

A warm, inviting bedroom scene. A bed with white linens and large orange pillows is the central focus. On the bed, a laptop is open, next to a white mug, a smartphone, and several notebooks with pens. In the background, a wooden headboard, a small round side table with a candle and a vase of dried grass, and a large woven basket are visible. The overall aesthetic is cozy and modern.

Mastering Digital Products

**16 Steps To Crafting, Marketing,
And Monetizing Your Own Digital Products**

LET'S GET STARTED

Hi, I'm....

Maggie...

My Name is Maggie, I am a full time physical therapist working on scaling my own online business. I have a great job but I was still always worried about being short on money.

I learned digital marketing and I felt like Ive finally seen the light. This taught me how to create digital products in order to expand my business in the future. My future goal is to build a family and not have to work 40hr+ while life passes by.

I would like to enjoy every moment with my family, never have to trade time for money again while my passive income streams give us the financial freedom to do just that.

Love,
Maggie



Kisha...

I'm a fiancé and Mama to two wonderful little girls. I work as needed at the local hospital. I was tired of worrying about money ALL the time and decided I needed to make a change. I started this journey a few weeks ago to add a second stream of income so I can help my other half be home with us more and help financially. Now that I'm making four figure weeks a lot of doors can open for us. He's worked on the road our whole relationship so he can provide us the best life but we miss him so much while he's gone.

The older the girls get, every goodbye gets harder. One day I want to be able to retire him from the road & now that I'm making passive income every week that will be possible one day.

Love,
Kisha



What lies ahead....

- 1: What in the NICHE are you doing
- 2: Finding the problem you can solve
- 3: Naming & Branding your Business
- 4: What in the heck to sell
- 5: Name your product
- 6: Creating your Product
- 7: Pricing (the good stuff)
- 8: Let's Go Creepin
- 9: Marketing
- 10: Tik Tok
- 11: Instagram
- 12: Pinterest
- 13: Setting up your Stan store
14. Launching
- 15: Getting Testimonials
16. Get your Name Out There

Let's Get Down to Business



**1. WHAT IN
THE NICHE
ARE YOU
DOING**

What in the Niche is a Niche

A niche refers to a specialized segment of a broader market. It focuses on a specific target audience with distinct needs, preferences, or characteristics. Choosing a niche involves identifying a specific market segment that you can serve uniquely and effectively.

Think of it like this:

Your niche = the problem you solve (NOT the person you solve it for).

Figure out the problem you want to solve for people.

Tip: the top 10 Niches are: Personal Finance, Health & Wellness, Food & Drink, Fitness, Travel, Home improvement, Relationships, Education, Parenting, Outside Lifestyle

- It is important to pick one that you actually care about, you could spend hours talking about.

Let's dive in head first...

First, visit the WordStream keyword search tool

WordStream
by LOCALiQ

Free Keyword Tool

Discover new keywords and performance data to use in your site content, Google Ads campaigns and more.

Enter a keyword or website URL to find suggestions:

FIND MY KEYWORDS

Keywords for bikes	Search Volume	CPC	Competition
bike race	135,000	\$2.15	Low
kids bikes	90,500	\$0.76	Low
bike store	60,500	\$0.92	High
girls bike	49,000	\$1.00	Low
bicycles for kids	27,100	\$2.58	Low
adult bicycle			
children bike			

Next, you're going to type in keywords associated with or related to the topics you're thinking of creating your digital product around. Save all these keywords on a note on your phone, so you can keep track of what you have searched, and the results you get.

This tool is going to show you how many people are actively searching your niche/keyword that month. Let's look at my example below, "how to make money online"

Refine your search with Industry and Location.

Confirm keyword or website URL to find suggestions:

make money online

Choose an Industry (Optional):

All Industries

Enter a State or Country:

United States

Continue

Keywords	▲ Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	▲ Competition
make money online	301,000	\$0.92	\$3.00	MEDIUM
to make money online	246,000	\$0.92	\$2.77	MEDIUM
earn money online	90,500	\$0.96	\$3.21	MEDIUM
ways to make money online	74,000	\$0.94	\$3.00	MEDIUM

KEY TAKEAWAYS:

- The keywords and niche you decide to build your digital product around should have over 25,000 searches per month. Anything less will make finding that group of people much harder, and in turn, will make your sales much lower.
- If you pick too specific of a niche, think outside the box for ways to describe the product for results that have higher searches.
- Keep track of your list of keywords inside your notes folder and include the number of searches for each keyword.

2.FINDING A PROBLEM TO SOLVE

Finding a Problem to Solve

Finding a problem to solve = \$\$\$

Now that you have your niche, it's time to do some research & see what problems within that niche your audience needs help solving.

