



@TKMARKETINGCO

A COMPREHENSIVE GUIDE TO CREATING DIGITAL PRODUCTS

CREATE | AUTOMATE | PROFIT
FROM DIGITAL PRODUCTS IN TWO WEEKS OR LESS

WWW.TKMARKETINGCO.COM

@TKMARKETINGCO

Digital Products are truly special because the only thing you put in to create them is your time. Being able to create digital products means generating a pure profit business and the best part is that there are endless digital products that you can create which means unlimited earning potential!

As a digital entrepreneur, content creation is what fuels me. I am ready to teach you these tools PLUS give you them so you can also turn around and make 100% profit yourself!

Taylor is fueled by her passion for helping other women succeed in their business and elevating personal brands to the next level. She considers herself a serial entrepreneur and a forever student.

She is eager to build on her business and mentorship knowledge and stays in tune with the latest digital marketing strategies and social media trends.

She loves what she does and is always striving to do more than what is expected. Brittne takes great pride in the quality of her services. She is driven by her creative passions and helping other women find their creative drive.

I welcome you into my world of creativity!
And I am excited to watch your business blossom!

xoxo Taylor

UNLOCK
THE POWER
OF DIGITAL
RESELLING



CONTENTS

1

INTRODUCTION

2

NICHE

3

PROBLEM SOLVING

4

DIGITAL PRODUCT RECOMMENDATIONS

5

BRANDING YOUR BUSINESS

CONTENTS

CREATING YOUR DIGITAL PRODUCT

PRICING YOUR DIGITAL PRODUCT

COMPETITIVE ANALYSIS

CREATING AND AUTOMATING YOUR SYSTEMS

SELL IN YOUR SLEEP: AUTOMATING EMAILS

CONTENTS

11
MAKE MONEY WHILE YOU SLEEP: SETTING UP
STAN

12
SOCIAL MEDIA MARKETING

13
LAUNCH YOUR DIGITAL PRODUCT

14
SOCIAL PROOF FOR YOUR DIGITAL PRODUCT

15
SCALE

16
LET'S MAKE IT LEGAL

INTRODUCTION



CHAPTER

INTRODUCTION

You're here because you already know the power of digital products to generate passive income. The scalability, global reach, cost-effectiveness, and flexibility of digital products make them the perfect option to generate passive income on auto-pilot. **EVERYONE** should have a digital product for whatever business they are in!

By following the step-by-step strategies outlined in this guide, you'll gain the knowledge and skills necessary to create and market digital products successfully in any niche!

This is your no-fluff guide to accelerate your journey so don't expect a lot of graphics or frilly images. This ebook is stuffed with actionable steps, links, worksheets, templates and resources that you can print out and put into practice immediately!

In less than 14 days you can be on the road to passive income!



IT'S NICHE TIME

C H A P T E R

SELECTING YOUR NICHE

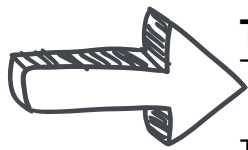
A niche refers to a specialized segment of a broader market. It focuses on a specific target audience with distinct needs, preferences, or characteristics that you're trying to address.

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). Example: my niche is “how overworked underpaid women can make passive income online”

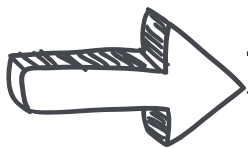
Figure out the problem you want to solve for people and boom! You have your niche!



TIP:

Two ways to find your niche:

- 1: Find a subject you are already established in & create a digital product
- or-
2. Select a profitable niche such as top ranking - wealth, health, and relationships and create a digital product around that



TIP:

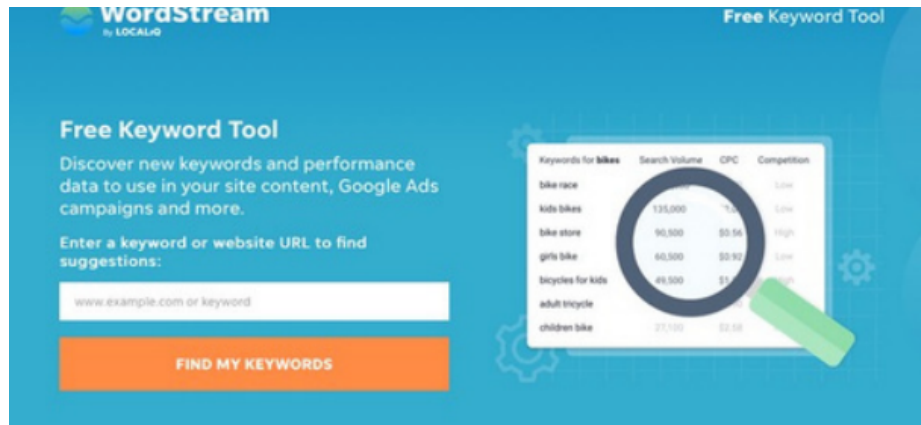
Top 10 Niches:

Personal Finance, Health & Wellness, Food & Drink, Fitness, Travel, Home Improvement, Relationships, Education, Parenting, Outside Lifestyle

Pick one that you actually care about, or have a strong desire to learn about. Imagine spending hours talking about this one subject. If you can do that, it will help you once we get to the marketing section (AKA creating content)

HOW TO RESEARCH YOUR NICHE

[Visit Wordstream Free Keyword Tool Here](#)



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.

Use the example, "how to make money online", to practice

Refine your search with Industry and Location.

Confirm keyword or website URL to find suggestions:

make money online

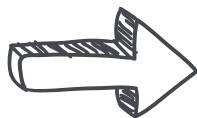
Choose an Industry (Optional):

All Industries

Enter a State or Country:

United States

Continue



TIP:

- 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 or slower.
- 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.
- not sure what to search? Ask chatgpt for the most searched keywords in the niche your researching

MORE RESOURCES FOR RESEARCHING YOUR NICHE

1. **Google Trends** (trends.google.com): This platform allows you to explore the popularity of specific keywords and topics over time. It provides valuable insights into rising trends and helps you identify potentially profitable niches.
2. **Amazon Best Sellers** (www.amazon.com/Best-Sellers): Amazon's Best Sellers list showcases the top-selling products in various categories. Exploring the list can give you an idea of popular niches and products that are in demand.
3. **ClickBank Marketplace** (www.clickbank.com/marketplace): ClickBank is a popular affiliate marketing platform that features a marketplace where you can find products across different niches. You can analyze the gravity and popularity of products to gauge their profitability.
4. **Udemy** (www.udemy.com): Udemy is an online learning platform that offers a wide range of courses. By exploring the course categories and best-selling courses, you can gain insights into niches with high demand for educational content.
5. **Reddit** (www.reddit.com): Reddit is a popular social media platform with numerous niche-specific communities called subreddits. By browsing relevant subreddits and observing discussions, you can identify niches that have an engaged and active audience.
6. **Quora** (www.quora.com): Quora is a question-and-answer platform where people seek information on various topics. Exploring the questions and discussions related to specific niches can give you insights into the interests and needs of potential customers.
7. **NicheHacks** (nichehacks.com): NicheHacks provides in-depth guides, case studies, and resources related to finding profitable niches. They offer valuable insights, strategies, and niche ideas to help you get started.
8. **BuzzSumo** (buzzsumo.com): BuzzSumo allows you to search for popular content in specific niches. By analyzing the most shared and engaging content, you can identify trending topics and niches that resonate with a larger audience.
9. **AnswerThePublic** (<https://answerthepublic.com>): Uncover questions, topics, and keywords that people are searching for related to your niche.

WHAT'S YOUR PROBLEM?

3
C H A P T E R

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're having trouble iterating what your niche needs solved, use the resources below to find out what your ideal audience is talking about.

Pay attention to the questions they ask, the language they use, and then use the same words in solving their problem!

Reddit (www.reddit.com): Reddit is a popular social media platform with numerous niche-specific communities called subreddits. By browsing relevant subreddits and observing discussions, you can identify niches that have an engaged and active audience.

Quora (www.quora.com): Quora is a question-and-answer platform where people seek information on various topics. Exploring the questions and discussions related to specific niches can give you insights into the interests and needs of potential customers.

AnswerThePublic (<https://answerthepublic.com>): Uncover questions, topics, and keywords that people are searching for related to your niche

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:

Facebook groups, theme pages, and even local clubs are a great way to find your niche and learn what they're trying to solve.

