checklist Cleaning
- Schedule

TRAVEL

- Travel Itinerary
- Travel Planner

PRODUCTIVITY

- ADHD To do List
- Neurodivergent
- Planner
- Homeschool Planner Academic Planner

MINDFULNESS

- Gratitude Journal
- Digital
- Therapy Journal
- Manifestation Journal
- Manifestation Planner Shadow Work Journal

WEIGHTLOSS

- Digital Recipe Book
- Weight Loss Tracker Printable
- Weight Loss Journal
- Keto Grocery List, Planner

WEDDINGS

- Wedding Place Cards With Meal Choice
- Wedding Newspaper Wedding Planner
- Spreadsheet Wedding Binder
- Wedding Weekend
- Itinerary Template Bachelorette Itinerary
- Bridesmaid Proposal Card Template
- Wedding Envelope Template

REAL ESTATE

- Real Estate Presets
- Airbnb Welcome Book
- Real Estate Newsletter Template
- Airbnb Welcome Sign
- Real Estate Business Cards

SPIRITUALITY

- Bible Study
- Journal Prayer
- Journal Devotional Journal

DIGITAL PRODUCT IDEAS

PREGNANCY

- Birth Plan Template
- Baby Shower Games Bundle Newspaper
- Pregnancy Announcement Baby
- in bloom Baby Shower Invitation

BUSINESS

- Employee Handbook
- Lash Client Record
- Book Small Business Bookkeeping Spreadsheet Pitch
- Deck Template

WEBSITE DESIGN

- Acuity Scheduling Template
- Shopify Theme
- Esthetician Instagram
- Template
- Etsy Shop Kit
- Canva Website Template
- Show it Website Template Squarespace Website Template

BRAIN DUMP

Write down some digital product ideas that you have been thinking about.

CHAPTER 4

CREATING YOUR DIGITAL PRODUCT

Now that you've found your niche, your ideal customer, it's time to bring your digital product ideas to life. Whether it's an ebook, an online course, or any of the exciting options we explored, it’s all about turning those bright ideas into digital realities. **Start with a Blueprint.** Every great creation begins with a plan. Outline what your digital product will include. For an ebook, map out the chapters. For a course, plan the lessons.

Quality is key. Whether it’s engaging writing, clear video content, or user-friendly templates, aim for quality. Think of it as your secret sauce - it’s what will make your product stand out in the digital space.

What makes your product uniquely yours? Add your personality, experiences, and unique insights. It's like adding your signature spice to a dish - it’s what will make it memorable.

WHAT TO INCLUDE

Brainstorm what you want to include in your digital product

THE BREAKDOWN

Write down each module in your digital product

MODULE 1

MODULE 2

MODULE 3

MODULE 4

MODULE 5

MODULE 6

MODULE 7

MODULE 8

TRANSFORMATION

Digital Products need to flow and offer a transformation. Customers are less likely to provide good feedback when your offer is overwhelming and all over the place.

MODULE 1	
What you will cover	Transformation

MODULE 2	
What you will cover	Transformation

MODULE 3	
What you will cover	Transformation

MODULE 4

What you will cover	Transformation

MODULE 5

What you will cover	Transformation

MODULE 6

What you will cover	Transformation

MODULE 7	
What you will cover	Transformation

MODULE 8	
What you will cover	Transformation

NOTES:

PRICING

Pricing your digital product can feel challenging at first. One of the easiest ways to find the right price is to research similar products in your niche. Looking at what others charge can help you set a price that is both competitive and reflects the value you provide.

THE FINAL FULL PRICE

PAYMENT PLAN	
HOW MANY PAYMENTS	OF HOW MUCH?

DISCOUNT/OFFER (20-50%)

CANVA

Let's give a special shoutout to Canva, an incredibly user-friendly design tool that’s like having a mini design studio at your fingertips. Whether you're crafting an ebook cover, designing graphics for your course, or spicing up your social media posts, Canva’s got you covered.

It's packed with templates, images, fonts, and more – making it a go-to for both design beginners and pros. The best part? A lot of its awesome features are free! So, if you're looking to add some style to your digital product without breaking the bank or spending years learning complex design software, Canva is your new best friend.