If you have no clue what types of questions and problems your audience is having, No need to worry!

There are public forums you can search to find that out.

Here are a few great resources;

ANSWERTHEPUBLIC.COM

REDDIT.COM

QUORA.COM

You are going to want to search the keywords you found that are related to your niche. Save the questions people are asking within those keywords.

THOSE are the problems your digital product is going to be created from. Figure out a way to solve their problem with your product. Don't overcomplicate this. You might find MULTIPLE problems you can solve, but your first product just needs to solve one problem.

TIP: Save the other problems you find for your second digital product.

3.NAMING AND BRANDING YOUR BUSSINESS

Naming Your Business

tips for creating a business name:

- 1.Keep it simple and easy to remember: A good business name should be easy to remember and pronounce. Avoid using complex words or spellings that might confuse potential customers.
- 2.Choose a name that reflects your brand: Your business name should reflect your brand identity and the products or services you offer.
- 4.Check for domain name availability: Make sure that the domain name for your business is available. You'll want to use your business name as your website URL, so it's important to check that the domain name is not already taken.
- 5.Research your competition: Check out the names of your competitors to make sure your name is unique and not too similar to theirs.

Domain Host options:

GoDaddy (www.godaddy.com)
Namecheap (www.namecheap.com)
Google Domains (domains.google)
Bluehost (www.bluehost.com)
HostGator (www.hostgator.com)
DreamHost (www.dreamhost.com)
Shopify (www.shopify.com/domains)

These platforms offer domain registration services and often provide additional features like domain management, DNS management, and website hosting. Prices may vary among providers.

Branding Your Business

tips for branding your business:

1. Develop a brand strategy: Before you start branding your business, you need to develop a brand strategy that defines your brand's goals, target audience, messaging, and tone of voice.
2. Define your brand identity: Your brand identity includes your logo, color scheme, typography, and overall aesthetic. Develop a consistent brand identity that reflects your brand values and resonates with your target audience.
3. Be authentic: Your brand should be authentic and true to your values. Be transparent and honest with your customers, and avoid misleading or false advertising.
4. Create a brand voice: Your brand voice is the tone and personality of your brand. Develop a brand voice that reflects your brand values and resonates with your target audience.
5. Consistency is key: Consistency is important in branding. Use the same messaging, tone of voice, and visual identity across all channels and platforms.
6. Remember that branding is a long-term investment, so take the time to develop a strong and authentic brand identity that will resonate with your target audience and help you achieve your business goals.

**4. WHAT
IN THE
HECK TO
SELL?**

What Product Should You Sell?

There are SO many different types of digital products you can sell. It comes down to what you want to offer, and what works with your niche.

Here is a list of ideas:

- ebook/guide
- stock photos
- templates
- graphic designs
- virtual services
- music and audio
- online courses and educational content
- books

Literally anything you use within your business or with current clients that can be turned into a digital product.

5.NAMING YOUR PRODUCT

Naming Your Product

So it Sells

The name of your product is important.

You want it to be enticing, but also very clear. If someone is confused about what the offer is they likely will not buy.

Clear is ALWAYS better than cutesy or clever.

You want your viewer to KNOW the product is for them.

A few suggested terms to use when naming your product: Guide, How to, 101, Ultimate, Framework,



A digital product name that won't make sales =
My favorite Recipes

A digital product name that WILL make sales =
30 Days of kid friendly recipes

TIP: Use the name of your product to hook your potential buyers in!

6. CREATING YOUR PRODUCT

Where Do You Create Your Product?

Our two favorite places to create digital products are Canva.com and Google sheets.

Canva is what we use for E-books, how to guides, and templates.

Google sheets is what you will use if you are going to sell a template that you already use within your business that your audience would benefit from.

Don't overthink this. If you are just starting out, get the canva free version, then download your guide or E-book as a PDF to sell it.

Click to start Canva Free Version



ChatGPT

leverage ChatGPT in creating a digital product.

1. Provide clear instructions: When interacting with ChatGPT, be explicit and provide clear instructions to get the desired responses.
2. Frame your questions or prompts in a specific manner to receive more accurate and relevant answers.
3. Determine how it can enhance user experience, provide support, generate content, or offer personalized interactions.
4. ChatGPT can be utilized as a virtual assistant or customer support agent within a digital product.
5. ChatGPT can aid in generating or curating content for digital products. It can help create blog posts, social media captions, product descriptions, or other textual content based on user input or predefined prompts.

Remember, while ChatGPT can be a powerful tool, it is essential to understand its limitations and use it in combination with human oversight to ensure the best user experience and avoid potential issues.