EXAMPLE:

- not knowing what programs to use
- not knowing how to create a digital product
- not knowing where to start to make money online

WHAT DO I SELL?

CHAPTER



WHAT DIGITAL PRODUCT SHOULD I SELL

Here's a list of common digital products.

- ebook
- workbook
- journal
- guide
- lists
- templates
- presets
- music/audio
- videos
- digital photos
- graphic design
- virtual services
- courses
- affirmations
- schedules
- planners
- books
- done for you emails
- games
- trackers

Check out my free guide to 20 Digital Products People Actually Want to buy **HERE**



TIP:

Think about a service you are already providing within your business that you could turn into a low-ticket digital product so clients can still benefit from your skill set at a lower price point.

BUILDING YOUR BRAND FROM SCRATCH

C H A P T E R

BUILD A BRAND THAT CONVERTS FOLLOWER TO LOYAL PURCHASERS

NAMING YOUR BRAND:

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:

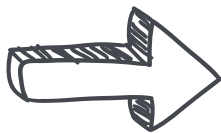
Your business name should reflect your brand identity and the products or services you offer.

3.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.

4.RESEARCH YOUR COMPETITION:

Check out the names of your competitors to make sure your name is unique and not too similar to theirs.



TIP:

Need some help?

Visit **[Name Lix Here](#)** to generate names and logos based on keywords you enter

You can check these sites for Domain availability:

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)

KEY COMPONENTS OF A SUCCESSFUL BRAND

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.

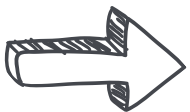
4.CREATE A BRAND VOICE:

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. Don't over complicate this-your brand voice is just the way you talk and present yourself. Hint: you are your brand!

5.CONSISTENCY IS KEY:

Consistency is important in branding. Use the same messaging, tone of voice, and visual identity across all channels and platforms.

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.



TIP:

Content creation & branding is a breeze when you use Canva! Use these resources to nail down your brand identity and voice and start creating on-brand content that converts your followers into buyers!

- Learn about personal branding [**HERE**](#)
- How to create a brand identity that resonates with your audience [**HERE**](#)
- Expert tips for creating an “on brand” logo [**HERE**](#)
- Learn about logo variations [**HERE**](#)
- Canva logo maker [**HERE**](#)
- Learn how to build your brand on social media [**HERE**](#)

MORE ON CONTENT CREATION IN CANVA

Creating brand colors and establishing a brand identity in Canva is a straightforward process. Here's a step-by-step guide:

ACCESS THE BRAND KIT:

If you have a Canva Pro subscription, you can access the Brand Kit feature, which allows you to save and apply your brand colors consistently across your designs. Open Canva and [log in to your account](#)

[How to build your brand kit to save time in Canva HERE](#)

[CLICK HERE TO USE THE BRAND KIT TEMPLATE HERE](#)

1. **Go to the Brand Kit:** Click on your profile icon at the top right corner of the Canva dashboard. From the dropdown menu, select "Brand Kit."
2. **Add your brand colors:** In the Brand Kit, you'll see a section to add your brand colors. Click on the "+ Add a color" button. Here, you can input the specific color values (RGB or HEX codes) for your brand colors. If you're unsure about the color codes, you can use the color picker tool to select colors from a palette.
3. **Save your brand colors:** Once you've added your brand colors, click "Save" to store them in your Brand Kit. Canva will remember these colors for future use.
4. **Play with colors and fonts:** Experiment with different color schemes and typography to create a visually appealing and cohesive design. Canva provides a wide range of font options and color palettes to choose from. You can also customize colors to match your brand identity.

Need some help picking your brand colors? Use our resources below:

Color Psychology-the logo color tricks you need to know

How to choose your brand colors [HERE](#)

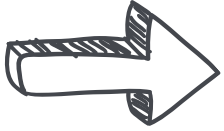
100 Free color combinations and free color palette generator [HERE](#)

Finding color palettes and fonts in canva step by step [HERE](#)

5. Apply your brand colors in designs: When creating or customizing a design in Canva, you can easily access your brand colors. Look for the color picker tool within the design editor. You'll find your saved brand colors under the "Brand Colors" section. Simply click on a brand color to apply it to text, shapes, backgrounds, or other design elements.

6. Establish a consistent brand identity: Beyond colors, a brand identity includes fonts, logos, and other visual elements that represent your brand. In Canva, you can upload your brand logo, choose and save your brand fonts, and apply them consistently across your designs

MORE ON CONTENT CREATION IN CANVA



TIP:

Utilizing Canva's features and templates to save time and maintain consistency in producing content:

1. **Browse Canva's template library:** Explore the wide range of templates available in Canva's library, organized by categories such as social media posts, presentations, ebooks, and more. Choose a template that aligns with your project's requirements.
2. **Customize the template:** Modify the template to fit your branding and content. Replace placeholder text with your own copy, update images, and adjust colors and fonts to match your brand identity.
3. **Create design variations:** Once you've customized a template, duplicate it to create consistent design variations for different elements of your digital product. This will maintain a cohesive look and feel throughout your project.
4. **Utilize Canva's design elements:** Canva offers a wide selection of design elements like icons, illustrations, shapes, and lines. These elements can be used to enhance your designs, create visual hierarchy, or add decorative elements.
5. **Organize your designs:** Use Canva's organizational features, such as folders and labels, to keep your designs neatly categorized and easily accessible. This helps save time when you need to locate and modify specific designs in the future.
6. **Utilize Canva's Brand Kit (Canva Pro):** If you have a Canva Pro subscription, take advantage of the Brand Kit feature. It enables you to save and apply your brand colors, fonts, and logos consistently across all your designs, ensuring brand consistency.
7. **Upload your brand logo:** To upload your brand logo, click on the "Uploads" tab on the left-hand side panel in Canva. Select the logo file from your computer and Canva will add it to your uploads library. You can then easily access and place your logo in your designs.
8. **Choose and save your brand fonts:** Canva provides a wide variety of fonts to choose from. To establish brand consistency, select two or three fonts that complement your brand style and messaging. You can find fonts under the "Text" tab in the design editor. Once you've chosen your brand fonts, save them to your Brand Kit for quick access in future designs.
9. **Maintain brand consistency:** Whenever you create new designs in Canva, refer to your Brand Kit to apply your brand colors, logo, and fonts consistently. This will help establish a recognizable and cohesive brand identity across your digital products.

Learn how to build your brand on social media [HERE](#)

50 brand templates to edit and use in advertising [HERE](#)

MORE RESOURCES FOR BUILDING YOUR BRAND

Learn about personal branding HERE <https://www.canva.com/learn/personal-branding-guide/>

How to create a brand identity that resonates with your audience HERE <https://www.canva.com/learn/brand-identity/>

Expert tips for creating an “on brand” logo HERE <https://www.canva.com/learn/creating-on-brand-logos-that-inform-and-captivate/>

Learn about logo variations HERE <https://www.canva.com/logos/logos-for-beginners/>

Canva logo maker HERE <https://www.canva.com/create/logos/>

Learn how to build your brand on social media HERE <https://www.canva.com/learn/introduction-brand-building-social-media/>

50 brand templates to edit and use in advertising HERE <https://www.canva.com/learn/branding-templates/>

How to build your brand kit to save time in Canva <https://www.canva.com/learn/how-to-build-a-brand-kit/>

Comprehensive Canva Design School for Beginners <https://www.canva.com/designschool/>

How to create visually appealing templates for your brand <https://www.canva.com/help/template-visual-review-criteria/?query=brand%20color>

Color Psychology-the logo color tricks you need to know <https://www.canva.com/logos/color-psychology-the-logo-color-tricks-used-by-top-companies/>

How to choose your brand colors <https://www.canva.com/learn/choose-right-colors-brand/>

100 Free color combinations and free color palette generator <https://www.canva.com/learn/100-color-combinations/>

Finding color palettes and fonts in canva step by step <https://www.canva.com/help/color-and-font-combinations/?query=brand%20color>

HOW TO CREATE YOUR DIGITAL PRODUCT

CHAPTER

CREATING YOUR DIGITAL PRODUCT

To create the most visually appealing, professional digital product in the fastest and most user friendly way humanly possible....USE CANVA!