Canva is not just about ease; it’s about exploring your creativity. Play around with colors, fonts, and layouts. The more you experiment, the more you'll find your unique design style, which will make your digital product visually stand out.

Your Creative Mission Set aside some time this week – even if it’s just an hour – to start working on your digital product.

CHAPTER 5

READY, GET SET, LAUNCH!

Alright, folks! The moment we've been gearing up for is just around the corner. Your digital product is about to hit the spotlight, and it's time to roll out the virtual red carpet. Check, double-check, and triple-check! Make sure your digital product is free from any spelling mistakes and errors, and that all links included actually work. Ensure your product is refined, your website or platform is running seamlessly, and your payment systems are functioning smoothly. This is about making sure your audience's experience is as flawless as possible. I have seen so many creators fail to proofread their website & when you try to download or make a purchase, there are error messages and links not working. Imagine how much money they are missing out on? Yikes! Anticipation can be your greatest ally. Start teasing your launch on social media and your email list. This isn't just about counting down days; it's about sharing the story behind your product, the problems it solves, and the value it adds.

LAUNCH DAY

The launch day is where everything comes together. This is when you announce your product across all your social media accounts! Yes, all of them, Pinterest included! Whether it's through an email campaign or social media posts, your goal is to make your product's arrival known and felt.

A successful launch is as much about communication as it is about promotion. Be active in responding to inquiries, comments, and feedback. This engagement shows that there's a real person behind the product, which can be a powerful factor in building customer relationships. This is ESSENTIAL when you have a faceless brand, it allows you to build a community despite the fact that people can’t see the face behind the business.

After the launch, take the time to listen to your customers. What aspects of your product did they love? What improvements do they suggest? This feedback is crucial for your product's evolution and can guide your future updates and releases.

Your Launch Mission

- Plan your launch day strategy. How will you announce it? How will you engage with your audience throughout the day?
- Prepare a post-launch plan. Think about how you will collect feedback and continue marketing your product.

Remember, every launch is a learning experience. Whether it's a roaring success or comes with its fair share of challenges, there's always valuable insight to be gained.

CHAPTER 6

DIGITAL MARKETING

Now let's talk about the trending topic all over social media right now...Digital Marketing!

There seems to be a misconception about what digital marketing is, so I'm going to explain it in simple terms ... because who wants to read a whole essay with big complex words? Digital marketing is simply promoting products or services using the internet. It involves reaching out to potential customers through various online platforms like social media, email, search engines, and websites.

The goal is to attract, engage, and convert your audience into customers using digital tools and channels. Digital marketing allows you to reach a global audience more efficiently and at a lower cost compared to traditional marketing methods.
It offers an interactive experience, enabling direct communication with customers through social media comments, email responses, and online chat services.

DIGITAL MARKETING

Social Media Marketing (SMM) - This involves promoting your product or service on social media platforms like Facebook Instagram, Pinterest, Tik Tok, Twitter, and LinkedIn. It's about creating engaging content, interacting with your followers, and if you have the budget, running targeted ads to reach potential customers.

Email Marketing - This is about sending emails to a list of people who have shown interest in your product or service. These emails can be newsletters, promotional offers, or updates about your business. The goal is to keep your audience engaged and encourage them to make a purchase.

Content Marketing - This strategy focuses on creating and delivering valuable, relevant, and consistent content to attract and retain a clearly defined audience. The content can be in the form of blogs, videos, infographics, or podcasts.

It's about providing useful information that establishes your authority and builds trust with your audience.

Search Engine Optimization (SEO) - SEO involves optimizing your website as well as your content to rank higher in search engine results pages. The higher your pages rank, the more likely people are to find your brand when they search for keywords related to your product or service.

Digital marketing is the heartbeat of selling digital products. It's a combination of creativity, strategy, and technology, each playing a crucial role in connecting with your audience and building your brand.

FACELESS MARKETING

In the bustling world of online business, 'faceless marketing' is like a breath of fresh air for many entrepreneurs like myself, especially for those who prefer to stay out of the spotlight. Despite the views about faceless marketing, you CAN run a successful business without having to be the 'face' of your brand. It's about leveraging your skills, creativity, and digital tools to make a significant impact, while keeping your personal identity behind the scenes.