TIP: some of the apps only allow you up to 3 questions a day, download a couple of different apps to use for when you exceed your number of allowed questions.

7.PRICING YOUR PRODUCT

Pricing Your Product

Pricing your product is very important, especially if you are planning to add more products down the line. You want to make sure you are pricing them with room for growth in the pricing, while still keeping them low ticket.

Ending your prices in \$7 is statistically the best for sales.

You want the VALUE of your offer to far exceed the price. You want people to feel like they won the lottery for the price they paid to get returning customers.

I like to keep my low ticket offers under \$100 for those impulse sales, those add up!

So if you want to start off with a smaller \$27 offer, just make sure that you have thought about your \$47 future offer and make the value match the price tag.

When you are pricing, think about how many you have to sell to hit your monthly goal.

If you want to make \$4000 /month you will need to sell

148 products at \$27

85 products at \$47

**8.LET'S
GO
CREEPIN'**

Creepin' On Your Competition

The reason I have had you wait to creep on your competition until AFTER the majority is done with your product is because it is SO easy to just copy other ideas after you see them.

Use this research to confirm your ideas or adjust them a bit. See what other people in your niche are selling.

To do this research check out all social media platforms:

Instagram

Facebook

Tik TOK

When we first started our marketing journey we noticed there were several courses to choose from. Knowing that a lot of the courses required upsell purchases in order to get the full education someone would need to be successful was not feasible to most ordinary people, we turned to Roadmap to Riches Digital Marketing Course with Master Resell Rights, the price is feasible and there are no upsells. But there is one thing missing and it's this exact guide, how to actually create the product you're going to sell.

Now.. Let's Get Down to Biz

Start by brainstorming, using sticky notes or a note book.

write down everything you want to cover in your digital product. Think about the problems you are going to solve. How would you walk yourself through solving them. What is helpful to you.

Then, organize the notes & that will be your outline.

Be sure to add tips, education and to further monetize your product... hyperlink the products, items, material, programs you would use if you are an affiliate for them.

When the product is done, make sure you have someone read it over. Sometimes after working on something so long it is easy to miss grammatical errors!

TIP: use [grammarly.com](https://www.grammarly.com) to check for errors and it will read over to see if you could potentially leave some wording out to make it easier to read and understand

9.MULTI- PLATFORM MARKETING

Here is your golden Ticket

Social media is amazing, but 99% of users aren't using it properly to grow your business.

let's talk about the trifecta for FREE marketing.

TikTok

Instagram

Pinterest

TikTok and Pinterest are OUTREACH platforms.

It's where you are going to reach all your customers.

Instagram is your nurture platform that you are going to use to nurture and sell to your audience.



You need all three platforms to working together to sell your digital product.

It just sounds overwhelming, but you can repurpose content across all three and more.



Savetik is a great option
for repurposing from TikTok

Where can you sell your product

social media is the number one place to get your product in front of millions of peoples eyes. However there are several platforms you can use to sell your product

Apps for selling on Shopify:

- Digital Downloads
- Send Owl
- Coures
- Single Music
- Thinkific
- FatchApp
- Sky Pilot
- Book That App

Platforms to sell on:

- Etsy
- Spotify
- Clickbank
- Teachable
- Amazon
- WooCommerce
- Payhip
- Udemy

TIP: Even though social media is the best place, don't limit yourself. List your product for sale on other platforms as well

10. TIKTOK

Tik Tok

The amount of people you can reach on TikTok is now is crazy and it is only growing.

If you are going to use TikTok to sell something, you have to be strategic about it.

Users on TikTok are ready to buy low ticket offer BUT, they don't want to feel like you are being salesy.

Before we go any further let's go over some basics of tik tok;

1.If you have a personal account you just used to scroll and watch entertaining content you do NOT want to use this account for your business. You will want to create a new personal account (NOT a business account they get less views) and you will not want to post about anything on that new account except content that aligns with with your niche.

2. We recommend using the same username on all platforms so your viewers can easily find you.

3. Your first initial goal is to get 1K followers on tik tok so you access the live feature and post your stan store link with your digital product to start making sales when your viewers "go to the link in your bio".

TIP: do not do follow trains, they will not give you engaged followers.

What type of content you should post

Lately TikTok is starting to favor more than just trends. They are pushing more personal story telling content, with you talking on camera or voice over.

It's been floating around on TikTok to create 3+ minute videos, now this may be what TikTok wants to see but the app users are still more likely to watch and interact with short form videos, 7-10 seconds long.

Adding text to your screen and adding trending audio is a huge plus and gives you a higher chance to go viral.