Canva's free version will get you started but in my opinion, the pro version is worth the \$13 or so/month. And no, I am not an affiliate for canva, I just truly love canva!

There you can find almost every template imaginable: ebooks, workbooks, guides, webinars, slide decks, websites, you can record and present webinars in Canva, you can create videos, and whiteboards. And it's so easy to stay on brand!

Steps to creating your digital product:

1: **Brainstorming**

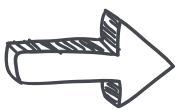
Write down everything you want to include in your digital product

2: **Organizing**

Categorize these topics into general subjects and then organize them into a timeline. These will be your modules or chapters.

3. **Break it down**

Break down these subjects into smaller concise bits of information. These will be your lessons.



TIP:

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

You can use these free Canva templates to get started!

EBOOK TEMPLATE

WORKBOOK TEMPLATE

JOURNAL TEMPLATE

SLIDE DECK TEMPLATE

LEVERAGING CHAT GPT

CHAT GPT can be invaluable when it comes to getting a head start in your digital product creation.

Remember two things when using AI:

You have to use correct prompts!

The more information you provide CHAT GPT about your business and brand, the better quality output you'll get.

Always give it a human touch! Go through and add your own finesse to the generated response, this will help your followers know, like and trust you.

CHAT GPT is a great resource to get started, but you never want to copy/paste from CHAT GPT if you want to position your brand as an authority.

Try out the following prompts to get started:

1. Ask me 20 questions about my business and brand so you can generate the most authentic responses
2. Write out an instagram video script that teaches about _____. Use the AIDA method and make it sound natural. Script should make a ____ second video.
3. Write a persuasive email to people to _____. The email should be no more than 300 words, should include a clear CTA, and use a _____ tone. Email should encourage the reader to _____.
4. Act as an instagram strategist. Ask me strategic questions to grow to _____ followers on Instagram in the next ____ days. These questions should help me formulate my social media strategy. The reason I want to grow on instagram is _____. I offer _____ services for _____ people. Ask me one question at a time. Then create a weekly schedule to achieve this outcome.
5. Review my sales page copy on my website (insert sales page copy here) and identify 5 ways to improve it and convert more viewers to customers.
6. Act as a fortune 500 business coach and give me advice on how _____. I am a (type of business and how you serve.)
7. (insert in depth information about your offer) Create a 7 day launch strategy for instagram stories. Include scripts and prompts for each story that are engaging, conversational, and spoken in a natural tone. Speak directly to my ideal audience who is ().
8. Create a list of keywords for social media that relate to my topic of _____
9. Create a 5 page ebook on _____ with a _____ tone. First give a brief introduction of what _____ is and why it's beneficial. Make the first chapter about _____. Make the second chapter about _____. Include pain points for (ideal audience) and remedies for the dilemmas.

LEVERAGING CHAT GPT

Understand Your Ideal Customer

PART 1: I am a [NICHE, e.g. health coach] who helps [ELEVATOR PITCH, e.g. helps busy executives incorporate meditation for maximum productivity]. Write me a descriptive customer avatar for someone who would benefit from my services. In different line items, include:

- Age
- Gender
- Occupation/Industry
- Location
- Average Annual Income
- Relationship Status
- Fears
- Life Beliefs
- Top 5 Values (one word)
- Goals
- Challenges
- Previous Solutions Tried
- Favorite Books
- Favorite Speakers
- Top 3 Idols
- Favorite Social Media Platform
- Favorite Medium to Learn New Information
- Favorite Websites

CREATING YOUR CONTENT PILLARS

Given my aspirations as an [e.g., entrepreneur in the tech industry] and based on the description of my ideal avatar, I'd like you to craft a conceptual brand identity for me. I'm also seeking 3-5 content pillars tailored to my personal brand. Please ask me 10-20 questions to dive deeper into my vision, values, and unique selling points for a more comprehensive understanding."

LEVERAGING CHAT GPT

IDEAL AVATAR PERSONA PROMPT (Part 1)

As an expert marketing strategist, your role revolves around developing and executing highly effective marketing campaigns that precisely target specific customer segments.

To accomplish this, it is crucial to possess an in-depth understanding of your target audience, encompassing their demographic characteristics, interests, pain points, and behavior patterns. By leveraging customer data and insights, you can create exceptionally targeted marketing campaigns that genuinely resonate with your audience and drive tangible business results.

Now, your objective is to construct a comprehensive customer persona for [me as a high ticket sales coach and mentor helping women create and scale an online high ticket business as I mentioned above] to benefit your customers.

Incorporate subtopics such as favorite movies, top 5 favorite books, most frequently visited websites, and influential figures on relevant social media platforms.

Psychographics: Provide a comprehensive overview of your target audience's values, attitudes, interests, and lifestyle habits. Pain Profile: Outline the major fears and concerns [Big Secret Fear] your target audience may have. Identify the key frustrations or complaints [Big Complaint from the Existing Solution] they may encounter with existing solutions. Desire Profile: Highlight the significant desires or aspirations [Big Secret Desire] your target audience may possess. Identify the lifestyle aspirations or goals [Big Lifestyle Desire] they may strive for. Shopping Behavior: Examine the primary triggers that influence your target audience's decision-making process.

Once you have established the five tables, populate each subtopic with relevant and appropriate information. Remember, refrain from repeating the prompt, apologizing, or making self-references.

LEVERAGING CHAT GPT

30 CONTENT PROMPTS

You are now a world-class digital marketer and your job is to provide me with 30 scroll-stopping content prompts that talk about my brand pillars

1. [CONTENT PILLAR #1]
2. [CONTENT PILLAR #2]
3. [CONTENT PILLAR #3]
4. [CONTENT PILLAR #4]
5. [CONTENT PILLAR #5]

Please consider my ideal audience and brand tone [friendly, bold, to the point, bright, upbeat, positive, direct, professional, casual, informal, authoritative, bold, inspiring, empowering, etc. insert however you speak].

Please start each prompt with words like:

How to
How I
what
why
should
top tips
when
where

100 CONTENT HEADLINES

Knowing this about me and my avatar I would like you to generate 100 content headlines that will stop the scroll.

Weekly Social Media Prompts:

[S] Success Monday: Share a success story that aligns with our brand's identity and resonates with our ideal avatar, underscoring the advantages of our high-ticket sales opportunity.

[H] Help Tuesday: Offer insights and tips that our target audience will find valuable, focusing on breaking free from corporate norms or establishing a thriving online enterprise.

[A] Aspiration Wednesday: Speak to the dreams of financial freedom and adaptable work routines, encouraging engagement and interaction from our audience.

[R] Recognition Thursday: Spotlight a member from our community who embodies our brand values and has experienced tangible success.

[I] Interaction Friday: Spark conversation with questions or quizzes relevant to our target audience's pain points or aspirations in personal finance or entrepreneurship.

[N] Narrative Saturday: Share our brand journey, weaving in the challenges and victories that our avatar can connect with.

[G] Gratitude Sunday: Reflect on the positive impacts our business model has had on us and invite our community to join in with their gratitude moments.

PRICING YOUR PRODUCT

A large, light gray number '7' is positioned in the background, centered vertically and horizontally, serving as a backdrop for the chapter title.

C H A P T E R

STRATEGIES OF CREATING EFFECTIVE PRICING

Setting the right prices for your products is crucial, especially if you plan to expand your product range in the future. It's essential to strike a balance between accommodating growth in pricing and keeping the products affordable.

A pricing strategy that has shown statistical success for sales is to end your prices with \$7.

I prefer to offer low ticket items, keeping them under \$100. And particularly between \$7-\$47.

These lower-priced products often lead to impulse purchases, which can add up significantly over time.

When deciding on pricing, it's essential to calculate how many units you need to sell to reach your monthly revenue goals including cost (for instance if you're running ads).

If you aim to make \$10,000 per month, you will need to sell:

- 370 products at \$27 each or
 - 212 products at \$47 each.
-

To attract returning customers and build loyalty, it's crucial to ensure that the value of your offer exceeds the price. When customers feel like they've received an exceptional deal, they are more likely to return for future purchases.

But what will they return to buy? Well that's why we mentioned pricing your products accordingly to accommodate growth. And you do that by creating a value ladder PRIOR to pricing your initial digital product.