Faceless marketing is all about building a brand that stands on its own, without relying on a personal brand or a public figurehead. This approach focuses on the product, service, or the brand as a whole, rather than an individual. In an age where privacy is cherished, faceless marketing offers a unique way to connect with your audience while maintaining your personal anonymity.

Key Strategies for Faceless Marketing

1. Content is Your Voice
2. Leveraging Social Media Platforms
3. SEO and Online Presence
4. Email Marketing

Faceless marketing comes with its own set of challenges. Building trust without a personal brand can be tough. To overcome this, focus on transparency, consistency in your messaging, and delivering quality in everything you offer. Encourage customer reviews and testimonials to build credibility.

STOCK VIDEOS/PHOTOS

Creating good quality faceless content involves the use of stock videos and photos. These are professionally taken visuals that you can legally use in your marketing, websites, or social media.

My top sources for Stock Videos and Photos;

1. Haute Stock
2.Content Cove
3. Unsplash
4. Pexels
5. Pixabay

Using stock videos and photos is a practical and effective way to enhance your faceless content, making it visually appealing and engaging for your audience.

Faceless marketing is a testament to the fact that a successful business doesn’t always need to have a public-facing founder. It's about the power of a brand that speaks for itself, quality products or services that fulfill a need, and creative strategies that resonate with your audience. Embrace this approach with confidence and watch your business flourish, all while you enjoy the privacy you desire.

YOUR JOURNEY AWAITS

And there we have it – the end of the guide.

But hey, this is just the start for you. You're now loaded with all the know-how, tips, and a bit of inspiration to dive into the digital world. It's time to jump in and see where these new skills will take you.

Think about where you began and where you're standing now. You've gone from just dreaming about digital stuff to actually doing it. That's pretty awesome, right?

Remember, the digital world keeps changing, and so should you. Keep trying new things, learning, and adjusting your digital products.

And you're not alone on this trip. There are loads of other people out there doing the same thing. Find them, join online groups, chat and share what you're up to. The help and ideas you'll get from others are super helpful.

Every little win, no matter how small, gets you closer to your big dreams. Give yourself a pat on the back for the wins, learn from the tough times, and just keep going.

YOUR NEXT STEP SET A GOAL FOR YOUR DIGITAL BUSINESS FOR THE NEXT MONTH. MAYBE IT'S GETTING A PRODUCT OUT THERE, GETTING MORE PEOPLE ON YOUR EMAIL LIST, OR NAILING A NEW WAY TO MARKET. WHAT'S IT GOING TO BE?

with love, Tina

What's next?

Congratulations! You've completed the Digital Products Starter Guide.
You now have a clearer understanding of your niche, your ideal customer, the types of digital products you can create, and how to launch and market them.
The most important thing to remember is this:
Progress comes from taking action, not from collecting information.
Choose one small step to complete this week and commit to taking action.

MY NEXT STEP

□ Choose my niche
□ Define my ideal customer
□ Decide on my digital product idea
□ Create my digital product
□ Set up my sales page
□ Create social media content
□ Build my email list
□ Launch my product
□ Make my first sale

MY GOAL FOR THE NEXT 30 DAYS

MY COMMITMENT

I commit to taking consistent action toward building my digital product business and completing the goal I have set for myself.

Signature: _____
Date: _____

Thank You!

Thank you for supporting me and downloading this guide. I hope you find it useful on your journey towards selling digital products.

I would LOVE to know your thoughts on this guide, any feedback will be appreciated.

If you have any questions, reach out to me on Instagram or TikTok @digitalmediagoods

Helpful Resources & Next Steps

→ Main Website:
www.digitalmediagoods.com
Discover full product listings, bundles, and mini-courses all in one place.

→ Freebies, Templates & Courses
Explore Resources

Other Resources You Might Love:

- Free – Social Media Content Bundle
- €5 – Overnight Pay Method
- €7 – Canva to Cash Crash Course
- €17 – PLR Blueprint: Start Selling Fast
- €3 – Social Media Planner (130+ Templates)

→ Follow on Instagram & TikTok: @digitalmediagoods
Tips, tutorials, behind-the-scenes & launch updates.
Let's build your next digital win - together.

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