No need to reinvent the wheel...

WHAT DOES THIS MEAN EXACTLY?" If you see someone in your niche creating content that is getting views like crazy.. take that idea put your own twist on it and hit POST! I have seen insane results from this~!

Now, go create your TikTok account and start posting!

I recommend trying a few forms of content (mentioned above) and see how viewers react.

Then, keep creating the type of content people like most!

11.INSTA

Does anyone even use instagram anymore??

Prior to beginning our digital marketing journey we did not think instagram was even a thing anymore...

WHEP we were WRONG, more people are using it than facebook nowadays.

Instagram is a nurture platform. We use stories to connect and build a connection and trust with our audience.

Use features like polls and the sliding bars to engage with your audience.

Respond to others stories. Reply when people comment. Engagement is KEY!

As far as content goes for IG, I mainly post reels. Re-purpose your TikTok's to IG as reels. Be sure to remove the watermark before posting to IG.

TIP: TikTok is often a few weeks ahead of the trends that hit IG, so that means you will be ahead of the trends.

12.

PINTEREST

Pinterest

Pinterest is a long term game, BUT, you can immediately start posting your TikTok's on Pinterest with hardly any extra work. Idea pins on Pinterest are being pushed more than static pins, so take advantage of that. Here's how you are going to get your Pinterest up and running:

- Keyword research – identify the keywords that describe your content and search those words in Pinterest to see what people are looking for. Keep track of all those words in a note on your phone.
- Create or convert your existing Pinterest into a business account. Claim your website (if you have one or you can use your stan store link
- Use the keywords you searched for previously to write your profile and be sure to add a call to action at the end
- Create 10 boards that are simple and keep in mind the words people are searching most

Begin posting DAILY. Even if it's just one idea pin a day to start. Eventually, you will want 10–15 pins a day, but you can work your way there.

This might sound overwhelming, but you can create multiple pins with the same content and links. All you need to do is switch up the image and title. This means 1 piece of content can then be made into to 5–10 separate pins. [*work smarter not harder.](#)

13.SETTING UP YOUR STAN STORE

Stan Store

Think of your Stan Store as your website and link in bio all in one. You can set this up in under 15 minutes, but I would suggest taking a little time to look at all the features it offers.

Even if your product isn't ready yet, start working on the sales page for your product. With a Stan Store, your sales page doesn't need to be long. It just needs to be really good.

TIP: We would strongly suggest you use a program like system.io so you can begin to collect email options. This will collect emails of those who want to purchase your product. Having an email list will allow you to essentially stay in touch with your buyers. This will give you the ability to reach out to them letting them know about other products you create in the future.

*you can learn step by step how to set this up in the Roadmap to Riches Digital Marketing course.

*systeme.io is FREE up to 2k subscribers.

14. LAUNCH- ING

Let's Launch and Make Some Money!

HERE COMES THE MOMENT WE HAVE BEEN AWAITING

- First, get your stan store up in your bio on Instagram. Make a big deal about it in your stories.
- Start sharing your process of the creating the product.
- Start sharing your story. It takes an average of 7 times for someone to purchase something from you before they buy it.
- Don't panic if you don't have tons of sales right away.
- You will be sick of sharing about it. That's normal. Keep sharing!

The KEY to making sales is selling the outcome of your product, not the features of your product.

15.

TESTIMONIALS

Let's get those



Testimonials are a HUGE selling factor for people!!

You don't have to overcomplicate them.

The ones that perform the best are screenshots from personal DM'S that people have sent. We always ask them if we can share first, then I strategically share to my stories.

A FEW WAYS TO USE TESTIMONIALS FOR MORE SALES:

- Directly on your Stan Store sales page
- In your stories with a story around the client or the results before you share In your reels
- At the end of your emails

**MAKE SURE YOU ARE TELLING A STORY WHEN YOU SHARE
TESTIMONIALS.
GET PEOPLE EXCITED.
BUILD THE EXCITEMENT.**

16.
GET YOUR
NAME OUT
THERE

The more views on your products = the more \$\$ in your pocket

We know there are trainings out there that tell people to not interact with people in your same niche but here is the thing... You want to be present, you want to be the authority. You want to brand yourself as the person in your niche who is involved, supportive, knowledgeable. Reach out to people who you know or talk with on a regular basis. Ask them to do a live with you talking about a subject related to your offer.

Again the more eyes on your product
the more sales you will get

The
End

THANK YOU

We are so proud of you for completing your
new digital product!

We hope this is just the start to something new
and exciting yet rewarding all at the same time!

We would love to know your feedback !

Reach out to either of us on IG anytime!

Maggie



Kisha