No-you don't need to have every offer spelled out or even created, but have an idea of what would come next if your buyer wants to come back for more.

THE VALUE OF THE VALUE LADDER

A value ladder is a marketing and sales strategy that involves offering a series of related products or services at increasing price points and value. The idea behind a value ladder is to guide customers through a journey of progressively higher-priced offerings, each providing more value and benefits than the previous one. It helps build customer trust, establishes your expertise, and encourages repeat business as customers move up the ladder.

CREATING A VALUE LADDER FOR DIGITAL PRODUCTS INVOLVES THE FOLLOWING STEPS:

- **START WITH A LOW-BARRIER OR LOW-TICKET OFFER:**

At the base of the value ladder, offer an affordable, high-value, and easy-to-access product. This could be an e-book, a mini-course, or a low-priced digital tool that addresses a specific problem your audience faces. The purpose of this offer is to attract leads and start building a relationship with potential customers.

- **OFFER MID-TIER PRODUCTS:**

As customers progress up the value ladder, present them with mid-tier digital products that are more comprehensive and valuable. These could be full-length courses, in-depth guides, or software with enhanced features. Price these products higher than the initial offer but ensure the value justifies the cost.

- **PROVIDE PREMIUM OFFERINGS:**

At the top of the value ladder, have your premium digital products that offer the most comprehensive solutions and benefits. These could be mastermind groups, one-on-one coaching sessions, or access to exclusive content. These high-ticket items should cater to customers who are willing to invest more in achieving their goals.

- **ALIGN PRICING WITH VALUE:**

Ensure that each product's price aligns with the value it provides. Customers should perceive the benefits they receive as worth the investment they make.

By carefully designing your value ladder and focusing on providing value at each step, you can create a customer journey that fosters loyalty, increases revenue, and establishes your brand as a trusted authority in your niche.

COMPETITIVE ANALYSIS

8

C H A P T E R

SPY OUT YOUR COMPETITION

Evaluate Competition:

Analyze the competition within potential niches. Identify the key players and assess their strengths, weaknesses, and market positioning. Look for opportunities to differentiate yourself from existing competitors by offering a unique value proposition or targeting an underserved segment of the market.

1. Identify Key Competitors:

Start by identifying the main competitors within your niche. Search for businesses or individuals who offer similar products or services to your target audience. Use search engines, industry directories, and social media platforms to discover competitors in your niche.

2. Visit Competitors' Websites:

Visit the websites of your competitors and thoroughly explore their offerings. Pay attention to their product or service features, pricing, customer testimonials, and any unique selling propositions (USPs) they highlight. Take note of their overall website design, user experience, and branding elements. See what they're missing, what do reviews say..find the gap and fill it.

3. Analyze Content and Messaging:

Evaluate the content on your competitors' websites, including blog posts, articles, videos, or downloadable resources. Observe how they communicate with their audience and the key messages they convey. Assess the tone, style, and quality of their content.

4. Social Media Presence:

Explore your competitors' social media profiles, including Facebook, Twitter, Instagram, LinkedIn, or industry-specific platforms. Analyze their follower count, engagement levels, types of content shared, and how they interact with their audience. Look for patterns in their social media strategy and identify any unique approaches they take.

5. Customer Reviews and Feedback:

Search for customer reviews and feedback about your competitors' products or services. Check popular review platforms, social media comments, or industry-specific forums. Analyze both positive and negative reviews to understand what customers appreciate or dislike about your competitors.

6. Assess Market Positioning:

Evaluate how your competitors position themselves in the market. Consider factors such as target audience, pricing strategy, product differentiation, and brand messaging. Determine if they cater to a broad audience or focus on a specific segment.

SPY OUT YOUR COMPETITION

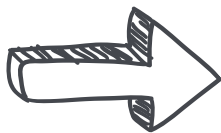
7. SWOT Analysis:

Perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for each of your main competitors. Identify their strengths, such as unique features or strong brand recognition. Assess their weaknesses, such as gaps in their offerings or poor customer service. Look for opportunities that they may be missing or areas where you can excel. Finally, consider potential threats they pose to your business, such as a large customer base or established market presence.

Websites to Aid Competitor Analysis:

- **SimilarWeb** : Analyze website traffic, audience demographics, and referral sources of your competitors.
- **SEMrush** : Gather data on your competitors' online visibility, organic and paid keywords, backlinks, and more.
- **Google Alerts**: Set up alerts for your competitors' names, industry keywords, or specific products to stay informed about their latest activities.

Use our SWOT Analysis on the next page to start brainstorming.



TIP:

Perform a SWOT analysis on yourself too! Be honest and this will help you identify your weaknesses so you can fill in the gaps within your own offer and dominate the market!

SWOT ANALYSIS

Strengths:

- List the strengths of the business or digital product that give a competitive advantage
- What unique features or capabilities are offered?
- What expertise or resources are possessed?
- What positive feedback or testimonials are there?

Weaknesses:

- Identify the weaknesses or limitations of the business or digital product
- What areas need to be improved upon?
- Are there any gaps in offerings or resources?
- Has any negative feedback been received or encountered challenges?

Opportunities:

- Identify potential opportunities in the market that you can capitalize on.
- Are there emerging trends or changes in consumer behavior?
- Are there unmet needs or underserved segments in your target audience?
- Can you leverage new technologies or platforms to your advantage?

Threats:

- Identify potential threats or challenges that your business may face.
- Are there established competitors in your niche?
- Are there barriers to entry or industry regulations that may affect your operations?
- Are there changes in the market landscape that could impact your business?

CREATING & AUTOMATING YOUR SALES SYSTEMS

C H A P T E R

CREATING & AUTOMATING YOUR SALES SYSTEMS

A sales system or sales funnel refers to a strategic and automated process designed to guide potential customers through the various stages of the buying journey until they become paying customers.

You can create a sales funnel in your [Stan Store](#), a standard Shopify or Wix website, or my personal favorite, [systeme.io](#) (which replaces click funnels, kajabi, etc. - they have free options as well as affordable pricing options).

The sales funnel typically consists of the following stages:

LEAD CAPTURE OR OPT-IN PAGE:

At the top of the funnel, leads are captured through various methods like landing pages, opt-in forms, or lead magnets. This is generally where you want a potential customer to enter their email so you can continue contacting them to nurture their interest. The most enticing way to get a customer to sign up with you is to provide something of value for free (also known as a lead magnet, or freebie). This can be anything related to your niche: a journal, tracker, template, even a small snippet from your digital product that you'll be selling.

There are multiple ways to create a lead capture or opt-in page. This can all be done using [systeme.io](#).

If you choose stan store you'll have to connect your Stan store to your email auto responder using a third party app like zapier. But if you create your lead capture/optin page in flodesk then you can skip the third party connection. So to keep it simple, we'll use Flo Desk to create our lead capture or opt-in page.

TO CREATE AN OPT-IN FORM ON FLODESK, FOLLOW THESE STEPS:

Step 1: Log in to Flodesk

Sign in to your Flodesk account at <https://www.flodesk.com/>.

Step 2: Create a New Form

Click on "Create New" and select "Form" from the options.

Step 3: Choose a Template

Pick a pre-designed template that suits your opt-in form's style and purpose.

CREATING & AUTOMATING YOUR SALES SYSTEMS

Step 4: Customize the Form

Edit the form by adding your brand colors, logo, and text. Modify the form fields as needed to collect the necessary information from your subscribers.

Step 5: Edit the Success Page

Customize the success page your subscribers will see after filling out the form. You can include a thank-you message or additional instructions.

Step 6: Adjust Form Settings

Configure the form settings, including its behavior, display options, and mobile responsiveness.

Step 7: Connect to Your Mailing List

Link the form to your mailing list in Flodesk, ensuring that new subscribers are added seamlessly.

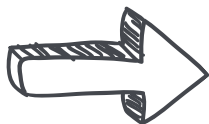
Step 8: Publish the Form

Save your changes and click "Publish" to make the opt-in form live on your website or landing page.

Video Tutorial Links:

- How to Create an Opt-In Form in Flodesk [**HERE**](#)
- Flodesk Forms Tutorial - How to Create Forms to Grow Your Email List [**HERE**](#)
- How to Create a Beautiful Opt-In Form in Flodesk [**HERE**](#)

These video tutorials will guide you through the process of creating an opt-in form on Flodesk and help you design a visually appealing and effective form to grow your email list.



TIP:

Use our lead magnets from chapter 6 as your freebie and most of the work is done for you!

CREATING & AUTOMATING YOUR SALES SYSTEMS

LEAD NURTURING AND EMAIL MARKETING:

Once leads are captured through your opt-in page, you facilitate lead nurturing through email marketing and automation. Businesses can set up email sequences to engage and build relationships with potential customers.

Email marketing is your most valuable commodity as a business. Even if you woke up tomorrow and all of your social media pages disappeared (which unfortunately can happen quite frequently) you would still have your list of emails to sell to.

Your email sequences should consist of a welcome email with your freebie attached, and then a series of automated emails nurturing your lead to buy from you. A person typically looks at something 7 times before buying. So I recommend a minimum of 7 emails in your automated sequence. My goal is 30 emails-1/day for 30 days and then one every week after that.

Need some help crafting your welcome and nurture email sequence?

Check out his explanation of an amazing welcome & nurture email sequence with templates **[HERE](#)**

And check out our Plug-N-Play Welcome Email Series on the next page!

CREATING & AUTOMATING YOUR SALES SYSTEMS

PLUG N PLAY WELCOME & NURTURE EMAILS

Subject Line: Welcome! Here's Your Freebie Inside 📁

Hey [Subscriber's Name],

I'm thrilled to welcome you to [Your Company Name]! 🌟 Thank you for joining our community of like-minded individuals who are eager to [solve a problem/experience a transformation/achieve a goal]. As a token of appreciation, we have a special gift waiting for you inside this email.

Email 1: Your Freebie Awaits!

Inside this email, you'll find [details about the freebie], designed to [benefit the subscriber in a specific way]. Just click the button below to access it and kick-start your journey towards [desired outcome].

[CTA Button: "Get My Freebie"]

Email 2: Our Journey Before the Transformation 🚀

Before [Your Company Name] came to life, we were in the same shoes as you. Struggling with [pain points], and searching for a solution that could make a real difference. Our experience with [product or service] has been nothing short of life-changing, and we can't wait to share our story with you.

Email 3: Embrace the Transformation and Its Perks 💪

Fast forward to today, and we're living our best lives, thanks to [product or service]. We've experienced incredible benefits, like [list some key benefits], and we want you to experience them too. The possibilities are endless, and we're here to support you every step of the way.

CREATING & AUTOMATING YOUR SALES SYSTEMS

Email 4: Understanding Your Struggles 🤔

We get it—[pain point or challenge] can be tough to deal with. We've been there, and it's why we're so passionate about helping you overcome it. We believe that everyone deserves to lead a [description of an improved life] life, and that's exactly what our [product or service] aims to achieve.

Email 5: Transform Your Life with [Product/Service] ✨

Imagine a life where [describe the positive outcomes or transformation]. [Product or service] has the power to make this a reality for you! Our satisfied customers have seen [real-life examples or testimonials], and we're excited to witness your journey unfold too.

Email 6: Limited Time Offer! ⌚

Act fast, [Subscriber's Name]! Our [product or service] comes with a limited-time offer that you won't want to miss. For [specific timeframe], you can grab [discount or special offer details]. Don't let this opportunity slip away!

[CTA Button: "Grab the Offer Now"]

Email 7: Last Chance to Elevate Your Life 🏆

This is your final reminder, [Subscriber's Name]! The clock is ticking, and our irresistible offer will expire soon. If you're ready to [experience the transformation, solve the problem, achieve the goal], then seize this chance right now.

[CTA Button: "Take Action Today"]

We can't wait to be a part of your journey and witness the amazing results you'll achieve with [Your Company Name]. Should you have any questions or need support, don't hesitate to reach out.

Let's make great things happen together! 🙌

CREATING & AUTOMATING YOUR SALES SYSTEMS

- **Offer and Sales:**

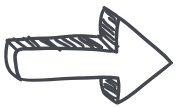
In the middle of the funnel, potential customers are presented with offers and sales pages to showcase products or services. This can be called the sales page, landing page or offer page. In your Stan Store, this is your description of your product that you can set up as your sales page.

Key components of a seriously effective sales page that converts your followers to buyers:

1. ****Headline:**** A compelling and attention-grabbing headline that communicates the main benefit or value proposition of the product or service.
2. ****Subheadline:**** A supporting line or two that reinforces the headline's message and encourages visitors to keep reading.
3. ****Product Image/Video:**** A visually appealing image or engaging video showcasing the product or service and highlighting its key features.
4. ****Product Description:**** A concise and persuasive description of the product or service, focusing on its unique selling points and benefits.
5. ****Testimonials/Reviews:**** Positive feedback and testimonials from satisfied customers, adding social proof and credibility to the offer.
6. ****Call-to-Action (CTA):**** A clear and prominent CTA button that encourages visitors to take action, such as "Buy Now" or "Sign Up."
7. ****Product Features:**** A list of the product's main features and specifications, providing detailed information for interested buyers.
8. ****Benefits and Value:**** A section emphasizing the specific benefits customers will receive from the product or service, addressing their pain points.
9. ****Offer and Pricing:**** Details about any special offers, discounts, or pricing plans, presenting a clear value proposition to potential buyers.
10. ****Money-Back Guarantee:**** Assurance of a risk-free purchase with a money-back guarantee, building trust and reducing purchase hesitancy.

CREATING & AUTOMATING YOUR SALES SYSTEMS

11. ****Scarcity and Urgency:**** Creating a sense of urgency through limited-time offers or limited stock availability to encourage immediate action.
12. ****FAQs:**** A list of frequently asked questions and their answers, addressing common queries that potential buyers may have.
13. ****Contact Information:**** Contact details or links to customer support for any additional inquiries or assistance.
14. ****Trust Badges:**** Logos or symbols of trusted payment gateways, security certifications, or partner affiliations, enhancing credibility.
15. ****Visual Breaks:**** Use of subheadings, bullet points, and relevant images to break up text and make the page more scannable and reader-friendly.
16. ****Guarantee or Warranty Information:**** Details about any guarantees or warranties provided with the product or service.
17. ****Social Media Sharing:**** Buttons or links to encourage visitors to share the sales page on social media, increasing exposure.



TIP:

Sales page ideas <https://flodesk.com/blog/sale-page-templates/>

Sales page template <https://app.convertflow.com/templates/186>

Remember that the effectiveness of a sales page depends on the quality of the copy, design, and user experience. It should be persuasive, easy to navigate, and focused on addressing the needs of the target audience.

- **Upsells and Order Bumps:**

You can implement upsells and order bumps, offering additional products or upgrades to customers during the checkout process, increasing the average order value.

- **Order Confirmation and Thank-You Pages:**

After successful purchases, an order confirmation and thank-you page, provides customers with transaction details.

SELL IN YOUR SLEEP: AUTOMATING EMAILS

10

C H A P T E R

MAKE MONEY IN YOUR SLEEP

If you are constantly driving people to grab your freebie by promoting it in your stories and on your social media you need to add a series of emails to automate your workflow that will sell your digital product FOR YOU. You just set it and forget it!

How to use flodesk to set up email automations and workflows:

Step 1: Sign Up for Flodesk

Go to the Flodesk website (<https://www.flodesk.com/>) and sign up for an account. Flodesk offers a 30-day free trial to explore its features.

Step 2: Create a New Workflow

Once you're logged in, click on "Create New" and choose "Workflow." Give your workflow a name and select the list you want to use for this automation.

Step 3: Add a Trigger

Click on the "+" icon to add a trigger to your workflow. Triggers are actions that will start the automation process. Common triggers include "Subscribes to a list" or "Tags added."

Step 4: Set Up Actions

After adding a trigger, click on the "+" icon again to add actions to your workflow. Actions are the steps you want the automation to take. For example, you can send a welcome email or a series of follow-up emails.

Step 5: Customize Your Emails

Create and customize your emails using Flodesk's beautiful templates or starting from scratch. Personalize your content to make it engaging and relevant to your audience.

Step 6: Add Delays

In between actions, you can add delays to control the timing of your emails. This helps you space out your content and avoid overwhelming your subscribers.

MAKE MONEY IN YOUR SLEEP

Step 7: Test Your Workflow

Before activating your workflow, run some tests to ensure everything is working as expected. Check email formatting, links, and automation sequences.

Step 8: Activate the Workflow

Once you're satisfied with your email automation setup, click on "Activate Workflow" to make it live and start nurturing your subscribers automatically.

Video Tutorial Links:

1. Flodesk: How to Create Your First Automation Workflow -

<https://youtu.be/L9aOzh28TKI>

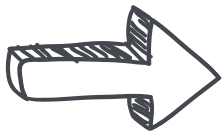
2. Email Marketing Automation with Flodesk -

<https://youtu.be/EnCl1AtVmmY>

3. Flodesk Email Marketing Automation Tutorial -

<https://youtu.be/FjXxVZ3v8Ws>

These video tutorials will guide you through the process of setting up email automation in Flodesk and help you make the most of this user-friendly email marketing platform.



TIP:

Crucial step*

You will need to create a segment to add the subscribers to when they sign up. This segment is where you are going to deliver the freebie to them, and keep track of who has downloaded your freebie. Name the segment something like "freebie name"

Step 1: Log in to Flodesk

Sign in to your Flodesk account at <https://www.flodesk.com/>.

Step 2: Access Audience

From the main dashboard, click on "Audience" on the top navigation bar.

Step 3: Choose the Email List

Select the email list to which you want to add segments from the list of available lists.

Step 4: Click on "Segments"

Within the selected email list, click on the "Segments" tab in the left-hand menu.

Step 5: Create a New Segment

Click on the "New Segment" button to create a new segment for your email list.

MAKE MONEY IN YOUR SLEEP

Step 6: Define Segment Criteria

Name your segment and define the criteria that will separate the contacts into this segment. You can use various conditions like tags, custom fields, or specific behaviors.

Step 7: Save the Segment

Once you've defined the segment criteria, click on the "Save" button to create the segment.

Step 8: Apply Segments to Emails

Now that you've created segments, you can use them while creating email campaigns. When composing an email, you can select the specific segments to target or exclude.

Video Tutorial Links:

1. How to Use Segments in Flodesk to Send Targeted Emails - <https://youtu.be/EmR7BhvivwU>

2. Flodesk Tutorial - How to Use Segments - <https://youtu.be/obB-R-2t-y4>

SETTING UP YOUR STAN STORE

11

C H A P T E R

MEET STAN

Using the Stan Store platform is a great way to sell your digital products. Here's a step-by-step guide in simple language, including actionable steps and websites, to help you get started, set up your account, and optimize your product listing:

1. **Visit the Stan Store website:** Go to the Stan Store website [HERE](https://www.stanstore.com) (www.stanstore.com) using your preferred web browser.
2. **Sign up for an account:** Click on the "Sign Up" or "Create Account" button to register for a new account. Provide the necessary information, such as your name, email address, and password. Follow the prompts to complete the registration process.
3. **Verify your email address:** Check your email inbox for a verification email from Stan Store. Click on the verification link provided in the email to confirm your email address and activate your account.
4. **Log in to your account:** Once your account is verified, go back to the Stan Store website and click on the "Log In" button. Enter your email address and password to access your account.
5. **Set up your profile:** Navigate to your account settings or profile section. Fill in the required details, including your name, bio, and any other relevant information that will help buyers get to know you and your products better. Upload a profile picture or avatar if desired.
6. **Create a new product listing:** Click on the "Sell" or "Create Product" button to start listing your digital product. Provide the necessary information, such as the product title, description, and price. Be descriptive and highlight the key features and benefits of your product to attract potential buyers.
7. **Upload your digital product files:** Prepare your digital product files, such as eBooks, templates, or audio files, in the required formats. Follow the prompts to upload the files to your product listing. Make sure to include all necessary files and ensure they are of high quality. Need some help, check out the video [HERE](#)
8. **Add images and visuals:** Enhance your product listing by adding appealing images or visuals that represent your digital product. These visuals could include product covers, screenshots, or preview images that showcase the content or design quality. Follow the instructions on the Stan Store platform to upload and position the images effectively.

MEET STAN

9. **Optimize your product listing:** Optimize your product listing to improve its visibility and attract potential buyers. Consider the following steps:

a. Use relevant keywords: Incorporate relevant keywords in your product title, description, and tags. This will help potential buyers find your product when they search for related terms.

b. Write a compelling product description: Craft a compelling and informative product description that highlights the unique selling points, benefits, and value of your digital product. Use persuasive language and address potential buyer concerns or pain points. This is essentially your "sales page" which we'll get more into the next chapter.

c. Set an appropriate price: Determine an appropriate price for your digital product based on its value, market demand, and competition. Consider offering introductory discounts or limited-time promotions to attract initial sales.

d. Choose appropriate categories and tags: Select the most relevant categories and tags for your product. This will help it appear in the appropriate search results and improve discoverability.

10. **Preview and publish your listing:** Before publishing your product listing, preview it to ensure everything looks as intended. Double-check the information, images, and files. Once you're satisfied, click on the "Publish" or "Submit" button to make your product listing live on the Stan Store platform.

11. **Promote your product:** After publishing your product, take steps to promote it to your target audience. Share your product listing on your website, blog, social media channels, and relevant online communities. Leverage your existing network and consider running targeted advertising campaigns to reach a wider audience.

Learn how to market your stan store **HERE**

See the video tutorial **HERE**

SUPERCHARGE YOUR SOCIAL MEDIA

12

C H A P T E R

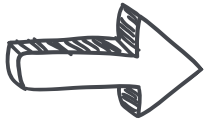
SOCIAL MEDIA MARKETING

Social media offers tremendous potential, yet a majority of users fail to leverage it effectively for business growth.

Let's delve into the trifecta of powerful FREE marketing platforms: TikTok, Instagram, and Pinterest.

TikTok and Pinterest function as OUTREACH platforms, allowing you to connect with a vast audience base. Instagram, on the other hand, serves as your nurturing platform, enabling you to build relationships and drive sales.

Integrating all three platforms is crucial to successfully market your digital product. While it might seem overwhelming, you can streamline efforts by repurposing content across these platforms and more.



TIP:

To easily repurpose content from TikTok, Use "Savetik" which allows you to remove the TikTok watermark and repurpose your content to Pinterest and Instagram.

The number one and two concerns I ALWAYS get are that social media is too slow to grow, or you don't want to show your face.

While I believe social media is the fastest way to grow your business, don't limit yourself to that. Here's some other options if you're social media shy.

Digital Downloads

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

Etsy
Spotify
Clickbank
Teachable
Amazon
WooCommerce
Payhip
Udemy

SOCIAL MEDIA MARKETING

1. **Define your goals:** Determine your objectives for social media marketing. Are you looking to increase brand awareness, drive website traffic, generate leads, or boost sales? Setting clear goals will guide your strategy.
2. **Identify your target audience:** Understand your target audience's demographics, interests, and pain points. This information will help you create content that resonates with them. Your target audience is basically who you WERE before you learned what you're teaching.
3. **Choose the right social media platforms:** Select the social media platforms where your target audience is most active. Common platforms include Facebook, Instagram, Twitter, LinkedIn, and Pinterest.
4. **Create a content plan:** Develop a content plan that aligns with your goals and target audience. Plan out what types of content you'll create (e.g., images, videos, blog posts), how frequently you'll post, and the topics you'll cover. If you are looking for aggressive growth you'll want to post 3 times a day at 9 am 3 pm and 9 pm until you gain enough followers to review your insights to see when they're most active.
5. **Content creation:** Create engaging and valuable content that solves problems, entertains, or educates your audience. Be consistent in your branding and voice. Focus on key content pillars that resonate with your audience. Content pillars are three to five topics your brand will consistently discuss, amplify, and create content for on social media. Also called content categories or content buckets, these topics form the foundation of what you'll post. Popular ones are: entertain, educate, empathize, sell.
6. **Community building:** Engage with your audience by responding to comments, messages, and mentions. Participate in relevant conversations, join groups or communities, and collaborate with influencers or like-minded businesses. Foster a sense of community and build relationships with your followers. Engagement is key to training the algorithm. Engage with target audience for 15 minutes before posting and 15 minutes after posting.
7. **Utilize hashtags:** Research and use relevant hashtags to expand your reach and increase discoverability. Hashtags help people find content related to their interests and topics they're searching for.
8. **Monitor and analyze:** Regularly monitor your social media performance using built-in analytics or third-party tools. Track metrics such as engagement, reach, and conversions. Analyze the data to understand what's working and make informed decisions.

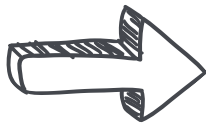
SOCIAL MEDIA MARKETING

9. **Selling the transformation:** Instead of just promoting your products or services, focus on selling the transformation or the benefits your audience will experience by using your offerings. Highlight the value and positive impact your products can have on their lives.

10. **Call-to-action (CTA):** Encourage your audience to take action by including clear CTAs in your posts. Direct them to your website, landing page, or product page. Make it easy for them to make a purchase or contact you. Focus on the triple hook-hook them in text on the video, then hook them in the first line of your caption, and finally at the end of your caption with your CTA.

11. **Analyze and adjust:** Continuously analyze your social media efforts and adjust your strategy based on the results. Experiment with different content formats, posting times, and messaging to optimize your performance.

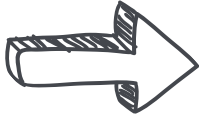
Remember, social media marketing is an ongoing process. Stay consistent, engage with your audience, and adapt your strategy based on their feedback and preferences.



TIP:

Going viral is not a social media strategy.

SOCIAL MEDIA MARKETING



TIP:

Content Creation & Strategy

Content buckets are categories of information that brands and creators use to organize their content. Each bucket is different, but they should all relate back to the overall brand message.

Brands often use six content buckets—education, inspiration, personal, promotion, conversational, and entertainment.

Educational or How-to

For online course creators and coaching experts, this theme is one that will probably come most naturally. Primarily, the educational bucket is used to increase brand credibility by positioning yourself as a knowledge expert in your field. This category can include content such as:

- How-to videos
- Infographics with reliable statistics
- Pro-tips and tricks
- Links to informational blog posts
- FAQs about your business/offerings

Personal

The personal bucket is catered toward increasing brand awareness. As an online entrepreneur, you become a part of your brand. People gravitate to you because you're a person, not a faceless business. It's easier to relate and connect with an actual person than a profile full of ambiguous graphics and stock photos.

Content can include:

- A "get to know me" series
- Live Q&As
- Action shots of you

Promotional

You've seen many of these posts on social media, especially for product-focused businesses. Promotional posts make visitors aware of your deals and offerings. However, too many deter people from following you.

Promotional content can be repetitive. If you're constantly trying to sell something to your audience, it degrades the relationship and trust. Instead of providing value, you could give your audience the impression you only care about making a sale.

Generally, about 20% of your social media content should be promotional. The other 80% needs to be all about providing dynamic posts that offer value.

In other words, there should be a 3:2 ratio of knowledge, value, and community-minded content to sales posts. If you do this, visitors are more likely to stick around for the original, user-focused material.

SOCIAL MEDIA MARKETING

Conversational

Engaging with your community is equally—if not more—important than creating content. With conversational content, you do both. Your audiences want to know they are valuable to your business.

Conversational content creates an open, two-way dialogue. Instead of talking to your followers, you're listening as well. Some ways to do this include:

- Opening a poll (Instagram Stories is a great place for this)
- Asking a meaningful question
- Doing an Instagram live

Entertainment

The entertainment content bucket captures those looking to enjoy themselves. Entertainment posts take a more fun, interactive approach to content.

This type humanizes your brand and makes it more relatable in the eyes of your audience.

Entertainment pieces are also more likely to be re-shared. Whether it's a funny meme or a comical review of a book or film, make sure it also pertains to your business.

There are several ways to go about generating entertainment content. These include:

- Posting memes on social media
- Leveraging nostalgia by showcasing throwbacks
- Creating entertaining content about passing trends
- Holding contests and giveaways

Product content

Product content refers to the text, imagery, and any other descriptive information that defines your product. Your product content can be anything from your course sales page to your about us page.

Clearly define what your product is and what problem it solves. Otherwise, you risk other people defining your product on your behalf.

Also, product content plays a significant role in lead generation. One statistic shows that 87% of shoppers rate product content as extremely essential when deciding what to buy, and your online courses are no exception.

Here are some tips for product content:

- Speak to your target audience
- Know precisely how and where your target consumers search for product information
- Focus less on the features of your product and more on the benefits your users will get
- Leverage carousels and text over reels
- Align and engage your product content with your business strategy

SOCIAL MEDIA MARKETING

Tips and listicles

Did you know listicles are the second most popular type of blog post, behind how-to content?

Listicles have been popular for almost a decade now.

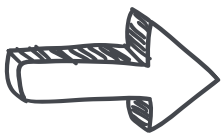
A listicle is a type of content that you create in a list format. Blogs about best products, best movies, or best alternatives are all listicles. You also see listicles on TikTok and other social media. These likely started as blogs, which the writer repurposed for a short video.

Readers and writers love listicles because they're easy to curate and read. If you have a list of 20 tips, you have an outline. Fill in the blanks, and you have a complete listicle.

It's also easy to write catchy headlines when writing listicle content. Most listicle headlines include numbers—which can increase click rates by 20%.

With that in mind, here are a few tips for writing listicles:

- Look at trends and seasonalities. If you teach sewing, an example could be—12 best sundresses to make this summer.
- Create summary-based meta descriptions
- Include a table of contents so visitors can easily navigate to particular sections



TIP:

Snag our content calendar with scheduled content buckets **[HERE](#)**

TIK TOK

The Basics:

- 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 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.
- I recommend using the same username on all platforms so your viewers can easily find you.
- 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". Until then, tell them to head to your Instagram for more info, or to DM you on Instagram.
- Be Careful! Tiktok has been very touchy lately and if you're in the wealth niche, they don't like you using certain trigger words like "money" "income" or anything like that! There are workarounds, like using emojis for these words but make sure you read the community guidelines or you risk getting banned.

TIP:

Use this Tiktok Optimizer checklist:

Is my handle consistent with other platforms?

Yes / NO

Is my name clear (easy to read)?

Yes / NO

Is my handle clear of numbers?

Yes / NO

Is my handle professional and convey purpose?

Yes/ NO

Profile Photo

Is it consistent with other channels/platforms?

Yes / NO

Bio

Does it communicate what the audience will expect?

Yes/ NO

Does it have niche/trigger words?

Yes / NO

Does it have a strong CTA?

Yes /NO

Does it contain relevant emojis?

Yes / NO

WHAT TO POST ON TIKTOK

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. Known as "talking head" videos or "vlogs".

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. This is usually a cold audience and you have less than 2 seconds to grab their attention.

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~!

INSTAGRAM

Instagram is your 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!



TIP:

30 quick Instagram Growth Tips:

1. Caption your talking stories for those people that don't have audio on (about 40% of people)
2. Switch out your CTA in bio to match what you want to drive traffic to right now
3. Create a "start here" story highlight
4. Don't forget to share your story in different content forms
5. Switch up pinned posts quarterly
6. Repurpose your top-performing content from 4 months ago
7. Use a mix of traffic-driving and engagement boosting CTAs
8. Use trending audio with less than 5,000 reels
9. Your followers don't owe you anything, give them a reason to engage
10. Collaborate with 1-2 accounts /month
11. Use all 30 hashtags in the caption
12. Post at your optimal posting time
13. When in doubt simplify your content
14. Get followers to add you to their favorites
15. Use your close friends list to create deeper connections in your community
16. Observe your own consumer habits and use that to shift your strategy
17. Branding is not the same thing as BUILDING a brand, you need to do both
18. Use location tags on your posts
19. Make sure your bio answers : wHo, what, and how
20. Duplicate your reel drafts
21. Switch from a link tree app to build your own link in bio on your website
22. Place searchable keywords in the name section of your bio
23. Set up FAQs in your DMs (settings-creator tools-frequently asked questions)
24. Link you IG to a FB business page and cross post
25. Save your reel before posting with the text added to repurpose
26. Pin 3 comments on each post that set the tone for the conversation
27. Study the explore page to see what's trending
28. Take a 24 hour break from stories and come back using an engagement tool
29. Play the long game, it takes time to grow, stay authentic
30. If you made it this far...you'll make it on Instagram!

WHAT TO POST ON INSTAGRAM

Share behind the scenes or B roll video: on your computer, on your phone, writing, reading, drinking coffee, living your life

Share a recap of your best day/offer/sale

Talking head videos, or vlogs as reels

Client story/testimonials

Share an obstacle you overcame

If you see others in your niche having wild success model their post with your own personality

PINTEREST

Pinterest offers a long-term strategy, but you can quickly kickstart your presence by sharing your TikTok content on the platform without much extra effort.

Idea pins on Pinterest are currently gaining traction over static pins, so it's a great opportunity to capitalize on this trend.

Here's a step-by-step guide to get your Pinterest account up and running:

1. **Conduct Keyword Research:** Begin by identifying keywords that best describe your content. Search these keywords on Pinterest to understand what people are interested in. Keep a note on your phone to record these keywords.
2. **Create or Convert to a Business Account:** Transform your existing Pinterest account into a business account or create a new one. If you have a website, claim it on your Pinterest profile. Alternatively, you can use your store link.
3. **Optimize Your Profile:** Utilize the previously researched keywords to craft a compelling profile. Include a strong call to action at the end to engage your audience.
4. **Set Up 10 Boards:** Create 10 boards that are relevant to your content and consider the popular search terms people are using.
5. **Start Posting Daily:** Begin posting on a daily basis, even if it's just one idea pin to start. As you progress, aim to share 10-15 pins each day.
6. **Repurpose Your Content:** Don't feel overwhelmed by the posting frequency. You can create multiple pins for the same content by changing the image and title. This allows you to work smarter, not harder, as one piece of content can be turned into 5-10 separate pins.

By following these steps, you'll be well on your way to building a successful presence on Pinterest and leveraging its potential for your content and brand.

LAUNCH YOUR DIGITAL PRODUCT

13

C H A P T E R

LAUNCHING YOUR DIGITAL PRODUCT

Make sure that all of your social media platforms are set up, with an optimized bio and linked to your Stan Store.

Make sure that you have tested the link to your Stan Store.

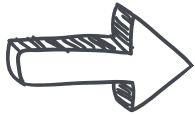
Now it's launch time!

How do I launch?

Your followers need to know, like and trust you before they buy from you.

So how do you do that with zero followers?

Start creating your content. Even if it feels like you're talking to no one. Use this time to get comfortable in your stories.



TIP:

Always remember: **Facts tell, stories sell.**

Share:

The process of creating your product.

Why you're an authority.

How have you benefited from what you know.

What was your life like before you started applying your certain skill set.

What is your life like now

Remember that it often takes time for your audience to know, like and trust you before they buy from you, this will take multiple exposures (approximately 7 times) for someone to feel comfortable making a purchase from you.

Be patient if you don't see immediate sales pouring in. Building a customer base takes time and effort.

It's normal to feel a bit overwhelmed by constantly sharing about your product. However, keep up with it; consistency is key.



TIP

Don't sell the solution, sell the transformation.

The most effective way to boost sales is by highlighting the outcomes and benefits your product offers, rather than simply listing its features. Emphasize what your product can do for your customers.

Worried about sounding like a slimy salesman?

Don't be.

Selling is a service. Your followers are watching you because they need something you offer. Reminding them of your offer, is why they started following you in the first place.

PROOF FOR YOUR DIGITAL PRODUCT

14

C H A P T E R

THE POWER OF TESTIMONIALS

Testimonials are a HUGE selling factor for people!!

You don't have to overcomplicate them.

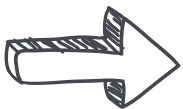
The ones that perform the best are screenshots from personal DM'S that people have sent. We always ask them if we can share first, then I strategically share to my stories.

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



TIP

Make sure you're telling a story when you're sharing a testimonial. Don't just plop it down on the sales page or your social media page.

SCALING

15

C H A P T E R

SCALING FROM YOUR DIGITAL PRODUCT

1. **Analyzing key performance indicators (KPIs):**

- Identify the key metrics that measure the success of your digital product business, such as sales revenue, conversion rates, customer acquisition cost, and customer retention rate, analyze social media metrics like engagement, saves and shares
- Utilize analytics tools, like Google Analytics or your platform's built-in analytics, to track and monitor these KPIs.
- Regularly analyze the data to identify trends, areas for improvement, and potential growth opportunities.
- Use the insights gained from your analysis to make data-driven decisions and optimize your business strategies.

2. **Strategies for scaling your digital product empire:**

- Diversify your product offerings by expanding your digital product line or creating complementary products that cater to your target audience's needs. (This is known as a value ladder, adding higher ticket products or services so your client continues to come back to you)
- Explore new distribution channels or partnerships to reach a wider audience. Consider collaborating with influencers, guest blogging, or participating in relevant industry events.
- Automate processes and workflows where possible to streamline operations and save time. This could include using tools for email marketing automation, customer support ticketing systems, or project management software, or scheduling software.
- Consider implementing a tiered pricing structure or creating upsell opportunities to maximize revenue per customer.
- Continuously innovate and stay up-to-date with emerging trends and technologies in your industry to stay ahead of the competition.

3. **Managing customer support and feedback:**

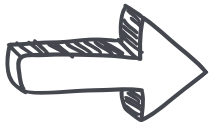
- Provide exceptional customer support by promptly addressing customer inquiries, concerns, or issues. Use help desk software or customer support tools to streamline and manage these interactions effectively.
- Actively seek customer feedback through surveys, feedback forms, or social media polls. This will help you understand their needs, preferences, and areas for improvement.
- Regularly review customer feedback and make necessary improvements to your digital products, processes, or user experience.
- Engage with your customers on social media platforms or through community forums to build relationships, gather insights, and create brand advocates.

SCALING FROM YOUR DIGITAL PRODUCT

4. Facebook ads:

- Set up a Facebook Business Manager account and link it to your Facebook Page.
- Define your advertising goals and target audience based on demographics, interests, and behaviors.
- Design visually appealing ad creatives that convey the benefits of your product.
- Set a budget and choose your ad placement (e.g., news feed, sidebar).
- Monitor the performance of your ads, track key metrics (e.g., impressions, click-through rates, conversions), and optimize your campaigns based on the results

Need some help with Facebook ads? check out Facebook & Instagram Ads Secrets [here](#)



TIP:

For Facebook ads, or to use on your social media- try these course mock ups!

Course Mockup Template [Here](#)

And another one [HERE](#)

LET'S MAKE IT LEGAL

16

C H A P T E R

LEGAL STUFF

Choose an appropriate business name that is suitable for trademark protection, for example, by establishing an LLC (and decide whether to elect S-Corp status within the initial 2 months and 15 days after incorporation).

Secure a Registered Agent and acquire a virtual office address for LLC-related filings.

Complete the necessary paperwork with the Secretary of State as per the legal requirements.

Mark important deadlines for state compliance (e.g., Statement of Information) or trademark updates on your calendar.

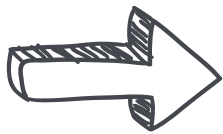
Apply for an EIN number from the IRS.

Set up a Business Checking Account or create a separate personal checking account if operating as a sole proprietor.

Obtain a valid business license that allows you to operate your business legally.

Operate your business professionally by using well-drafted contracts, invoices, and independent contractor agreements.

Protect your brand by trademarking your business name or logo and consider copyrighting any unique products or services. Monitor your intellectual property to prevent infringement.



TIP:

Every state is different, and everyone's circumstances are different, I recommend doing your research and making your own decisions regarding how you want to legally operate your business. We are not legal or tax experts and this is for informational purposes only. We are not allowed by law to offer legal advice.



YOU DID IT!

I'm so excited you took the chance to invest in yourself and believe you're capable of creating the financial life you want!

I'm honored you chose to allow me to help you on your digital product journey!

This digital product guide will ALWAYS be updated with the latest and greatest so save the link in your email!

If you want to use this as your first digital product click this link and open in Canva - click CREATE COPY and begin editing!

INCOME DISCLAIMER & TERMS

This Digital Product Starter Kit has been crafted by an experienced content creator, offering valuable guidance on generating income through digital product sales.

Please note that we do not make any income promises or guarantees concerning financial outcomes or potential earnings resulting from the use of the information provided in this starter kit.

The results achieved depend on the effort you put in.

Kindly refrain from engaging in any unlawful duplication or copying of the content present in this Digital Product Starter Kit.

© 2023 DIGITAL RESELL MASTERS All Rights Reserved